



# Age-Friendly City: Penang Island (AFCPI) Initiative Evaluation Report

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PREPARED BY

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We hope this report will serve as a valuable resource for policymakers, practitioners, and advocates committed to promoting healthy ageing and designing cities that prioritise the well-being of all residents, especially the most vulnerable.

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# List of Abbreviates

<b>AFC</b>	Age-Friendly City
<b>AFCPI</b>	Age-Friendly City Penang Island
<b>AED</b>	Automated External Defibrillator
<b>ASEAN</b>	Association of Southeast Asian Nations
<b>B40</b>	Bottom 40% income group in Malaysia
<b>BOBCUC</b>	Battle of Bukit Cendara Ultra Challenge
<b>CPR</b>	Cardiopulmonary Resuscitation
<b>EXCO</b>	Penang State Executive Council
<b>FGD</b>	Focus Group Discussion
<b>JKM</b>	Jabatan Kebajikan Masyarakat (Social Welfare Department)
<b>JKNPP</b>	Jabatan Kesihatan Negeri Pulau Pinang (Penang State Health Department)
<b>KPI</b>	Key Performance Indicator
<b>KOMTAR</b>	Kompleks Tun Abdul Razak
<b>LRT</b>	Light Rail Transit
<b>MBPP</b>	Majlis Bandaraya Pulau Penang (City Council of Penang Island)
<b>MHAS</b>	Malaysian Healthy Ageing Society
<b>MOH</b>	Ministry of Health, Malaysia
<b>M&amp;E</b>	Monitoring and Evaluation
<b>NGO</b>	Non-Governmental Organisation
<b>OKU</b>	Orang Kurang Upaya (Persons with Disabilities)
<b>PEARL App</b>	Penang Alert and Response Link Mobile Application
<b>PHSS</b>	Penang Heart Safe Society
<b>PIC</b>	Person-in-Charge
<b>PPR</b>	Program Perumahan Rakyat (People's Housing Programme)
<b>PWDC</b>	Penang Women's Development Corporation
<b>RC</b>	Remote Control
<b>RM</b>	Ringgit Malaysia
<b>WHO</b>	World Health Organisation

# Executive Summary

The Age-Friendly City Penang Island (AFCPI) initiative, jointly led by the Majlis Bandaraya Pulau Pinang (MBPP) and the Penang Women's Development Corporation (PWDC), with technical support from the Malaysian Healthy Ageing Society (MHAS), signifies Malaysia's leading effort to transform urban ageing. Since its successful entry into the WHO Global Network for Age-Friendly Cities (AFCs) and Communities in July 2023, the initiative has promoted a people-centred, multi-sectoral approach that emphasises inclusivity, accessibility, and well-being for all residents, especially older adults.

This evaluation report reviews progress from July 2023 to November 2025, incorporating findings from baseline surveys, field assessments, stakeholder consultations, and a comprehensive monitoring and evaluation framework. It highlights the achievements and lessons learned in implementing strategies across the eight WHO Age-Friendly Domains: outdoor spaces, transportation, housing, social participation, respect and inclusion, civic participation, communication, and health services.

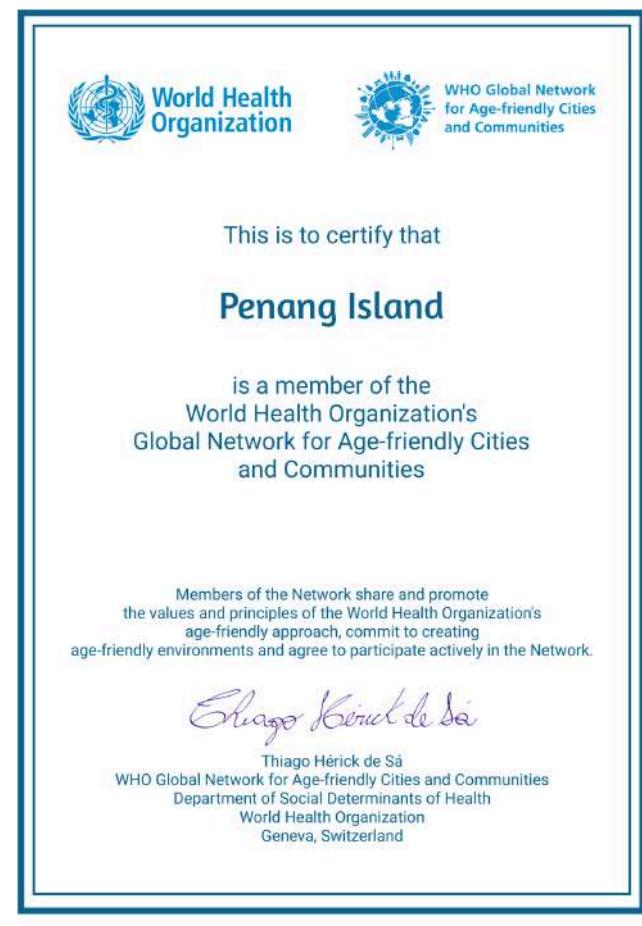


Image 1: WHO certification of Penang Island as an AFC

## Progress Highlights (2023 to 2025)

### Comprehensive Planning

A baseline survey of 1,501 residents across 40 neighbourhoods established domain-specific key performance indicators and guided policy alignment.

Universal design principles guided upgrades in parks, housing, transport, and digital platforms, enhancing accessibility for older adults and persons with disabilities.

### Infrastructure & Inclusivity

### Digital Innovation & Outreach

Using the PEARL app, mobile information units, and LED campaigns, communication barriers were lowered, helping older adults stay informed and involved.

Launched over 550 health campaigns, increased AED deployment, conducted elderly health screenings, and introduced digital emergency tools to improve community safety and preventive care.

### Health & Community Support

## Role of Stakeholder Engagement

Three major stakeholder engagement workshops have been instrumental in shaping Penang Island's AFC journey.

Date	Events
January 2023	Produced a Policy Brief that laid the foundation for Penang's WHO recognition.
December 2023	Stakeholder engagement at Rainbow Paradise.
September 2024	Developed the AFCPI initiative Strategic Action Plan, consolidating stakeholder inputs into a roadmap for implementation.
August 2025	Validate progress, review findings from the evaluation, and co-design next steps ahead of WHO submission.

Feedback collected during these workshops, along with community consultations and events such as the AFC Carnival (June 2025), directly shaped the refinement of domain strategies and strengthened cross-sector partnerships, ensuring the action plan remains evidence-driven and community-focused.

## Penang Island: Malaysia's First City to Complete the WHO's Age-Friendly Cycle

The AFCPI initiative has revolutionised urban development by integrating WHO's age-friendly principles into city planning, healthcare systems, mobility options, and governance. This initiative includes:



With the successful conclusion of the third stakeholder engagement, a clear pathway has appeared to meet all WHO AFC requirements, ensuring that Penang Island remains age-friendly. This milestone highlights MBPP's ongoing commitment to integrating community feedback into its strategic planning and refining initiatives that promote inclusive, sustainable, and age-friendly urban development.

## Moving Forward

The following steps focus on:

- Enhancing key performance indicators (KPI)-based monitoring and inclusive evaluation
- Expanding intergenerational volunteer programmes and community co-creation
- Scaling successful local models to influence national and regional policies

Through its collaborative governance model, Penang Island demonstrates that age-friendly urban development is both practical and sustainable. By embedding inclusivity into infrastructure, digital ecosystems, health systems, and community planning, Penang Island is building a resilient city where all generations can live, age, and thrive together.

# Introduction

Penang Island, located in the northern part of Peninsular Malaysia, has become one of Malaysia's most proactive states in tackling the challenges and opportunities of an ageing population. According to the Department of Statistics Malaysia, Penang Island is among the states where more than 7% of its population is aged 65 and over, surpassing the national average of 7.2% as of 2022 (Abdullah et al., 2024). While Perak currently leads Malaysia with the highest proportion of elderly residents at 14.9% aged 60 and over and 9.9% aged 65 and over as of 2024, Penang Island remains one of the top ageing states in the country [2]. National projections suggest that Malaysia's population aged 60 and over will reach approximately 15.3% by 2030, with further increases anticipated through 2040, emphasising the need for comprehensive age-friendly planning (Abdullah et al., 2024).

Recognising the demographic shift and its implications, Penang Island has committed to becoming an AFC in accordance with the WHO Global Network for AFCs and Communities. The MBPP, the project owner, leads the initiative. It is supported by the PWDC, the programme manager, alongside the MHAS, the technical lead and consultant. This initiative also aligns with the Penang 2030 vision of creating a "Family-Focused, Green, and Smart State That Inspires the Nation" (Kamarudin et al., 2024; Dabelko-Schoeny et al., 2023; Fitzgerald & Mair, 2012).



Image 2: WHO representatives visit to PAWE Jelutong under Domain 5

Following Penang Island's formal application to the WHO in April 2023 and its successful acceptance into the WHO Global Network in July 2023, the island has made notable progress in implementing the WHO AFC Framework across all eight domains. These domains constitute the core of the AFCPI initiative.



Image 3: Aerial view of George Town, Penang Island

**I. Outdoor Spaces and Buildings:** Ensuring that public areas and infrastructure are inclusive, safe, and accessible.

**II. Transportation:** Ensuring affordable, accessible, and inclusive public transport for all.

**III. Housing:** Providing a variety of diverse rental public housing options that support marginalised groups which include older persons.

**IV. Social Participation:** Encouraging community involvement and social connections through inclusive intergenerational activities.

**V. Respect and Social Inclusion:** Acknowledging the contributions of older individuals and promoting intergenerational understanding.

**VI. Civic Participation and Employment:** Empowering older adults to engage through employment, volunteering, and civic involvement.

**VII. Communication and Information:** Ensuring that channels of communication are clear, accessible, and timely, especially for older persons.

**VIII. Community Support and Health Services:** Delivering accessible and appropriate healthcare and community support tailored to evolving needs.

In September 2024, MBPP launched a comprehensive three-year Strategic Action Plan that covers all eight domains. Each domain is supported by tailored strategies designed to enhance age-friendliness throughout the city and promote inclusive urban development. These strategies were developed through research, consultation, and participatory planning processes, ensuring their local relevance and inclusivity.

Between 2023 and 2025, the AFCPI initiative actively engaged with stakeholders and conducted field-level activities to strengthen community ownership and policy alignment. Key outputs so far include:

Four significant multi-sector stakeholder workshops (January, December 2023, September 2024 and August 2025)

A baseline community survey including 1,501 residents from Penang Island

A comprehensive scoping review of national age-friendly interventions

Improved digital visibility via a dedicated AFC webpage on the MBPP website and an integrated AFC icon in the PEARL mobile app.

Expansion of the senior expansion programmes and intergenerational outreach.

Monitoring and evaluation activities were conducted for all eight domains from 2024 to 2025.

The initiative's efforts are rooted in the WHO's Active Ageing Framework, which emphasises health, participation, and security (Del Barrio et al., 2018). Through its implementation, Penang Island is cultivating a city where older individuals can live actively and with dignity, while fostering a more inclusive and resilient environment for people of all ages and backgrounds.

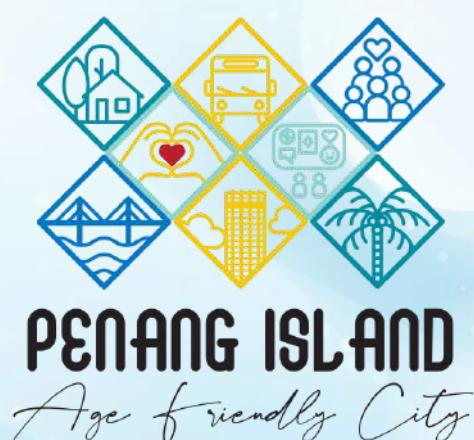


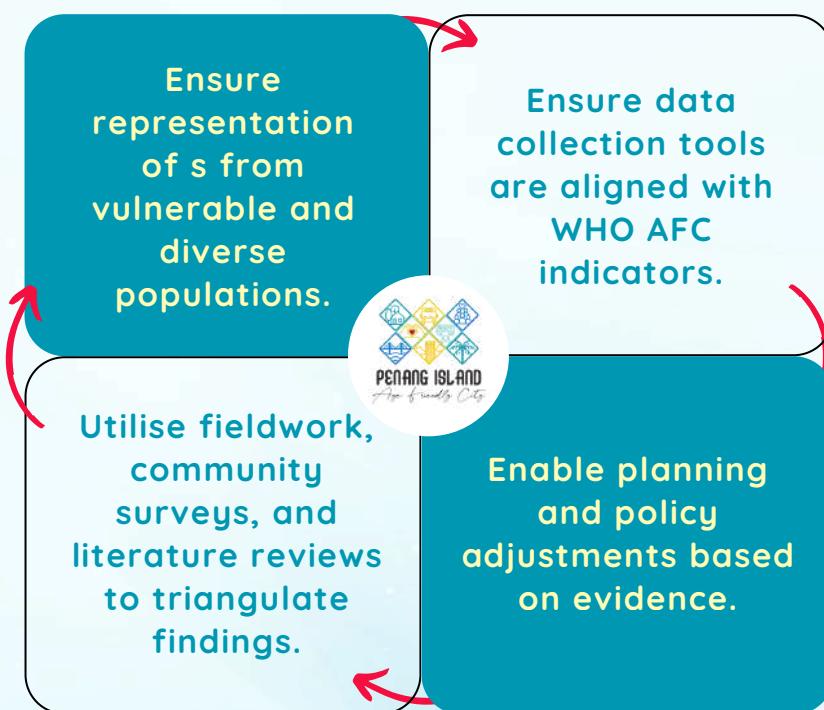
Image 4: AFCPI initiative logo

# Methodology

The methodology for the AFCPI initiative Monitoring and Evaluation (M&E) Report employs a mixed-methods approach that combines quantitative and qualitative data, community engagement, and evidence-based planning. It incorporates WHO AFCs guidance and participatory tools to assess progress, identify gaps, and inform ongoing improvements in policy and practice throughout the city.

## 3.1 Overall Evaluation Design

The M&E framework was developed to monitor and evaluate the implementation progress across the eight WHO AFC domains, considering the local context and municipal capacity. The methodology was structured to:



## 3.2 Sampling Approaches

To ensure comprehensive data representation, various sampling techniques were employed across different phases and activities:

### Convenience and Purposive Sampling

Used for institutional and stakeholder-based activities, including:

- **Stakeholder Workshops (Jan & Dec 2023, Sept 2024 and Aug 2025)**

All relevant agencies, NGOs, and academic partners involved in ageing, healthcare, social work, and urban planning were invited. Universal sampling ensured inclusivity and cross-sector participation in the development of domain-specific action plans and policy briefs.

- **Focus Group Discussions (FGDs)** involving vulnerable groups, including B40<sup>[1]</sup> older persons, women, caregivers, and people with disabilities.

- **Observational field studies** were conducted during community engagement events (e.g., City Walk, Gotong Royong programmes, medical forums).

### Universal Sampling

(including stratified sampling, ensuring response from all areas on the island)

Implemented during the Baseline Community Survey, which took place from March to June 2023:

- A total of 1,501 respondents from 40 neighbourhoods on Penang Island were surveyed.
- The sample was stratified by age group, gender, urban or rural location, and housing type (e.g., PPR, private, landed, apartments).

This ensured that representative data was collected, reflecting the diversity of older individuals and intergenerational perspectives.

Out of the total respondents from these various activities, more than 600 individuals participated via observational tools, informal interviews, and mobile feedback mechanisms (QR codes, comment cards, suggestion boxes). These methods were selected to encourage inclusivity and to engage groups that might not take part in formal surveys.

[1] B40 income group in Malaysia for 2024, reference from the Department of Statistics Malaysia (DOSM), which provides detailed information through its Household Income and Basic Amenities Survey (HIS/BA). Department of Statistics Malaysia. (2023). Household Income and Basic Amenities Survey Report 2022. Putrajaya: Department of Statistics Malaysia. Retrieved from <https://www.dosm.gov.my/portal-main/release-content/household-income-%26-basic-amenities-survey-report-2019>

### 3.3 Primary Data Collection:

The primary data collection activities included:

Data Collection Activities	Targeted Population
<b>Baseline Community Survey</b>	<ul style="list-style-type: none"><li>Encompassing all WHO domains (n=1501).</li></ul>
<b>Stakeholder workshops</b>	<ul style="list-style-type: none"><li>Providing structured feedback on domain priorities and the implications of policy.</li></ul>
<b>Focus group interviews</b>	<ul style="list-style-type: none"><li>With key informants from community organisations, groups for older persons, local health staff, and caregivers.</li></ul>
<b>Observational assessments</b>	<ul style="list-style-type: none"><li>Public housing, transport terminals, parks, community toilets, and healthcare facilities.</li></ul>
<b>Community Engagement Events</b>	<ul style="list-style-type: none"><li>Events planned between 2024 and 2025</li><li>Featuring on-site evaluation tools (such as checklists and participant interviews).</li></ul>

### 3.4 Secondary Data Sources

Secondary data sources were reviewed to strengthen validity and to triangulate findings:

Secondary Data	Sources
<b>A scoping review of age-friendly interventions in Malaysia</b>	Includes 56 studies and 11 government policy documents.
<b>Government reports</b>	From MBPP, JKM, the Ministry of Health (MOH), and the National Statistics Office.
<b>Stakeholder engagement</b>	From PWDC, NGOs, local academic institutions, and the private sector.
<b>Regional &amp; ASEAN Forums</b>	Materials and presentations from advocacy events and technical discussions involving the AFCPI initiative team.
<b>Grey literature</b>	Includes 15 articles published on the AFC by the Bulletin Mutiara.

### 3.5 Integration with Policy and Strategic Platforms

**Evaluation activities were incorporated into broader state and national frameworks to promote policy coherence and alignment.**

- Updates on AFCPI initiative were presented at various high-level forums, including the 3rd ASEAN Conference on Healthy Ageing, to showcase Penang Island's progress and promote regional collaboration.
- Key findings from community assessments and stakeholder engagements were incorporated into local KPIs through internal planning and monitoring divisions within MBPP.
- Reports and visual summaries, including infographics, were published on the MBPP official website.
- Quarterly monitoring reports were submitted to the Penang State Executive Council (EXCO), which continues to offer strategic direction, policy guidance, and oversight in the implementation of the AFCPI initiative.

**AFCPI initiative journey and best practices were highlighted and reinforced through participation in the following national and international platforms:**

- The 5th International Conference on Gerontology & Geriatric Medicine showcased Penang Island's integrated ageing strategies as a model for local health and social innovation.
- The National Conference on Ageing served as a platform to share policy-relevant data and to strengthen inter-agency coordination on ageing issues.
- The official evaluation visit by the United Nations Independent Expert on the Enjoyment of All Human Rights by Older Persons, during which Penang Island's efforts in safeguarding the rights and dignity of older persons were recognised and reviewed.

- The 2025 World Masters Games - Taipei International Cities Forum (Development of Age-Friendly Sustainable Communities) showcased Penang Island's contribution to global discussions on integrating sports, active living, and urban sustainability within ageing policy frameworks.
- The ASEAN+ROK Conference on Care and Support for Older Persons (2025) highlighted Penang Island's care ecosystem and community-based support models as innovative, scalable approaches for the region.

## 3.6 Limitations and Mitigation

While the methodology ensured extensive representation and thorough data collection, several limitations were acknowledged.



## 3.7 Ethical Considerations

- Ethical approvals for the baseline study were obtained from the Internal Review Board of Perdana University, and the scoping review study protocol was registered with the Open Science Framework registries.
- Participation in surveys and interviews was voluntary and anonymous.
- Ethical guidelines for research involving older individuals were followed during data collection.
- All participants were informed of their rights and provided consent before data collection.

The comprehensive and participatory approach in the AFCPI initiative Monitoring and Evaluation process highlights the MBPP's dedication to inclusive, evidence-based urban transformation. By utilising various sampling methods, encouraging stakeholder engagement, and integrating with local governance structures, it offers a replicable model for other initiatives focused on creating AFCs.



Image 5: WHO AFC Framework across eight domains

# 4. Action Plan: Objectives, Activities and Outcome Measures

The Action Plan for the AFCPI initiative provides a comprehensive guide to transforming Penang Island into an inclusive, accessible, and resilient environment for all age groups, particularly older individuals and those with disabilities. Based on the WHO AFCs framework, the plan translates strategic aims into tangible actions across various sectors. Each objective highlights a commitment to universal design, community empowerment, and sustainability, supported by key priorities such as intergenerational engagement, green city development, standardised monitoring, and public education. Through collaborative efforts involving local authorities, community partners, and technical experts, the AFCPI initiative action plan not only addresses current gaps but also prepares for future needs, ensuring all residents can live, age, and thrive with dignity and purpose.

## 4.1. Domain 1: Outdoor Spaces and Buildings

### Objective 4.1.1. Enhance the Condition of Public Open Spaces



Image 6: Photos of Taman Desa Mawar Neighbourhood Park

Improving parks and green public spaces is a key component of the AFCPI, which aims to promote active living, social connection, and environmental health for older adults and the broader community.

## Key Initiatives:

- **Park Upgrading Projects:**

- Bukit Jambul Neighbourhood Park - Upgraded and completed
- Esplanade Linear Garden - Upgraded and completed
- Sungai Ara Neighbourhood Park - Completed.
- Taman Lintang Penara - Upgraded and completed
- Lengkok P. Ramlee Neighbourhood Park - Upgraded and Completed

- **Routine Maintenance:**

- Public open spaces are scheduled for regular maintenance, including landscaping, safety inspections, and infrastructure repairs.
- MBPP carries out inspections and collaborates with maintenance contractors to ensure that standards are maintained.

- **Integrated Mapping of Green Spaces:**

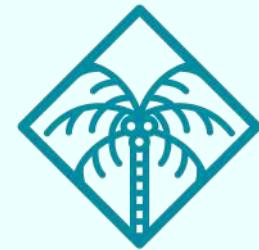
- A mapping of public parks on Penang Island is available on the Pearl App.



Image 7: Several upgraded parks

## 4.1. Domain 1: Outdoor Spaces and Buildings

### Objective 4.1.2: Improve Accessibility of Amenities and Open Spaces



The initiative aims to ensure that all public amenities are inclusive, safe, and designed in line with universal design principles, with a particular focus on the needs of older people and those with disabilities.



Image 8: Artist's depiction of Batu Lanchang Market after upgrades

#### Key Initiatives:

- **Facility Upgrades Incorporating Universal Design:**
  - Improvements to public toilets to meet universal accessibility standards
  - Construction of a covered canopy at the Medan Renong open dining area.
- **Interior enhancement at the Penang Island Town Hall include:**
  - Installation of elevators
  - Ramps
  - Accessible toilets (OKU)<sup>[2]</sup>



Image 9: Upgraded toilets that are accessible and well equipped

[2] OKU: Orang kurang upaya (Person with disabilities)

- **Teluk Bahang Market:** Ongoing upgrades to incorporate universal design
- **Accessibility Enhancements in Public Areas:**
  - Development of pedestrian pathways accessible to all ages and disabilities, including benches, outdoor gym equipment, ramps, lighting, and signage.

## 4.1. Domain 1: Outdoor Spaces and Buildings

**Objective 4.1.3: Ensure a Safe and Well-Maintained Environment**



- **Lighting Enhancements:**
  - Installation of upgraded lighting in the back and side lanes to enhance visibility and safety.
- **Transport Infrastructure:**
  - Construction of a bus stop at Pasar Paya Terubong Jaya to improve last-mile connectivity.
- **Maintenance oversight:**
  - Continuous oversight by MBPP field officers to evaluate the status of hardscapes and landscapes.
  - Engagement of annual maintenance contractors to:
    - Clean and manage open spaces
    - Perform maintenance and enhancements of the park.

## 4.1. Domain 1: Outdoor Spaces and Buildings

### Outcome and Measures



The targeted initiatives under Domain 1 are expected to achieve significant results consistent with the AFCPI initiative's vision of inclusive, accessible, and environmentally sustainable public spaces. Enhanced accessibility features have enabled older adults and persons with disabilities to navigate outdoor environments more easily and confidently, as noted by inclusive design advocates such as Pineda (2022). Infrastructure improvements, including upgraded lighting, walkways, and universal design elements, have helped minimise environmental hazards and improve personal safety. These efforts have also fostered greater community engagement in parks, supporting both physical and mental well-being and highlighting the importance of social participation within age-friendly urban frameworks.

Enhanced social cohesion is further promoted through the development of inclusive gathering spaces that encourage intergenerational interaction. Simultaneously, routine and systematic maintenance practices have maintained the functionality, cleanliness, and appeal of public amenities. Furthermore, the integrated mapping of green spaces has supported strategic planning and long-term ecological stewardship.

To ensure accountability and continuous improvement, these initiatives are monitored through a combination of annual site visits, user feedback mechanisms, and scheduled inspections. MBPP field officers carry out site assessments, and maintenance contractors are assessed against service standards. Public input is collected via community engagement events, surveys, and informal interviews, offering valuable insights into the user experience. These tools form part of MBPP's ongoing improvement framework and help measure the effectiveness, inclusivity, and satisfaction levels related to interventions in Domain 1.

This evidence-based, participatory monitoring approach ensures that public spaces stay welcoming, safe, and responsive to the needs of an ageing population and the wider community.

#### **4.1. Domain 1: Outdoor Spaces and Buildings**

##### **Conclusion**



The results achieved under Domain 1 demonstrate Penang Island's commitment to developing inclusive, accessible, and sustainable public spaces that promote active ageing and community well-being. By combining thoughtful infrastructure improvements, universal design principles, and proactive maintenance, the AFCPI initiative has created environments where older adults and persons with disabilities can safely engage, participate, and flourish. The integrated mapping and strategic planning of green spaces further demonstrate a long-term vision for environmental care. Most importantly, the use of participatory, evidence-based monitoring, based on regular site assessments and community feedback, ensures that these enhancements are not only preserved but also continue to evolve in response to residents' needs. Therefore, Domain 1 serves as a vital foundation in making Penang Island an AFC where all generations can live, gather, and age with dignity.



## 4.2. Domain 2: Improve Transportation Access, Inclusivity, and Infrastructure

### Objective 4.2.1: Enhance the Frequency and Modes of Public Transport Services

Accessible, inclusive, and dependable public transport is a vital part of the AFCPI initiative. This goal aims to enhance the frequency, variety, infrastructure, and affordability of public transportation services to meet the mobility needs of older adults, individuals with disabilities, and the broader community.



Image 10: Buses with improved accessibility

#### Expansion of Public Bus Fleet

The number of operational buses has increased from 232 in 2023 to 252, aiming to enhance service coverage and reduce passenger wait times.

#### Bus Route Mapping and Alignment

Ongoing mapping of current bus routes with yearly updates to incorporate new routes for the upcoming Light Rail Transit (LRT) project.

#### Introduction of Light Rail Transit (LRT)

To enhance urban connectivity by 2030, the island is developing a light rail transit (LRT) system, a new mode of public transport.

#### Upgrading of Ferry Services

A new fleet of ferries was successfully launched in August 2023, enhancing cross-channel mobility between the island and the mainland.

#### Proposed Action Plan:

- The Council is currently hiring a consultant to assess traffic congestion issues and provide recommendations for improvement.
- Rapid Penang has trained bus drivers in assisting people with disabilities and older persons.



## 4.2. Domain 2: Improve Transportation Access, Inclusivity, and Infrastructure

### Objective 4.2.2: Offer Specialised Transportation Services for Older Adults and Individuals with Disabilities

To ensure equitable access to transport services for vulnerable groups, the following services are now available:

#### Dedicated Mobility Support Services

Providing regular door-to-door transport for older adults and people with disabilities is crucial, especially for those who need mobility aids like wheelchairs. These transport options are often fitted with features such as hydraulic lifts to guarantee accessibility, safety, and ease of use.

#### Accessibility Improvements for Rapid Buses

Gradual upgrades to public buses include kneeling features and foldable ramps to ensure safer access for wheelchair users, elderly individuals, and cyclists.



## 4.2. Domain 2: Improve Transportation Access, Inclusivity, and Infrastructure

### Objective 4.2.3: Expand and Upgrade Transportation Infrastructure

Improved infrastructure promotes greater usage, lowers mobility barriers, and boosts travel safety.

#### Expansion and Maintenance of Bus Stops

The ongoing increase in the number of bus stops and the enhancement of shelter facilities are propelled by yearly infrastructure assessments.

#### Walkway Upgrades

Annual development and maintenance of pedestrian-friendly walkways, prioritising routes frequently used by seniors and individuals with mobility challenges.

The ongoing increase in the number of bus stops and the enhancement of shelter facilities are propelled by yearly infrastructure assessments.

- **Komtar Bus Terminal:** The lighting and benches have been enhanced to increase user comfort and safety.
- **Pengkalan Raja Tun Uda Ferry Terminal:** Infrastructure improvements have been made to facilitate smoother passenger movement and enhance accessibility.



Image 11: Upgrades to Pengkalan Raja Tun Uda Ferry Terminal (Sourced from, Citizens Journal)



## 4.2. Domain 2: Improve Transportation Access, Inclusivity, and Infrastructure

### Objective 4.2.4: Implement Subsidised Fare Schemes for Older Adults and Persons with Disabilities

Affordability is essential for inclusive mobility. Penang Island has implemented various subsidised schemes to support older residents and persons with disabilities within the community.



Image 12 (L-to-R): Rapid Mutiara Pass (Sourced from, Rapid Penang) and Rapid OKU Smile Pass (Sourced from, eCentral.my)

- **Rapid Mutiara Pass**

Offers unlimited bus rides for Malaysian citizens with a one-time registration fee of RM10 (ongoing).

- **Rapid OKU Smile Pass**

Provides unlimited bus access for persons with disabilities for a one-time fee of RM5 (ongoing).

- **Rapid Mobility Van Services**

Specially designed van transport is available for OKU and their assistants for RM7 per trip (on an ongoing basis).

- **Rapid On Demand**

Bus services operate in specific areas, offering special passes for first-mile and last-mile transport options.

- **Prudent Driver Training Programme**

To enhance user experience and safety, Rapid Bus drivers undergo annual training, achieving a 30% completion rate each year (ongoing).



Image 13: Rapid Mobility Van Services and Rapid on Demand (Sourced from, Rapid Bus Sdn. Bhd.)

## Transportation initiatives for Domain 2

The transportation initiatives under AFCPI initiative aim to deliver tangible social, economic, and environmental results. These include:

- **Enhanced Access:** Increased opportunities for services, employment, and recreation for older individuals and persons with disabilities.
- **Reduced Wait Times:** Enhanced bus frequency and route alignment reduce travel stress and boost mobility.
- **Environmental Impact:** Expanded public transport reduces private vehicle usage, lowering emissions and urban congestion.
- **Enhanced User Experience:** Inclusive infrastructure, trained drivers, and affordable services improve confidence and comfort, especially for vulnerable groups.



### 4.2. Domain 2: Improve Transportation Access, Inclusivity, and Infrastructure

#### Outcome and Measures

To promote continuous improvement and accountability, outcomes are tracked through:

- Annual assessments of transport hubs and walkways.
- Passenger feedback surveys, particularly among older adults and persons with disabilities.
- Infrastructure performance reviews, carried out by MBPP in collaboration with Rapid Penang and ferry operators.
- Accessibility audits, covering features such as ramps, signage, and seating.
- Usage metrics for fare subsidies and demand-responsive transport.
- Driver training completion rates are tracked annually.

These data points are compiled into MBPP's domain-level reporting system and feed into the AFCPI initiatives' Key Performance Indicator (KPI) monitoring dashboard.



## 4.2. Domain 2: Improve Transportation Access, Inclusivity, and Infrastructure

### Conclusion

Domain 2 emphasises Penang Island's proactive efforts to create a transport system that is inclusive, equitable, and adaptable to the needs of an ageing population. The range of initiatives, including infrastructure upgrades, service enhancements, targeted fare support, and workforce training, demonstrates a comprehensive approach to urban mobility. Importantly, the inclusion of measurable indicators and community feedback mechanisms ensures that progress stays responsive and evidence-based. As the city continues to grow and evolve, these transportation improvements provide a vital foundation for promoting independence, connectivity, and well-being for all residents, regardless of age or ability.



## 4.3. Domain 3: Housing

Housing is a key element of healthy ageing. Safe, accessible, and well-maintained living environments are essential for promoting independence, comfort, and social participation among older people and vulnerable groups. This outline details ongoing infrastructure upgrades, safety improvements, and community-focused programmes within MBPP housing areas to enhance quality of life and support ageing.



Image 14: MBPP's People's Housing Scheme

## 4.3. Domain 3: Housing

### Objective 4.3.1: Ensure the Safety and Security of Tenants and Residents



To enhance the physical security and structural integrity of public housing, the following key measures have been implemented.

- **Perimeter fencing**

Security fencing has been installed along Jalan Jelutong to enhance safety.

- **Building Structural Assessments**

Comprehensive inspections have been conducted in the following areas:

- Kampung Kolam
- Jalan Jelutong and Jalan Padang Tembak
- Lebuh Cintra and Lintang Batu Lancang
- Sungai Nibong

- **CCTV Surveillance Installation**

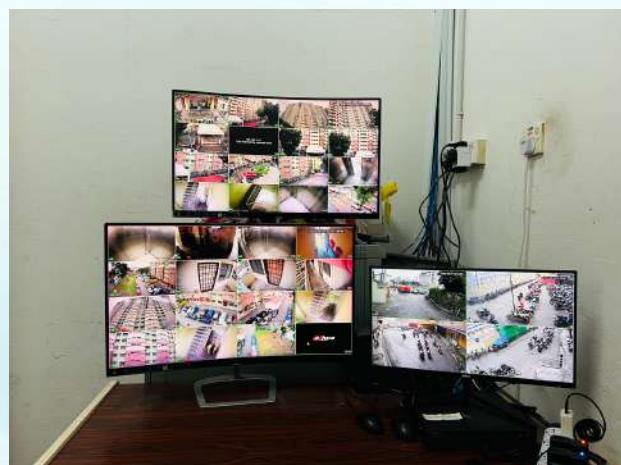
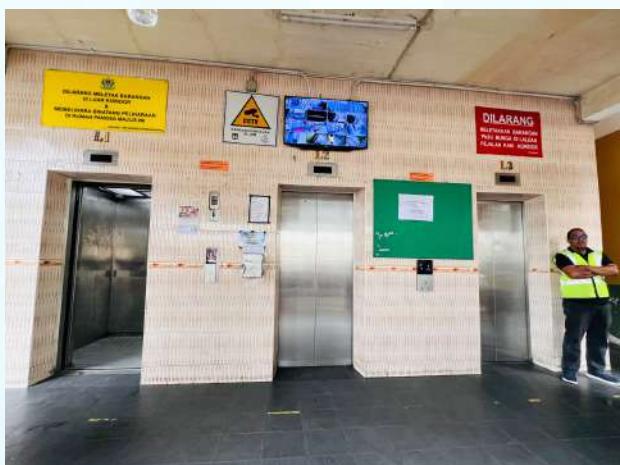
Security cameras at PPR Jalan Sungai and Lebuh Cintra maintain round-the-clock monitoring.

- **Security Services**

The renewal of security service contracts at public housing sites, including PPR Jalan Sungai, is now carried out on a biannual basis.

- **Roof and Gutter Upgrades**

The replacement works on Lebuh Cintra are now complete, aiming to prevent leakage and structural wear.



**Image 15: Some key measures to enhance physical security and structural integrity of public housing**

## 4.3. Domain 3: Housing

### Objective 4.3.2: Upgrade Infrastructure and Essential Facilities



To ensure functional and sustainable infrastructure within public housing schemes:

- **Drainage System Upgrades**

The work finished on Jalan Jelutong and Jalan Padang Tembak aims to reduce flooding and enhance sanitation.

- **Pump House Construction**

Installed along Jalan Jelutong to enhance water flow and environmental management.

- **Environmental Education Centre Upgrade**

The renovation of the Tzu Chi Environmental Protection Education Centre has now been completed.

## 4.3. Domain 3: Housing

### Objective 4.3.3: Promote a Clean, Conducive, and Comfortable Living Environment



To encourage hygiene and aesthetic enhancements in residential areas:

- **Repainting works are now complete.**

- Taman Free School: Blocks C & D, Blocks A, B, and E-K.
- Lebuh Cintra: Blocks A, C & D

- **Cleaning Services**

Scheduled contract renewals for PPR Jalan Sungai are conducted every three years.

- **Recycling Facilities**

Recycling bins have been installed at PPR Jalan Sungai to promote effective waste management and enhance environmental awareness.

## 4.3. Domain 3: Housing

**Objective 4.3.4: Ensure accessibility for older persons, individuals with disabilities, and those from low-income groups.**



To promote independent living and mobility for all residents, including those facing mobility challenges, the following is provided.

- **Universal Access Installations**
  - Railings and ramps are now accessible at Jalan Jelutong for persons with disabilities.
  - Replacements for staircase railings are now available at PPR Jalan Sungai.
  - Lift repairs at five housing blocks in PPR Jalan Sungai have been completed.
- **Ground Floor Priority Housing**
  - This initiative is part of an ongoing effort to ensure that all low-cost housing and newly developed properties adhere to universal design principles, providing accessible features for tenants with limited mobility. Such access must start from the ground floor.

## 4.3. Domain 3: Housing

**Objective 4.3.5: Foster Social Inclusion and Recreation in Public Housing**



To enhance community cohesion, well-being, and recreational access:

- **Exercise Equipment Installation**

Outdoor fitness stations have been installed at Jalan Jelutong.
- **Dialogue Sessions and Public Cleaning Initiatives**
  - Efforts continue to ensure that community dialogues, especially those concerning low-cost housing schemes, actively include residents, municipal representatives, people with disabilities, and older adults, thereby fostering inclusive and lasting engagement.

### 4.3. Domain 3: Housing



#### Outcomes and Measures

The initiatives under Domain 3 reflect the AFCPI initiative's aim to create secure, accessible, and dignified living environments for older adults and vulnerable populations. Improved safety and health standards have been achieved through the installation of surveillance systems, monitoring of structural upgrades, and consistent implementation of maintenance policies. This has contributed to residents' sense of security and comfort. Sustainability objectives are supported through enhancements to drainage and roofing, as well as environmental education initiatives aligned with climate-resilient urban planning. Social inclusion has been promoted via community-led programmes, such as public dialogues and cleaning efforts, which encourage intergenerational engagement and civic responsibility.

To promote transparency, accountability, and continuous improvement, outcomes are assessed through various methods:

Assessment Method	Source/Targeted Population
<b>Planned facility inspections</b>	By MBPP officers and building managers to evaluate infrastructure integrity and maintenance standards.
<b>Resident feedback</b>	Gathered through online surveys, dialogue sessions, and informal consultations with older adults and people with disabilities.
<b>Performance reviews of service contracts</b>	For cleaning, security, and maintenance teams, based on user satisfaction.
<b>Monitoring occupancy and allocation</b>	Affordable and accessible rental public housing schemes, especially for older residents and B40 groups.
<b>Conduct on-site audits</b>	Of universal design features (e.g., ramps, lifts, handrails) to ensure compliance with accessibility standards.
<b>Documentation of social engagement programmes</b>	Including participation rates and resident feedback.

These tools are part of MBPP's participatory monitoring framework, enabling responsive planning, timely interventions, and ongoing refinement of age-friendly housing strategies. Such efforts are vital, and sustainability is essential to demonstrate a commitment to creating inclusive urban environments for an ageing society (Szewczenko, 2020; Yusof & Yasin, 2024).

## 4.3. Domain 3: Housing

### Conclusion



Domain 3 emphasises the crucial role of secure, inclusive, and well-maintained housing in supporting healthy ageing. Through coordinated infrastructure upgrades, safety enhancements, and inclusive programmes, the AFCPI initiative has made tangible progress in meeting the needs of older individuals and other vulnerable groups residing in public housing. By adopting universal design principles and encouraging active community participation, Penang Island is developing a neighbourhood environment that is not only practical but also empowering and socially vibrant. With structured outcome monitoring and a commitment to continuous development, these efforts act as a scalable model for age-friendly housing initiatives. As challenges such as funding and community involvement are addressed, Penang Island remains dedicated to promoting equitable, resilient, and dignified living conditions for all its residents.



## 4.4. Domain 4: Social Participation and Promoting Inclusive Community Engagement

### Objective 4.4.1: Foster Family and Community Unity through Annual Events

Meaningful social participation is a key element of active ageing. The AFCPI initiative promotes social engagement through inclusive events, intergenerational programmes, and skills-building activities that unite residents of all backgrounds and abilities. The following objectives and activities aim to reduce social isolation, foster a sense of community, and ensure that older persons and people with disabilities are included in civic and cultural life.



Image 16: Zero Burden Bazaar



Image 17: Some activities at the Zero Burden Bazaar

To promote intergenerational bonding and strengthen civic belonging, the following community-wide events take place annually:

- **Signature Community Events**

- City Walk
- City Ride Island Loop (Bicycle)
- Fun Run in conjunction with Blood Donors' Day
- Penang Goes Orange (in support of the global campaign to end violence against women and girls)

- **Sports and Recreational Activities**

- Ultimate Trails of Penang
- Kejohanan Paintball Piala Datuk Bandar MBPP (Paintball Championship for the Mayor's Cup)
- The Annual Bike Ride is held in conjunction with the Penang Governor's Birthday Celebrations.



These events promote social cohesion and inspire active participation from all age groups, including older adults and young people.

Image 18: A food vendor at the Zero Burden Bazaar



## 4.4. Domain 4: Social Participation and Promoting Inclusive Community Engagement

### Objective 4.4.2: Coach and Nurture Communication with Individuals with Disabilities

To foster a more inclusive society, the AFCPI initiative provides workshops and programmes aimed at enhancing public understanding and engagement with individuals with disabilities.

#### Educational Workshops and Skills Training

- Basic Braille Code Class
- Sign Language Classes
- 3D Floral Jelly Workshop, Pottery Programme, Embroidery Workshop, Terrarium Workshop, Tufting Workshop, Coffee and Latte Art Workshop, Mushroom Planting Course

#### Special Needs

- The Colourful Run
- Let's Walk with Thalassemia

#### Community-Based Engagements

- Cupcake Decorating Class (in celebration of World Women's Day)
- Coffee Painting Workshop
- Batik Workshop
- Cuba-Cuba Menjahit (Mother's Day Sewing Workshop)
- Bubur Lambuk Distribution (Malaysian porridge supported by corporate sponsors such as Farm Fresh & Nestlé)
- Senior Citizen Programmes (conducted on a need basis)

These initiatives aim to equip participants with communication tools, foster empathy, and reduce stigma towards individuals with different abilities.



Image 19 (L-to-R): A sewing workshop, a mushroom cultivation workshop, and a public colouring competition organised by MBPP



## 4.4. Domain 4: Social Participation and Promoting Inclusive Community Engagement

### Objective 4.4.3: Promote Sports, Arts, and Cultural Expression

To foster physical activity and a love for culture, a diverse range of programmes is available to promote social and creative engagement.

#### Competitions and Championships

- Remote Control (RC) Touring Car Championship
- Battle of Bukit Cendana Ultra Challenge (BOBCUC)
- Penang International Skimboarding Competition
- Basic Stacking Sport Workshop

#### Art and Music Engagements

- Calligraphy Classes (Islamic and Mandarin)
- Art Workshop: Art & Soul
- Penang Music Camp

These platforms offer creative ways for self-expression, community participation, and shared learning experiences across generations.



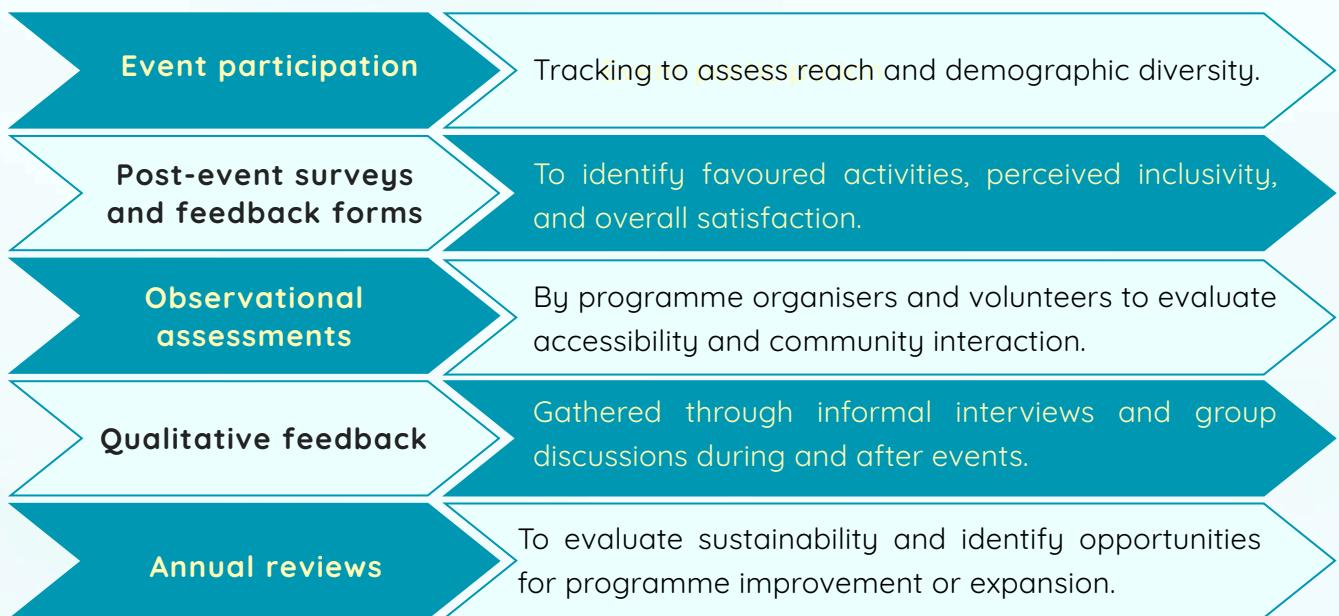
## 4.4. Domain 4: Social Participation and Promoting Inclusive Community Engagement

### Outcome and Measures

The initiatives undertaken within Domain 4 have significantly boosted social participation across all age groups, addressing isolation and strengthening community bonds. These programmes exemplify global evidence highlighting the importance of involving older people in recreational, cultural, and intergenerational activities, which enhance their sense of belonging and mental well-being (Liougas et al., n.d.; Aziz et al., 2022).

Annual events not only encourage physical activity and community bonding but also support cultural preservation and civic pride. Through inclusive communication workshops and accessible skill-building programmes, the AFCPI initiative has helped bridge gaps in understanding and empathy towards individuals with disabilities. These initiatives play a vital role in reducing stigma and fostering a culture of respect and acceptance.

Notably, vulnerable groups have been supported to actively join community life through accessible entry points such as art workshops, sports competitions, and community events. These programmes promote inclusive environments where older persons, persons with disabilities, and younger generations can participate meaningfully.



These data sources support a dynamic and responsive feedback loop that informs planning, ensures relevance, and sustains the impact of social participation initiatives.



Image 20: Let's Walk with Thalassemia event organised by MBPP in 2023



### Conclusion

Domain 4 of the AFCPI initiative emphasises the transformative power of inclusive social participation in building resilient and age-friendly communities. Through diverse and culturally rooted programmes, the initiative has created spaces for intergenerational exchange, civic engagement, and self-expression, ensuring that older adults, persons with disabilities, and individuals from low-income groups are not left behind but are recognised as vital contributors to community life. The structured monitoring approach reinforces Penang Island's commitment to fostering inclusive social environments where all individuals feel seen, heard, and connected. As these efforts continue to develop based on community feedback and ongoing evaluation, Penang Island is laying a strong foundation for a socially vibrant and inclusive AFC.

## 4.5: Domain 5: Respect and Social Inclusion

### Objective 4.5.1: Promote Intergenerational Inclusion in Community Activities



Respect and social inclusion are essential for creating cohesive, resilient communities where all residents feel valued and supported, regardless of their age or background. This initiative aims to promote intergenerational harmony, reduce stigma, and ensure that public spaces and services are designed with inclusivity in mind.



**Image 21:** A line-dancing activity was amongst some of the activities organised in conjunction with establishing Penang as an AFC on 24<sup>th</sup> February 2025



Image 22: The Green School Award 2022

Community programmes aim to unite children, young people, adults, and seniors, encouraging shared experiences and fostering mutual respect. Monthly Intergenerational Programme

- o **Zero Burden Bazaar:** A recurring initiative that brings together people of all ages through market-based and lifestyle-focused activities. These events foster active ageing, promote healthy lifestyles, and strengthen community bonds.



Image 23: Zero Bazaar Event hosted on Penang Island



Image 24: Mayor with team and children

Respect and social inclusion are essential for creating cohesive, resilient communities where all residents feel valued and supported, regardless of their age or background. This initiative aims to promote intergenerational harmony, reduce stigma, and ensure that public spaces and services are designed with inclusivity in mind.

## 4.5: Domain 5: Respect and Social Inclusion

### Objective 4.5.2: Develop Holistic and Inclusive Urban Guidelines



To promote a more inclusive urban environment, this initiative advocates for the development and application of policy guidelines that address the needs of vulnerable and diverse populations.

- **Guidelines Introduced and in Implementation:**

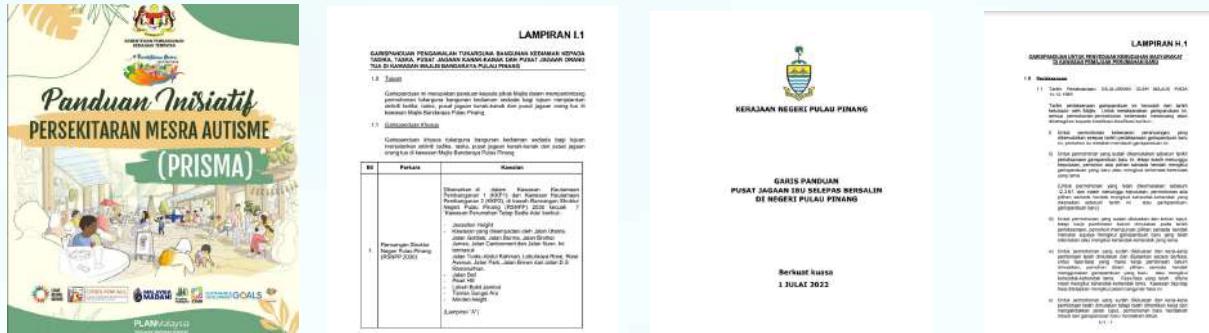


Image 25: Guidelines that have been implemented

- **Autism-friendly environmental guidelines** are reviewed and implemented annually.
- **Guidelines for Building Conversion:** A framework for converting residential properties into elderly care centres is also available and updated each year.
- **Confinement Centre Guidelines:** Standards for facilities providing postnatal care services are established and are subject to continuous monitoring and reporting to relevant stakeholders.
- **Community Facilities Guidelines:** These have now been integrated into the planning of new housing schemes to ensure accessibility and usability for individuals of all ages.

These regulatory guidelines promote urban spaces that are safer, more responsive, and considerate of all age groups.

## 4.5: Domain 5: Respect and Social Inclusion

Objective 4.5.3: Establish Inclusive Infrastructure and Programmes for Diverse Communities



Image 26: The Senior Citizen Activity Center located at 252A, Jalan Air Itam

The following initiative aims to create spaces and resources that promote inclusive community interaction and empower local groups to implement age-friendly initiatives:

- **Inclusive Community Infrastructure:**
  - Senior Citizen Activity Centre: A dedicated centre located at 252A, Jalan Air Itam, that fosters community bonding, encourages intergenerational dialogue, and provides recreational programmes.
- **Funding Support:**
  - AFC Fund: Annual grants are available for local communities and groups to implement programmes related to the AFCPI initiative.

These initiatives promote and facilitate community involvement through accessible venues and stable funding sources.

## 4.5: Domain 5: Respect and Social Inclusion



### Outcome and Measures

The initiatives under Domain 5 have helped strengthen social bonds, reduce isolation, and boost civic participation among older adults, persons with disabilities, individuals from low-income groups, and other vulnerable communities. Inclusive community programmes have been shown to foster empathy, mutual respect, and a shared sense of identity, leading to better mental and physical health outcomes (Liougas et al., n.d.; Aziz et al., 2022).

Outcome Measures used include:

Assessment Method	Source/Targeted Population
<b>Monitoring programme participation</b>	By age, gender, and other demographic factors
<b>Annual evaluations</b>	By age, gender, and other demographic factors
<b>Feedback mechanisms</b>	Such as surveys and focus group discussions involving participants from diverse age groups
<b>Monitoring grant-funded</b>	Community projects to evaluate reach, inclusivity, and sustainability.
<b>Usage statistics and satisfaction</b>	Assessments for inclusive facilities like the Senior Citizen Activity Centre.

These tools establish a comprehensive monitoring framework that allows MBPP and its partners to evaluate progress, identify gaps, and refine approaches to guarantee inclusivity and relevance.

## 4.5: Domain 5: Respect and Social Inclusion

### Conclusion



Domain 5 highlights Penang Island's strong commitment to fostering a socially inclusive and age-diverse urban environment. By promoting respectful interactions across generations, incorporating inclusive policies into urban planning, and supporting community-led initiatives, the AFCPI initiative has cultivated a sense of belonging and pride among residents. These efforts not only increase the visibility and voice of older adults and vulnerable groups but also strengthen the city's social fabric (Doorne & Meijering, 2025; Liougas et al., n.d.). Through ongoing evaluation and adaptive learning, Penang Island continues to build the foundation for a genuinely inclusive, resilient, and age-friendly community (Barrie, 2023).



## 4.6. Domain 6: Enhance Civic Participation and Employment

### Objective 4.6.1: Broaden Opportunities for Income Generation and Civic Participation for Older Adult

#### Public Sanitation Maintenance Programme PPR Jalan Sungai, Penang Island

**Period:** 1 April 2024 – 31 March 2027

**Total workers:** 7

**Age profile:** Over 60 (5 people), Under 60 (2 people)

#### Security Control Services PPR Jalan Sungai, Penang Island

**Period:** 1 January 2024 – 31 December 2026 (with appointments made by the Security Division, JKP).

**Total workers:** 4

**Age profile:** Over 60: 2 people)

These contracts ensure that at least 75% of job roles are designated for older workers, aligning with inclusive hiring practices.

### Public Sanitation Maintenance Programme

o Employs older adults, including retirees, low-income earners, and individuals experiencing homelessness, to oversee public toilets across Penang Island.

o **Current workforce:**

- 7 older adults (aged 60+) as public toilet caretakers.
- 1 homeless older adult (aged 60+) managing Kampung Kolam public toilet.

### Urban Farming Project

o Located at Lebuhraya Rose, this project engages older individuals in managing, monitoring, and cultivating a community farm.

o Supports food security, promotes sustainable practices, and strengthens sustainability.



## 4.6. Domain 6: Enhance Civic Participation and Employment

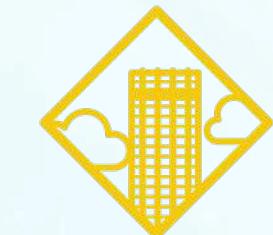
### Outcome and Measures

The initiatives within Domain 6 demonstrate measurable benefits for older adults and the community:

- **Employment Impact:** Additional income for older workers.
- **Social Inclusion:** Reduced isolation through collaborative, visible, and purposeful roles.
- **Intergenerational Engagement:** Many initiatives encourage mentorship, skill-sharing, and interaction between younger and older community members.
- **Environmental Benefits:** Urban farming supports food sustainability; recycling programmes promote environmental stewardship.

#### Key Indicators:

- Participant satisfaction surveys on well-being, dignity, and inclusion.
- Stakeholder feedback on the impact of older adults' contributions.



## 4.6. Domain 6: Enhance Civic Participation and Employment

### Conclusion

Domain 6 demonstrates Penang Island's strong dedication to empowering older adults as active, valued, and financially independent members of society. By integrating inclusivity into civic participation and employment opportunities, the AFCPI initiative boosts social cohesion, personal empowerment, and intergenerational solidarity. These initiatives demonstrate how well-designed local programmes can uphold dignity in ageing, minimise economic vulnerabilities, and promote sustainable community development.

## 4.7. Domain 7: Communication and Information



### Objective 4.7.1. Ensure Inclusive Access to Public Information and Announcements

The following strategies are being implemented to bridge communication gaps and ensure that no one is left behind:

<b>Review of Public Announcements</b>	A comprehensive review of how key public announcements are communicated and finalised to improve accessibility and reach.
<b>Collaborations with Disability Organisations</b>	Engagements with the Penang Deaf Association and St. Nicholas' Home have been initiated and continue as ongoing efforts to identify effective communication methods for individuals with hearing and vision impairments.
<b>Mobile Information Vehicles</b>	In collaboration with the Department of Information, mobile vehicles were deployed from July 2024 to disseminate information in rural areas and busy public spaces, such as markets.
<b>NGO Consultations on Design</b>	Engagements with NGOs have supported the development of accessible content design for ageing communities, including font size, contrast, and colour schemes. This initiative remains ongoing within the dedicated MBPP department.
<b>Content Redesign and Material Updating</b>	Following discussions with stakeholders, communication materials on social media platforms have been reorganised and updated; these efforts will continue to promote inclusivity in message delivery.
<b>Multi-Platform Dissemination Strategy</b>	Public information is disseminated through mobile vehicles, social media, WhatsApp broadcast channels, and LED billboards.
<b>Information Hubs at Community Centres</b>	MBPP consistently collaborates with elected representatives to transform their service centres into hubs for public information.
<b>One-Stop Services at MBPP (KOMTAR)</b>	Ongoing public feedback and inquiry services are situated on Level 3 of KOMTAR, serving as the main access point for information.

<b>24-Hour Hotline and WhatsApp Support</b>	MBPP operates a 24-hour public hotline and WhatsApp channel to collect feedback and respond to inquiries (ongoing).
<b>Digital Literacy and Tech Training</b>	Training sessions are organised to assist older adults and the public in using digital tools such as WhatsApp and the PEARL app.



Image 27: (Top) Pearl One Touch Penang App to identify AED locations and its launch.  
(Bottom) Pearl One Touch App



#### Proposed action plan:

- The Council has set up a call centre in Air Itam to gather feedback from the community and offer support services.
- The Council plans to produce TikTok videos to promote AFCPI initiative and will also showcase key AFC information on eight digital boards located in the central area of Penang Island.

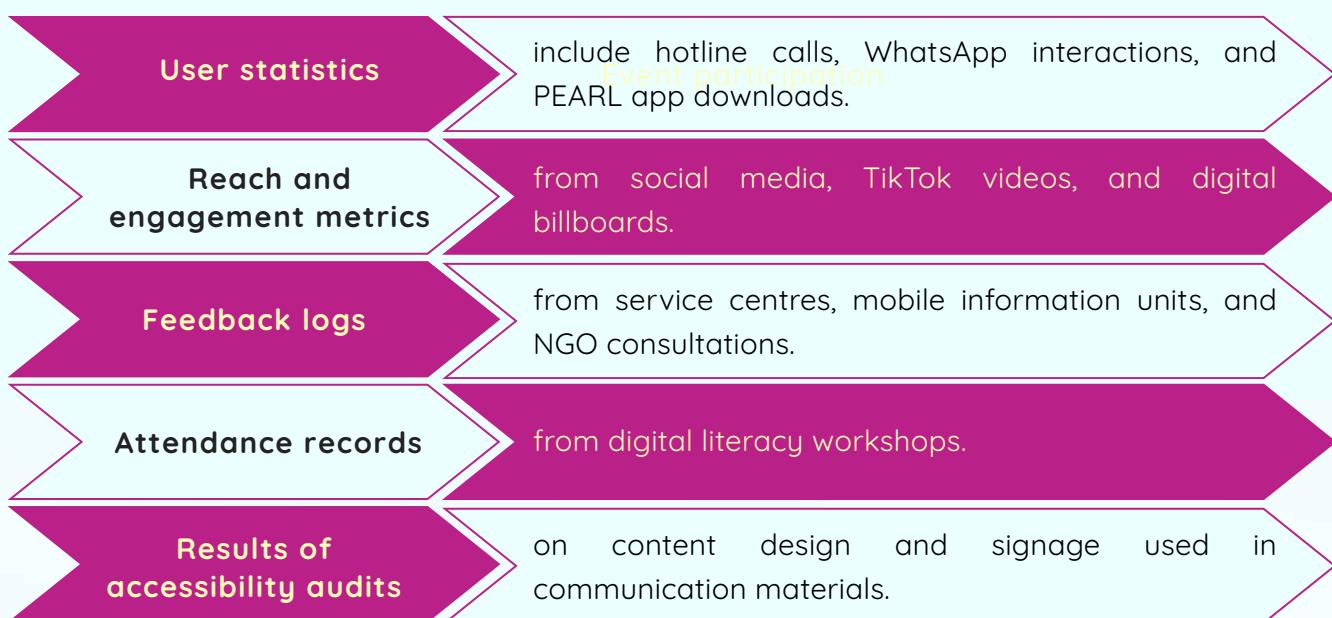
## 4.7. Domain 7: Communication and Information



### Outcome and Measures

The initiatives under Domain 7 have notably enhanced access to information and digital inclusion, particularly among older adults and people with sensory impairments. These forms of engagement support evidence-based recommendations that emphasise expanding communication platforms and customising content design; such initiatives will boost transparency, civic awareness, and public participation (Doorne & Meijering, 2025; Keyes et al., 2022). Outreach to underserved communities through mobile information units and collaborations with disability organisations has helped close the communication gap and build trust between the public and local authorities.

## Outcome Measures include:



These tools and data sources are reviewed as part of MBPP's ongoing monitoring process to identify gaps, adjust delivery strategies, and ensure messages remain inclusive and effective.

## Expected outcomes include:

- **Improved access to public announcements and service updates** for older people, persons with disabilities, low-income groups and rural communities.
- **Enhanced civic involvement** via broader dissemination of government initiatives and AFC-related activities.
- **Enhanced digital inclusion** as older adults gain the skills and tools necessary to engage with online platforms and services.
- **Enhanced community trust and responsiveness**, allowing quicker reporting of local issues through hotlines and WhatsApp feedback channels.



Image 28: (Left) Training workshop to educate other councils about the Pearl app. (Right) Members of the public during the official launch of the Pearl app

## 4.7. Domain 7: Communication and Information



### Conclusion

Domain 7 emphasises that access to information is vital for creating an inclusive, AFC. By investing in accessible communication strategies and adopting digital tools, Penang Island has made sure that all residents, regardless of age, ability, or location, can stay informed, connected, and engaged in civic life. These initiatives not only enable older adults to participate more fully in community development but also foster a culture of inclusivity, transparency, and shared responsibility. Moving forward, ongoing collaboration with stakeholders and the community will be crucial to maintaining the progress towards a truly informed and age-inclusive society (Murtagh et al., 2021; Bosia et al., 2017).



## 4.8: Domain 8: Health Services and Community Support

### Objective 4.8.1: Promote Public Health and Preventive Care

Ensuring the health and well-being of residents, particularly older persons, requires accessible services, strong preventive health measures, and integration of life-saving infrastructure into community spaces. The following initiatives and collaborations aim to strengthen Penang Island's capacity for inclusive, community-based health support.



Image 29: Health promoting activities to raise awareness about Dengue and Leptospirosis

### Environmental Health Promotion Activities

In 2024, more than 550 health promotion activities were carried out in public venues, focusing on dengue prevention, food safety and hygiene, NCD screening, physical fitness, muscle strength testing for older adults, and mental health awareness.

## Key Programmes:

### • Health Education in Schools and Institutions

- Carried out in 288 schools, colleges, and vocational centres, focusing on dengue and leptospirosis prevention, food hygiene, and proper handwashing.
- Promoted early adoption of healthy lifestyle habits among children and young people.

### • Food Safety and Hygiene for Food Handlers

- Annual anti-typhoid vaccination programme for around 2,000 food handlers, combined with inspections and hygiene education.



Image 30: A Health promoting activity to raise awareness

### JKNPP-Led Elderly Health Campaigns

- At least one elderly-focused campaign occurs each October; in 2024, clinics across Penang Island screened approximately 800 older people for mobility issues and referred them for further management.
- In October 2025, JKNPP and MBPP will pilot a health camp in a chosen local community using the ICOPE strategy to develop personalised care plans.



## 4.8: Domain 8: Health Services and Community Support

### Objective 4.8.2: Activate Council Facilities as Health Hubs

#### AED Deployment and Training

- AEDs installed in a majority of MBPP public premises and designated open spaces.
- Locations displayed on the PEARL One Touch Penang app for public access during emergencies.
- Approximately 1,000 individuals trained in AED use.



Image 31: An installed AED unit

#### Collaborative Health Campaigns

- Ongoing partnerships with the Penang State Health Department, JKNPP[1], and NGOs to promote NCD screening, healthy lifestyles, and early detection.

[1] Jabatan Kesihatan Negeri Pulau Pinang, which in English is Penang State Health Department.



## 4.8: Domain 8: Health Services and Community Support

### Objective 4.8.3: Leverage Digital Platforms for Health Access and Awareness

In an increasingly digital world, technology offers powerful tools to improve access to public health and education. By utilising platforms such as the PEARL One Touch Penang mobile application, the MBPP aims to expand health-related outreach, enhance emergency preparedness, and deliver timely health information to the public. These digital solutions support practical efforts by increasing accessibility, especially for tech-savvy users and urban residents. One key feature includes the integration of emergency health resources, such as AED location mapping, directly into the app for public use.

- **Integration with PEARL App**

All AED locations managed by MBPP have been mapped and added to the Pearl One Touch Penang mobile app, thereby increasing public awareness and accessibility during emergencies.



## 4.8: Domain 8: Health Services and Community Support

### Outcome and Measures

The implementation of initiatives under Domain 8 will lead to tangible outcomes that enhance community health resilience and support systems for older adults.

Quantitative indicators such as campaign reach, vaccination counts, AED deployment, and institutional partnerships offer measurable benchmarks for assessing progress. These are vital components in tracking the effectiveness, scalability, and sustainability of health-focused interventions in an ageing urban environment.



Image 32: A nurse administrating vaccine during an Anti-Typhoid vaccination campaign

These include:

<b>Health Promotion Reach</b>	Over 550+ public health activities conducted, directly engaging diverse community groups on issues such as dengue prevention, personal hygiene, and nutrition.
<b>Educational Outreach</b>	288 educational institutions engaged through targeted health campaigns, promoting health-conscious behaviours among younger populations and intergenerational awareness.
<b>Vaccination Coverage</b>	Around 2,000 food handlers are vaccinated each year as part of the anti-typhoid programme, helping to improve food safety and lessen the spread of disease.
<b>Elderly Health Screening</b>	Approximately 800 older persons screened for mobility issues in 2024.
<b>Emergency Preparedness</b>	AEDs are installed in a majority of MBPP public premises and open areas; their locations are digitally mapped into the PEARL One Touch Penang app, ensuring faster public access and emergency response. Training: approximately 1,000 people trained in AED use.
<b>Stakeholder Collaboration</b>	Continuous partnerships with the Penang State Health Department and other agencies to promote screening programmes and public health campaigns demonstrate strong inter-agency coordination.
<b>Digital health accessibility</b>	Integrating with the PEARL app enhances digital public health engagement and encourages community-wide participation in health initiatives.



**Image 33: Penang State Government officials and the Prime Minister, Datuk Seri Anwar Ibrahim participating in the National-Level Unity Week 2025 Celebration, held from 17 to 20 July 2025 at the Penang State Stadium grounds in Batu Kawan. The event carried the theme “Harmony in Diversity”**



## 4.8: Domain 8: Health Services and Community Support

### Conclusion

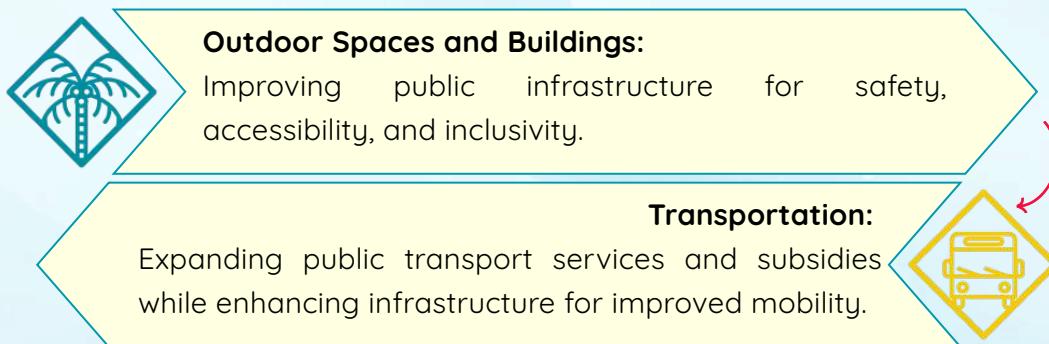
Domain 8 emphasises the integration of preventive healthcare, emergency preparedness, and digital health solutions into Penang Island's community framework. Multi-sectoral collaboration has enhanced public health literacy, increased screenings for the elderly, and improved readiness for health emergencies. These initiatives strengthen Penang Island's position as an AFC aligned with WHO's framework, ensuring that older residents have equitable access to health resources and support (Martinez et al., 2020; Greenfield & Buffel, 2022; Boufford, 2017; Keyes et al., 2022). By integrating public health into daily settings, from schools and food outlets to mobile applications, Penang Island continues to establish itself as a city that values health equity, community engagement, and proactive ageing strategies, in line with WHO's AFCs and Communities framework (Jackisch et al., 2015).

## 5. Collaborative and Multi-Sectoral Engagement

The AFCPI initiative was specifically created to address gaps related to AFC initiative, resulting from strong collaboration between MBPP, the Penang Women's Development Corporation (PWDC), the Malaysian Healthy Ageing Society (MHAS), and various community-based organisations. These partnerships ensure that initiatives focus on individuals and are grounded in local realities.

### Eight Domains, One Shared Vision

The AFCPI initiative strategy covers all eight WHO Age-Friendly Domains within a unified, city-wide framework.





- **Community-Driven Implementation**

- Public feedback gathered through workshops, surveys, and outreach activities has been crucial in shaping the action plan. Residents' voices have influenced policy adjustments, programme priorities, and infrastructure designs, ensuring the initiative addresses genuine community needs.

- **Inclusive and Intergenerational Vision**

- The AFC plan envisions Penang Island as a place where people of all ages, especially older adults, can enjoy active, healthy, and connected lives. Initiatives across various sectors foster a culture of respect, community involvement, and intergenerational solidarity.
- Through consistent effort, inclusive planning, and evidence-based implementation, MBPP reaffirms its goal of making Penang Island a regional leader in age-friendly urban development, where all residents can age with dignity, good health, and purpose.



Image 34: Penang Heart Safe Society (PHSS) participated in Public Education Day 2024 organised by MBPP to educate the public regarding CPR and AED (Sourced from, PHSS)



Image 35: The MBPP team conducting intergenerational activities, starting with children-focused sessions



## 6. Community Monitoring and Evaluation Activities

### 6.1 Domain One: Outdoor spaces and buildings incorporating progress and community feedback

As demonstrated in sections four and five of this report, significant progress has been made in upgrading outdoor public spaces to be more inclusive, accessible, and engaging for older adults. Five key parks across Penang Island, including Lengkok P. Ramlee Neighbourhood Park, have either been fully upgraded or are currently undergoing enhancements. These improvements aim to improve usability, safety, and the overall experience, with a strong focus on creating age-friendly environments that meet the diverse needs of older individuals.

At the same time, MBPP has implemented a routine maintenance system that encompasses landscaping, infrastructure repairs, and safety inspections to ensure parks remain clean, functional, and safe. This routine is supported by a comprehensive, ongoing project for mapping green spaces, which aims to identify, categorise, and plan for the equitable development of public parks across the island. The mapping effort, which will continue for other parks on the island, assists with long-term infrastructure planning, resource allocation, and prioritising upgrades. Importantly, all infrastructure improvements follow universal design principles, ensuring that new facilities such as toilets, walkways, seating, and ramps are inclusive, accessible, and considerate of the physical needs of older adults and persons with disabilities.

Complementing these upgrades to physical infrastructure is a strong focus on community engagement, ensuring that user feedback directly shapes future improvements.



**Image 36: An AFC event in conjunction with the AFCPI initiative held on 23rd Feb 2025 (in conjunction with Domain 1 M&E)**

A recent monitoring and engagement exercise took place during the Gotong-Royong Programme at Taman Jajar Sungai Ara on 23 February 2025, involving 85 participants, most of whom were aged between 46 and 55 and over 55 years. The activity provided a valuable opportunity to observe how older adults interact with outdoor spaces and to gather their perspectives on accessibility, usability, and safety.

Findings from this engagement showed that walking, jogging, tai chi, and socialising are the most popular activities in the park. Participants highlighted the importance of community programmes like Gotong-Royong in encouraging active ageing and social interaction.

However, several concerns were raised about the condition and accessibility of certain park features. These included poorly maintained pathways, a lack of shaded areas and benches, and insufficient or poorly maintained public toilets. Lighting and overall security, especially during early morning and evening hours, were also identified as urgent issues. Additionally, there were calls for better parking facilities, improved public transport access to the parks, and more rubbish bins to keep the area clean.

Participants offered clear recommendations to tackle these issues. These included installing non-slip surfaces on walkways, improving maintenance of existing infrastructure, enhancing lighting and security measures, and including Automated External Defibrillators (AEDs) as part of emergency preparedness. The feedback also highlighted the need for more regular and tailored community programmes for older adults, closely linked to areas such as health promotion and social participation.

This integrated feedback highlights the importance of combining infrastructure enhancements with active community involvement. While MBPP continues to implement physical upgrades and maintenance, the insights gathered from the community offer practical guidance for enhancing inclusivity, safety, and functionality of public spaces. Such participatory approaches encourage local ownership and ensure that the evolving needs of older adults are addressed sustainably and responsively.



**Image 37: Core team members of MBPP with the Mayor, PWDC and community at event hosted on 23rd February 2025**

Short-term actions will focus on improving maintenance, increasing the number of rubbish bins, upgrading lighting, and enhancing transport access. In the medium term, efforts will be directed at expanding age-friendly infrastructure and diversifying community engagement programs. Long-term goals will include strategic planning for inclusive and sustainable public space development that ensures safe and equitable access for all age groups.

## 6. Community Monitoring and Evaluation Activities

### 6.2 Domain Two: Integrated Assessment of Public Transport Infrastructure and Community Feedback



In April 2025, MBPP, MHAS, and PWDC collaborated with local authorities and stakeholders to conduct a community-based assessment of public transportation infrastructure and services.

The assessment focused on the inclusivity, accessibility, and safety of public transportation from the perspective of older adults and individuals with mobility challenges. Field monitoring took place at four major transit hubs—Terminal Bas KOMTAR, Terminal Bas Weld Quay, Perhentian Bas Chowrasta, and Terminal Feri Pengkalan Raja Tun Uda, over two consecutive days, resulting in a total of 423 face-to-face responses and observational data.

Findings from this assessment indicate that public transport is used moderately, with about 35% of respondents using it daily and an equal proportion using it occasionally. Bus and ferry terminals were reported to be frequently accessed by over 40% of participants, while pedestrian walkways play a key role in daily travel routines.

Encouragingly, 72% of respondents felt that transport facilities were located near their homes, and 73% confirmed that walkways were accessible for people using mobility aids. Additionally, more than half of the participants reported that major transit terminals were adequately equipped with age-friendly infrastructure, including ramps, lifts, and designated seating areas.

Despite these improvements, concerns about safety, maintenance, and overall comfort remained significant. Fewer than half of the respondents reported feeling safe at bus terminals, ferry terminals, or while using pedestrian walkways. Feedback from field visits highlighted several infrastructure deficiencies, including delayed bus arrivals, a lack of shaded seating, uneven walkways obstructed by vendors, and insufficient visible signage, particularly at the ferry terminal, which caused difficulties for tourists and visually impaired individuals. The absence of feedback counters, poor lighting, and limited CCTV coverage further increased worries about safety and user experience.

Regarding inclusivity, nearly 80% of respondents either agreed or strongly agreed that transport services are age-friendly. This shows that, although a strong base has been established, further targeted improvements are needed to ensure accessibility for everyone. Notably, over 40% of respondents expressed willingness to participate in future AFC-related initiatives, highlighting significant potential for community engagement in developing and enhancing transportation solutions.

Based on the findings, several practical recommendations have emerged. These include improving pedestrian infrastructure by designing smooth, shaded, and unobstructed walkways, increasing the number of benches and sheltered waiting areas, enhancing signage with multilingual and high-contrast formats, and deploying mobility support staff or volunteers during busy periods. Safety can be further improved through better lighting, CCTV coverage, and visible community policing. Finally, future planning should be rooted in participatory approaches, maintaining engagement with residents, community representatives, and AFC ambassadors, to develop inclusive transport systems that support the mobility, dignity, and independence of all age groups.

In conclusion, the assessment under Domain 2 shows significant progress in making Penang Island's transportation infrastructure more age-friendly. However, regular upgrades, cross-sector collaboration, and participatory planning are vital for closing existing gaps. The insights from this community assessment will provide important input for ongoing policy development and infrastructure planning that focuses on accessibility, comfort, and safety for older adults and the wider public.



## 6. Community Monitoring and Evaluation Activities

### 6.3 Domain Three: Housing - Community Assessment on Housing Services and Infrastructure

In line with the Initiative's commitment to creating safe and supportive living environments, a community-based assessment was carried out among residents of the PPR Jalan Sungai housing complex on Penang Island. The focus was on housing-related infrastructure and services, including security, cleanliness, accessibility, and maintenance, key areas that directly impact the well-being of older adults and other vulnerable groups. The engagement involved an online survey to collect feedback from residents of different age groups, aiming to identify strengths and areas for improvement in providing age-friendly housing.



Image 38: A community AFC event at PPR Jalan Sungai hosted by MBPP

The survey gathered input from 27 residents, ranging in age from 18 to over 55, thereby ensuring a diverse range of perspectives. Most feedback focused on five main service areas: CCTV installation, security contracts, cleaning services, elevator maintenance, and the adequacy of handrail infrastructure.

CCTV systems were valued as a key security feature; however, several respondents raised concerns about their functionality. Problems included units that were not operational and a lack of regular maintenance, highlighting the need for more dependable technical oversight.

Feedback on the security services contract was mixed. While some residents recognised the presence of security personnel, others highlighted gaps in patrol coverage and called for a review of current contracts to improve monitoring and responsiveness, especially at night.

Feedback on cleaning services varied. Some residents rated the services as excellent, while others emphasised the need for more consistent cleaning practices, especially in communal areas and waste disposal points.

Elevator maintenance was generally regarded positively, with most residents stating that service teams responded quickly to breakdowns. However, a few individuals mentioned occasional delays and recurring problems, emphasising the importance of preventative maintenance in reducing mobility disruptions for older or disabled residents.

The installation of handrails was widely valued as a key feature for older residents. Most participants felt that the handrails addressed their needs; however, several suggested that additional repairs and more strategic placements, especially in stairwells and communal access areas, would further improve safety for the elderly and those with disabilities.

Overall, feedback from residents showed a mix of satisfaction and constructive criticism. While many respondents expressed appreciation for the improvements in elevator performance, cleaning services, and safety measures, they also offered practical suggestions. These included improving the reliability of CCTV systems, increasing the visibility and frequency of security patrols, expanding parking facilities, and introducing more inclusive support services aimed at elderly and vulnerable individuals.

These findings offer vital guidance for MBPP, building management, and AFC stakeholders to ensure housing environments are functional and uphold the principles of dignity, safety, and accessibility. Enhancing these services through improved contract management, infrastructure maintenance, and targeted resident support will be crucial in advancing AFC's goals within Domain 3.

## 6. Community Monitoring and Evaluation Activities



### 6.4 Domain Four: Social Participation

As part of this domain initiative, a community-based assessment was conducted during the City Walk 2025 event, which took place on January 1, 2025. This large-scale event promotes physical activity, intergenerational bonding, and inclusive community engagement. The monitoring exercise assessed participation levels, accessibility, and the overall experience of the event from the perspective of a diverse group of participants across various age ranges.



Image 39 (L-to-R): A City Walk Event in Jan 2025 in which, MBPP Team set up a booth and checked on event-based activities. (R): Waving the national and state flags during the City Walk Event in Jan 2025

The event successfully attracted 750 registered participants, with feedback collected from a purposive sample of 50 individuals aged between 18 and 74 years, with an average age of 51. Participants included members of the public, families, older adults, individuals with disabilities, and uniformed personnel. The assessment aimed to understand how such initiatives support social participation and to identify areas for improvement to make future events more inclusive and impactful.

The findings indicated that the event was well-received, with participants showing strong appreciation for its inclusivity and community spirit. Many valued the opportunity to connect across different age groups and backgrounds, noting that the event fostered meaningful social connections and a shared sense of civic pride. Several participants recommended increasing the frequency of similar events to maintain high engagement and promote ongoing participation, especially among older adults.

However, several accessibility issues were reported, particularly concerning parking availability and transport access to the event venue. Participants recommended that dedicated shuttle services be introduced and that parking arrangements be improved better to assist older individuals and those with mobility difficulties.

Participants also emphasised the importance of deeper community engagement. Suggestions included boosting collaboration with local councils, grassroots organisations, and groups representing elderly citizens to expand outreach and increase awareness of age-friendly initiatives. Building stronger partnerships at the community level was considered vital to ensure that future events are inclusive, well-publicised, and adequately supported.



**Image 40: Community members at City Walk Event  
Hosted by MBPP (Sourced from, The Star)**



**Image 41: An aerial view of Penang Island City during the City Walk and City Ride 2025 event**



## 6. Community Monitoring and Evaluation Activities

### 6.5 Domain Five: Respect & Social Inclusion

Community engagement, aligned with the commitment to Domain 5 initiatives that focus on fostering inclusive and respectful urban environments, involved a community-based assessment conducted during the Malaysia 50+ EXPO, which took place from 26 to 27 October 2024, at Setia Spice Arena in Penang Island. Organised by Asia Trade Exposition and supported by the MBPP, PWDC, and MHAS, this activity engaged older adults through direct feedback at the AFC booth. The aim was to explore participants' experiences concerning respect, social inclusion, and intergenerational interaction within their communities.



**Image 42: YB Lim Siew Khim (EXCO or Social Development, Welfare, and Non-Islamic Religious Affairs) and MBPP Team at the Malaysian 50+ Expo**

The assessment collected feedback from 25 older adults aged 50 and above, including retirees, homemakers, and workers. Discussions centred on themes of dignity, inclusion, social participation, and access to community life. Results showed that all respondents felt respected and dignified in their communities, indicating that Penang Island has created a generally supportive environment for older residents. Participants also reported positive intergenerational relationships, with no major issues arising from interactions with younger age groups.

Nonetheless, while inclusion in community life was recognised, some participants pointed out challenges in maintaining regular involvement due to work commitments or household responsibilities. Social participation was viewed positively, yet there was a strong desire for more diverse, accessible, and age-appropriate programmes to sustain involvement after retirement.



**Image 43: Participants registering and providing feedback at the MBPP booth.**

Participants proposed several recommendations to promote respect and inclusion for older individuals. These included the expansion of targeted social programmes, such as hobby classes and intergenerational events, as well as post-retirement employment opportunities to support financial independence. Accessibility remained a persistent concern, with calls for subsidised transport services, more accessible bus stops, and affordable parking, particularly in areas frequented by seniors.

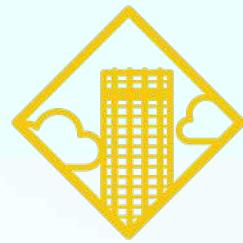
Suggestions also focused on improving community infrastructure, such as the installation of AED machines, better pavements, increased seating in public spaces, and ensuring greater accessibility to libraries and community halls in suburban areas.

Participants further recommended extending free health services to rural areas and highlighted the need for more affordable care and rehabilitation services for older people, as well as private ambulance provision. Some also stressed the importance of improved traffic control and safety measures to ensure a secure environment.

Overall, the feedback from the event suggests that, while older adults feel respected and included in their communities, there remains considerable room to improve their daily experiences. Addressing gaps in infrastructure, enhancing programme inclusivity, and ensuring service affordability will advance the goals of Domain 5 by encouraging deeper social integration and upholding dignity for older adults in all settings.

## 6. Community Monitoring and Evaluation Activities

### 6.6 Domain Six: Civic Participation and Employment



In November 2024, the MBPP initiative reaffirmed its commitment to promoting civic engagement and economic empowerment among older adults through a series of employment and livelihood-focused interventions. These efforts were guided by the principles of inclusive participation, purposeful ageing, and social equity for low-income older individuals, especially those in the B40 group.

One key programme assessed during this period was the Public Sanitation Maintenance Employment Scheme, which involved employing older adults to oversee and maintain public toilets across Penang Island. This initiative offered meaningful employment, improved hygiene standards, and fostered a renewed sense of purpose and financial stability among its participants.

A field assessment was carried out to evaluate this programme, focusing on three locations: Tandas Awam Pantai Miami, Tandas Astaka Anjung Gurney, and Tandas Kompleks Medan Renong. The assessment included exploratory interviews and observational visits to these three public toilet sites. The cleaners interviewed shared that the programme gave them financial independence, valuable skills, and a renewed sense of purpose. Many were referred directly by MBPP but were unaware of the broader AFC framework. While community feedback was generally positive, it also revealed a limited awareness of the AFCPI initiative among the public. Nonetheless, users consistently recognised visible improvements in cleanliness and expressed strong support for the employment model.

At Tandas Awam Pantai Miami, the toilet was reported to be clean and well-maintained, even though the cleaner was absent during visits. Visitors, including those from out of state, praised the facility and supported the idea of replicating such initiatives nationwide. At Anjung Gurney, the cleaner, a former gardener, expressed enjoyment of the autonomy and additional income, while community members commended the cleanliness and endorsed the employment concept. Similarly, at Medan Renong, the cleaner, a former MBPP staff member, noted that the job accommodated his health constraints and provided him with a continued sense of contribution. However, he was unaware of the AFC branding. Users of the facility recommended extending operational hours and emphasised the importance of the cleaner's consistent visibility.

The feedback showed that, although the programme successfully meets its aims by providing older people with income and purpose, several areas need enhancement. Awareness of the AFCPI initiative remains low among both workers and the community. Additionally, some community members recommended more structured schedules and increased engagement opportunities with cleaners, who could also act as ambassadors for the AFCPI initiative.

Key recommendations include launching targeted awareness campaigns through posters, digital platforms, and community events; improving the capacity to train cleaners as AFC representatives; and implementing operational enhancements, such as establishing fixed work schedules and extending operating hours in high-usage areas.

Overall, the initiative within Domain 6 demonstrates how economic inclusion and civic participation can be effectively combined to empower older adults while improving public service delivery. Enhancing programme visibility and structure will be crucial to aligning with the broader goals of the AFC and increasing its positive impact across communities on Penang Island.



**Image 44: Public sanitation maintenance conducted by the elderly, disabled or homeless in a programme initiated by MBPP**  
(Sourced from, The Star)



## 6. Community Monitoring and Evaluation Activities

### 6.7 Domain Seven: Communication and Information

On 1st January 2025, MBPP actively participated in an annual state-level event. As part of efforts to promote information and inclusive communication, a community-based assessment was conducted during the City Walk and City Ride 2025 event. The aim was to evaluate the effectiveness of disseminating information about the event and the broader AFCPI initiative to participants, as well as to understand their communication preferences and identify gaps in feedback mechanisms.

The event attracted 750 registered participants, with feedback gathered from a sample of 50 individuals aged 18 to 74. These participants were interviewed to assess their awareness of the event, the communication channels through which they received information, and to gather suggestions for enhancing outreach. A key finding from the evaluation revealed that none of the respondents, including uniformed personnel at the venue, were aware of the AFCPI initiative led by MBPP.

Most participants reported discovering the event through social media, friends, and community networks, highlighting that digital channels remain the most effective tools for outreach. The information was generally seen as clear and easy to understand. However, many participants suggested improving visibility through physical banners, posters, and outreach in underserved communities, particularly for older adults who may not regularly use digital platforms.



**Image 45: Team engaging with NGO, ensuring feedback on events is obtained and improved as a way forward**

Participants also provided feedback on communication preferences, identifying Facebook, Instagram, and WhatsApp as the most commonly used platforms. While digital platforms proved effective for many, some participants expressed a preference for traditional word-of-mouth methods, particularly among older populations. There was a notable lack of awareness regarding formal feedback mechanisms, such as suggestion boxes or online forms, during or after the event.

Based on this feedback, participants proposed several improvements. These included introducing QR code-based feedback forms, offering verbal survey options, and providing physical suggestion boxes to systematically gather public input. Additionally, participants recommended simplifying registration procedures and making all communication materials accessible and suitable for all ages.

The findings show that, although digital outreach effectively engages the public, more emphasis should be placed on multi-channel communication strategies to include older adults and marginalised groups. Additionally, establishing clear and user-friendly methods for gathering feedback is essential to bridging the gap between organisers and the community.

In conclusion, the event highlighted the importance of effective and inclusive communication in encouraging public participation. To strengthen the impact of the AFCPI initiative under Domain 7, it is advisable that MBPP invest in targeted awareness strategies, more accessible content formats, and improved community-based dissemination efforts. By boosting visibility and responsiveness, MBPP can ensure that all island residents, especially older adults, are informed, engaged, and empowered to contribute towards creating an AFC.



**Image 46 (L-to-R): Continuous engagement through events or programmes such as the 3<sup>rd</sup> ASEAN conference and AFC carnival to keep involving the ageing population and community are necessary**

## 6. Community Monitoring and Evaluation Activities



### 6.8 Domain Eight: Community Health & Support Services

Under this domain, MBPP hosted an event titled “Waste Disposal at Source and AFC Engagement with Residents of PPR Jalan Sungai, Penang Island on 1st December 2024, aimed at improving community health and support services. An online survey was conducted among residents of PPR Jalan Sungai to evaluate the accessibility, quality, and inclusiveness of health-related infrastructure and services. The assessment focused on two main areas: the availability and functionality of Automated External Defibrillators (AEDs) and the overall adequacy of community-based health and support services designed for older adults.

Feedback was gathered from 27 residents, including seven individuals aged 55 and over, to ensure the needs of older adults and vulnerable groups were adequately represented. The assessment aimed to understand residents' views on current health support systems and identify opportunities to improve age-friendly services in low-income housing settings.

Findings showed that most residents considered AED units accessible and well-maintained, positively supporting emergency preparedness within the housing complex. However, some respondents recommended installing more AEDs, especially in underserved blocks with higher foot traffic. This underscores the need to expand life-saving infrastructure throughout all residential areas fairly.



Image 47: AED installation programme

Regarding community health and support services, residents generally regarded current initiatives as sufficient but emphasised the need for improvements in cleanliness, outreach, and inclusivity. Some participants pointed out that existing health programmes do not fully address the specific needs of older individuals or those with mobility challenges. This highlights an opportunity to enhance the responsiveness and range of health education, screenings, and support services.



**Image 48: Community Engagement**  
(Sourced from, PHSS)

To improve service delivery within Domain 8, participants advocated for more inclusive health initiatives and continued engagement with vulnerable groups. They also recommended increasing the visibility of health resources, integrating health information into community boards, and holding regular check-ins with residents through local council members or community health officers

The evaluation also highlighted the importance of ongoing maintenance and monitoring of existing health infrastructure, especially AED units, to ensure long-term reliability. Expanding preventive care initiatives and adapting outreach efforts for older adults and caregivers were also seen as essential steps towards creating a safer and more supportive environment.



**Image 49: CPR demonstration during the Taman Jajar AED Installation event**

In conclusion, the findings from PPR Jalan Sungai emphasise the importance of targeted, accessible, and inclusive health services in low-cost housing areas. Enhancing infrastructure, increasing emergency response resources, and encouraging ongoing community participation will be essential to achieving the goals of the AFC within this domain.

## 7. Stakeholder Engagement

### Summary of Processes and Outputs

Stakeholder engagement has been a fundamental element of AFCPI initiative, fostering inclusive decision-making, collaborative action planning, and evidence-based implementation across the eight WHO Age-Friendly Domains. Led by the MBPP, with strong partnerships from the PWDC, the MHAS, and various community-based organisations (CBOs), the process has ensured that Penang Island's strategies stay people-centred, locally rooted, and aligned with the state's broader vision of sustainable, inclusive urban growth.

## Milestones of the Stakeholder Engagement Process

Since 2023, Penang Island has held three major stakeholder engagement workshops, each playing a crucial role in shaping the AFCPI initiative's journey.

### 7.1. First Stakeholder Engagement Workshop

**Date:** 9-10 January 2023

**Participants:** 70 stakeholders from 20 CBOs and 19 government agencies

The first workshop gathered diverse stakeholders to introduce the AFC framework, assess community needs, and establish strategic priorities. The session resulted in a Policy Brief outlining Penang Island's objectives and action priorities for its AFC journey.

This Policy Brief, along with a formal letter of commitment, was subsequently submitted to the WHO-Global Network for AFCs and Communities, resulting in Penang Island being officially recognised as a member of this network.



Image 50: 1<sup>st</sup> Stakeholder Engagement in Jan 2023 with NGOs



Image 51: Preparatory meeting for the second stakeholder's engagement, building capacity of MBPP PICs

## 7.2. Second Stakeholder Engagement Workshop

**Date:** 2-3 December 2023

**Participants:** 80 stakeholders

Leading up to the workshop, a series of pre-engagement training sessions (October–November 2023) equipped MBPP's Persons-in-Charge (PICs), academics, and student rapporteurs with technical knowledge on AFC principles, baseline data interpretation, scoping review findings, and documentation templates.

The second workshop concentrated on progress reviews, priority alignment, and structured planning. Key outcomes included:

- Development of the AFCPI initiative Strategic Action Plan
- Development of domain-specific monitoring templates and KPI tracking systems
- Formation of task forces for bi-monthly reporting
- Commitment to delivering regular updates to the Penang Executive Committee (EXCO)

This action plan became an official roadmap, integrating stakeholder inputs, baseline data, and policy directions into practical, domain-specific strategies.



Image 52: 2<sup>nd</sup> Stakeholder Engagement Meeting in Dec 2023

**Date:** 7th September 2024

A key milestone in the AFCPI initiative journey was the launch of the AFCPI initiative Strategic Action Plan, which consolidates stakeholder contributions into a formal, evidence-based roadmap for policy and programme implementation.



**Image 53: AFCPI initiative Action Plan Launching Ceremony with members of NGO, Corporate Agencies and Community Members, along with the MBPP & PWDC Team**



Image 54: A poster for the AFC Carnival

#### Key outcomes from the Carnival:

- Raised awareness on the AFCPI initiative and its objectives
- Showcased domain-specific programmes and success stories
- Gathered community feedback to inform future implementation plans

Strengthened partnerships between stakeholders and the wider community

**Date:** 21st June 2025

The AFC Carnival served as an engaging platform to raise awareness, showcase initiatives, and gather public feedback. The event brought together municipal authorities, NGOs, healthcare providers, educational institutions, older adults, and families for a day of exhibitions, cultural performances, and interactive AFC activities.



Image 55: VIPs at the AFC Carnival, supported by MBPP, PWDC, and Sunshine Central Mall, Penang Island



Image 56: Community members actively engage in the AFC Carnival, with support from CCIP, PWDC and Sunshine Central Mall, Penang Island



Image 57: AFC Carnival Event Health on 21<sup>st</sup> June 2025

### 7.3. Third Stakeholder Engagement Workshop

**Date:** 23rd August 2025

**Participants:** 122 stakeholders from government agencies, NGOs, CBOs, academia, and development partners

Building on the results of the first two workshops, the third engagement focused on verifying the progress of the AFCPI initiative Action Plan created in December 2023. Participants reviewed the consolidated findings from the Evaluation Report assessed progress against established KPIs, and collaboratively identified remaining gaps.

#### **Key outcomes included:**

- Assessment of progress made across the eight WHO domains
- Refining strategies through stakeholder insights
- Agreement on the next steps and priority actions before the final WHO submission in November 2025

This session reinforced Penang Island's collaborative approach by uniting cross-sector stakeholders to jointly develop solutions for a more inclusive, resilient, and age-friendly city.



**Image 58: 3<sup>rd</sup> Stakeholders engagement workshop held on 23<sup>rd</sup> August 2025 at Mercure Hotel, Tanjung Bunga, Penang Island**

### Next Steps

The next stage of the AFCPI initiative focuses on sustaining momentum and preparing for Penang Island's final submission to the WHO-Global Network for AFCs and Communities in November 2025. Key actions include:

- Regular bi-monthly domain taskforce meetings to review progress
- Ongoing monitoring of results using standardised KPI templates
- Follow-up stakeholder engagements to enhance collaboration.
- Finalisation of the AFCPI initiation Evaluation Report

### Conclusion

The journey from the Policy Brief (July 2023) to the Strategic Action Plan (December 2023), and ultimately to the validation of progress and next steps (August 2025), demonstrates Penang Island's commitment to becoming an inclusive, resilient, and AFC. Through participatory engagement, evidence-based planning, and multi-sectoral partnerships, Penang Island continues to establish itself as a regional leader in creating cities where all residents can age with dignity, good health, and purpose.

# Conclusion

The AFCPI initiative represents a comprehensive and inclusive urban transformation effort aligned with the World Health Organisation's Age-Friendly Cities and Communities Framework. Over three years (2023-2025), this programme shows a strong commitment from local authorities, community stakeholders, and technical experts to address the needs of an ageing population through practical, evidence-based strategies and collaborative efforts.

Guided by the WHO's eight domains, the AFCPI initiative has effectively integrated age-friendly considerations into municipal planning, infrastructure development, social programmes, health services, and civic participation. By fostering partnerships with stakeholders and collecting community feedback, the initiative has identified and addressed key challenges such as limited accessibility, safety concerns, transport obstacles, and the need for inclusive communication platforms. The participatory approach, which combines baseline surveys, stakeholder workshops, field assessments, and ongoing monitoring, has provided comprehensive data to support implementation and necessary adjustments.

Targeted initiatives in each domain have laid the groundwork for 'age-friendliness', fostering more sustainable actions.



**Outdoor spaces and designated buildings** were targeted and showed improvements through universal design features, consistent maintenance protocols, and community feedback systems.



**Transportation** systems are being enhanced through deliberate fleet expansions, infrastructure upgrades, and fare subsidies to improve access for individuals with disabilities and older adults.



**Housing** initiatives aim to enhance safety, liveability, and accessibility in rental public housing areas, promoting independence and community cohesion.



**Social participation** was encouraged through regular intergenerational events, inclusive workshops, and cultural programmes that aim to reduce social isolation and enhance community identity.



**Respect and social inclusion** were promoted through community centres, supported by continual funding grants for local initiatives. There are also plans to extend these efforts to other societies and NGOs across Penang Island.



**Civic participation and employment** allow older adults to make meaningful contributions to society through work and volunteering opportunities, supported and coordinated by MBPP-led programmes.



**Communication and access to information** will be further enhanced through both digital and offline platforms, with targeted outreach to ensure that all residents, especially older adults, remain informed and engaged.



**Community Health and Support Services** have been expanded to include public health education, the installation of AEDS, emergency preparedness, and preventive care programmes in under served communities.

The AFCPI initiative has also enhanced stakeholder mobilisation and encouraged institutional ownership. The establishment of domain leads (PICs), bi-monthly task force reports, and the incorporation of key indicators into local government performance systems demonstrate a move towards systemic and sustainable governance.

Moving forward, the initiative will continue to strengthen inter-agency cooperation, integrate age-friendly practices into institutions, and enhance monitoring mechanisms to achieve tangible improvements in quality of life. Community voices will remain central to this effort, shaping policies and guiding programme development.

The AFCPI initiative acts as a model for other regional cities, demonstrating how inclusive, data-driven, and community-focused strategies can transform urban areas into environments that uphold dignity, equity, and healthy ageing for everyone.

\*A Summary of the Evaluation Report is provided in Appendix 1 \*

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