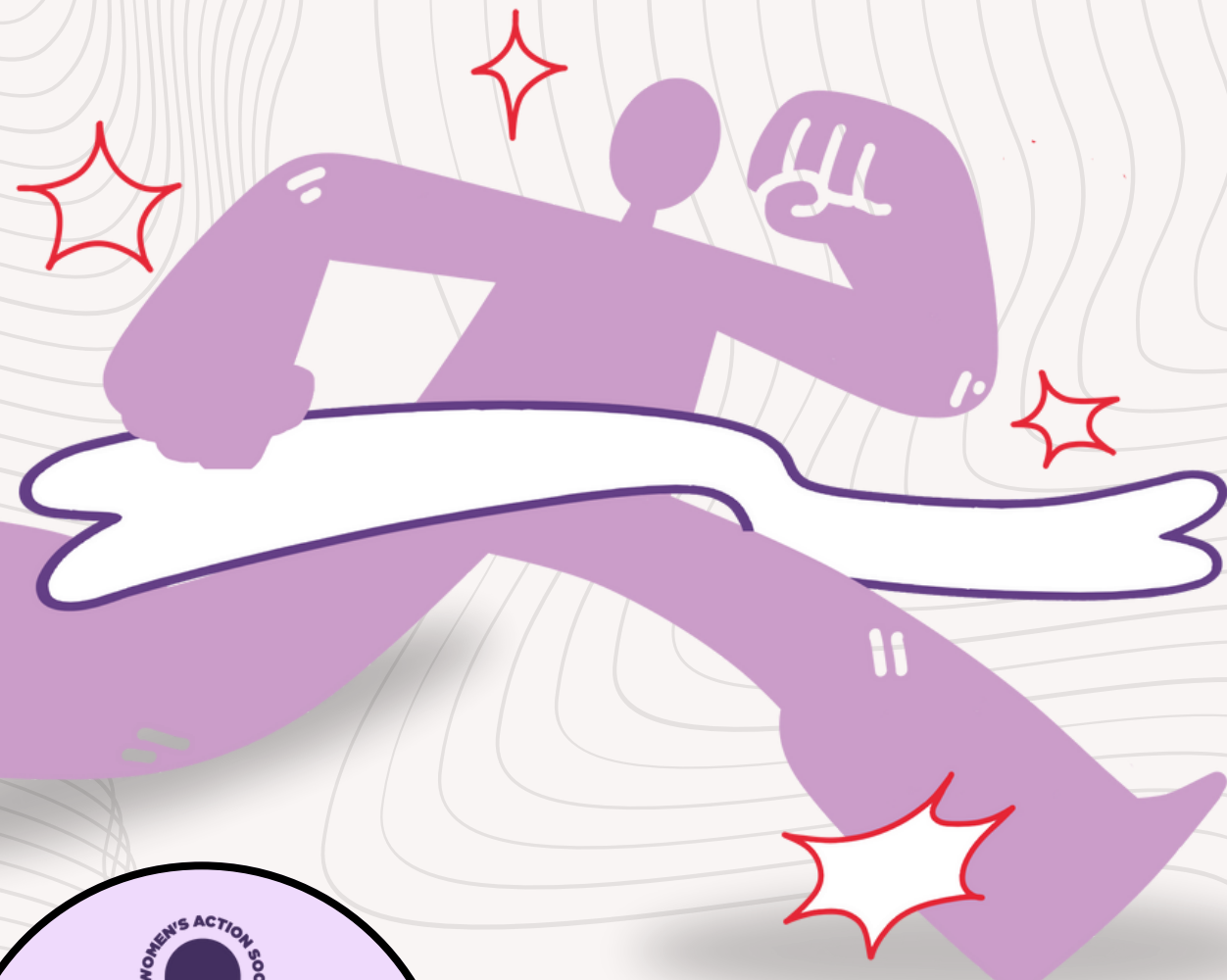


WHITE RIBBON RUN

BREAK THE **SILENCE** END THE **VIOLENCE**



WHITE RIBBON 2024

14.1.2024

Padang Merbok | 6.30am

IN PERFECT HARMONY



BE A PART OF AWAM AND OUR MOVEMENT TOWARDS AN EQUAL SOCIETY!

About AWAM

We are an independent feminist non-profit organisation established in 1985. We adopt a multi-pronged approach in order to sustainably and holistically address gender-based violence.

How can you get involved?



Membership

Our members participate in AWAM's decision-making processes at all levels: individual and collective. Members two years and above can be elected to become part of the Executive Council, making decisions related to AWAM's activities and campaigns alongside the staffs.



Volunteer

AWAM offers exciting and meaningful opportunities for you to participate in our activities; whether that be advocacy, copywriting, or even fundraising.



Internship

We also provide internship opportunities for a minimum period of 3 months, where our interns are provided with a monthly allowance.

If you are interested in joining our movement towards social justice, email us at awam@awam.org.my. You may also visit our website www.awam.org.my / our Instagram [@awammalaysia](https://www.instagram.com/awammalaysia) for more details and latest updates

What do we do?



Policy advocacy

We lobby ministers, politicians, and the public to enact, amend, or repeal laws and policies to end gender-based violence and advance women's rights.



Public education and training

We conduct talks, seminars, forums, workshops, training of facilitators (TOF), and other similar outreach activities to enhance multi-sectoral awareness of gender-based violence and women's rights.



Gender-based violence support services

Via our Telenita helpline, we provide free counselling and legal information services to all people in crisis, regardless of gender, ethnicity, religion, socioeconomic status, and other intersectionalities.



Community engagement

We engage with different communities (including the marginalised) and multi-sectoral stakeholders to inform our advocacy efforts and interventions.

A few words from AWAM's President, Ho Yock Lin

Dear all,

In this challenging post-pandemic era, we gather today for a momentous occasion – the White Ribbon Campaign & Run 2024, organised by the All Women's Action Society (AWAM). As we embark on the first big-scale event since the pandemic, we celebrate resilience and unity.

AWAM, with a 39-year journey, stands as a guiding force in advocating for gender equality. The White Ribbon Run (WRR) symbolises our dedication to eradicating gender-based violence (GBV). As we run, we raise awareness and bring forth the message to our community, recognising that men and boys, alongside girls and women, are partners in this noble cause, each playing supplementary roles.

While the WRR is a significant event showcasing our dedication to combating gender-based violence, it is just one component of AWAM's multifaceted approach. Through ongoing advocacy efforts and training initiatives, as well as providing free counseling services and legal information, AWAM strives to challenge societal norms and address systemic issues. By empowering individuals with knowledge and skills, we work towards creating a more equitable society.

Today, we express gratitude to the United Nations Population Fund Malaysia and the High Commission of Canada in Kuala Lumpur for their support in this initiative.

AWAM's journey would not be possible without the support of funders, individual donors, members, office staff and interns, and volunteers. Together, we can build a world free from gender-based violence, where equality prevails. Today, as we come together for the White Ribbon Run, let's not just see it as a fun run, but as a collective stride towards a future where everyone, irrespective of gender, can live free from fear and violence. As our slogan goes, "Break the Silence, End the Violence!"

Happy New Year, and here's to a better and more just world! Thank you!

Best Regards,
Ho Yock Lin
President (2022-2024)



Kata-kata aluan dari Presiden AWAM, Ho Yock Lin

Hadirin sekalian,

Hari ini dalam era pasca-pandemik yang mencabar ini, kita sama-sama berkumpul bagi meraikan satu peristiwa penting, White Ribbon Campaign & Run 2024 (Kempen & Larian Reben Putih 2024) yang dianjurkan oleh All Women's Action Society (AWAM). Kita mulakan acara sekala besar yang julung kalinya diadakan sejak pandemik, dengan meraikan kesatuan dan kekuatan.

Selama 39 tahun, AWAM telah dan masih teguh bergerak sebagai daya panduan dalam menyokong kesamarataan jantina dalam masyarakat. Acara White Ribbon Run (WRR) ini menjadi simbol dedikasi bagi kita semua untuk membanteras keganasan berasaskan jantina (GBV). Pada hari ini, sambil kita berlari, kita berusaha untuk menambahkan kesedaran masyarakat dan bawa bersama mesej kepada komuniti kita, bahawa lelaki dan wanita, kanak-kanak dan dewasa, kedua-dua harus berganding bahu dalam gerakan murni ini. Semua pihak hendaklah memainkan peranan masing-masing.

WRR merupakan satu peristiwa penting yang memaparkan komitmen kami dalam memerangi keganasan berasaskan jantina. Inisiatif ini adalah satu komponen daripada pendekatan serba sisi AWAM. AWAM terus berusaha untuk menangani norma-norma dan isu-isu sistematik masyarakat kita melalui usaha advokasi dan inisiatif latihan secara berterusan, serta penyediaan perkhidmatan kaunseling percuma dan maklumat undang-undang kepada semua. Dengan memberdayakan individu dengan pengetahuan dan kemahiran, kami berusaha untuk mencipta masyarakat yang lebih adil.

Hari ini, kami mengucapkan terima kasih United Nations Population Fund Malaysia, serta Kedutaan Besar Kanada di Kuala Lumpur atas sokongan mereka dalam inisiatif ini.

AWAM tidak akan dapat menjejak tahap ini tanpa sokongan para penderma, penyumbang peribadi, ahli-ahli, kakitangan pejabat dan intern, dan sukarelawan. Bersama-sama, kita berusaha untuk membina dunia bebas dari keganasan berasaskan jantina, dengan penuh saksama. Hari ini kita berkumpul untuk White Ribbon Run, ia bukanlah larian yang hanya menyeronokkan, ianya juga satu langkah ke arah di mana setiap orang, tanpa mengira jantina, boleh hidup bebas dari ketakutan dan keganasan. Seperti slogan kami, "Break the Silence, End the Violence!"- "Sampai bila nak berdiam? Tinggikan suara, tamatkan keganasan"

Selamat Tahun Baru! Semoga dunia menjadi lebih baik dan adil kepada semua! Terima kasih!

Salam Hormat,
Ho Yock Lin
Presiden (2022-2024)



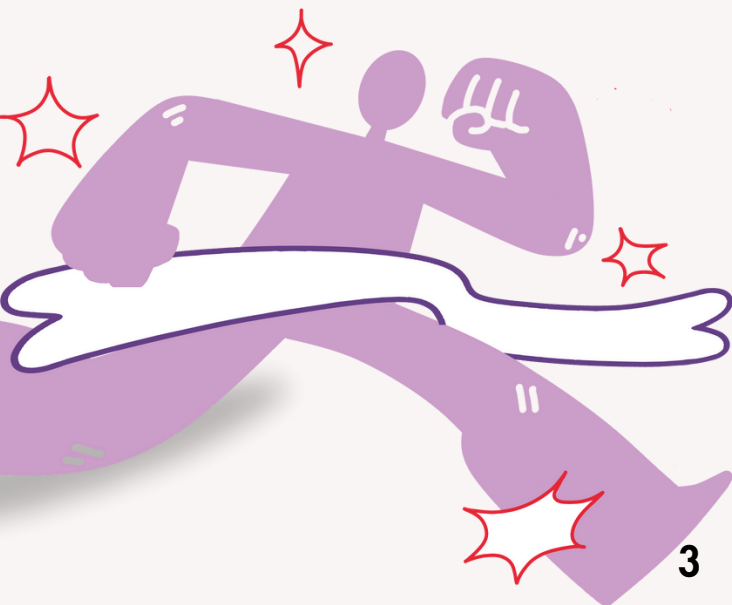
Programme

Sunday, 14 January 2024



Padang Merbok

06:00	Arrival of participants
06:15	Welcoming participants
06:30	Warm up session
06:40	Safety briefing
06:45	Arrival of solidarity runners
07:00	10km flag-off
07:15	5km flag-off
07:25	3km flag-off
08:30	Kickboxing demonstration
08:50	The White Ribbon Campaign Quiz
09:00	Speech by President of AWAM, Ms Ho Yock Lin
09:05	Donning the White Ribbon with VIPs
09:15	Lucky draw with VIPs
09:45	The end



WHITE
RIBBON
RUN

About the White Ribbon Campaign

1989 A Brief History

The White Ribbon Campaign was founded by Jack Layton, Ron Sluser, and Michael Kaufman in Ontario, Canada in 1989 as a response to the École Polytechnique massacre of female students by Marc Lépine in 1989. Today, the White Ribbon Run is the world's most significant movement of men and boys working to **end violence against women and girls, promote gender equality, healthy relationships and a new vision of masculinity.**

2003 The Launch of AWAM'S White Ribbon Campaign and Run

AWAM began the Malaysian branch of this movement in 2003 whereas the Run first took place in 2013. **Participants of all backgrounds, regardless of gender or age,** were encouraged to sign up and run in support of this cause. AWAM's first White Ribbon Run and Walk on was held on 8th December 2013, where a staggering 3,000 people joined the cause to end violence against women.



Men and women from all walks of life walk in support for gender equality.



AWAM's first White Ribbon Campaign in 2013.

Past White Ribbon Runs

Since AWAM began the Malaysian branch of this movement in 2013, annual runs continued to be held until 2016. The White Ribbon Campaign has met with success each year, with overwhelming support from participants, celebrities, as well as corporates and brands.

2013- 2016



Images of the AWAM White Ribbon Run throughout the year showcasing participants stretching, holding up banners and running.

White Ribbon Campaign and Run 2024

2024



The AWAM team and members of ASTRO pictured at the WRR launch at APW

On the 3rd of October 2023, AWAM launched their **2024 White Ribbon Campaign and Run at APW Bangsar** to highlight the role men have in perpetuating and advocating against gender-based violence. The launch was attended by Mr Robert Bissett, the High Commission of Canada in Malaysia, UNFPA, members of the Selangor State Legislative Assembly, PDRM and media. White Ribbon Ambassadors; JJ Fernandez, Iqbal Fatkhi, Yan Ke Wong, and Hugh Koh, were present at the launch and spoke about the reasons why they have decided to join the cause.



Participants at the White Ribbon Campaign Panel Discussion at APW

AWAM's 'Gender Equality: A Solution to Gender-Based (GBV)?' panel discussion was held on the 6th of December 2023 with panelists YBrs. Encik Chua Choon Hwa from Kementerian Pembangunan Wanita, Keluarga dan Masyarakat KPWKM, Tehmina Kaoosji, Brenda Rangithan from Kuala Lumpur Bar Committee, Alvin Ng Lai Oon, and Cilisos's Iqbal Fatkhi. The keynote speech was presented by Dr Asa Torkelsson from the United Nations Population Fund (UNFPA).

A Special Thanks to ...



The United Nations Population Fund (Malaysia) and the High Commission of Canada in Malaysia for funding our efforts in spreading awareness concerning gender-based violence (GBV) through our White Ribbon Campaign and 16 Days of Activism activities. Thanks to support from organisations like these, AWAM continues to function while ensuring that our services remains free of cost.

The global issue of gender-based violence, especially violence towards women and girls is ever-present, and the fact that these organisations have been able to recognise the importance and gravity of this subject demonstrates hope for a more equitable and democratic future, free of violence.



Tengku Aira Tengku Razif, Assistant Representative to the United Nations Population Fund, giving a speech at AWAM's White Ribbon Campaign launch in early October.



Mr Robert Bissett, Political Counselor to the High Commission of Canada in Malaysia, speaking at AWAM's White Ribbon Campaign launch.



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JJ Fernandez

JJ is a stand-up comedian, actor, mentor, and presenter shaping the future of Malaysian entertainment. As he continues this thrilling journey, whether training the next generation or making us laugh on the radio, JJ Fernandez is ready for the next adventure.



Iqbal Fatkhi

Iqbal Fatkhi is a media practitioner and frequent commentator on Malaysian politics and current affairs. At present, he is the Editor-In-Chief of Cilisos, having joined the company after serving as a Digital Content Producer at BFM Radio. Iqbal has a wide social media following where his videos are dedicated to raising awareness of critical issues including systemic inequality, environmental degradation, as well as corruption and abuse.



Wong Yan Ke

Wong Yan Ke, 27, serves as the Case Management and Campaign Coordinator at Suara Rakyat Malaysia (SUARAM). Committed to dismantling patriarchal norms, Yan Ke firmly believes that in a patriarchal society, everyone can be a victim. Therefore, gender should never be a barrier to embracing feminism.



Hugh Koh

Hugh is the Co-Founder and Chief Vision Officer of Pestle & Mortar Clothing (PMC), a Malaysian storytelling streetwear brand established in 2010. PMC has gained global recognition through collaborations with renowned brands like KFC, Ghostbusters, Honda, and more. Additionally, Hugh co-founded Atlas Collectif, a sustainable running brand serving the Middle East and European markets.

Scan to hear more from our White
Ribbon Ambassadors on BFM News!





University Outreach



Panel Discussion at INTI University : Riot! Rebel with a Cause

On the 8th of November 2023, AWAM assisted in organising a panel discussion with ASTRO Shaw's 'Riot' at INTI Subang. Clips from the show were screened at INTI University, followed by a panel discussion moderated by AWAM and featuring the show's cast and co-producer. The main themes present in the show include sexual harassment, victim blaming and grooming. Students were encouraged to actively participate by posing questions and contributing insights on reporting during this interactive session.



White Ribbon Campaign Booth at UiTM Puncak Alam: 16 Days of Activism

For three weeks, the students at UiTM Puncak Alam took charge of the booth for the White Ribbon Campaign, drawing in a crowd of over 1000 students. This initiative coincided with the 16 Days of Activism Campaign, spanning from Saturday, 25 November 2023 to Sunday, 10 December 2023. In addition to managing the booth, the students coordinated various activities, including talks and sharing sessions to enhance the impact of the campaign.

BREAK THE SILENCE, END THE VIOLENCE



WHY DOES VIOLENCE HAPPEN?

Traditional gender stereotypes and roles, such as what it means to be male (leader) and female (follower)

Assertion of power, control and dominance through humiliation

Inability to manage a situation when reality does not match one's demands and expectations of a partner



HOW DOES VIOLENCE IMPACT SURVIVORS?

Depression

Self-hate / Self-harm

Post-traumatic Stress Disorder (PTSD)

Physical Injuries

...and many other ways.



WHAT CAN I DO?

It's your business. Your voice matters – ignoring the violence would only allow the abuse to continue happening

Knock the door, ring the bell – This can create a distraction for the perpetrator and interrupt a hostile atmosphere

Make loud jokes, speak loudly, sing a song – It is possible for a bystander to stand nearer to the scene and let the abuser know that there is someone watching / listening in

Use your phone – If possible, and if it is safe to do so, bystanders can use digital devices to help collect evidence (video or audio record) to make reports

Make A Stand – Bystanders should always be careful of their personal safety, but by directly addressing the perpetrator and/or victim, the bystander can let them know that what is occurring isn't right

Call the police – It is best to call the authorities as they would be able to intervene in heated situations



EMPOWERING A SURVIVOR

Believe the survivor

Do not blame or judge them

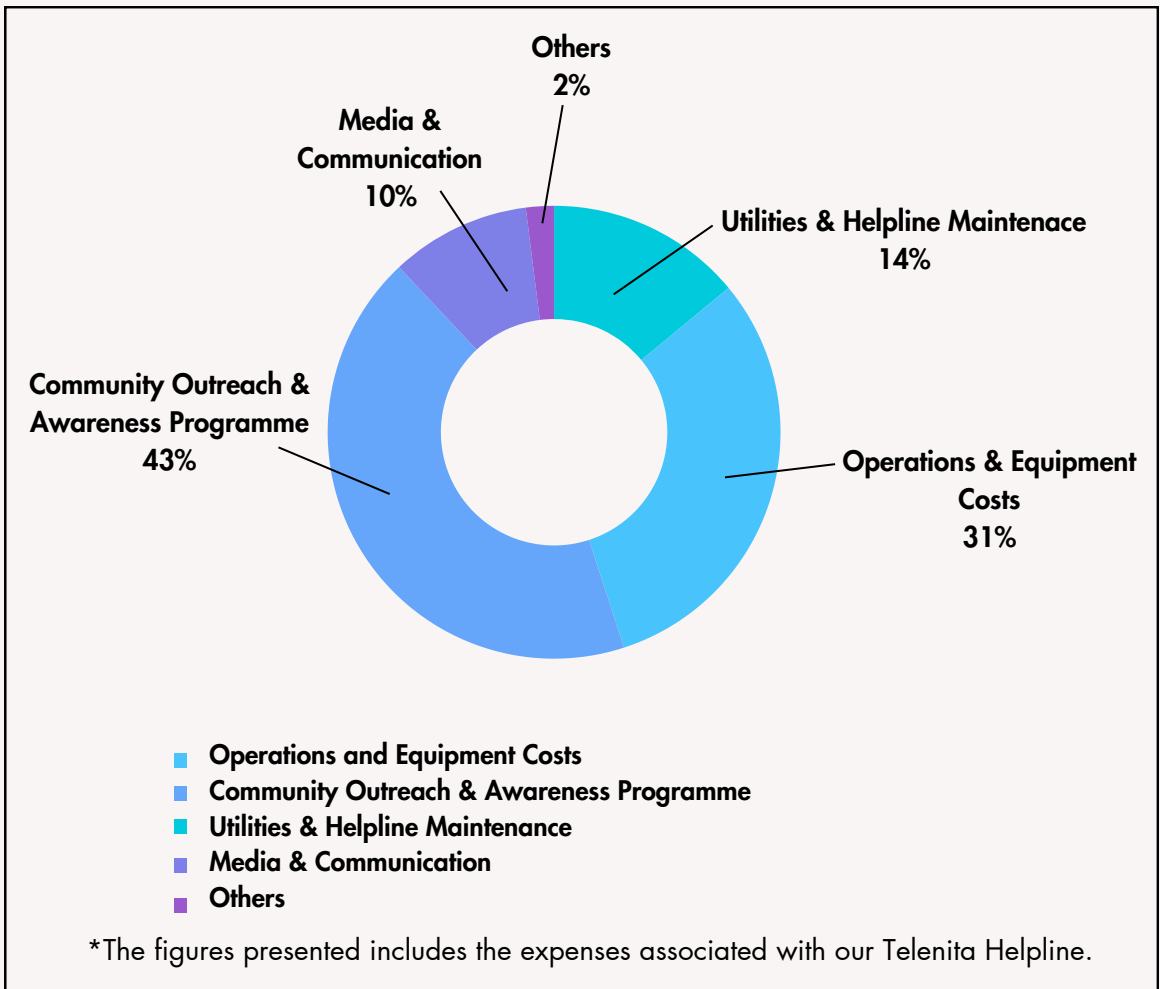
Love and support them - lend them words of kindness and courage every now and then

Accompany them to make a police report

Remember, gender-based violence can happen to anyone



Where will your donation go?



As a non-profit organisation, AWAM is always striving to keep our costs low through meaningful collaborations and partnerships. The backbone of our mission is the incredible support we receive from dedicated volunteers. AWAM's annual expenses, totaling approximately RM500,000, reflect the heartfelt contributions that make our work possible. Your support transcends mere numbers; it signifies a step forward toward a society that is just, democratic, and equitable—where everyone is treated with respect and is liberated from all forms of violence and discrimination.

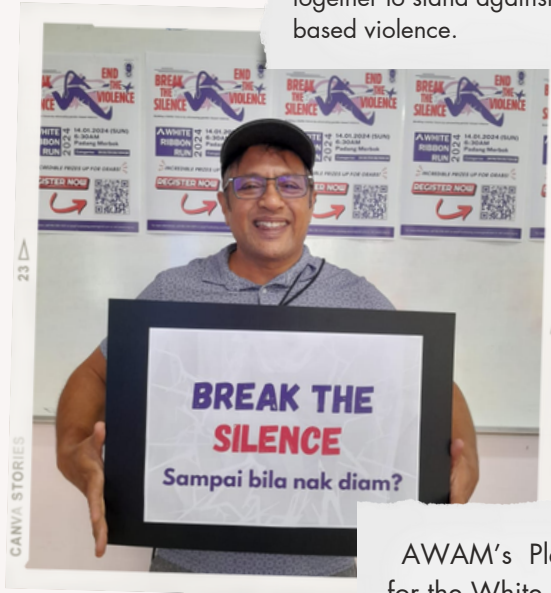
Scan here for AWAM's
2022 Annual Report





Men from various backgrounds and environments have come together to stand against gender-based violence.

Our Pledges



AWAM's Pledges for the White Ribbon Run 2024!



AWAM provides...

services tailored to address the immediate needs of survivors of violence. There are two types of services that we provide through our **Telenita Helpline**:

- FREE WELL-BEING COUNSELLING for survivors of gender-based violence
- FREE LEGAL INFORMATION based on the survivor's unique circumstances



Telenita Helpline: 016-2374221

Telenita E-mail: telenita@awam.org.my

Operating Hours: 9.30 am - 5.30pm (Monday to Friday) excluding public holidays



Our socials:



@AWAMMalaysia



All Women's Action Society (AWAM)



@AWAMMalaysia



@AWAMMalaysia



awam@awam.org.my

Donations

The All Women's Action Society (AWAM) is raising funds to keep our services and programmes FREE of charge. Our services include free counselling sessions and legal information to all people in crisis, especially women.

How to Donate?

- All Women's Action Society (AWAM)
- Bank account number: 3201760214 (Public Bank Berhad)
- 8 & 10, Jalan 21/12, Sea Park, 46300, Petaling Jaya, Selangor.
- [Swift Code: PBBEMYKL]

All donations are entitled to a receipt. Please email your bank-in or bank transfer slip to hfr.awam@gmail.com.

OR Simply scan this QR code!



We thank you for your support and contributions!



Special Appreciation

Adeleen Chan

Agnes

Anne Lim

Dr Leong Choong Kheong

Dr Mary Suma Cardosa

Goh So En

Karen Goh

Lee Guan Kiang

Liena

Linda Lim Chooi Ang

Lissy

Louisa Poh

Mey

Nora Chee Siew Har

Pat

Rosie

Sandra Theraviam

Shirley

Tang Fong Har

Tay Hock Joo

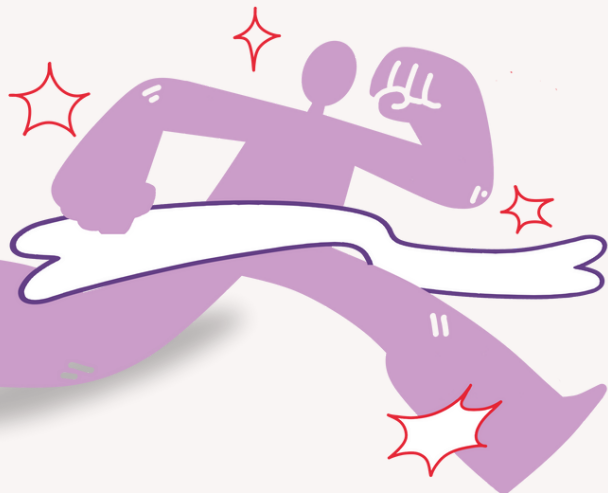
Tham Sau Yin

University Malaya Medical Class 78/83

Wendy Soon

Yee Siew Fong

Our warmest thanks to the White Ribbon team for making this campaign a success. We would especially like to express our heartfelt gratitude to all our volunteers and sponsors for their time and generosity. Our sincerest apologies to those we me have inadvertently left out. We would also like to acknowledge Ke Xin (Intern), Theo (Intern) and Amanda Louis (INFOCOM Officer) for preparing this booklet.



WHITE RIBBON RUN

AWAM's White Ribbon Organising Committee



A heartfelt shoutout to the incredible AWAM White Ribbon Fun Organising Committee and dedicated staff who worked tirelessly to organise the White Ribbon Run! The team's passion, hard work, and commitment have made a significant impact in collectively raising awareness and funds to support a noble cause.

From bottom row right: Theo, Jiha, Ho Yock Lin, May Ng, Madelynn Tan
From top row right: Pavitra, Amanda, Dhivya, Lilian, Lochna, Jo Yi, Amber, Lisa
Not pictured: Betty Yeoh, Wai Ling, Sue Hwa, Wong Peck Lin, Syifa, Leia, Nathas, Michelle, Ke Xin and Vernon.

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THE BODY SHOP



TRIBE



A Place Where
by APW