

LIFELINE CHILDLINE NAMIBIA LAUNCHES TOLL FREE GBV HELPLINE CAMPAIGN

LifeLine ChildLine Namibia is launching a new campaign to promote the 106 GBV toll free HelpLine as a service that can be used by *anyone* looking for counselling, information and/or urgent help.

Gender Based Violence (GBV) affects us all and this campaign gives us the opportunity to inform the Nation on what and who the service is for and how to access it.

LifeLine ChildLine and the GBV HelpLine

Established more than 35 years ago with the purpose of offering telephone counselling, LifeLine ChildLine (LLCL) Namibia has grown and professionalised over the years. Today LLCL is recognized as the leading provider of free counselling and other protection services in Namibia.

Between January and August 2015 an average 3000 calls a month were answered with around 700 of the calls turning into cases (a call to case ratio of just under 23.5%, which is better than the global norm of 20%). Over the years we saw an urgent need for a toll free GBV Line as adults were calling the 116 Child HelpLine seeking counselling and support. Our records reflect that amongst the adult callers' relationship/marriage problems and physical/emotional/ sexual abuse cases are the most common.

Across the country, communities and individuals are facing violence fuelled by gender inequality on a daily basis and counselling is crucial for response to, and prevention of, GBV. A rape survivor needs post traumatic interventions and counselling as it can take years for someone who has faced sexual abuse or assault to overcome their traumas. Someone trapped in an abusive relationship needs counselling to find ways to safety. Men or women who are worried about their harmful behaviours can seek counselling and prevent violence from escalating in their homes.

In partnership with MGE CW, MOHSS and USAID, we have introduced a GBV toll free HelpLine and with the generous support of USAID over 1mill N\$ has been invested into the server and system that are needed to support our HelpLines.

106 is a number for all of us. When we are affected by GBV we need a place to turn, a place of safety where we can access information, help or counselling. Besides being able to provide sensitive and professional counselling to survivors and potential perpetrators, a helpline provides a service that is accessible to any Namibian no matter how rural and isolated and it is a way of disseminating information on laws, services and procedures.

From the Counsellors

“This service helps to change, transform and empower people. We come across cases everyday where people feel hopeless, even wanting to end their lives, but when they hear a supporting voice on the other side of the line they become more hopeful that *someone* understands and is willing to help”

“The nation is crying out for help and many times that help is a safe environment to explore and talk about difficult feelings. Talking helps and heals”

“Clients are struggling with relationships and communication. Couples do not know how to share frustrations, especially about changing expectations on women and men. Society is facing changes, families are changing, people are changing and we see our clients need counselling services to deal with the changes”

“You can express yourself freely knowing you are talking to a friendly stranger, who will not judge, your story is safe with us. Talking to a counsellor helps you offload a burden from your shoulders”

“I have had many clients thank me for the opportunity to talk about their problems, to be listened to attentively, respectfully with acceptance and understanding.”

Letter from a client

I ended up at LifeLine because I was raped. I had sleepless nights and nightmares. Someone advised me to visit LifeLine for counselling. I eventually went and I must say I do not regret it. They were friendly and they received me with open arms. I advise anyone that needs counselling to visit LifeLine, it offers the best service.

I am now a different person, I no longer think about what happened to me all the time. I will not stop thanking the person for referring me to LifeLine. Please visit LifeLine and get rid of your problems and your nightmares. Do not be ashamed to visit.



**IT'S NOT MY STORY
BUT IT IS OUR STORY.**