From: Jabatan Komunikasi Korporat
To: UUM - All Staff; UUM - All Students
Subject: UUM EXPERT CONTRIBUTES TO MOH'S STRATEGIC COMMUNICATION PLAN FOR KOSPEN TRANSFORMATION
Date: Thursday, 3 September, 2026 2:11:09 PM
Attachments: image002.png
image003.png

Jabatan Komunikasi Korporat
CORPORATE COMMUNICATION DEPARTMENT
Universiti Utara Malaysia

UUM TODAY

UNIVERSITI PENGURUSAN TERKEMUKA | THE EMINENT MANAGEMENT UNIVERSITY

3 SEPTEMBER 2026 / 21 RABIULAWAL 1448H
==========

News and pictures by: Dr. S Maartandan A/l Suppiah

UUM EXPERT CONTRIBUTES TO MOH'S STRATEGIC COMMUNICATION PLAN FOR KOSPEN TRANSFORMATION



UUM ONLINE: Putrajaya - Universiti Utara Malaysia (UUM) is strengthening its contribution to national public health priorities through the expertise of Dr. S. Maartandan Suppiah of the School of Multimedia Technology and Communication (SMMTC), who was invited to contribute to the development of the Strategic Communication Plan for the Transformation of Komuniti Sihat Pembina Negara (KOSPEN) under the Ministry of Health Malaysia (MOH).

Dr. Maartandan brought his expertise in strategic communication, leadership communication, behavioural change and communication for social change to the Bengkel *Pembangunan Garis Panduan Pelaksanaan Transformasi KOSPEN 2026*, held at the Prime Minister's Department in Putrajaya, on 26 and 27 August 2026.

The workshop served as an important platform for bringing academic knowledge and communication research into the development of practical strategies to support the transformation of KOSPEN at both national and community levels.

His contribution further builds on his ongoing collaboration with the Kedah State Health Department (JKN Kedah), where he has been involved in applying communication approaches to public health initiatives and community-based programmes.



Through these engagements, Dr. Maartandan has gained valuable insights into the practical dimensions of health communication, community mobilisation and behavioural change, particularly within the grassroots level.

Drawing on this experience, he highlighted the need for public health communication to move beyond merely disseminating information or raising public awareness. "Communication should ultimately help people move from awareness to participation, action and sustained behavioural change.

For a community-based health initiative such as KOSPEN, communication must also build trust, empower communities and provide practical pathways for people to take meaningful action," he said.
He further stressed that successful strategic communication for public health transformation requires a deeper understanding of the communities being served.

"This includes understanding their needs, motivations, barriers, social environments and levels of trust," he explained, underscoring the importance of developing communication strategies that are audience-centred, locally relevant, actionable and behaviour-oriented.

Rather than relying predominantly on the one-way dissemination of health information, such an approach seeks to create meaningful engagement and encourage communities to become active participants in improving their own health and well-being.

For Dr. Maartandan, the opportunity to contribute to the KOSPEN transformation was particularly meaningful as it allowed insights from his ongoing research and continuous engagement with JKN Kedah and local communities to contribute to the development of strategic communication approaches for a national public health transformation initiative.

"It is rewarding to see academic research and communication expertise contributing directly to a national public health transformation initiative. The value of research becomes even more meaningful when knowledge can be translated into strategies that address real community needs and contribute to sustainable behavioural and social change," he said.



He expressed his appreciation to the Ministry of Health Malaysia for the confidence placed in him and the opportunity to contribute to strengthening the strategic communication dimension of the KOSPEN transformation.

The engagement reflects UUM and SMMTC's commitment to extending the reach and relevance of academic expertise beyond the classroom and scholarly publication. It also demonstrates how communication scholarship can support evidence-informed policymaking, community empowerment and national development.

More significantly, the initiative highlights the potential of communication scholarship to address complex public health challenges by bringing together strategic communication, leadership, community engagement and behavioural change.

Through continued engagement with national agencies and communities, UUM remains committed to translating knowledge and research into meaningful societal impact, while contributing its expertise to initiatives that promote the health, well-being and resilience of communities and the nation.

ZMS/JKK/2026

UUM OFFICIAL
uumtoday.com Universiti Utara Malaysia uumofficial uumnews uumtube uuminfo uumofficial
ukkuum@uum.edu.my 04-928 3039 | 3040 | 3043 | 3097 | 3056

Universiti Utara Malaysia Official Website http://www.uum.edu.my

Disclaimer: This e-mail (including any attachments) may contain confidential information. If you are not the intended recipient, you are hereby notified that any review, distribution, printing, copying or use of this e-mail is strictly prohibited. If you have received this e-mail in error, please notify the sender or Universiti Utara Malaysia (UUM) immediately and delete the original message. Opinions, conclusions and other information in this e-mail that do not relate to the official business of UUM and/or its group of companies shall be understood as neither given nor endorsed by UUM and UUM accepts no responsibility for the same. All liability arising from or in connection with computer viruses and/or corrupted e-mails is excluded to the fullest extent permitted by law.