

New WhatsApp line launched to help address spike in gender-based violence

In response to a significant spike in reported cases of gender-based violence in South Africa during the national lockdown period, Carling Black Label has launched its #NoExcuse initiative, providing a WhatsApp line for victims of abuse to receive "silent" counselling.



“Our new approach is a WhatsApp service where people can send the word BRAVE to 0800150150 and get in touch with the right organisation to get the help they need. We will also be partnering with other corporate entities, government departments, as well as affiliates such as Takuwani Riime and the Men’s Sector to grow awareness of the service and remove barriers to getting assistance. Whilst #NoExcuse has always encouraged victims to be brave and report immediately, there are other socio-economic problems that need to be considered, said Carling Black Label brand director Arné Rust.

"Given the various circumstances people find themselves in during the lockdown, it is difficult for victims of abuse to call for help and also stops men who are ashamed of showing weakness from reaching out. So, the text-based service will enable them to silently send a text for help, without being detected."



"Turn down your radio" campaign launched by NAB against GBV

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The #NoExcuse campaign is aimed at both men and women, providing mentorship and assistance, as well as help for victims of abuse. 'The Bravest Thing' programme will be rolled out on social media, with the assistance of local celebrities including

TV presenter and MD, Dr Musa Mthombeni; sports presenters, Thomas Mlambo and Andile Ncube; radio DJ, Moeti “Mo Flava” Tseki; and former football player, Phumudzo Manenzhe.

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