

A LITERATURE REVIEW STUDY: BRIDGING GLOBAL AND LOCAL INITIATIVES ON DOMESTIC VIOLENCE AGAINST WOMEN CAMPAIGNS

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Abstract: *Domestic violence against women remains a persistent and deeply rooted social issue. Unequal power relations, gendered norms and systemic barriers that restrict women's access to safety and justice believe to be among the root causes. Over the years, awareness campaigns have emerged globally and locally as critical tools to challenge cultural silence, promote behavioural change and mobilise collective responsibility in addressing violence against women. Various initiatives have demonstrated the power of public campaigns in breaking the invisibility of abuse, amplifying survivors' voices and shifting public discourse. Numerous efforts have played significant roles in strengthening public awareness, expanding support services and promoting community the engagement. These collaborative efforts are supported by the relevant stakeholder for example the federal as well as state government, NGOs and shelters homes. They work hand in hand and collectively under the framework of combating violence against women. This paper aims to provide a comprehensive review of domestic violence awareness campaigns targeting women, drawing from global experiences and Malaysia's local landscape of advocacy and stakeholder involvement. The review offers insights contributing to effort in eliminating domestic violence against women globally.*

Keywords: *Domestic violence, Women, Awareness Campaigns, Gender Equality*

Introduction

Over the years, countless campaigns have been carried out worldwide to address and advocate women against violence. Across different countries and contexts, the conversation around domestic violence has continued to evolve, with advocacy efforts taking place through diverse campaign strategies and a wide range of platforms at both national and international levels. Communication campaigns are broadly defined as purposeful attempts to inform or influence behaviours in large audiences within a specified time period using an organised variety of communication activities and showcasing messages in multiple channels generally to produce non-commercial benefits to individuals and society (Atkin & Rice, 2013).

Domestic violence against women is not just a legal or social issue but also a deeply embedded cultural and structural issue. Harmful gender norms, unbalanced power dynamics and societal silence have historically restricted women's ability to seek assistance or report incidents of abuse. As a result, awareness campaigns have become crucial mechanisms to reshape how people think, empower communities and encouraging early intervention. These campaigns are not just an information tools but as instruments of social change that challenge stigma, encourage bystander responsibility, and drive public to see domestic violence as a human rights violation. In this context, global movements and national initiatives have increasingly employed communication strategies grounded in behavioural, social mobilisation and gender sensitivity to influence both attitudes and actions.

In Malaysia, the advocacy landscape has evolved in tandem with legislative reforms, institutional consolidation and the expanding role of civil society. Strategic communication campaigns have been utilized to complement legal protections by promoting public awareness, fostering community support systems and broadening societal acceptance of women's rights to safety. These endeavours occur within a multicultural norm where beliefs and familial structures may either hinder or facilitate seeking assistance behaviour. Therefore, understanding how campaigns operate within Malaysia's unique sociocultural context is essential to assessing their impact. This study situates domestic violence campaigns within a global to local framework, emphasizing the intersection of international laws, national policies and community-based initiatives in shaping the discourse to domestic violence against women.

Problem Statement

Domestic violence awareness campaigns have emerged as key communication tools to address violence against women by shaping public attitudes and encouraging social responsibility. International movements and national initiatives demonstrate the potential of campaigns to mobilise communities and influence discourse. Nevertheless, existing studies tend to focus on individual campaigns or specific regions, resulting in fragmented understanding of broader advocacy patterns. Within the Malaysian context, campaigns are supported by multiple stakeholders including government bodies and civil society organisations. However, there is limited literature that systematically reviews and contextualises these efforts alongside global initiatives. Without such synthesis, opportunities for strengthening campaign design, coordination and policy alignment remain underexplored (Atkin & Rice, 2013).

Methodology

This study reviews existing literature to provide an overview of domestic violence awareness campaigns across the globe. The review focuses on identifying, describing, and synthesising existing studies, reports and campaign materials related to communication strategies, advocacy efforts and institutional responses to domestic violence against women. This approach is

appropriate given the study's objective to provide an overview of existing initiatives rather than to measure causal effects or test hypotheses. Relevant literature was obtained from a combination of academic and institutional sources using keywords related to domestic violence and awareness campaigns included domestic violence, violence against women, awareness campaigns, public communication campaigns, advocacy, gender-based violence in Malaysia and global initiatives. The selected literature was then examined using thematic analysis. Relevant information was checked thoroughly to identify recurring patterns and key issues related to domestic violence campaigns. Through this literature review approach, the study synthesises existing knowledge on domestic violence awareness campaigns and highlights the interconnected roles of global and local movements as well as international and state policies. This approach ensures a structured and systematic examination of relevant literature while remaining consistent with the focus of the study.

Global Awareness Campaigns Addressing Violence Against Women

In many instances, communication campaigns across the globe were promoted to advocate change and assist in bringing complex issues related to domestic violence. Around the globe, in Saudi Arabia for instance, they had campaigns such as #IamMyOwnGuardian, #Women2Drive and #EndMaleGuardianship (Thorsen & Sreedharan, 2019) and Silence Hides Violence (nomore.org, 2016). While in Malaysia, "Safe Family" (PWDC, 2022), "*Hentikan Keganasan, Hormati Wanita*" (Utusan Malaysia, 2020), Stop It Survive (Yayasan Pembangunan Keluarga Darul Takzim, 2019), as well as #NoExcuseForAbuse (Women Aids Organization, 2014) have been the campaigns in advocating domestic violence locally.

On the other hand, in exploring the global scenario, #MeToo movement is an example of domestic violence against women campaign. According to McDonald (2020), nearly every country in the world has had its own #MeToo moment, including countries where ideology or religious doctrine have traditionally hampered open conversations about sexual assault. This study also concluded that the #MeToo movement has almost certainly contributed to these shifts, breaking a longstanding and deafening silence and exposing how predators in senior, influential positions across all areas of society—politics, business, education, charities, the arts, sport and religion—exercise power to sexually harass, humiliate, discriminate, marginalise and bully. Though not without its dangers and limitations, the movement has shaken the world out of its complacency.

The campaign started in the US and the movement spread globally, including countries like Australia and the United Kingdom that share similar beliefs and societal norms (Fileborn, LoneyHowes, & Hindes, 2019). The advocacy begins when Alyssa Milano, an American actress, tweet her postings to encourage victims of sexual harassment and assault to use the hashtag #MeToo. That short tweet sparked a global movement, and, since then, #MeToo has gained international visibility (Robinson, 2018). It has triggered activism among women in South Korea who were forced to work as sex slaves during World War II. Women in Korea were inspired by #MeToo movement to come forward with allegations of sexual assault and harassment (Hasunuma & Shin, 2019).

While in Bangladesh, a study by Moitra and colleagues (2019) found that Bangladeshi women supported the #MeToo movement despite many of them choosing not to participate due to their cultural limitations not to discuss sexual issues in the open. Furthermore, women in Bangladesh believed it is unworthy to take part in the #MeToo movement because they are rest assured no one cares and that changes in such situation in Bangladesh is deemed impossible.

In the context of Zambia, a study by Muzyamba (2020), highlighted that many people think that the #MeToo movement has been the most powerful platform to date for exposing the pervasiveness of sexual violence and the systematic oppression of women. While in Zambia, many believe that the #MeToo movement has been the most effective platform to date to expose the systemic oppression of women and the endemic nature of sexual violence (Muzyamba, 2020). Nevertheless, some argued that standing up to males put women in a more precarious situation, speculating as to what would happen to women who had children if their husbands who were typically the family's main breadwinners were imprisoned.

In contract, according to Minckas et al. (2020), men actively engaged in a variety of networks and organizations that promote gender equality and end violence against women and girls worldwide. Some of the most well-known include HeForShe (led by the United Nations), Sonke Gender Justice (South Africa), Promundo (originating in Brazil) and the White Ribbon Campaign (originating in Canada).

In the different light, White Ribbon for instance is another campaign on domestic violence against women organised at global level. It is organised in 60 different nations, each of which runs independently as a charity campaign (White Ribbon Campaign, 2017). Originating in 1991, the White Ribbon Campaign works to prevent men's violence against women through a range of strategies, encompassing activities at community, school, university, sporting codes and workplaces, campaign Ambassadors as well as social marketing and media campaigns. This campaign is an extension of the global initiative that calls on all men to put on a white ribbon and pledge to never commit, excuse or remain silent about male violence against women (Ruxton and vander Gaag, 2013).

Over the years, White Ribbon has improved its media communication by moving away from images of toxic masculinity and focus on the ability to stop violence through 64 bystander intervention as seen in the "Hey Mate" campaign (Pitman, 2020). The risk of positioning men as the true defenders of women remained in this final plan, nevertheless. He added the 2019 "Fatherhood" campaign displayed a more progressive innovation. The campaign addressed the importance of family ties and what it means to be a man by involving fathers and their kids. On top of that, the most beneficial aspect of these stories was how they demonstrated the ability to take a step away from violence and seek assistance rather than only making a distinction between good and bad guys.

Despite this, according to Pitman (2020), White Ribbon campaign created other activities as well such as Walk a Mile in Her Shoes, which involved men wearing high heels and going on a march to show their solidarity with women, but where traditionally feminine clothing was worn as a joke. White Ribbon campaign had also done valuable work connecting communities with violence support services and providing a repository of information regarding violence prevention.

Meanwhile, during the 2018 presidential campaign in Brazil, the international feminist strike #EleNão (#NotHim), also called *primavera feminista*, took place (Gago 2018). This an online war against the front-running presidential candidate, Jair Bolsonaro after he openly made an offensive speech, off-the-cuff remarks about women, black people and sexual minorities. (Rossi et al. 2018). Within a very short time, the Facebook group had more than 2 million members and it was the largest mobilization to be led by women in the history of the nation. Resistance continued to grow and finally manifested itself in a jointly organized protest march.

Beyond this, according to Becker (2018), in this context, it could be observed a new popularization of feminism particularly among younger generations. This trend is greatly impacted by the dynamics of social media and digital communication, which are fostering networks of solidarity. Women dominated the central role in organizing the protest and established a clear majority in both online and offline mobilizations. The strike is structured as a process rather than an event and tool that puts them in the position of political subjects against a systematic attempt to reduce the pain to the position of victims.

In addition, the anti-domestic violence workgroup in China launched the Anti-Domestic Violence Little Vaccine activist campaign during crisis and a state of emergency - COVID-19 (Guo, 2020). The aim of the campaign is to make domestic violence visible and make its victims feel supported. She added, the campaign called on women to act up and raise public awareness of domestic violence. The group published an open letter online, calling to the public for an end to domestic violence. It then encouraged people to copy or print out the open letter and post them in public spaces. The response was overwhelmingly positive. In just a few hours, several thousand people volunteered to become little vaccines means volunteers. Many people also came up with creative ways for public advocacy. Since the start of the campaign, many people have posted the open letter in their own neighbourhoods. Some have even redesigned the open letter and made it into a beautiful poster. Some dialled the telephone number of the Women's Rights Hotline run by the All-China Women's Federation to make sure that the hotline is in operation. Others shared their own experience of falling victim to domestic violence.

Previously, this group has set up a feminist activist WeChat (a Chinese-language social media) Every evening, members of the support group spoke to one another via voice and video chat for a few hours to encourage and support one another. The group discussed ways to engage with social issues, feminist perspectives on the lockdown, and potential methods to help people overcome a sense of vulnerability especially for young women like themselves.

In these chats, the group examined the lockdown from feminist perspectives, discussed ways of engaging with social issues, and explored possible strategies to 'help individuals overcome a sense of vulnerability', especially for young women like themselves and from the series of discussion, they discovered the epidemic was having a gendered impact. These series of discussion were not end there. This activity was followed by an online workshop. In the workshop, they had invited feminist activist to share her experienced and advice the audience on how to deal with domestic violence. Building on the success of the workshop and in collaboration with the Rural Women Development Foundation Guangdong, the anti-domestic violence workgroup was led to the Anti-Domestic Violence Little Vaccine activist campaign.

Domestic Violence Awareness Campaigns in the Malaysian Context

In the Malaysian landscape, Penang Goes Orange campaign is among numerous initiative that has been held locally. The campaign initiated by Penang State Government and has been held annually since 2013 (Lim, 2021). She added the highlight of the campaign for each year would be different. For instance, aim for the campaign in 2021 was to increase awareness of the First Support Point's functions. In line with such effort, all 40 state constituency service centres were appointed as First Support Points to assist domestic violence victims. This effort is between the government, grassroots communities and non-governmental organisations which to provide support to victims including referring cases of domestic violence to appropriate agencies systematically. On top of that she added, Orange Challenge Kits was distributed by

the 40 state women and family development committees. These kits are designed for the whole family and to indirectly instil awareness of domestic violence. Other activities that have been held as part of the campaign includes awareness talks, seminars, workshops and competitions. In addition, a Voice Out Against Domestic Violence video competition was organised on social media platform to allow public sharing their opinions about domestic violence against women.

By comparison, NoExcuseForAbuse is another domestic violence against women campaign that has been held in 2014. The campaign was organized by Women Aids Organization (WAO), one of the NGO actively involved in domestic violence against women campaigns and activities in Malaysia. According to WAO (2014), during the launching of the campaign, the live text helpline for domestic abuse TINA (Think I Need Aid) was introduced. TINA represents a discreet and anonymous friend who understands the problems faced by victims of abuse and could help them come to terms with what they were facing. More importantly, the public could easily reach TINA via SMS and WhatsApp through a registered WAO number: (018) 988 8058. Some women might not be ready to speak with someone about their troubles but feel comfortable texting. This service is for them. This gives victims the freedom to 'talk' anonymously with a friend who is always just a text away. It also spares victims from the risk of being caught by their spouse in the middle of a phone conversation.

Within this framework, WAO further mentioned, the campaign was kicked off on International Women's Day 2014, with a unique fashion exhibition at Publika Shopping Mall, Kuala Lumpur. On display were specially designed dresses, shirts and blouses with "No Excuse For Abuse" hand-stitched in red thread. Members of the public supported for the campaign by purchasing a limited edition, customisable T-shirt that promoted #noexcuseforabuse. Proceeds from the sale of these T-shirts were used to help victims of abuse.

The public were encouraged to take together with their T-shirt and upload pictures onto their social media page to promote and spread the news of the campaign virally. Extended to the event at Publika, there were seven other exhibitions at the malls across the nation. Weekend pop-up exhibitions was also created at train stations and public spaces to reach even more people. While in social media, #noexcuseforabuse became the central platform for discussion and sharing of stories regarding domestic abuse. WAO's Facebook page was also utilized and invited influential woman leaders from both sides of the political divide to become cause advocates by posing with our #noexcuseforabuse T-shirts before getting them to share it with their fans and followers.

International Conventions and Legislative Measures Addressing Domestic Violence

At global level, the United Nations (UN) has fully accepted that domestic violence is an abuse of power and a major issue world-wide, requiring international action to remedy the situation (UN, 2000). There are numbers of the most notable of globally agreed-upon norms and practices to end violence against women (UN Women, 2020). In 1993, during the UN Decade for Women, the General Assembly adopted the Declaration on the Elimination of All Forms of Violence against Women. This elaborated one was part of the 1979 Convention on the Elimination of All Forms of Discrimination against Women. It stated categorically that violence against women, including domestic violence, was a violation of human rights resulting from unequal power relationships between men and women.

Subsequently, at the same year, the 1993 Declaration on the Elimination of Violence against Women was the first international instrument explicitly addressing violence against women, providing a framework for national and international actions. International Conference on Population and Development drew links between violence against women and reproductive health and rights in 1994. The 1995 Beijing Platform for Action identified specific actions for governments to take to prevent and respond to violence against women and girls. Ending violence is one of the 12 areas for priority action. In 2020, a major stock-taking [UN Women report](#) revealed that more than 80 per cent of UN Members States reported that action to implement and enforce violence against women laws had been achieved in the previous five years. Besides, 87 per cent of countries reported introducing or strengthening services for survivors of violence.

Malaysia's Domestic Violence Act

Moving on to the Malaysian perspective, Malaysia passed the Domestic Violence Act (DVA) in 1994. Malaysia is the first country in the Asia Pacific Region which introduces specific Act to address domestic violence. (Mahdzir et. al., 2016). The purpose of this Act is to assist victims of domestic violence. This law provides battered women with protection from their abusers in the form of protective orders, as well as compensation and counselling.

To further strengthen its implementation, the Act has been amended several times to further strengthen the law (BERNAMA, 2014). For example, 'The Domestic Violence Act 1994 was amended in 2012, to make offences involving domestic violence sizable (arrestable without a warrant). If an alleged domestic violence perpetrator is a threat to the safety of the survivor, then the perpetrator can and should be arrested.

Key Malaysian Stakeholders in Domestic Violence Prevention and Response

Within the Malaysia context, recognizing the consequences of violence against women on society and the nation, prevention is always necessary and crucial (Idris et al., 2018). Numerous organization work in tandem to end domestic violence against women in Malaysia includes the Ministry of Women, Family and Community Development to represent the government of Malaysia. To name some of the state government agency namely Yayasan Pembangunan Keluarga Darul Takzim (YPKDT) and Penang Women's Development Corporation (PWDC) as well as to list few of the NGOs for examples the Women's Aid Organisation (WAO), Women Centre for Change (WCC), Centre For Research On Women and Gender (KANITA), All Women's Action Society (AWAM), dPertubuhan Kesedaran Wanita Kedah (PKWK), Sarawak Women for Women Society (SWWS) and the Sabah Women Action Resource Group (SAWO).

In line with these efforts, surviving domestic violence requires women to have access to justice and protection. Police, welfare, health, judicial services, legal representatives, NGO shelters, and NGO case advocates. are just a few of the numerous actors providing services in close coordination to bring justice and protection to survivors at various levels and in various ways.

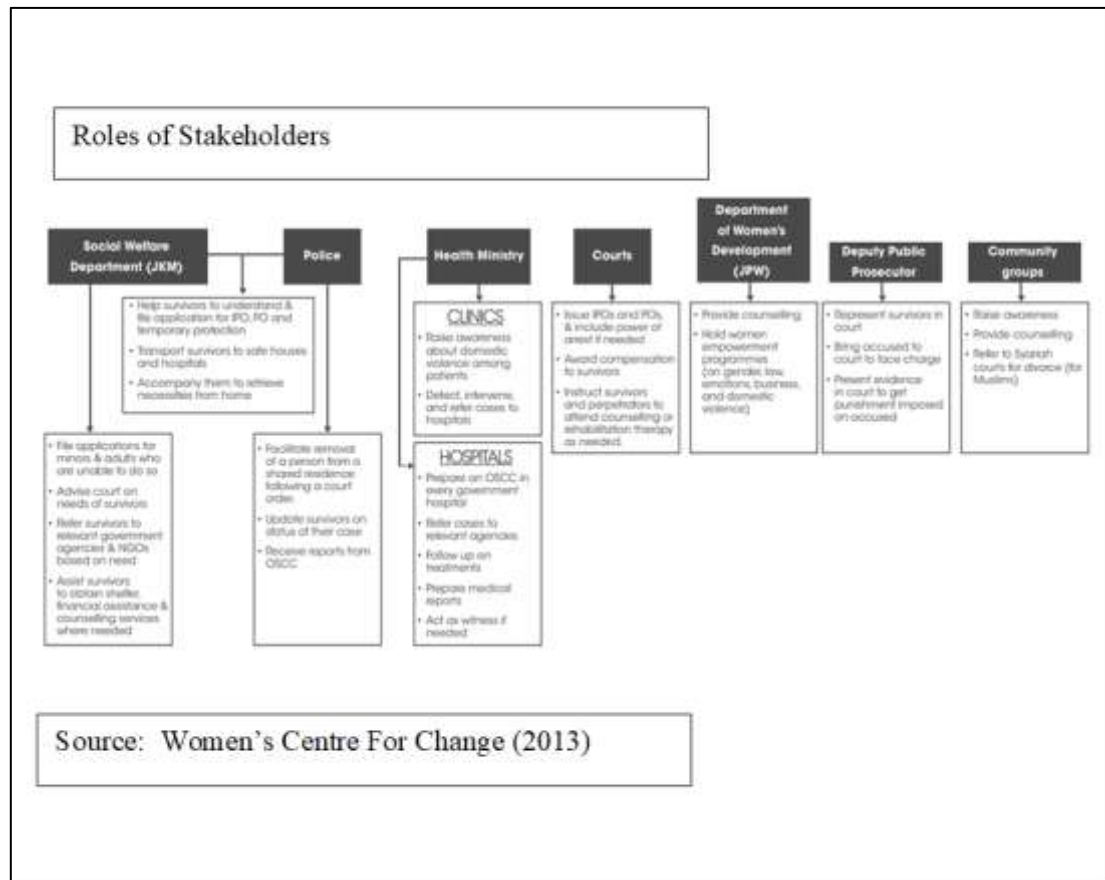


Figure Error! No text of specified style in document.: Stakeholders Involved In Advocating Campaings On Domestic Violence Against Women In Malaysia

Source: Women's Centre For Change (2013)

Figure 1 illustrates roles of stakeholders in Malaysia concerning domestic violence issues. To ensure that domestic violence's victims receive the assistance they need, effective collaboration between all stakeholders, including the police, health authorities, judicial agencies and other related stakeholder, is essential. More importantly, bringing the criminals to justice and it is a fundamental to end domestic violence issues.

Looking at the government's perspective, the government of Malaysia recognizes the important role of women in the development of the nation (Haque, 2018). In this regard, the existence of the Ministry of Women, Family and Community Development (MWFCD) is very significant considering the numbers of women in Malaysia which makes up approximately half of the Malaysia population. Citing the Department of Statistic Malaysia, 2019, a total of 15.8 million are women out of 32 million population.

This institutional recognition is not without historical grounding. As articulated by the former Prime Minister of Malaysia:

"I give you my word and promise as the Prime Minister of Malaysia that there will be a Ministry for women in the near future. I am proud of our women who have asked for a Ministry peacefully, without resorting to violence"

(Dr. Mahathir Mohammad, 2001)

Following the establishment of the Ministry, the vision, mission and objectives of the Ministry are described in its annual reports, on its official website and in various reports. According to website Ministry of Women, Family and Community Development (2021), they seeks to be at the “forefront to achieve gender equality and family and community development as a caring and prosperous basis of a fairly developed country” and its mission is to “integrate the perspectives of women and society into the mainstream of national development and to strengthen the family institution towards improving social welfare” Beyond its vision and mission, the MWFCD’s clear and vivid goal is to “develop a prosperous society through the sharing of responsibility for the strategic development and delivery of social services efficiently and effectively”. In line with these goals, the objectives of MWFCD include:

1. To increase the participation and active role of women, families and communities as contributors and beneficiaries of developing countries
2. To preserve the rights of women, families and communities fairly and impartially without discrimination
3. To extend equal opportunities to women and society (socially, economically and politically)
4. To strengthen the family institution
5. To ensure maintenance of delivery and support system

Collectively, the MWFCD's goal, vision, and objectives, which are stated in its official publications and often reiterated by Malaysian representatives to the UN, serve as an example of the government's commitment to UN Convention on the Elimination of All Forms of Discrimination against Women (CEDAW).

Within this international framework, Malaysia has been a member to CEDAW (Xia, 2018). As part of its reporting obligations, the Malaysian government sent 23 delegates to the United Nations Headquarters in New York in 2006 to present their first and second CEDAW periodic reports. Importantly, various local women’s groups and NGOs are actively involved in the preparation of the CEDAW country’s report, which serves to provide the CEDAW Committee with an independent assessment of the Malaysian government’s performance in fulfilling its obligations to end domestic violence against women.

Recognizing the significant role of women, however, the Malaysian government is committed in giving continuous efforts and commitments towards achieving gender equality to be in line with the Sustainable Development Goals (SDG) for this country (Department of Statistics Malaysia, 2018). MWFCD is entrusted with one of the responsibilities to promote and raise public perception on the importance of the role of women in contributing towards the development agenda of the nation. Moreover, this Ministry is also responsible in creating and promoting the community and social awareness programmes comprising domestic violence campaign together with the progress of the nation’s social development objectives aspects.

Despite these extensive policy commitments and institutional mechanisms, the Malaysian government exhibits an ongoing commitment to curtailing domestic violence via various legislative, public health and enforcement measures. However, many NGOs and domestic violence rehabilitation service providers warn of discord between policy and practice (UNDP, 2012). Nevertheless, the Malaysian government asserts that it possesses a policy commitment to eradicate violence against women in Malaysia via MWFCD (UN, 2012). The enforcement of Domestic Violence Act on 1 January 2018 and the National Women Policy in 1989 for

instance, was a remarkable achievement to the MWFC. Following domestic violence legislative reforms, the government stated that the issue of violence against women was a policy priority and that it held a zero tolerance for domestic violence (UN, 2011).

Meanwhile, Penang Women's Development Corporation (PWDC) identified as one of the state government agencies that actively participate in efforts to end domestic violence against women in Malaysia. Since its establishment in November 2011, PWDC has played a significant role as the key State Government agency in Penang promoting social inclusion, gender equality, and good governance.

In line with this mandate, according to (Penang Women's Development Corporation PWDC, 2018), they are working towards the mainstreaming of gender equality, social inclusion and good governance across all sectors in Penang. They accomplish this by collaborating with partners to develop and carry out initiatives that are gender-responsive, increase public awareness of gender issues, and strengthen communities and individuals as well as advocates measures to eradicate the gender gap in the workplace, the public sphere, politics, and government.

At the institutional level, PWDC is a state agency which works towards the transformation of Penang into an advanced and progressive society through the promotion of equality for all women, men, girls, and boys regardless of their nationality, religion, gender, or socioeconomic background. They believe that Penang's residence holds the key to its future and shared prosperity and that all women, men, girls, and boys must have the opportunities, rights, and freedoms to create their full potential as citizens who will able to achieve the visions and aspirations of the state.

To achieve the said commitment, numerous programs and events were organized. Programs such as Gender Responsive and Participatory Budgeting (GRPB), Women's Empowerment and Leadership (WEL) and Gender Policy and Advocacy (GPA) were among the list. While Bengkel Menangai Keganasan Rumahtangga (SPU), Penang Goes Orange, Penang, State Government International Women's Day Celebration, Mandarin Language Seminar: Women as a Force for Change & Gender Equality were among the events that have been organized by the PWDC.

To ensure Penang progresses towards its aspiration of being an advanced society, PWDC will continue to develop and implement multi-level, multi-pronged strategies in an effort to bring about significant, long-lasting change. PWDC anticipates in future which everyone will have an equal chance to fully participate in and benefit values of social inclusion, social justice, and upholds the principles of democratic participation, respect for diversity and individual dignity.

While state agencies play a central role in policy implementation, non-governmental organisations also serve as critical frontline actors. Women's Aid Organisation (WAO) for instance, as one of the NGO that actively involve in domestic violence against women activities in Malaysia. Since the establishment in 1982, they have provided free crisis support and shelter to women and children who face abuse and up to date, they are the largest service provider for domestic violence survivors in Malaysia (Women's Aid Organisation, 2022). Among the campaigns that they have run No Excuse for Abuse, There is Always Hope, Invisible Women, Can You Keep A Secret, Tina's Journey and I Know Her.

In addition to advocacy and campaigns, WAO Hotline and TINA (SMS/WhatsApp) is one of the services offered by WAO. Women can schedule in-person consultations with this initiative and subsequently access additional supports including shelter and social work. In addition, WAO offered the Refuge, which is acknowledged as the biggest sanctuary for victims of domestic abuse in Malaysia. They make sure that survivors who escape abusive families have a safe place to go by offering refuge to over 100 women and kids every year.

On top of that, WAO also active in social work. Assisting the survivors in navigating the legal system and obtaining help from numerous organizations, such as the police, hospitals, welfare office, courts, etc. They advocate for survivors when they face obstacles in the process of seeking justice as well.

Furthermore, WAO provides recreational, psychosocial, and skills enhancement programmes programs to assist in the recovery and reconciliation of victims of domestic abuse. Additionally, while the family is staying at the shelter, they offer educational programs to their kids. Besides, they have established the Child Care Center to assist the survivors. They claimed that once a woman leaves the Refuge and starts to rebuild her life, it is frequently difficult for survivors to locate inexpensive childcare. The Child Care Center satisfies this pressing demand. They offer them educational and recreational programs, and children may live-in or live-out. While school-age children at the Child Care Centre also attend government school during the day.

Conclusion

Domestic violence against women is not merely a private or domestic issue but a profound human rights concern that requires sustained and multi level intervention. This paper demonstrates that awareness campaigns whether global or local play a vital role in challenging gender norms, breaking cultural silence and mobilising communities to support survivors. International movements and local initiatives illustrate how collective voices can shift public discourse and expose systemic inequalities. These global experiences show that communication campaigns possess the power to transform attitudes and create supportive environments for women.

Domestic violence campaigns have significantly contributed to public awareness and engagement. The presence of strong legislative frameworks particularly the Domestic Violence Act 1994 and Malaysia's commitment to CEDAW further reinforce the nation's commitment on protecting women. However, legislation alone is insufficient without robust implementation, inter agency coordination and community participation. Government agencies and NGOs continue to play crucial roles in prevention, advocacy and capacity building. Their collaborative efforts highlight the importance of a wholistic approach.

Overall, the review reveals that effective domestic violence campaigns should prioritise and strengthen integrated communication strategies. Collaborations between global networks and local institutions will further enhance initiatives to prevent violence, protect survivors and promote gender equality. Ultimately, eliminating domestic violence requires not only strong campaigns, but a collective societal commitment to create safer environments for all women.

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