PRESENTATION ON THE ANNUAL CAMPAIGN STRATEGY AGAINST SOCIAL ILLS

PROVINCIAL AIDS COUNCIL
PURPOSE

The purpose of this presentation is to appraise the Provincial AIDS Council on the newly approved Social Ills Campaign Strategy for the Province of KwaZulu-Natal.
BACKGROUND

Cabinet Resolution:
All MECs as District Champions for Operation Sukuma Sakhe need to intensify the fight against social ills in their Districts throughout the year. In this regards, the Department of Social Development was requested to develop an Annual Campaign Strategy against social ills. The strategy should include a vigorous programme to include clear roles and responsibilities of all stakeholders such as:
1. Media and involvement of government communicators;
2. Police (investigate each case of abuse and publicize the arrests of perpetrators and their conviction);
3. Department of Health; and
4. Community and religious.
BACKGROUND

• The Social Ills Campaign is an intersectoral programme that seeks to respond to Social Ills in the Province.

• The Provincial Steering Committee comprises of the following stakeholders: Office of the Premier, Social Development, Education, Health, Sport and Recreation, Community Safety, COGTA, Arts and Culture, SAPS.

• Other stakeholders include the Provincial Men’s Forums, Chapter 9 institutions, other Government departments, Women’s organisations, Faith Based Organisations and Civil Society Organisations.
PROGRESS TO DATE

- Intersectoral Workshop with stakeholders to consolidate the annual campaign strategy was held in April 2015.
- In June 2015, the narrative was developed (See attached).
- The Communications Task team has provided input in the communication plan.
- The draft annual campaign strategy has been developed, (See attached).
- The draft Cabinet Memorandum is also attached (See Attached).

LEGAL FRAMEWORK DEALING WITH SOCIAL ILLS IN SOUTH AFRICA


STRATEGIC FRAMEWORK FOR DEALING WITH SOCIAL ILLS


SOCIAL POLICY FRAMEWORK AND PROGRAMMES

| SONA, SOPA Pronouncements and Budget Speech Imperatives | Medium Term Strategy Framework | Provincial Growth and Development Plan and Strategy |

PROGRAMMES:

DEVELOPMENTAL IMPERATIVES

- Poverty Alleviation
- Reduction of unemployment
- Skills Development, dealing with social ills
- Reducing Crime and Violence
- Addressing burden of disease
- Teenage Pregnancy, HIV and AIDS
# A CARING AND DEVELOPMENTAL SOCIETY

## Communities, Including Women and Children, Living in Safe Environments

<table>
<thead>
<tr>
<th>GBV Command Centre Launch</th>
<th>Health and Wellness</th>
<th>Provincial Forum</th>
<th>Sanitary Dignity Campaign</th>
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</thead>
<tbody>
<tr>
<td>Capacity building of officials</td>
<td>Medical Male Circumcision</td>
<td>District Forums</td>
<td>My future, my life</td>
</tr>
<tr>
<td>Intersectoral Mechanism</td>
<td>Hlola Manje</td>
<td>Local Drug Action Committee</td>
<td>Phila Mntwana</td>
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<tr>
<td>Care and support</td>
<td>Isibindi Programme</td>
<td>Reintegration and aftercare</td>
<td>Integrated School Health Programme</td>
</tr>
<tr>
<td>Thuthuzela Care Centres</td>
<td>OVC Programme</td>
<td>Treatment Services</td>
<td>Sugar Daddies Campaign</td>
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<td>Anti-Rape Campaign</td>
<td>Condom Distribution</td>
<td>Early Intervention</td>
<td>Prevention Programme</td>
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<tr>
<td>Provision of psychosocial support</td>
<td>Care and support</td>
<td>Outpatient Treatment Services</td>
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<tr>
<td>Prevention and awareness raising</td>
<td>Prevention and awareness</td>
<td>Prevention and awareness</td>
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## 4 Key Pillars that Underpin the Social ILLS Campaign Implementation

<table>
<thead>
<tr>
<th>GBV</th>
<th>HIV and AIDS</th>
<th>Substance Abuse</th>
<th>Teenage Pregnancy</th>
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<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
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## 10 Core Principles Informing Implementation of Social ILLS Campaign Model

<table>
<thead>
<tr>
<th>Participation</th>
<th>Consultation</th>
<th>Ward Based</th>
<th>Sustainability</th>
<th>Local Ownership</th>
<th>Evidence-Based</th>
<th>M &amp; E</th>
<th>Impact</th>
<th>Rights-Based</th>
<th>Empowerment</th>
</tr>
</thead>
</table>

## Legislative Framework as a Foundation
STRUCTURES AND PROCESSES

• The lead departments are Department of Social Development and Health.

• The Provincial Steering Committee is convened by the Department of Social Development.

• Meetings are co-chaired by the Departments of Social Development and Health.

• Each department has clear roles and responsibilities.

• The Office of the Premier provides strategic communication, advice and oversight function.
• Districts are expected to participate in the programme and activities through OSS and other structures.

• Existing communication platforms of participating departments will be utilised to promote the Social Ills Campaign.

• Meetings of the Communication Task team will be convened bi-weekly.

• The Communication Task Team will report as required, on a regular basis, to the Provincial Steering Committee.
IMPLEMENTATION PLAN

The plan will be implemented in 4 phases, namely:-

• **PHASE 1:**
  Pre-launch
  (December 2015 – 31 March 2016)

• **PHASE 2:**
  Launch of the Annual Campaign Against Social Ills.
  (April 2016)

• **PHASE 3:**
  Implementation of the Integrated Annual Campaign Against Social Ills (post-launch May – September 2016)

• **PHASE 4:**
  Impact Monitoring and Evaluation
  (post-launch September 2016 – March 2017)
COMMUNICATION PLAN

The communication plan includes the following:

• Media Launch
• Morning live broadcast
• Talkshows on mainstream and community radio stations
• Three day PRASA train with media and stakeholders
• Production of pamphlets, banners and posters
• Posting on websites and social networks
• Bulk SMS
• Anti-Rape bus campaign
FINANCIAL IMPLICATIONS

• The Departments of Health and Social Development, as champions of the Annual Campaign Strategy, will cover costs relating to programme implementation.
• The Office of the Premier will cover costs of the communication strategy.
• Each of the lead/champion departments have an important role in the implementation of the programmes and campaigns, shall cover the more specific costs relating to communication and awareness of their events and programmes.
SUMMARY AND CONCLUSION

- The campaign will be implemented in four phases, namely, pre-launch, launch, post launch and monitoring and evaluation.
- There are four pillars for programme implementation, namely, Gender-Based Violence, HIV and AIDS, Anti-Substance Abuse, and Teenage Pregnancy.
- Each pillar has its own performance indicators to monitor progress and evaluate the impact of the Annual Campaign Strategy.
- Government Communications will be playing a pivotal role in achieving the Annual Campaign strategy.
END

THANK YOU