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Call for improved Teledera hotline service

KUALA LUMPUR, Sun. - In order to successfully combat violence against women, the Women's Aid Organisation wants an improved Teledera hotline service.

"We want every Malaysian to advocate for a 24-hour hotline that could become a lifeline for victims of abuse," WAO executive director Ivy Josiah said.

She said this at the launching of its' "16 Days Activism Against Gender Violence" campaign at the Pasar Seni Putra LRT station today in conjunction with the International Day Against Violence Against Women.

Ivy added the existing Teledera service operated only during office hours and did not provide immediate response to victims.

"It must be an emergency hotline to deal with child abuse, domestic violence, foreign domestic worker abuse and rape.

"It should also have links with Welfare Department, police and hospitals. There must be full-time staff who are multi-lingual and trained in emergency reponse."

The campaign was officiated by Malaysian Aids Foundation chairman Datin Paduka Marina Mahathir, who is also a WAO member.

"Violence happens everyday in Malaysia, but unfortunately, we don't show the same level of sympathy like we do to the victims in New York, Afghanistan and Palestine," she said.

Marina added that she was shocked at the public's attitude of indifference towards violence against women.

"This attitude is what we don't want."

The campaign aims to educate the public on violence against women and human rights through various media channels.

The 16 Days highlight four significant dates including World Aids Day (Dec 1) and International Human Rights Day (Dec 10).

Levi Strauss & Co presented a cheque of RM88,160 in support of the campaign.

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