



Regional SAFE STEPS First Aid Launch

Regional Launch Event

Did you know almost 16,000 people die from injuries around the world every single day?

To address this issue, Prudence Foundation created and developed SAFE STEPS First Aid, in partnership with the International Federation of Red Cross and Red Crescent Societies (IFRC) and National Geographic (NatGeo).

SAFE STEPS First Aid aims to provide people with fundamental first aid knowledge, enabling them to be less vulnerable in an emergency situation and prepared to potentially save a life. It covers core first aid topics – broken bones, burns, choking, CPR, severe bleeding and stroke – and provides critical guidance on what to do in a medical emergency through one-minute videos and infographics. Each video features one of the three SAFE STEPS First Aid ambassadors – doctor and humanitarian, Dr Maria Guevara, Bali-based lifeguard, Marshello Aryafara, and a paramedic from Singapore, Wee Chee Ong.

The regional launch of SAFE STEPS First Aid took place on 9 September in Kuala Lumpur, Malaysia, and coincided with World First Aid Day. It was officiated by Donald Kanak, Chairman of Prudence Foundation, Dr. Chen Zhu, Vice President of IFRC and President of the Red Cross Society of China, YBhg, Dato' Sayed A. Rahman bin Sayed Mohd,

MRCs Secretary General, SAFE STEPS First Aid ambassadors Marshello and Wee Chee, and attended by the media and the general public. The event included full-day activities centred on raising first aid awareness, such as educational activities, first aid demonstrations, informational talks and stage games.

Don said, "Prudence Foundation, as part of Prudential, aims to help families and communities be more safe, secure and resilient. We are pleased to launch SAFE STEPS First Aid to promote critical life-saving information and basic first aid skills to as many people as possible. Building on our successful partnership with the IFRC and NatGeo, we believe the new programme will help people be better prepared to respond to a life-threatening situation, as every second or minute can make the difference between life and death."

First aid is the third topic under the SAFE STEPS programme following natural disasters and road safety, all of which are focused on saving as many lives as possible across Asia and the world.

For more information visit www.safesteps.com!

MRCs First Aid App

In August, the Malaysian Red Crescent Society, with the support of the International Federation of Red Cross and Red Crescent Societies and in partnership with Prudence Foundation, launched Malaysia's first ever 'first aid' mobile application. The app contains information on everyday first

aid scenarios with tips on how to respond to emergencies ranging from burns and broken bones to asthma attacks. In addition, it delivers first aid advice through videos, animation and interactive quizzes.

The launch of the app also coincided with the SEA Games and ASEAN Para Games, and provided useful tips such as how athletes and spectators can avoid heat exhaustion and heat stroke by staying hydrated.



MRCs Southeast Asian (SEA) Games Volunteering Training

Prudence Foundation, in partnership with the Malaysian Red Crescent Society, organised first aid training to team leads of the SEA Games Volunteers. This was part of Prudential Malaysia's sponsorship of the SEA Games and ASEAN Para Games, which was held in Kuala Lumpur, Malaysia, in August this year. Approximately 1,000 individual volunteers were trained as part of this initiative.



Regional Bantayan Completion and Handover

In June, the final set of homes were handed over to the beneficiaries on Bantayan Island in the Philippines. Participants of the handover ceremony included the local beneficiaries, CEO of Pru Life UK and Foundation Trustee member, Jumbling deRosas, local government representatives, Prudence Foundation's Executive Director Marc Fancy and our partner Habitat for Humanity.

The handover symbolised the end of the Foundation's three-year commitment to provide 126 new disaster resilient houses for the Bantayan community. Between 2014 and 2017, almost 400 employees and agents across our markets volunteered, in five groups, to spend one week on the island to help the people there rebuild their lives. A huge Thank You once again to all PRUvolunteers for making such a huge difference to the lives of the community!

A short film has been put together to showcase the hard work and effort of all our volunteers, and can be viewed below.

<https://youtu.be/NvjK-Uwt0js>



Regional Cha-Ching Curriculum

In March, Prudence Foundation signed a MoU with Indonesia's Ministry of Education to roll out the Cha-Ching Curriculum in 464 schools, with close to 1,000 teachers being trained and reaching almost 30,000 students in the Sidoarjo district of Surabaya. As this is the first of such a large scale implementation, a mid-term review and site visits to schools were organised by our partner Prestasi Junior Indonesia in September. Further, a focus group comprising Ministry of Education representatives, school principals, teachers, parents and students was held.

To date, the students have responded very positively to the programme, with evidence of increased financial literacy knowledge amongst the students and positive behavioural changes towards money at home. Areas of improvement were also discussed to enhance the programme's effectiveness.

The Cha-Ching Curriculum has also been rolled out in a total of 618 schools in the Philippines and Malaysia, and reaching around 60,000 students in both countries by the end of 2017. Prudential Cambodia has also kicked off the pilot implementation with local partner, Child Right Foundation, to launch Cha-Ching in 20 schools in early 2018.

We will keep you updated as we continue to roll out the curriculum to more markets in the region.



Local Markets

MALAYSIA: #mypruvolunteer Campaign

Prudential Malaysia has been running a very successful employee engagement and volunteering programme. Since January, more than 700 employee and agent volunteers have registered for the programme, volunteering over 5,300 hours of their time. Earlier this year, the #mypruvolunteer social media campaign was launched for volunteers to share their testimonies and experiences through social media platforms, Facebook and Instagram. Since its launch, there have been more than 85 submissions and eight winners. Winners are selected on a monthly basis, based on originality, creativity, relevance and impact.

Winners' testimonies

"The mother smiled for PRUKasih which helped her and family."

The handicapped child smiled for the recognition to his determination.

The old lady smiled for her listener.

The children in PRUHome smiled for all the fun and laughter brought to them."

March Winner

"Some call it charity. We call it responsibility. What I have learned from today's PruKasih volunteering work is happiness is not a fulfilment of what we wish for, but an appreciation of what we have. Let's be grateful for what we have as there are so many people out there who are more fortunate than us, and let's touch their lives with what we can give."

April Winner



Local Markets VIETNAM: Cha-Ching in Popular Kids Edutainment Centres

The Cha-Ching Financial Centre was launched in July at two very popular children edutainment centres – Vietopia in Ho Chi Minh and Kidciti in Hanoi. At the centres, children get to participate in a wide range of integrated games relating to Cha-Ching's four fundamental concepts of Earn, Spend, Save and Donate. Through these games, they are encouraged to learn about the money choices they have and how to make 'money-smart' decisions. The activities also include opportunities for the children to impersonate the six characters of the Cha-Ching Band and perform for the crowd.

In addition, a financial education talk show for children featuring Cha-Ching began airing on education channel VTV7 in June. Titled 'Piggy Bank', the programme comprises 12 episodes, providing children with practical lessons on Earn, Spend, Save and Donate, and offering parents useful information on how to equip their children with these important skills.



Local Markets TAIWAN: Cha-Ching Summer Camp

On 21 July, PCA Life Taiwan and Eastspring Taiwan joined hands to launch the 2017 Cha-Ching Money Smart Summer Camp programme in partnership with a local non-governmental organisation, Global View Educational Foundation. The launch kicked off a series of Cha-Ching activities, including summer camps, musical roadshows in elementary schools, online gamification, and the placement of educational articles in children's magazines.

The Cha-Ching Summer Camp programme was rolled out in three major cities across Taiwan – Taipei, Taichung and Kaoshiung – with overwhelming response. More than 500 children, as well as their parents, participated in the activities.



Local Markets

THAILAND: Distributing Helmets to Encourage Road Safety

Prudential Thailand, in collaboration with the Office of Insurance Commission and Prudence Foundation, continue to promote SAFE STEPS Road Safety in the country. Through an online campaign, teachers across the country were invited to register online for helmets to be given out for free to their students. Two schools, Thidanukhro School in Had Yai of Songkhla province and Chiangmai Rajabhat University Demonstration School in Chiangmai province, joined the campaign with around 200 helmets distributed to their students during the month of September.

"We would like to thank Prudential for organising this safety campaign for schoolchildren. Both teachers and parents are happy and feel less worried after seeing children wear safety helmets while traveling to schools in the mornings and in the evening. As you may know, in provincial areas in Thailand, students have to travel to schools far from their homes by bicycles or motorcycles. Accidents often happen, and sometimes fatally. Safety helmets will help save their lives," Teacher Jutawan of Thidanukhro School said.



Local Markets CAMBODIA: 'Smile Together Ride'

Prudential Cambodia remains committed to contributing to sustainable development in Cambodia. In September, the team organised "Smile Together Ride" for employees and agents to demonstrate their care and appreciation for healthy living, the environment and local communities, and help bring smiles to the faces of local students. As part of the activities, around 60 volunteers, together with CEO and Prudence Foundation Trustee David Nutman, cycled around Siem Reap to help raise awareness of the importance of exercise and preserving a clean environment. Volunteers also visited Srah Srang primary school in Siem Reap to help distribute school materials to more than 240 children, encouraging them to love their studies. David said, "We are proud to meet the smiling faces of Srah Srang primary school, surrounded by beautiful temples. Prudential Cambodia is always committed to supporting Cambodian society and encouraging children to learn and develop."



Local Markets SINGAPORE: Eastspring Engages Staff Volunteers in Community Programmes

Over the past months, more than 20 employee volunteers along with the CSR Committee from Eastspring Investments, Singapore have actively donated their time to community programmes aligned with Prudence Foundation's key focus areas of Children and Education. Volunteers helped conduct the Cha-Ching Curriculum sessions in two primary schools in partnership with Junior Achievement Singapore, as well as brought 30 children from Life Community Services Society, a charitable organisation providing quality student care and family intervention, to Universal Studios Singapore for a day of fun activities.