



Children's Protection Society Malaysia

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## Children's Protection Society Malaysia Launches "**Safe Child, Strong Nation**" to Champion Child Safety Across Malaysia

*Bringing together influential voices of Malaysia to support a shared mission for children.*



*Left to right: Dato' Seri Nazir Ariff Bin Mushir Ariff*

*Founder & President of CPSM; YM Tengku Dato' Asra Jehan binti Tengku Tan Sri Azlan, KL Branch Chairman of CPSM; Ms. Foo Su Lyn, Director of Communications & Sustainability of Astro; Dr. Farah Nini Dusuki, Chief Children's Commissioner SUHAKAM*

**Kuala Lumpur, 22 June 2026** – Children's Protection Society Malaysia today launches '**Safe Child, Strong Nation**', a nationwide awareness campaign that brings together respected Malaysian voices, strategic partners and community leaders to champion child protection.

The campaign comes at a time when concerns surrounding child abuse, sexual exploitation, bullying, emotional harm and online safety continue to affect children across Malaysia.

Throughout 2026, the Safe Child, Strong Nation campaign will unite prominent Malaysian voices from sports, entertainment, business, media and community leadership—including Datuk Nicol David, Che Puan Sarimah Ibrahim, Khairy Jamaluddin Abu Bakar and Farah Ann Abdul Hadi to amplify child safety awareness nationwide. Through public education outreach programmes and awareness campaigns, the initiatives aim to equip children, parents, educators and communities with the knowledge and confidence to recognise risks, intervene early and create safer environments where children can thrive.

Children's Protection Society Malaysia proudly welcomed DYTM Raja Muda Selangor Tengku Amir Shah Ibni Sultan Sharafuddin Idris Shah Alhaj as its Royal Patron in 2025.

The campaign was launched today at Serai House, Seri Negara, by **Dato' Seri Nazir Ariff Bin Mushir Ariff**, Founder and President of CPSM, **YM Tengku Dato' Asra Jehan binti Tengku Tan Sri Azlan**, KL Branch Chairman of CPSM, **Ms. Foo Su Lynn**, Director of Communications & Sustainability of Astro and Dr. Farah Nini Dusuki, Chief Children's Commissioner SUHAKAM. The launch featured a symbolic unveiling of four balloons representing the campaign's pillars - **Protect, Empower, Educate and Report**. This is to serve as a reminder that safeguarding children requires awareness, action and shared responsibility from all sectors of society.

Although YBhg. Nurul Izzah Anwar was unable to attend as Guest of Honor, she shared her support by stating "How a nation treats its children is the truest measure of its conscience. The child we keep safe today grows into the citizen who builds tomorrow, while the child we fail carries that harm into the family, the community and the country we are still becoming. A child in crisis is not a problem at the margins of policy; that child is a test of whether our compassion can keep pace with our ambition. Protecting children is the quiet, foundational work of nation-building. Safe Child, Strong Nation reminds us of a truth as old as justice itself: guard the youngest among us, and we strengthen every one of us. A Malaysia that shelters its children is a Malaysia that endures."

As the driving force behind the '**Safe Child, Strong Nation**' campaign, YM Tengku Dato' Asra Jehan binti Tengku Tan Sri Azlan, Kuala Lumpur Branch Chairman of CPSM, emphasised the importance of collective responsibility in safeguarding children. "It takes a village to raise a child, but an entire nation to protect them. Child protection begins with awareness, education and the willingness of adults to recognise warning signs and take action before a child becomes vulnerable."

She added that protecting children should not be viewed as charity, but a commitment to nation-building, as the future of the country depends on ensuring every child has the opportunity to grow up safe, supported and empowered.

The campaign also serves as a call to action for greater public, private and community sector participation in child protection efforts. CPSM hopes to work alongside corporations, foundations, government-linked companies (GLCs) and community partners to expand the reach of child safety education, advocacy and prevention programmes nationwide.

For more information visit, [www.cpsm.org.my](http://www.cpsm.org.my) or e-mail: [admin@cpsm.org.my](mailto:admin@cpsm.org.my)

**For child protection support or reporting assistance:**

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**About Children's Protection Society Malaysia (CPSM)**

Founded in Penang in 1991, the Children's Protection Society Malaysia (CPSM) is a non-profit organisation dedicated to protecting children from abuse, neglect, abandonment and exploitation. As the need for child protection advocacy and community outreach grew nationwide, CPSM expanded its presence to Kuala Lumpur through CPSM-KL, bringing its mission to more children and families across Malaysia. Through education, advocacy and community engagement, CPSM continues to work towards a future where every child is safe, protected and empowered to thrive.