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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.

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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**.**

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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.

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THE LEGISLATIVE & POLICY FRAMEWORKS

LEGAL FRAMEWORK DEAILING WITH SOCIAL ILLS IN SOUTH AFRICA					
The South African Constitution	Children's Act No 38 of 2005	Sexual Offences Act, No 32 of 2007	Prevention of and Treatment for Substance Abuse Act 70 of 2008	Domestic Violence Act No 116 of 1998	White Paper on Social Welfare
STRATEGIC FRAMEWORK FOR DEALING WITH SOCIAL ILLS					
National Development Plan	14 Government Outcomes	National Social Cohesion Strategy	National Strategy For the Elimination Gender Based Violence	National Crime Prevention Strategy	Sustainable Development Goals

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**	

1

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A CARING AND DEVELOPMENTAL SOCIETY

COMMUNITIES, INCLUDING WOMEN AND CHILDREN, LIVING IN SAFE ENVIRONMENTS

GBV	HIV AND AIDS	SUBSTANCE ABUSE	TEENAGE PREGNANCY
GBV Command Centre Launch	Health and Wellness	Provincial Forum	Sanitary Dignity Campaign
Capacity building of officials	Medical Male Circumcision	District Forums	My future, my life
Intersectoral Mechanism	Hlola Manje	Local Drug Action Committee	Phila Mntwana
Care and support	Isibindi Programme	Reintegration and aftercare	Integrated School Health Programme
Thuthuzela Care Centres	OVC Programme	Treatment Services	Sugar Daddies Campaign
Anti-Rape Campaign	Condom Distribution	Early Intervention Outpatient Treatment Services	Prevention Programme
Provision of psychosocial support	Care and support	Prevention and awareness	
Prevention and awareness raising	Prevention and awareness		
1	**2**	**3**	**4**

4 KEY PILLARS THAT UNDERPIN THE SOCIAL ILLS CAMPAIGN IMPLEMENTATION

Participation	Consultation	Ward Based	Sustainabili	Local Ownership	Evidence-Based	M & E	Impact	Rights – Based	Empowerment

10 CORE PRINCIPLES INFORMING IMPLEMENTATIONOF SOCIAL ILLS CAMPAIGN MODEL

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.

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STRUCTURES AND PROCESSES CONT..

- 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.

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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)

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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

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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.

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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.

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END

THANK YOU