

Faculty of Pharmacy Partnership Brings Safe Medication Disposal to Life through Oko Lele Animation

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Medication safety does not end with the last dose. What happens next—the way we dispose of unused or expired medicines—plays a vital role in protecting our families, communities, and the environment. Recognising this, the Ecopharmacovigilance Research Initiative Group (EcoPharma) from the Faculty of Pharmacy, Universiti Teknologi MARA (UiTM) Puncak Alam, through the Industry Matching Program (IMaP) grant led by Dr. Hisyam bin Abdul Hamid, collaborated with Alpro Pharmacy Sdn. Bhd. to find innovative ways of raising awareness about safe medication disposal.



Among the outputs of the IMaP project were a comic and an interactive book designed to teach children about proper disposal practices. Building on this foundation, Alpro Pharmacy Sdn. Bhd. took the initiative further by partnering with Metal Brain Studio Sdn. Bhd. to create an animated video series, named "Oko Lele" that brings the message to life in a fun and engaging way.



A strategic partnership between EcoPharma and Alpro Pharmacy provides crucial advocacy and expertise throughout the project. During the launch, the EcoPharma team received formal recognition as a key partner, highlighting the significance of academia-industry collaborations in addressing health and environmental challenges.



The Alpro x Oko Lele Safe Medication Disposal series features six episodes that use humour and storytelling to capture the imagination of children and families. By blending creativity with health education, the series encourages meaningful conversations at home and inspires healthier long-term habits.



The official launch took place on 31st July 2025 at Sekolah Sri UCSI Kuala Lumpur. The event was vibrant and impactful, supported by the Ministry of Health Malaysia (MyMediSAFE), the Malaysia Digital Economy Corporation (MDEC), the Malaysian Pharmacists Society (MPS), the Pharmaceutical Association of Malaysia (PhAMA), the Malaysian Organisation of Pharmaceutical Industries (MOPI), the National Water Research Institute of Malaysia (NAHRIM), and United for Global Antimicrobial Stewardship (UGAS), as well as pharmaceutical partners, universities, and media representatives. Their participation highlighted a shared commitment to building a culture of medication safety from an early age.





Safe medication disposal is more than just a campaign; it is a movement. With the collaborative foundation of the IMaP grant and the creativity of Oke Lele, this initiative represents a small but powerful step toward a healthier and safer tomorrow. Readers can also watch the full animation series on the Oke Lele's official YouTube channel.

