

## CHILDLINE MALAYSIA hosts first Peer - to - Peer Exchange Programme

**KUALA LUMPUR, 8 March 2010** – *Childline Malaysia* began its First Peer-to-Peer Exchange Training Programme with **Switzerland’s Child Helpline, Pro Juventute 147** from 8<sup>th</sup> – 12<sup>th</sup> March to facilitate the setting up and operation of a national 24-hour phone service dedicated for children under 18 years to call if need information, care, protection or just a “listening ear”.

The week-long exchange programme was organized by the **Malaysian Children TV Programme Foundation (MCTF)** and supported by **Child Helpline International (CHI), UNICEF Malaysia, HELP University College and Cybersecurity Malaysia.**

Representatives from key local governmental and NGOs including the **Ministry of Women, Family and Community Development (KPWKM)**, Social Welfare Department, Than Hsiang Mitra Welfare Centre, UKM, Nur Salam and PS The Children attended together with representatives of **ASEAN Child Helplines** from Cambodia, Vietnam, Thailand, Brunei and Indonesia.

Led by **Urs Kiener and Sebastian Rotzler** from Pro Juventute 147, the group will discuss, amongst others, the management and operations of a helpline, the issues faced by the children, including violence and abuse, and the key skills of counselling children over the telephone.

**Chairman of Childline Malaysia, Sabri Ab. Rahman,** hopes that this interactive programme will strengthen the tripartite partnership between KPWKM as the lead Government Agency for children, the NGOs and the Private Sector for the successful operation of **Childline Malaysia** as part of KPWKM’s **Talian Nur.**

The idea of setting up a national dedicated helpline for children was initiated by the **Hon. Minister YB Senator Dato’ Seri Shahrizat Abdul Jalil** in 2008 as a preventative mechanism to strengthen the child protection system for vulnerable children.

In view of the recent increase in crimes against children it is hoped that as a key strategy under the **National Child Protection Policy**, the imminent launch of **Childline Malaysia** this year will expedite efforts to reduce such incidences. As proven via statistical data collected by CHI from its member childlines worldwide, child helplines can help governments to provide more comprehensive and effective child protection services for at-risk children.

To learn more about **Childline Malaysia**, please contact the **Project Team** at **+60 (3) 5569 2755** or e-mail [childline@mctf.org.my](mailto:childline@mctf.org.my) or visit their website at <http://www.mctf.org.my/>.



**“Enabling children to be heard...”**

**CHILDLINE MALAYSIA**