

PSA VIDEO URGES SINGAPOREANS TO REPORT DOMESTIC WORKER VIOLENCE



A Singaporean art director recently roped in a group of friends to lend their creativity to a campaign creating awareness on domestic worker violence. Jay Liu, 29, and several others produced a 30-second clip featuring a real domestic worker removing her surgical mask to eat, revealing the bruises on her face. The idea behind the #UnmaskTheViolence campaign was conceived during the thick of the pandemic to encourage more people to report instances of domestic worker violence to the authorities.

“Everyone is required to wear a mask at the moment, and we figured that the idea can be derived from this thought: Most of us wear a mask to prevent the virus. Some of us wear a mask to conceal the violence,” Liu told Coconuts today. In the clip, viewed over a thousand times since it was released earlier this month, the campaign phrase said: “No violence should be masked.”

FULL ARTICLE –

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