



Beyond the Radio Airwaves

Hawn Kimsong's Story



medical ambassadors

INTERNATIONAL

healing lives...transforming communities

Medical Ambassadors International (MAI) builds relationships with the world's most vulnerable people and together work to heal communities both physically and spiritually. For over 40 years, we have addressed such issues as health, agriculture, literacy, and micro-enterprise to drastically improve communities and move them towards healthier sustainability.

At present MAI works in **2,674 communities** around the world impacting a population of over **3 million people** in **75 countries** through the work of over **52,000+ volunteers** who live and serve in these communities.

All this is done through our niche program **Community Health Evangelism (CHE)**.



CHE is a proven, powerful development process that determines and meets the needs of the whole person—physical, spiritual, emotional, and social.

We tailor this process for a variety of worldwide concerns like gender discrimination, fatherhood and the formation of stronger families, education for children, human trafficking prevention, and how to prevent and care for HIV/AIDS.

Families often stay in the CHE program for years, learning and implementing information from many different lessons. Community members are presented with development knowledge as well as with the Gospel unless it is a security issue.



In **CHE Communities** health improves, infant mortality decreases, agriculture becomes more productive, and jobs are created. Water systems, roads, schools, and clinics are built, and churches are planted. People have recovered their identity as made in the image of God and their vocation as stewards of creation.

Instead of being controlled or victimized by their environment, they are stewards of it. People are equipped to identify needs and resources, put together a plan, and mobilize volunteers to accomplish their vision.

People are continually reflecting on what is happening in order to learn how to be more effective. Believers are meeting together for fellowship, prayer, Bible study and worship, and are **sharing Christ with their neighbors through word and deed.**





One of the many stories... *Haun Kimsong*

Haun Kimsong's life journey began on June 6, 1979, in Battambang Province. He was raised in a modest family, and they faced financial limitations as his parents struggled to support their eight children through a small family business.

Despite the many hardships, Kimsong's parents prioritized educating him and his siblings, making numerous sacrifices to pave the way for a brighter future. He was also supported by his godfather, Peter Vandy Brok who went to be with the Lord in 2023.

In 1997, upon graduating from high school, Kim song embarked on a new chapter in his life by moving to the bustling city of Phnom Penh, Cambodia's capital. The experiences of his early life in the province and the subsequent move to the vibrant city greatly influenced his character and instilled in him a strong work ethic. He started his career as a stock clerk in a well-known supermarket company.

With diligence and determination, he saved for the opportunity to pursue a bachelor's degree at a Bible school. It was during this period that he first encountered the Lord Jesus Christ and underwent a transformative experience of faith that would guide the course of his life.

Prior to welcoming Jesus into his heart, he had adhered to a blend of ancestral beliefs that encompassed various religious and spiritual customs. Today, he wholeheartedly embraces Christ as his savior and Lord.

Kimsong currently holds the position of Country Director at Trans World Radio Cambodia (TWR). TWR Cambodia is a Christian media broadcasting entity that extends its support to local churches throughout Cambodia, and the world, via a range of programs, including those tailored for women, children, pastoral care, and more.

In addition to these programs, TWR Cambodia actively engages in a multitude of community development initiatives that encompass both church-based and non-Christian communities. In addition to his role as a Country Director, he also serves as a part-time pastor at Enjoy Church, Phnom Penh.

TWR Cambodia reaches 14 Provinces on FM Radio with Gospel-centered programs.



In 2012, Kimsong and his wife, Chandavy Haun, received an invitation that would change the course of their lives. It was an offer to attend a full length MAI (Medical Ambassadors International) Internship Training in the Philippines. The program aimed to equip individuals with knowledge and skills to spread the message of hope, healing, and the Gospel to underserved communities around the world. Without hesitation, Kimsong and his wife accepted the invitation, setting in motion a remarkable journey that would equip them to work effectively with their fellow countrymen.

The training in the Philippines was intensive and eye-opening. Kimsong and his wife immersed themselves in learning about Community Health Evangelism (CHE), a holistic approach that combined healthcare, education, and faith to transform communities. They were trained in basic medical skills, community development, and, most importantly, how to integrate their Christian faith into their work.

Returning home to Cambodia after the 5-week long training, Kimsong and his wife were filled with a sense of purpose and determination. They felt a calling to use the knowledge and skills they had gained to bring about positive change in their homeland. Their vision was clear – they wanted to spread the Good News of the Gospel to unreached people groups and uplift communities in need.

As Kimsong settled back into his life in Cambodia, he realized that one of the most effective ways to reach a wide audience was through radio.

Spreading the Message through Radio

He believed that the power of the spoken word could transcend geographical barriers and touch the hearts of people across the country. He was now a presenter for a local radio program focused on the rural areas of Cambodia. While Kimsong continued to hone his skills as a radio presenter, he also brainstormed creative ways to share the CHE lessons with the rural Cambodian listeners. His wife, Sophea, who had also attended the CHE internship, became his partner in this endeavor. Together, they meticulously translated the CHE curriculum into simple Khmer, the native language of Cambodia, making it accessible to the local population.

These lessons weren't just about medical knowledge; they encompassed a holistic approach to well-being, including physical, emotional, and spiritual health. Kimsong and his wife believed that true transformation occurred when these aspects were addressed in harmony.



The translated lessons were bundled together into a series that could be broadcast over several days, allowing listeners to engage, learn, adopt, and implement the teachings in their lives. They chose a regular time slot on TWR, ensuring that people could tune in and follow the program consistently.

Letters of Hope

The response was astounding. Kimsong received an avalanche of letters each month, ranging from 7,000 to 8,000, from listeners across Cambodia. These letters were more than just pieces of paper; they were windows into the lives of people who had been touched by the radio program.



The letters sought guidance on healthcare, from parents wanting to improve their children's nutrition, and from individuals seeking spiritual solace in times of hardship.

They came from farmers, teachers, and healthcare workers who had integrated the CHE lessons into their communities. Each letter was a testament to the impact the program was having on the lives of Cambodians.

Kimsong and Chandavy Haun realized that they couldn't simply read and discard these letters. They represented a direct line of communication with their audience, and they needed to respond.

So, they formed a small team of volunteers, including healthcare professionals and educators, to help address the letters. They camped out in villages where the largest number of letters came from and the team provided practical advice on healthcare, shared additional spiritual insights, and offered words of encouragement to those in need.

The act of responding to the letters deepened the connection between the radio program and its listeners. People felt heard, understood, and cared for. The program was no longer a one-way broadcast but a dynamic, interactive platform for positive change.

Field Visits and Mini-Trainings

Eager to connect with their audience on a deeper level, Kimsong and his wife decided to continue to take their mission beyond the radio waves on a regular basis.



They embarked on multiple field visits to areas where large numbers of letters had originated. These trips became opportunities to conduct mini trainings on the CHE lessons, engaging with women's groups, children's groups, and larger community gatherings.

For the villagers, meeting the person they had heard on the radio was like having a celebrity in their midst. Kimsong, with his warm smile and compassionate demeanor, was a living embodiment of hope and love. He spoke to them on their ‘heart airwaves’. Every word he said made sense to them. On his part, Kimsong relished the chance to put his MAI CHE training into practical use, witnessing firsthand the transformation that was occurring within the communities he had visited.



One group that showed an exceptional level of interest and commitment was the Jarai tribe, an unreached people group residing in the remote northeastern part of Cambodia, known as Ratnakiri. The Jarai had their own distinct culture and language, which posed unique challenges in reaching out to them. However, the Jarai families were hungry for knowledge and eager to improve their lives.

As they embraced the CHE lessons, they not only saw improvements in their quality of life but also experienced a significant reduction in diseases, leading to overall improved health. **What was even more remarkable was that many of them found solace and faith in the Lord Jesus through Kimsong's teachings.**

The impact Kimsong was having went far beyond what he had ever envisioned. CHE had unleashed a wave of positive change that rippled through these once-unreached communities. As the Jarai people embraced the teachings of love, compassion, and faith, their lives were transformed in ways that were both tangible and empowering.

On one occasion as the TWR Cambodia team was conducting the Community Health Evangelism (CHE) program as a pilot initiative in collaboration with a group of Community Development Councils (CDC) located in Khnat Commune, Puok District, Siem Reap Province. (This remote location is approximately a 6-hour drive from Phnom Penh). Khnat Commune is home to a diverse community of people, many of which work in agriculture. There is a mix of Khmer, Cham, Chinese, and other ethnic groups. Hinduism is the main religion here.

Community members face various challenges, such as limited access to education, healthcare, and infrastructure.



It was the rainy season when CHE started getting implemented in this village, and a mud dam in the village broke, making it exceedingly difficult for villagers to transport their agricultural products to the market.



This posed a severe hardship to their daily lives, and the villagers identified this as their **big concern**. TWR Cambodia's CHE team undertook to enable the villagers to move to the next level after identifying the problem. They collectively started exploring potential solutions.

At that time, the CDC, as the community's leadership, primarily relied on government development funds to address issues, which often fell short of covering the community's various challenges. TWR Cambodia's CHE team worked alongside the community in applying a sustainable solution using locally available resources. However, this proved to be a demanding endeavor, requiring the team to raise awareness about the issue within the community.



To achieve this, they incorporated the issue into their monthly Drama Performance Night, a unique event where volunteers from the community prepared skits related to the critical issues identified during their CHE monthly training with the CDC and CHE Volunteers.

During these performances, the head of the community, Mr. Lek Lon, addressed the entire village, encouraging them to work together and solve the problem themselves.



Mr. Lek Lon, who had a comprehensive understanding of the CHE concept, worked tirelessly to motivate the community. Eventually, the entire community decided to undertake fundraising efforts among themselves.

By 2014, the dam reconstruction had begun, resulting in a more robust and larger structure compared to the previous one, which had been donated by an international organization.

This is CHE in action!



The goal of CHE is to equip communities with the knowledge and skills to sustain the positive changes in health and well-being over the long term. The dam repair project is proof that when communities have a sense of ownership and responsibility, they can create this type of lasting impact.

Inspired by the impact they saw, Kimsong and his wife continued to plan for expansion of the work that had now grown considerably with support from a special project that a donor had come forward with. However, two years into this project, they received a shock. The special funding for the project was to end shortly. They were devastated. What would happen to all their plans for growth and expansion? Why this? why now?

The Way Forward

Kimsong Haun's journey so far is a living testament to the verse from Ephesians 3:20-21, *"Now to Him who is able to do immeasurably more than all we ask or imagine, according to His power that is at work within us, to Him be glory in the church and in Christ Jesus throughout all generations, forever and ever! Amen."*



Kimsong had seen this happen in his life, and he remained committed to seeing the impact continue to grow. He and Chandavy Haun know that they were just one small part of a much larger mission—a mission to share the Good News, through word and deed, to uplift communities, and spread the message of love and faith. They know that this is God’s work, and He is more concerned than they are for its continuance.

Their radio program continues to expand, both in scale and scope. They are reaching more listeners, receiving more letters, and receiving more requests for field visits. Their plans to collaborate with local community leaders to set up small, community-based CHE training centers, where villagers could gather to learn and grow together are temporarily on hold. They are waiting patiently for God to make the next move so that they can partner with Him in His mission. If you want to learn more about MAI’s CHE program and how you can partner with God in what He is doing in Southeast Asia, please get in touch with us.

God can use you too!

Join us!

"In everything I did, I showed you that by this kind of hard work we must help the weak, remembering the words the Lord Jesus himself said:

‘It is more blessed to give than to receive.’ " - Acts 20:35

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