

DETTOL HAND HYGIENE CAMPAIGN LAUNCH AT REAL KIDS TTDI

R.E.A.L Education Group collaborated with Reckitt Benckiser for the launch of their 'Dettol Hand Hygiene Campaign'. It was held at R.E.A.L Kids Taman Tun Dr. Ismail (TTDI) on the 23rd of April 2009. To kick start the launch at 10.45am, Mrs. Sarasa Bala, the principal of R.E.A.L Kids TTDI, did a warm welcoming speech. The guest of honour who officiated the launch was Y. Bhg. Dr. Ismail bin Abu Taat, Director of Department of Health, Federal Territory Kuala Lumpur and Putrajaya (JKWPKL). It was then followed by the speeches of Ms. Catherine Tantoco, the Marketing Director of Reckitt Benckiser, Malaysia & Singapore and Ms. Amu Pillay, Marketing representative of Pantai Medical Centre. Members of the press were also present to cover this special event.

There were 87 kids from R.E.A.L Kids' Pre-2 and Pre-3 who attended the launch. They were indeed an excellent bunch of audience, and not to mention, participative too! The programme started off with the 'Invisible Pen' ice breaker by JKWPKL's nurse, followed by a hand hygiene talk and the '7-steps Hand Wash Demonstration'. The appearance of Dettol's mascot 'Mr. Dettol a.k.a. Hygiene Hero' indeed enlightened the kids! Three of our R.E.A.L kids were chosen to be on stage to demonstrate the 7 steps of hand wash alongside with the mascot.

During the Q&A session, enthusiasm was seen in the kids as they eagerly wanted to participate; some even knew the answers before the question was finished. The kids won prizes for their participation. A group photography session took place to wrap up the launch. Dettol goodie bags were given out to all the kids. It was a successful collaboration event between R.E.A.L Education Group and Reckitt Benckiser!



Speech by Mrs. Bala



Hand Washing Demo



Group Photo