

# **WHO - FIFA 'Pass the message: Five steps to kick out the coronavirus' campaign posters translation into indigenous languages of Sabah**

## **Background**

The Chair of the United Nations Permanent Forum on Indigenous Issues (UNPFII), Anne Nuorgam, called on member states on April 6, 2020

"... to ensure that indigenous peoples are informed, protected and prioritized during the global COVID-19 pandemic. In the statement, she stresses the need to make information available in indigenous languages, ...)".

In responding to this call, a community service project was jointly undertaken by Borneo Institute for Indigenous Studies (BorIIS) at the Universiti Malaysia Sabah, and the Summer Institute of Linguistics (SIL) which was to translate the WHO - FIFA campaign posters into some of Sabah's indigenous languages. The project would not have been possible without the positive assistance and support from WHO, FIFA, and the Football Association of Malaysia (FAM).

The campaign posters which are originally in English were translated into the following languages: Kadazan, Dusun, Rungus, Murut, Bajau, Kimaragang, Tobilung, and the standard indigenous language, Kadazandusun. There are six posters for each language. In total, this collection has 48 individual posters. For the Endangered Languages Project the posters are merged into one PDF per language.

## **Objective**

To distribute COVID-19 pandemic information in indigenous languages. This objective is in line with the stated goal of the United Nations Permanent Forum on Indigenous Issues (UNPFII) 'to make information available in indigenous languages'.

## **Heartiest thanks to**

### **1) WHO, FIFA, and FAM**

- Mr. Paul Garwood (Communications Officer, WHO)
- Ms. Lindsay Mackenzie (Communications Officer, WHO)
- Mr. Wan Fakhru Wan Bakar (Head, Media & Communications Unit, FAM).  
FAM has been entrusted by WHO - FIFA for the original poster editing process and the poster editing was done by En. Wan Fakhru Wan Bakar).

### **2) Summer Institute of Linguistics (SIL)**

- Dr. Mark Miller
- Mr. Joemin Maratin

SIL is active in the conservation and documentation of Sabah's indigenous languages. Mr. Joemin Maratin helped bring together a group of native speakers of the indigenous languages involved in this project.

### 3) Language translators and Reviewers

- Mr. Joemin Maratin for Kimaragang language, translation reviewed by Ms. Rosnah Nain
- Ms. Regia Ansieng for Murut language
- Ms. Rosecilla Bisius for Kadazan language, reviewed by Ms. Rita Lasimbang of Kadazandusun Language Foundation
- Mr. Awang Mesri Daud for Bajau language, reviewed by Bajau Language and Culture Association and Dr. Mark Miller (SIL)
- Ms. Minie Sulukan for Rungus language
- Ms. Josphen Joannes for Dusun language
- Ms. Jalina Gambar for Tobilung language, reviewed by Sabah Tobilung Association (TOBISA) Language Bureau
- Ms. Priscilla Gukim –Kadazandusun language, reviewed by Ms. Jessica Dunis

### Summary

Unfortunately, not all of Sabah's indigenous could be translated for this project due to time constraints. As such, Borneo Institute for Indigenous Studies (BorIIS) will make similar projects in the future so that many other indigenous languages of Sabah can be used in public announcements to highlight important information during this COVID-19 pandemic or for other global issues.

### References

URL Press Statement, Chair of UNPFII

<https://www.un.org/development/desa/indigenouspeoples/news/2020/04/chair-message-on-covid-19/>

WHO-FIFA *'Pass the message: Five steps to kick out the coronavirus' campaign*

<https://www.who.int/news-room/detail/23-03-2020-pass-the-message-five-steps-to-kicking-out-coronavirus>.

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