

A thought on end-of-life care

KL students hold awareness, fundraising event until Thursday on hospice services

A THREE-DAY hospice care awareness and fundraising campaign is being organised by students of Tunku Abdul Rahman University of Management and Technology (TAR UMT).

Led by second-year students of its Bachelor of Public Relations honours programme, the “Butterfly Kisses: Goodbye Without Regret” campaign is to create awareness and educate people about caring for loved ones in their final stages of life.

The campaign will also teach people ways to say farewell without regrets, to accept death, to live as well as possible afterwards, and to arrange a funeral that will honour the life of the loved one.

Campaign representative Chin Yong Ching said the theme and concept of hospice care was chosen because of a lack of attention towards this aspect.

“Our culture heavily influences individuals to avoid discussions related to death.

“This results in a diminished importance placed on end-of-life care,” she said.

Another aim of the organisers is to raise awareness among TAR UMT students and staff of the sig-

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nificance of hospice care and of the need for such services.

“The campaign’s secondary goal is to raise RM5,000 for our non-governmental organisation partner Malaysian Association of Paediatric Palliative Care (Mappac), to ensure sustainability in providing hospice care and support for families in need,” said Chin.

The campaign is being held from today until Thursday and is open for public participation.

People are welcome to drop in between 10am and 5pm at V Gallery and Photography Studio 1 & 2 (Block V), TAR UMT Kuala Lumpur in Jalan Genting Klang, Setapak.



TAR UMT students with staff of Malaysian Children's Hospice Kuala Lumpur which is set up by Mappac to help parents care for terminally ill children.