

OFFICIAL LAUNCH OF IMU QUIT SMOKING SERVICE
SPEECH BY PROF ABDUL AZIZ BABA
VICE-CHANCELLOR, INTERNATIONAL MEDICAL UNIVERSITY (IMU)
22 February 2017, Atrium, International Medical University, Bukit Jalil, Kuala Lumpur

1. **Dr Wan Mansor Hamzah**
Director of Public Health Development Division, Ministry of Health
2. **Professor Toh Chooi Gait**
Pro Vice-Chancellor of Development, representing School of Dentistry, IMU
3. **Associate Professor Mohd Zulkefeli bin Mat Jusoh**
Dean, School of Pharmacy, IMU
4. **Dr Hussein Al-Wakeel**
Head of Oral Health Clinic, IMU Healthcare
5. **Dr Sobia Bilal**
Project Leader of IMU Quit Smoking Service
6. **Mr Lim Yee Pin**
Associate Director
Johnson & Johnson Malaysia
7. Senior Management, Deans, Professors, Lecturers, Distinguished Guests
8. Members of the Media
9. Ladies and Gentlemen

Salam sejahtera and good afternoon.

Thank you everyone for taking the time to join us today to celebrate the launch of IMU-Quit Smoking Service.

On behalf of IMU, I would like to congratulate the School of Dentistry for initiating the IMU-Quit Smoking Service and for collaborating with the School of Pharmacy and IMU Healthcare in helping our community to live smoke free.

Ladies and Gentlemen:

I quote Robert Wood Johnson Foundation in its Health Policy Snapshot Series: Research has long suggested that interprofessional collaboration improves coordination, communication and, ultimately, the quality and safety of patient care. It utilizes both the individual and collective skills and experience of team members, allowing them to function more effectively and deliver a higher level of services than each would working alone.

The IMU as a group continually strives to be a Learning Organisation where it facilitates the learning of its members and constantly undertakes to transform itself. The IMU is, in and of itself, an organisation where its people work collaboratively and openly to achieve a common vision; in this case, it is to help patients improve the quality of life by quitting cigarettes.

What is unique about the Group is that its services, including IMU-Quit Smoking Service, also draw upon knowledge and expertise from different disciplines including medical and complementary sub specialties. Such a cross-disciplinary collaboration will enhance and ensure the effectiveness of the programme.

We have eight Certified Trainers for Tobacco Cessation on board with us to provide you guidance and support along the journey to a healthier lifestyle. So, I urge everyone to take advantage of IMU-Quit Smoking Service and regain control of your health and quit smoking.

Ladies and Gentlemen:

In line with the IMUs 25th year anniversary theme, **Better Health, Better Society**, the IMU-Quit Smoking Service is essentially part of a larger plan to create a healthier society through better health.

As our goal is to help everyone who needs it, our community service under IMU Cares will also extend this program and create awareness among the underserved communities

While we continually reach out to the community at large, I would also like to call on our staffs, students and members to lead by example and “break the habit” by making full use of this service.

Before I end, I would like to thank Dr Wan Mansor, Director of Public Health Development Division for taking the time to be with us today to today’s event. I would also like to thank Johnson & Johnson for being a part of this collaboration, without which this collaboration would not have been as effective.

Last but not least I would like to thank the School of Dentistry, the School of Pharmacy and IMU Healthcare for initiating this service.

Thank you.