



SCCA 2073 PUBLIC RELATION

GROUP A

SECOND SEMESTER 2020/2021 (A202)

GROUP ASSIGNMENT:
'FIGHT AIDS NOT PEOPLE WITH AIDS'

PREPARED FOR:
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1.0 INTRODUCTION

1.1 Overview of The Program

Our group makes collaboration with Pure Lotus Hospice of Compassion. We are decided to hold a webinar with the theme “Fight AIDS, Not People with AIDS” with Pure Lotus Hospice of Compassion. This webinar was held at Webex on 1 Jun 2021 from 10.00 am until 1.15 pm. The speaker for the webinar is Mr. Yap Peng Huat from Pure Lotus Hospice of Compassion. Besides that, we also held a poetry competition with the theme of AIDS which is every participant needs to submit their video at Google Form. The poetry competition was implemented from 20 May 2021 until 27 May 2021. The winner was announced at the end of the webinar. The participants for both programs are University Utara students and outsiders.

1.2 The Importance of The Program

AIDS infections are a disease that the most advanced phases of HIV infection are referred to as Acquired Immune deficiency Syndrome (AIDS)(World Health Organization, 2020). It means AIDS is a dangerous disease for the human. Also, there is currently no cure for HIV infection(Lane, 2021). According to the Ministry of Health Malaysia, in 2019, the number of people living with AIDS is 77,903(HIV/STI/Hepatitis C Section of Ministry, 2019). The number of people living with AIDS in 2019 explains many people who suffer from AIDS.

So, this the reason why our webinar which is “Fight AIDS, Not People with AIDS” is important in order to raise awareness among the public and UUM students from preventing new AIDS infections. Another reason this program is important is the participants will gain a better understanding of how to improve AIDS-related health outcomes for persons living with the disease, as well as how to eliminate AIDS-related disparities and health inequities, which will aid them in preventing disease.

1.3 Organizations Involved

Our group has decided to choose an organization that is non-profit as well as to help them in creating an event and create strong relationships with society and creates a brand image with public opinion. The organization of non-profit that we choose is Pure Lotus Hospice of Compassion. Pure Lotus Hospice of Compassion is a health care that focuses on the palliation of a terminally ill patient's pain and symptoms and attending to their emotional and spiritual needs at the end of life.

Pure Lotus Hospice of Compassion is a non-profit organization that receives end-of-life cancer patients who are poor, single, and without a place to stay. Other than that, Pure Lotus Hospice of Compassion is one of the organizations that help people living with HIV/AIDS through various programs. Therefore, Pure Lotus Hospice of Compassion and our group agreed to make collaborate to conduct an AIDS Camp program.

2.0 OBJECTIVES

The objectives of this event are:

1. To let the public and students understand and raise awareness of the prevention of HIV infections.
2. To reduce the rate of infection among the public.
3. To raise awareness to create more openness about the disease and to make the public more supportive of people living with HIV.

3.0MODEL OF PUBLIC RELATION

There are four types of public relation models which are Press Agency Model/ Publicity Model, Public Information Model, Two- Way Asymmetric Model and Two-Way Symmetric Model(Juneja, n.d.). We used the Two-Way Symmetric Model in order to spread the organizations information to public. The two-way asymmetric model uses logical convincing method of speaking or conveying the meaning of messages to the key audience perhaps we used the two-way symmetric this is because we are not trying to persuade our key audience but in order to act as a public relation practitioner whom wish to be a liaison between the key audience and the company.

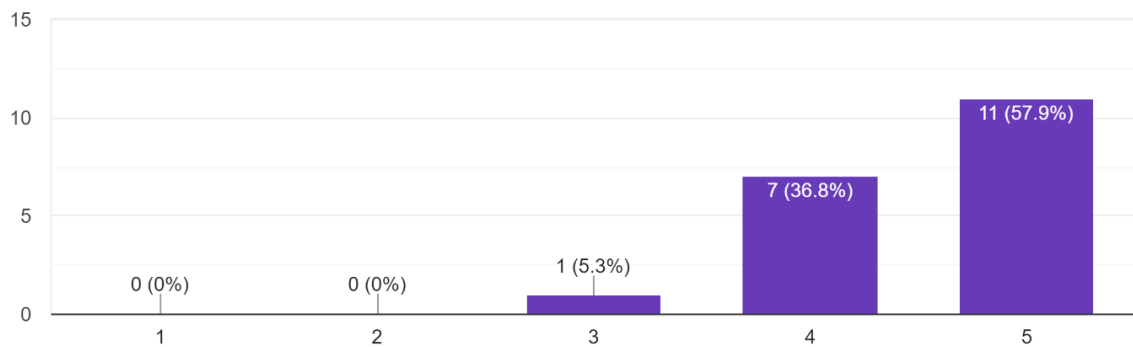
Besides that, we selected this model not just because it is two-way communication but also keeping in mind that we as the PR practitioners are the middle person who thinks that both parties (the company and also audiences) have to benefit themselves. This is one of the major reasons why we used this mode, it is because the word symmetrical itself reflects that it attempts to create mutual beneficial situation. By conducting the event of fight AIDS not people with AIDS both the company get their opportunity to deliver their message as well as their struggles in bringing up the company whereas the audience gain lots of knowledge and sign up for competitions and win cash prizes.

Moreover, we had used two-Way Symmetric Model is because the both parties; organization and audience get chance to communicate each other in two way which is very effective way to get clear information. So, our group was come up with the best platform to conduct this event after some discussion and the platform is Cisco WebEx Meeting. By using platform, the both parties can have two-way communication, they can have question and answer session at the end of the webinar which very helpful for the audience to get the better understanding about the topic. Since, the speaker of the fight AIDS not people with AIDS webinar, was very sporting and bring the program in very interesting manner where the audience able to give their attention throughout the whole session from start to ending.

After the whole program had conducted, we also spread the feedback form to let the audience express their satisfaction and evaluate the effectiveness of the webinar through the Google feedback form.

How convenient were you with the Webex platform provided for the event?

19 responses



Graph 1: How convenient were audience with the WebEx platform provided for the event?

As mentioned earlier, the reason why we chosen Cisco WebEx Meeting is to apply the Two-Way Symmetrical Model. From the graph above, audiences express that they feel convenient to use this platform for this event. It is because, during this pandemic period, online-based platform will be suitable to have an interactive session. Thus, the Two-Way Symmetrical Model is very helpful for our public relation webinar to make decisions and conduct an effective program.

4.0 EVENT REPORT:

1. ACTIVITIES:

We managed to do a webinar and poetry competition with the theme of AIDS with the title “Fight AIDS. Not people with Aids”. The AIDS-themed poetry competition run from 19-27 May 2021, and a webinar entitled “Fight AIDS. Not People with AIDS.” held on June 1, 2021. A total of 46 people who participated in our webinars were UUM students, and then several others came from outside UUM. Pure Lotus Hospice of Compassion has joined a Universiti Utara Malaysia (UUM) venture to conduct an AIDS Camp program. Several objectives and activities are going to lead in this AIDS Camp program.

2. PURPOSE:

We arranged this program as our Project for the Public Relations class assignment. The main goal of this AIDS Camp program is to raise awareness among the public and UUM students from preventing new AIDS infections. Not only that but also to encourage UUM students and the public to attend the webinar on AIDS whereby the registration fee for the webinar is free. By joining the webinar program, the participants will know more about improving AIDS-related health outcomes of people with AIDS, reducing AIDS-related disparities and health inequities that will help them prevent themselves from the diseases. As the saying goes, “prevention is better than cure”.

3. DELEGATION:

We consist of Nisha Krishnan Nair as a Program Director, Nurul Asyikin Binti Abdul Murad as a Vice Project Director, Afifa BT Azizan as Secretary, Bhuvaneswari Sanmugam as Treasurer, Yoshini Mahaligam as Head of Registration Bureau, Harris Rahmat Fauzi as Head of Special Task & Multimedia, Navin Kumar Segaran as Head of Protocol Bureau, Prathiphaa Bhaskaran as Head of Protocol Bureau, Logitha Lakshmi Thiagarajan as Head of Technical Bureau, Zahra Zayyana as Head of Special Task Bureau, and Jennifer Dios as Program Moderator.

4. METHODS:

We started this program by forming a group, planning on what kind of program should we do, arranging the Program Delegation, Contact the Speaker, Announcing the Webinar and Competition to public, and Held the Program by using Webex as our platform. We also used Kahoot as the entertainment of the program.

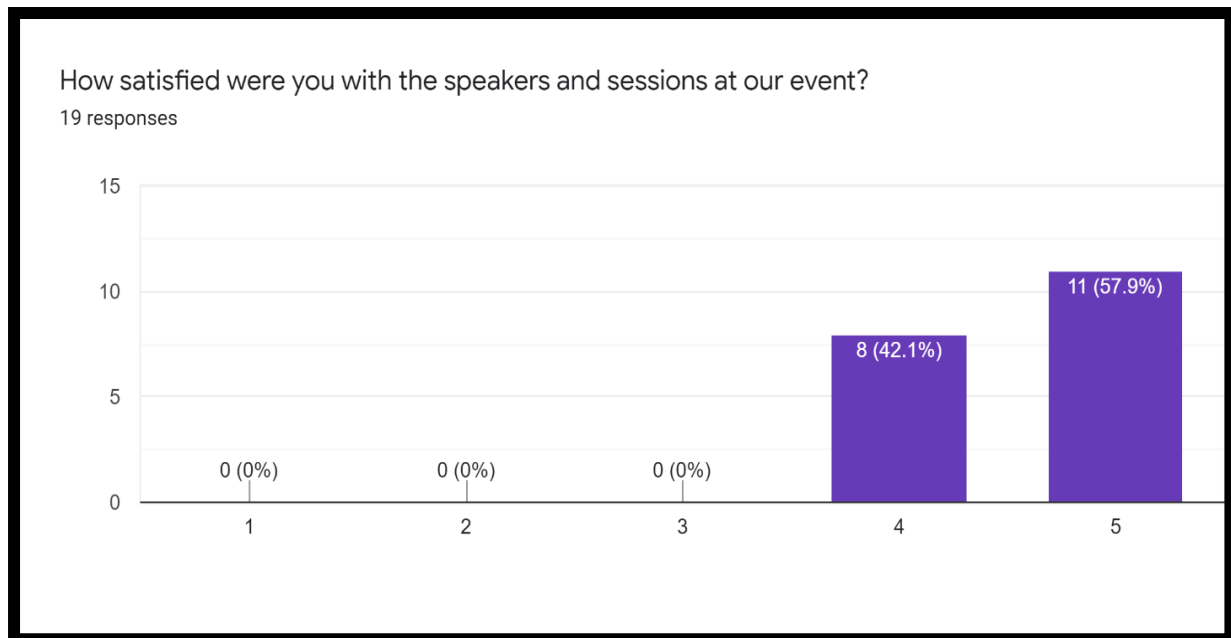
PROGRAM'S TENTATIVE

DAY 1(1st June 2021): WEBINAR OF “FIGHT AIDS NOT PEOPLE WITH AIDS” (FANPA)

TIME	ACTIVITY
10.00am – 10.15am	Filling up the Google form
10:15am – 10.30am	Welcome greetings and Opening remarks
10.30am – 10.45am	Introduction and Background of FANPA
11.00am-11.45am	Presentation by Pure Lotus Hospice of Compassion
11.45am-12.15pm	Kahoot session and mini prize giving for the winners
12.00pm-1pm	Poem creating competition and prize giving for the winners
1.00pm-1.15pm	Closing

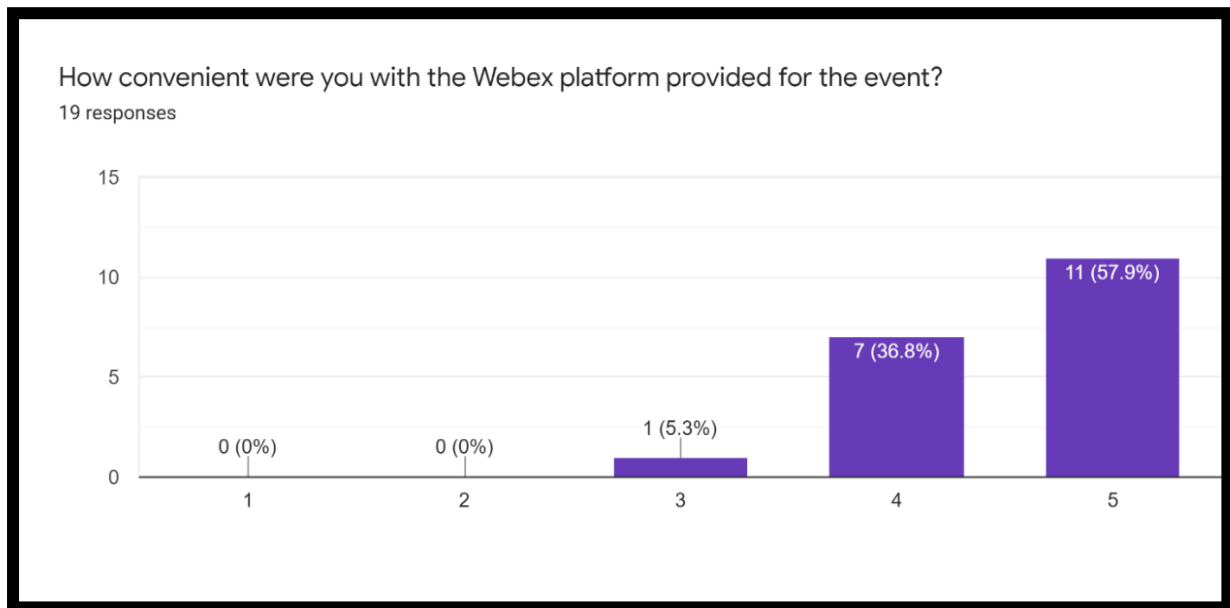
5.0 RESULTS

5.1.1 Participants satisfaction towards program.



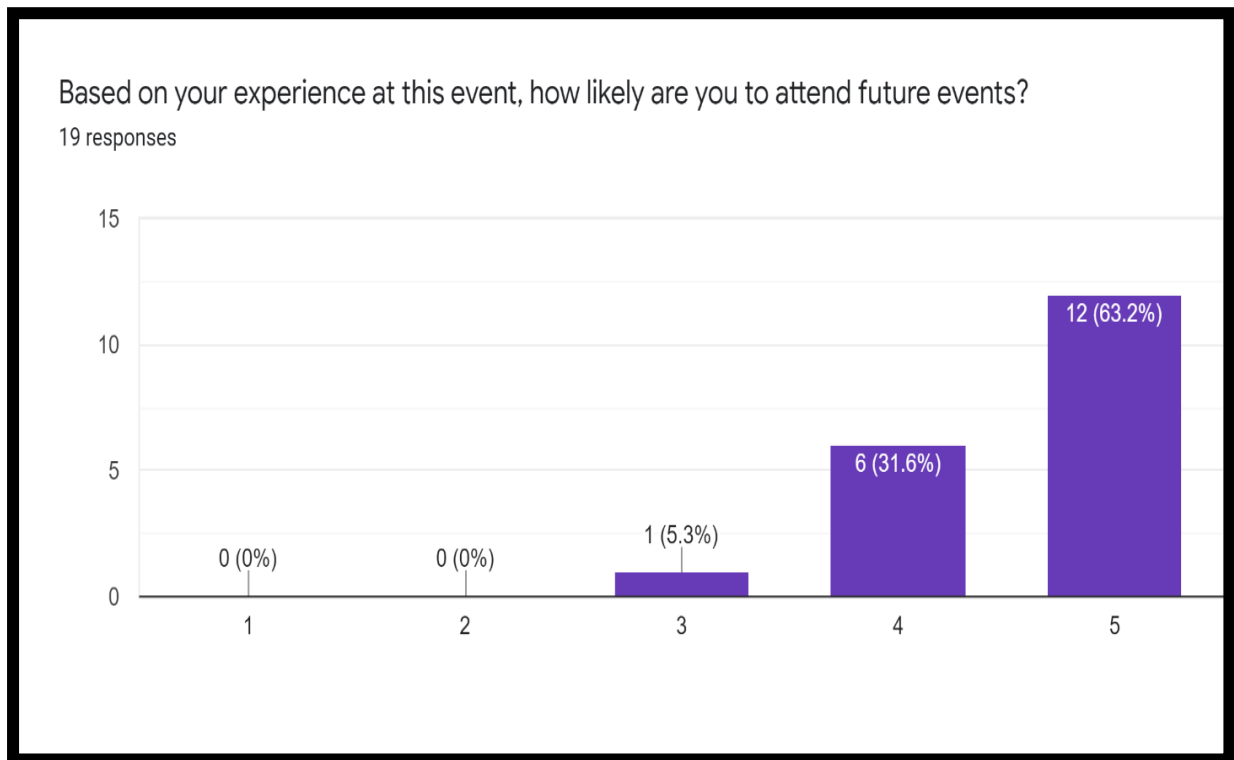
There are 11 participants (57.9) was very satisfied with our program while 8 participants (42.1) were satisfied with the program. This is because they said that the participants were very fond and kind and answers all the questions given to them. HIV AIDS may not popular among us but they do really extinct in our social lives. From thus figure we know that there are no participants who does not dissatisfied with the program. We rally hope that this program will educate more youth ad teenagers about their selfcare and hygiene.

5.1.2 Participants satisfaction using WEBEX platform



From this figure we noticed that 11 participants (57.9%) were very satisfied using WEBEX platform for this program while 7 participants (36.8%) were satisfied with using WEBEX platform and 1 participant (5.3%) moderately satisfied with using WEBEX platform. This is because our participants are mainly from UUM students and they using WEBEX platform during class. But this program also involved with outsider's from UUM so maybe they have difficulties using WEBEX for the first time. But overall participants are very kind and happy with our programs.

5.1.3 Participants experienced toward the programs



Based on this figure we noticed that 12 participants (63.2%) very satisfied with the program and have a good experienced towards our program while 6 participants (31.6%) have a good experienced and 1 participants (5.3%) moderately have a good experienced. This is because the program is having technical problems at first with the speaker microphone but it all settle up within the few minutes. Overall participants were very satisfied and have a good experience on our program.

5.2 Audience Responses

❖ Positive

Through this program, many participants provided positive feedback on their goal to find out information about HIV/AIDS in our community today. Some of them said the program has been very inspiring and mind -opening to be responsible for educating the community in the future. In addition, through the feedback collected from participants have stated that they would like to make a request to continue to hold this program again in the future with a longer period of time because in a short time there is much more information that can be shared with other participants. Therefore, this program is seen to help many participants to open their eyes on the importance of health care and how to communicate with people living with HIV.AIDS.

❖ Negative

Through this program, there are some participants who voiced their opinion about the time implemented is not appropriate because some of them have classes and have a very tight schedule to participate in this program. In addition, there was feedback stating that the program did not run smoothly at the beginning of the program due to technical problems. However, this negative feedback is only a few of the participants who have filled out our google feed form.

5.3 Findings

Based on the collaboration with Pure Lotus Hospice of Compassion, we are successfully conducted an event named “Fight AIDS Not People With AIDS”. We conducted the event through online platform by using WebEx and Facebook Live. The main goal of this HIV Camp program is to raise awareness that UUM students from preventing new HIV infections. From the webinar program, we assume that the participants have known more about how to improve HIV-related health outcomes of people with HIV, reduce HIV-related disparities and health inequities that will help them to prevent. We believe that we have successfully achieved the objective of the program. Moreover, throughout the webinar, the implementation has generally gone on schedule. Inputs as agreed between Pure Lotus Hospice of Compassion and our team have been generally delivered.

Throughout the Webinar, the presenter is grateful in sharing his knowledge in raise the awareness to create more openness about the HIV/AIDS. Besides that, the presenter been very friendly and give us useful information which can implement in many scenarios. Apart from that, the presenter Mr. Yap Peng Huat get into the topic as he managed to impress all of us. For instance, he is sportive when answering the questions of participant in the Webinar. In addition, the entire team of Pure Lotus Hospice of Compassion feel satisfied and glad to be collaborate with us. Last but not least, we are totally proud to organize the Webinar and we believe all the information shared will be more useful for the future reference.

6.0 SUMMARY

To summarize, this report, our main goal of this HIV Camp program “FIGHT AIDS, NOT PEOPLE WITH AIDS” is to raise awareness that UUM students from preventing new HIV infections. So, we believe that we have achieved the objectives. We as the organizers had conducted the event through an online platform by using WebEx and Facebook Live. The presenter Mr. Yap Peng Huat was friendly and gave useful information which can be implemented in many scenarios. The entire team of Pure Lotus Hospice of Compassion feel satisfied and glad to collaborate with us.

In addition, many participants provided positive feedback on their goal to find out information about HIV/AIDS in our community. Some of them said the program has been very inspiring and mind-opening to be responsible for educating the community in the future.

Meanwhile, there are some participants who voiced their opinion that the time implemented is not appropriate because some of them have classes and have a very tight schedule to participate in this program.

This program brought much knowledge and benefit to the audience. We hope that the public and students have understood and will raise awareness of the prevention of HIV infections and also, we hope that the rate of HIV/AIDS will decrease in future.

7.0 CONCLUSION

Our group collaborates with Pure Lotus Hospice of Compassion to hold a webinar with the theme “Fight AIDS, Not People with AIDS” and conduct a poetry competition with the same theme. The Webinar was conducted on June, 1st 2021. Pure Lotus Hospice of Compassion is one of the organizations that help people living with HIV/AIDS through various programs. This program is vital to raise awareness among the public and UUM students from preventing new AIDS infections. In addition, this Webinar is crucial for the participants to have a more excellent grasp of how to improve AIDS-related health outcomes for people living with the disease and eradicate AIDS-related disparities and health inequities, which will benefit them in disease prevention.

Most of the participants were very satisfied with our program. Through this program, many participants provided positive feedback on their goal to find out information about HIV/AIDS in our community today. Some of them said the program has been very inspiring and mind-opening to educate the community in the future. On the other hand, some participants voiced their opinion that the time implemented is not appropriate because some have classes and have a very tight schedule to participate in this program and stated that the program did not run smoothly at the beginning of the program to technical problems.

Throughout the Webinar, the presenter is grateful for sharing his knowledge to raise awareness to create more openness about HIV/AIDS. Besides that, the presenter been very friendly and give us helpful information which can implement in many scenarios. Apart from that, Mr Yap Peng Huat, as the presenter, managed to impress all of us.

8.0 REFERENCES

HIV/STI/Hepatitis C Section of Ministry. (2019). *COUNTRY PROGRESS REPORT TO HIV/AIDS EPIDEMIC*. Putrajaya: Disease Control Division.

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9.0 APPENDICES

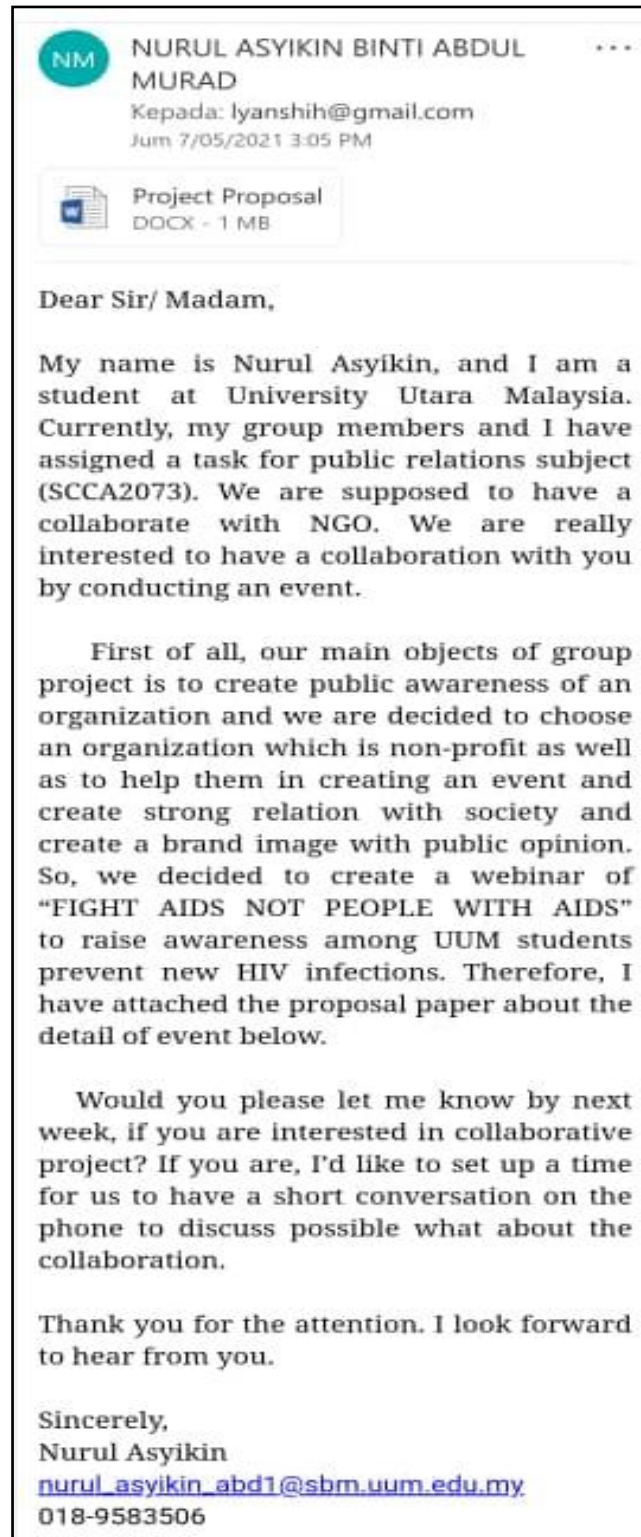


Figure 1: The Invitation



Figure 2: The Acceptance from Pure Lotus Hospice of Compassion



Pure Lotus Hospice
of Compassion

Fight AIDS not with People with AIDS

OPEN TO ALL
UUM STUDENTS
& FREE E-
CERTIFICATE

REGISTER HERE



SPEAKER



Mr. Yap Peng Huat

from Pure Lotus Hospice of
Compassion

WEBINAR PROGRAM

1st June 2021
10 AM to 1.15 PM

For further information :

NISHA +60182454871
YOSH +601136780129



Figure 3: Official poster

MAY 20TH-27TH 2021

exploring words and feelings through stories and
explanation of HIV/AIDS



POETRY COMPETITION

A MINI COMPETITION ROAD TO 'FIGHT
AIDS NOT PEOPLE WITH AIDS' WEBINAR.

For further information :

NISHA +60182454871

YOSH +601136780129



Figure 4: Poster of poetry competition



Figure 5: Certificate of Participation



Figure 6: Plaque given to Mr. YAP as appreciation

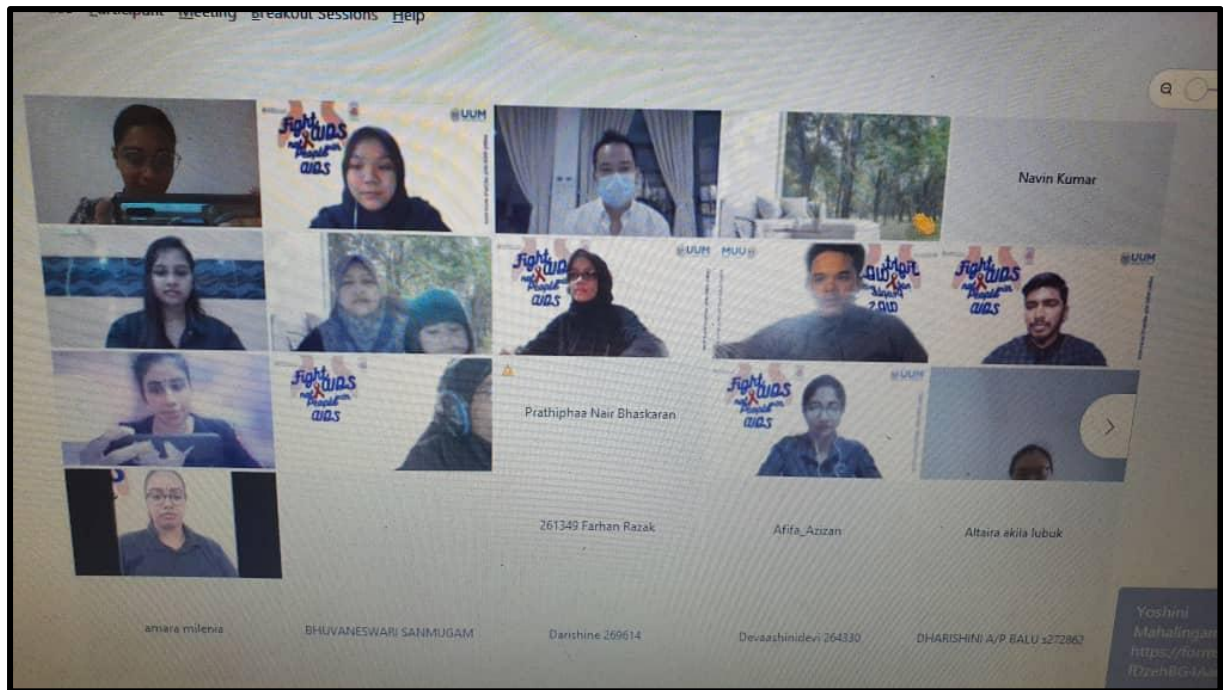


Figure 7: Picture with the participants

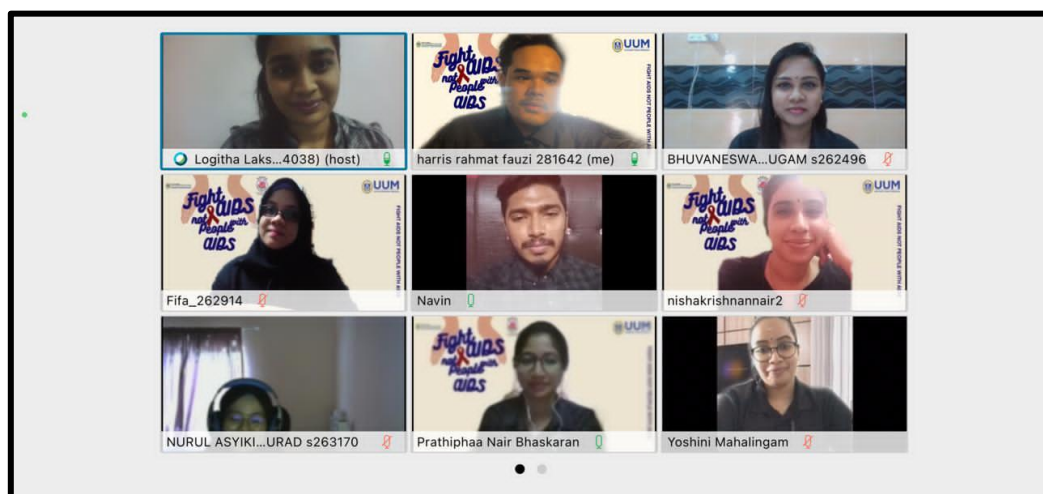


Figure 8: Team Members

Event video link:

<https://drive.google.com/file/d/1HfOXKIZSF9uYw6POqgPA0SGw01Z4Ls2W/view?usp=sharing>