



## How we rescued abused domestic workers by breaking into their employers' homes.

There are currently over 200,000 foreign domestic workers in Lebanon, most of them women. They come from countries like the Philippines, Sri Lanka and Ethiopia, hoping to support their families back home.

But what often awaits them is a harsh reality of physical and sexual abuse. Many of them are locked away and are never allowed to leave their employer's house.

So the Organization Sawamninjah (سوا مننجح) partnered up with radio stations and created radio ads in foreign languages that only domestic workers' would understand.

Disguised as typical retail commercials, they bore a secret message and our helpline number.

Unnoticed by the general public and their employers, the radio ads delivered a message of hope to those trapped behind walls in homes across Lebanon.



FAST FOOD RESTAURANT  
Language: Sinhalese (Sri Lankan)  
English Translation

SFX (Sizzling burger sounds with laughter and upbeat jingle)

FVO ඔබත් ගෘහ රැකියාවක නිරත වන අයෙක් නම්

If you are a domestic worker

කාරුණා කර මෙම දැන්වීමට සවන් දෙන්න

please listen to this message.

අප මේ දැන්වීම ප්‍රචාරය කරනුයේ ඝෞණික

We have disguised it as a fast food ad

කෑම සඳහා වූ දැන්වීමක් ලෙස හා ඔබ ස්වාමියාට නොහැඟෙන ලෙසිනි

so that your employer doesn't catch on.

SFX (Upbeat jingle with base and sizzling burger sounds)

FVO අපගේ අන්‍යෝන්‍යව ප්‍රචාරය කිරීමට අපොහොසත් වන්නේ

As an organization that fights for domestic worker rights

අප ගෘහස්ථ සේවයේ නිරතවුවන්ගේ

we cannot mention our name

අයිතිවාසිකම් සඳහා පෙනී සිටින ආයතනයක් හෙයිනි

but if you are a victim of physical or sexual abuse and are too scared to talk to anyone, we want you to know we're here to help.

SFX (Soda pop opens and is poured into a glass with ice, jingle continues)

FVO ඔබ හෝ වෙනත් අයකු විවිධ ආර්ථික හා

So if you, or anyone you know,

ලිංගික අන්‍යවර වලට ලක්වී ඇත්නම් ඒ පිලිබඳව

has been subjected to beatings

කටා කිරීමේ බියකින් පෙළෙයි නම් කරුණාකර

or unwanted sexual advances

ඕනෑම වෙලාවක 76573843 යන අංකයට අප අමතන්න

please call us, anytime on 76 573 843.

නැවතත් 76573843

Remember, you can call us anytime on 76 573 843.

SFX (Upbeat jingle comes to a climax and ends)

FVO අප ඔබගේ සහයට ඉදිරිපත් වෙමු

We can help!