

Draft Zero



DEPARTMENT OF SOCIAL DEVELOPMENT



**“LEND A HAND- BUILD A BETTER LIFE FOR CHILDREN” CAMPAIGN
MULTI STAKEHOLDER BUSINESS PLAN**

September 18, 2002

1. BACKGROUND

- 1.1. The Department of Social Development and its provincial counterparts seek to enable the poor, vulnerable and excluded people in the South African society to secure a better life for themselves, in partnership with them and with all those who are committed to building a caring society¹.
- 1.2. In his State of the Nation Address, President Mbeki outlined key objectives that needed to be prioritised and achieved in 2002. Cardinal among them was to ensure that all those beneficiaries who qualify for grants do actually access them. The President emphasised the need for Government and the entire society to join hands in tackling the huge socio-economic challenges facing the country under the banner of *"Pushing Back the Frontiers of Poverty"*. Furthermore, the President characterised this year as the year of volunteering (*Letsema/llima*) in which he urged all South Africans to give particular focus on children during October.
- 1.3. The Social Cluster of governance has since adopted the registration of children as a campaign of the cluster. Considering the fact that six in ten children are considered to be poor², the Minister for Social Development has also declared this year - "Children First/Abantwana Kuqala". The Minister set a target of registration of one million children for grants during the financial year of 2002/2003, as part of the overall target of the government to register three million children by the year 2005.
- 1.4. The campaign represents a key focus for the stakeholders and brings flesh to their commitment to improving the quality of lives of children through a comprehensive social security.
- 1.5. Baseline Data³

The indication and statistics show that, the following must be considered for the Campaign:

Grant type	Current Beneficiaries
Old Age Grant	1 970 452
Child Support Grant	2 300 000
Disability Grant	792 969
Foster Care Grant	72 127
Care in Dependency	4 892
War Veteran Grants	5 058
Total	5 145 489

Thus although the baseline target is an additional 800 000 children into the system, by 31 March 2003, consideration must be made in the spread of the three grant types targeting children and other grant types should also be targeted. Experience during the Child Protection Week (27 May - 02 June 2002) shows that 300 000 children were registered, between the months of April and June, as a result of an extensive campaign undertaken in the community, print and electronic media.

¹ Department of Social Development Annual Report 2000/01

² Presidency, Children in 2001 A report on the state of the nation's Children, NPA (2001)

³ Socpen 31 August 2002

1.6. Targeting

Attention must be paid to the fact that there has been uneven developments in the provinces in the above regard, with some recording high uptakes whilst others recording very low, if not stagnant figures. Given the historic spatial development plans and the uneven spread of poverty, vulnerability and social exclusion within and between provinces. Emphasis will be placed on certain provinces that have generally rendered a low up-take and communities that have relatively higher levels of poverty.

Additionally, consideration must be given to the facts that whilst there is a general increase in up take in the Child Support Grant, there is a relatively slow up-take on other child targeted grant types. Thus grant types such as the Care Dependency Grant (for children with disabilities) and the Foster Care Grant (for fostered children) will receive special attention.

1.7. Cooperative Governance

Whereas a national guiding plan to assist provinces in planning, provincial business plans and local business plans exist, this plan seeks to complement these and coordinate action amongst a select number of Stakeholders, who are free to individually engage in any of these other plans. Note should therefore be taken of the following national events:

- ~~☞~~ ~~☞~~ The International Day of the Older Person (1 October),
- ~~☞~~ ~~☞~~ The Universal Children's Day (5 October),
- ~~☞~~ ~~☞~~ The Public Service Week (7 – 13 October),
- ~~☞~~ ~~☞~~ The Presidential Imbizo Week (16 – 22 October),
- ~~☞~~ ~~☞~~ The World Food Day (16 October),
- ~~☞~~ ~~☞~~ The International Poverty Eradication Day (17 October),
- ~~☞~~ ~~☞~~ The Business Summit (24 – 25 October)
- ~~☞~~ ~~☞~~ The Family Fun Week.
- ~~☞~~ ~~☞~~ The Environment Month (November)
- ~~☞~~ ~~☞~~ World Aids Day (1 December)
- ~~☞~~ ~~☞~~ Sixteen Days of Activism (25 November – 10 December)

- 1.7. Community Participation from the outset, i.e. planning process is critical to the sustainability of the project, thus the collaboration with civil society organisations is seen as both an information dissemination mechanism and a long term sustainability programme. Note must be made that the poorest communities often lack the resources for planning and considerable assistance is required up front to assist and enhance capacity in these communities.

2. DEVELOPMENT FRAMEWORK

2.1. Problem Statement

2.1.1. Poverty in South Africa

Poverty is distributed unevenly among nine provinces of the country. The Eastern Cape, the Northern Province and more recently, the Free State, have by far the highest poverty rates. In line with poverty distribution by provinces, 72% of poor people in South Africa live in rural areas, and 70% of all rural people are poor. Within both urban and rural areas themselves the situation is highly stratified, either spatially (i.e. specific pockets of extreme

poverty), or by target group (e.g. Women and children, the elderly or the disabled). Rural communities are also highly dispersed and this often presents difficulty in accessing appropriate levels of support or service.⁴

2.1.2. Food Insecurity

Of the many factors associated with poor communities, food insecurity is one of the major indicators linked to poverty and vulnerability. For those members of society who are dependent on cash payments from government, most use these grants to improve food security. It is estimated that 40% of the population is vulnerable to food insecurity⁵.

2.1.3. Limitations of existing social assistance (security) system

There is a general admission on the inadequacy of the existing system of social security/social assistance, as it does not cover many vulnerable groups. The intent of this plan is to firstly extend assistance to those who qualify with the view of collecting lessons for building a more efficient and effective social security and services system. The Committee of Inquiry into a Comprehensive Social Security System has tabled its report to Cabinet and comments from the public are being processed. In the interim measures in the form of the "Lend a Hand Help A Child" Campaign are necessary.

2.2. Strategic Purpose

2.2.1 The strategic purpose of this Campaign is to systematically address conditions that limit access to grants to eligible beneficiaries, particularly children, over an initial six-month period.

2.2.2 The ultimate aim and eventual development outcome over a 3-year period is a reduction of poverty partly through an increased awareness on all government services.

2.2.3 To enhance partnership between the Government, Business and Civil Society Sectors, whilst creating a space for an independent civil society working in concert with government.

2.2.4 The development of a comprehensive social security and the improvement of social cohesion of specific demographic groups (e.g. Women, youth, children, infirm, disabled and older persons) who are particularly vulnerable to the conditions associated with poverty, is also an anticipated, but not a directly intended outcome.

2.2.5 Critical to such a Campaign, is the creation of capacity through local partnerships, which are able to identify and pursue additional development initiatives that are viable. Such partnerships become the means through which communities are able to plan and manage their own initiatives.

2.3. Objectives

The Campaign will be monitored and evaluated in terms of its impact in regard to specific outcomes. All inputs, processes and delivery outputs will be geared towards attaining the outcomes. They are stated as the following objectives:

☞ Promotion of Children's access to grants

☞ Informing and educating the public about grants especially child related grants

⁴ Department of Social Development Poverty Relief Business Plan, 2002/3

⁵ Statistics South Africa

- ☞ Promoting policies and programmes of the Department of Social Development and Government
- ☞ Enhancing partnership within and between government, civil society and the business sector with regard to the promotion of the rights of children
- ☞ Enhancing cooperative governance through strengthening coordination within and between National, Provincial and Local Government

2.4. Indicators

- 2.4.1. The number of beneficiaries registered at the targeted nodal points.
- 2.4.2. The percentage increase, per grant type, in grant recipients per area
- 2.4.3. The number of viable local institutional structures (partnerships) for the sustainable management and maintenance of government services information in the targeted areas within a 3-year period.
- 2.4.4. The percentage decrease in the number of children who are not registered for grants.
- 2.4.5. The number of rural households benefiting from grants in each target area.
- 2.4.6. The number of training workshops undertaken
- 2.4.7. The number of volunteers trained and utilised
- 2.4.8. The amount and frequency of media coverage received by the Campaign

2.5. Key Messages and themes of Campaign

- 2.5.1. The adopted national communication strategy details the communication plan and key messages as:
 - ☞ Government and partners are committed to building a better life for all
 - ☞ Government and partners are determined to remove children from poverty
 - ☞ Government and partners committed to enhancing the socio-economic rights of children
 - ☞ Partnerships critical to the government's delivery of services
- 2.5.2. In line with the President's call, the National Year of the Volunteer and Governments five year theme the theme of the campaign is "Lend A Hand- Build a Better Life for Children" and the sub themes are "Abantwana Kuqala/Children First" and "Building a Caring Society together"⁶.

3. CAMPAIGN SCOPE

3.1. Profile

⁶ See President Mbeki's opening addresses to Parliament 1999 and 2002 and Minister Skweyiya's Budget Vote Speech 2002 respectively

This Campaign will be implemented as a high profile campaign involving the Presidency, Ministers (especially those of the Social cluster), Premiers and MEC 's, Mayors and Councilors, MPL 's, MP's, civil society, entertainment and business leaders.

3.2. Target Audience

Children themselves, poor communities, community based organisations working with children (especially those in the Social Development Sector), Religious Organisations, Business, Labour, Mass Media, International Organisations (including donors working with children) and all tiers of Government,

3.3. Key Activities

3.3.1. The Campaign will therefore be mass based and would target nodal points that either are of strategic importance or areas of low uptake. The Campaign will involve

- ☞☞ Awareness raising and public education
- ☞☞ Media advocacy
- ☞☞ Stakeholder mobilisation
- ☞☞ Monitoring and research

3.3.2. Awareness Raising and public education

The key limitation and reason for the relatively low levels of registration and access to all grants is the lack of information on requirements and grant types available. The core element of the Campaign will be targeted awareness raising and public education. This will require the production of accessible information and its dissemination thereof. The following tools will be implemented:

- ☞☞ Materials development; will include a grants booklet and a Training manual to be finalised by Soul City, Access and the Department of Social Development. There is an understanding that should other materials development be necessary, the campaign will be open to exploring the need and mobilising the necessary resources.
- ☞☞ Provincial clearinghouses have been identified and will be used as key distribution points in respective provinces.
- ☞☞ Capacity building will take place through information flow through materials and through running respective workshops which key community organisations, religious organisations etc. will be capacitated to facilitate information flow within respective communities.
- ☞☞ Since registration is influenced by proximity to registration points and the lack of transport in certain areas the Campaign will employ an outreach strategy which will have capacity to register on site.
- ☞☞ Public local level launches, Jamborees and Imbizo's, with high profile leaders will be used in order to encourage registration during a particular period after which it is anticipated that community organisations and civil society organisations will support local authorities in registering and disseminating the information.

3.3.3. Media Advocacy

The mass media is central to the communications strategy and with its rural bias, Soul City and Soul Buddies are at the centre of the joint communication strategy. These vehicles and attached communication tools will be used optimally to get messages across through edutainment on television, radio and print. The media advocacy will include:

- ☞☞ The publication of information leaflets and posters by Johnnic publishing

- ✍✍ The use of community media both as an information dissemination mechanism but also as communal information and registration points

- ✍✍ Public events such as Jamborees, radio launches and press conferences will take place in targeted nodal points starting in October running through to March 2003.

3.3.4. Stakeholder Mobilisation

Stakeholder mobilisation refers to a process of increasing the support base for the campaign at the level of civil society, business and respective relevant government departments. These will involve the following

- ✍✍ Business Summit, wherein the Minister of Social Development will appeal for specific support to Social development areas including the registration of citizens illegible for grants

- ✍✍ Networking with key umbrella structures, with an emphasis on labour and religious organisations, to join the Campaign

- ✍✍ Linking with other relevant campaigns such as Khomanani, Treatment Action Campaign, Public Service Week etc. so as to build solidarity and inter linking issues.

- ✍✍ Mobilising the right number of volunteers at the rights registration and payment points so as to add capacity to the public service

- ✍✍ Lobbying key Departments such as Education and Home Affairs to have a visible presence within the Campaign

3.3.5. Monitoring and research

This particular strategy will provide an ongoing information base for the further development and progress of the campaign through focussing on the following activities:

- ✍✍ The refinement of planning processes and development of Business Plans by the Social Development departments through the support of Businesses in particular the National Business Initiative

- ✍✍ The refinement of indicators/benchmarks to review progress of the campaign objectives

- ✍✍ Identification of key blockages in respective provinces, with a view to developing appropriate responses to blockages

- ✍✍ Periodic and scheduled meetings between all the stakeholders so as to review progress on the Campaign

3.3.6. The registration events highlighted in the events attached action plan assume that there will be mobile units stationed at the venue for the week preceding the event.

3.4. Management of the Campaign

3.4.1. The Campaign will be managed by a multi stakeholder team led by the Ministry of Social development and will include the Youth Commission and Sonke, the team will form sub committees to lead the four key activities above

3.4.2. The team is accountable to the Minister for Social Development via the broad stakeholders' Forum, and will provide detailed reports to all the stakeholders and the Minister

4. ACTION PLAN

EVENT	OBJECTIVE	TARGETS	ACTIVITIES	VENUE	DATE	RESPONS
1. Minister writes letters to all executives of government to request their involvement	To enhance involvement of all spheres such that co-operative governance is enhanced.	Presidency, Ministers, Premieres, MEC's, Mayors, Councillors	N/A	Cape Town	16 September	Mbulelo an Vukani (Do
2. Minister writes to all formations of business and civil society to request their support including mobilisation of volunteers.	To enhance partnerships and networking with the business, labour and civil society.	500 Civil Society Organisations, 250 Businesses, 10 Volunteer sending organisations	N/A	Pretoria	17 September	Mbulelo an Vukani
3. Minister is recorded for Radio, TV and Community radio	To reach out to poor communities and profile the campaign its objectives	All SABC stations, Community Media, and E TV	Recording	Pretoria and Auckland Park	By not later than 25th September 2002	Mbulelo (D: Tango (SAI
4. Minister approves adverts and advertorials for print.	To reach out to poor communities and profile the campaign objectives	The media industry	Proof reading and confirming placement and space	Pretoria	20 September	Mbulelo, Zè and Sherec
5. Parliamentary Public debate on child abuse	To profile the rights of children	Parliamentarians and viewers of parliament live	Parliament debate, press Conference	National Assembly	26 September	Minister Sk
6. Publicity materials produced and sent to provinces	To ensure promotion of policies					
7. Minister addresses staff of the Department	To enhance Espirit de corps. To support to all initiatives Enhance support for local and provincial campaigns.				1 October	

5. IMPLEMENTATION

1. NORTH WEST PROVINCE

DATE	ACTIVITIES	PLACE
1 –7 October	International Day of Older Persons Launch of the registration campaign of Social Grants especially Foster Care Grant, Child Support Grant and Care Dependency (This would be part of the launch of he Imbizo Focus Week	Potchefstroom Dryharts (Taung / North V
14 – 18 October	Diversion Week	Still to be confirmed

2. LIMPOPO PROVINCE

1 – 7 October	International Day of Older Persons	Sekhukhune
7 – 13 October	Official Launch of Sekhukhune District Orphans and Vulnerable Children's Forum	Sekhukhune District Lebo
8 October	Strengthening poverty relief and primary school Nutrition Programme	Mopane – District/Giyane
9 October	Community Awareness Forums on Social Security, particularly CSG Strengthening poverty relief and Primary School Nutrition Programme	Bohlabela District/Mapulal Maruleng Municipality

10 October	Community Awareness Forums on social security, particularly Child Support Grants	Sekhukhune – Sub-district
11 October	Interaction with victims of abuse	Vhembe District Thohoyai Victim
11 October	Community Awareness Forum on social security, particularly CSG; Primary School Programme and social (work) services	Empowerment Center Mutale and Dzanani
17 October	International Day for the eradication of poverty	Mopane District
18 October	Diversion week Community Awareness	Waterberg District
22 October	Community Awareness Forum on social security, poverty relief and Primary School Nutrition Programme	Capricorn District Mankweng Matshelapata
25 October	Annual Centenarian Celebration	Mankweng Matshelapata Capricorn (Polokwane)

3. GAUTENG PROVINCE

07 October	<ul style="list-style-type: none"> - Set up Dept of Social Services children's grant registration points - Pamphlet distribution - Live TV/Radio broadcast on site during pamphlet distribution - Open bus road show - Meeting with Councilors and Community Leaders - Meeting with NGO's/CBO's dealing with Child Care Grants - Public Meeting: Eldorado Park 	City of Johannesburg <ul style="list-style-type: none"> - Eldorado Park - Westbury - Weilers Farm - Zacharia Park - Finetown
8 October	<ul style="list-style-type: none"> - Gauteng Aids Council Summit - Visit a school - HIV Positive show by Takalani Sesame - Drama on Vukuzenzele - Exhibitions - Visit victims support centers - JC Dumani Center or any other pilot programme - Public meeting at Kathlehong 	Ekurhuleni <ul style="list-style-type: none"> - Daveyton - Katlehong - Volsloorus - Khayalami
9 October	<ul style="list-style-type: none"> - Meeting with relevant stakeholders in the area - Puppet show Captain Crime Stop - Information session - Drama on Child Abuse - Letsema Campaign - Door-to-door visit / walk-about - Public meeting at Hammanskraal 	Tshwane <ul style="list-style-type: none"> - Hammanskraal - Themba - Diepsloot

10 October	<ul style="list-style-type: none"> - Visit Children's Mental Health Institutions - Meeting with parents, governing bodies, sponsors - Drama on Disability Awareness - Musical and Cultural items - Drum majorettes - Match between community and Sterkfontein Hospital - Exhibitions in other regions e.g. PTA, Joburg, East Rand and Sedibeng - Public meeting at Mohlakeng 	West Rand - Munsieville - Mohlakeeng - Khutsong - Westonaria
11 October	<ul style="list-style-type: none"> - Visit Ramolelle Combined School, Emfuleni - Meetings with management of the school, teachers, school governing bodies and pupils - Letsema Campaigns - Door-to-door / Walk-about - Visit Sebokeng MPCC (It will be during social grants payments) - Visit Vischkuil Ward, Lesedi Local Municipality - Public meeting at Vischkuil 	Sedibeng - Fishkkkuil - Evaton - North West - Lakeside - Sebokeng
12 October	- Metro Council will host a summit with various key stakeholders (e.g. business, religious leaders, etc) on how to improve rates collection and debate on how to tackle the high debt due to outstanding municipal services accounts	Tshwane - Pretoria
13 October	- Public meeting at Olievenhoutbosch	Tshwane Olievenhoutbosch
17 October	Presidential Imbizo	Gauteng
18, 19, 20 October	Presidential Imbizo	Tshwane, Ekurhuleni, W Rand and Vaal
21 October	Social Workers week	To be confirmed
24 - 25	Business Summit	Gallagher Estate

25 October	Social Workers week	To be confirmed
28 October	Family fun week	To be confirmed
31 October	Family fun week	To be confirmed

4. MPUMALANGA PROVINCE

1 October	<p>?? Announcement of Plan of Activities for the month</p> <p>?? Handing over of "dummy" cheques to Service Centres of Older Persons</p> <p>?? Launch of Practice Guidelines on Street Children</p> <p>?? Exhibition</p> <p>?? Honoring the Oldest Person in the province</p> <p>?? Honoring of Volunteers</p> <p>?? The late Dr Vuvu Mchunu (Street Children)</p> <p>?? Mrs Gulube (Older Persons)</p>	<p>Waterval Boven Stadium</p> <p>Greenway Woods Hotel, Nelspruit</p>
3 October	Workshop on the Zaaiploas Flagship Research Report	Midway Inn, Middleburg
4 October	<p>?? MEC meeting with Councillors and Staff.</p> <p>?? Community Imbizo.</p> <p>?? Introduction of the Eastvaal Disability Assessment Panel.</p>	Direkiesdorp (Piet Retief)
7 October	Breakfast Meeting with leaders of FBO's (Building partnership with FBO's – Focus on Children's Issues)	Greenway Woods
8 October	<p>?? Distribution of clothes and food parcels to destitute children.</p> <p>?? Community Imbizo.</p>	Marapyane

11 October	?? Introduction of the eHlanzeni Disability Assessment Panel. ?? MEC meeting with Councillors and Staff Community Imbizo.	Mbangwana, Nkomazi
12 October	Exhibition at the Opening of the Multi -Purpose Community Centre (MPCC) at Leandra	Leandra, Eastvaal
14 October	Workshop on United Nations Outcome Document: "A World fit for Children"	Nelspruit (exact venue to decided)
15 October	Workshop on United Nations Outcome Document: "A World fit for Children"	Witbank (Piet Koornhof Bu
17 October	?? Launch of a Video on Poverty Eradication. ?? Hand-over of sustainable and successful projects to the Department of Finance and Economic Affairs (SMME).	Balfour (Eastvaal Regiona
18 October	Distribution of clothes to Destitute families/children	Daggakraal
23 October	Visit by Politicians to Welfare Institutions	?? Umjindi Minicipality, Barberton ?? Emjindini. ?? Modies Estate. ?? Sheba Siding. ?? Verulam.
24 October	Distribution of clothes to destitute families/children	Kwaggafontein
27 October	Gospel Music Festival "Family fun-day with Rebecca Malope"	Nelspruit
01 November	?? Children's fund Festival ?? Award ceremony for the "Child Abuse Competition	Amersfoot, Eastvaal

5. EASTERN CAPE

1 October	International day of Older Persons and Launch of Social Development Month	Grahamstown
2 October	Child Support Grant campaign	All districts
3 October	Operation Khathala focusing on children infected and affected by HIV/AIDS	Not specified
3 October	Visit with the Business Sector to Nolitha School of the Disabled	Mount Ayliff
7 – 14 October	Imbizo Focus Week	Not specified
13 October	Deputy President's Visit to Malnourished areas	Alfred Nzo Municipality, Umzimkhulu
17 October	Launch of two (2) Poverty Eradication Programmes	Mbalisweni/ Centane, Masondlane/ Ntankulu
24 October	Mbalisweni/ Centane, Masondlane/ Ntankulu	Not specified

6. KWAZULU-NATAL

1 October	-Elderly Communities	KwaHlathi
	-International Day of Older Persons	Midlands Region
	-Officials go out to customers who are disadvantaged and live far	

	<p>away from the offices to assist with grant application</p> <ul style="list-style-type: none"> -Meeting with Councilors, Amakhosi, and Community Leaders to inform them about the different grant types and requirements -Marketing of the Toll Free number -Visit to Different pay points 	Sahlube
2 October	<ul style="list-style-type: none"> -Visit to the University of Durban Westville forging partnership -Poverty programme on Children -Departmental Provincial meeting with Zululand District Municipalities 	Durban Nquthu
3 October	Visit to the University of Kwa-Zulu Natal also strengthening partnership	Natal
4 October	<p>Partnership meetings</p> <ul style="list-style-type: none"> -Umgungudlovu District Municipalities -Sisonke District Municipalities 	Mthembu Hall, Tugela Fer
5 October	Youth in Crime	Sport Ground, Louwsburg
7 October	<ul style="list-style-type: none"> -Provincial Task Team meeting on Procedures, and allocation -Partnership meeting with Umzinyathi District Municipality 	To be confirmed To be confirmed
8 –9 October	Awareness campaign on Social Services	Hlanganani Hall, Esikhawi Township

	Partnership meeting, Uthekela District Municipality	Dube Tribal Court, Ongoy
10 October	Dignity campaign	Sibongile Community Hall
11 October	Protection of women and Children, the responsibility of the Community	Hlabisa Community Hall
12 –13 October	Recruit foster care parents	Estcourt
	-Disabled People	Grey Hall
14 October	Customer Care	Paulpieterbug
15 October	-Awareness Campaign on Social Services	Nzuza Tribal Court, Ongoy
	-Types of Grants	Sahlumbe
	-Honorable Minister to hold Public Meetings to address the Child Care Grants	Vulamehlo District Municipality
	-Visit to the University of Natal - Strengthening of Partnership	
	-Forum meeting with NGOs	
16 October	Child Protection Awareness Campaign	Staff in Offices

<p>17 October</p>	<p>-Poverty Alleviation Awareness Day</p> <p>-World Food Day</p>	<p>?? Mamba Tribal Aut Eshowe</p> <p>?? Ntshangase Com Hall, Pongola</p> <p>?? Msinga District Of</p> <p>?? Mthembu Hall, Tu Ferry</p> <p>?? Dannhauser & Gl</p> <p>?? Millford Hall</p> <p>?? Amajuba Forest, I</p> <p>Mzingazi Community Hall, Umfolozi</p>
<p>18 October</p>	<p>-Foster Care Grants awareness campaign</p> <p>-Partnership Meeting, Municipality</p> <p>-Respect of the Elderly Campaign</p> <p>-Awareness Campaign – Social Services</p>	<p>?? St Chads</p> <p>?? Amajuba District</p> <p>?? Emgeza Tribal Hæ</p> <p>?? Mhlekazi Tribal C Ubombo</p> <p>?? Bilanyoni Hall, Paulpieterburg</p>

		Zulu Tribal Authority
21 October	-Respect of the Elderly	?? Khiphunyawo Community Hall, Pongola
	-Drugs Awareness Campaign	?? Chwezi Tribal Aut
22 –23 October	-Visit to Home of the aged	?? Issy Geshen ?? Lamontville ?? Durban
	-Respect of the Elderly	?? Babanago Hall
25-30 October	-HIV/AIDS Campaign	?? Babango Hall
	-Respect of the Elderly	?? Bhekuzulu Hall, Vi ?? Wangu Hall ?? Macabini Tribal Authority, Lower Umfoloji
	-Love Life Campaign	?? Manaba Tribal Cc Ubombo District ?? Kwabadala Home aged ?? Ekuvukeni
31 October	Poverty alleviation campaign	Hlabisa

7. WESTERN CAPE

1 October	Aged party	Parow- Centenarians
4 October	Launch: Mitchells Plain – Children's party	Mitchells Plain
8 October	?? Launch: Children's web site. ?? Imbizo	Atlantis Schools Not specified
9 October	[Cabinet Bosberaad]	Not specified
10 October	[Cabinet Bosberaad]	Not specified
11 October	[Cabinet Bosberaad]	Not specified
12 October	Launch Hartebeeskraal Multi Purpose Centre	Not specified
16 October	Launch: food Security Programme	Drakenstein
17 October	Local Poverty Eradication Conference and Imbizo	Beaufort West
18 October	Poverty Eradication Conference	Uniondale
19 October	Imbizo	Oudtshoorn
21 October	Launch: Department and Ministerial Web Sites and Official naming and opening of 11 th Floor	Not specified
22 October	?? Opening of Khayelitsha Office. ?? Imbizo	Khayelitsha
23 October	Poverty Eradication Conference	Cape Town
24 October	Provincial WSSD Conference –	Worcester
25 October	Opening of Service Point	Nomzamo, Langa
28 October	Matsikama Poverty Eradication Conference	Not specified
29 October	HIV / AIDS event – Interfaith service	St George's Cathedral
30 October	Computerisation of Registries	Vredendal
31 October	Goodwill closing event – volunteers, partners, staff	Khayelitsha

8. NORTHERN CAPE

1 October	<p>?? Official Launch: Social Development Month Press Conference</p> <p>?? Opening two offices</p> <p>?? Storytelling – Older Persons – children radio talk show</p> <p>?? Eye on the child – launch – graduation ceremony</p> <p>?? Radio Talk Show – focus areas for month, exhibitions (library), distribution of pamphlets</p> <p>?? Introducing the neighbourhood project</p> <p>?? To inform parents and adults about the importance and acknowledging of children’s rights throughout the whole month (Calvinia)</p> <p>?? Door to door family meetings with regard to children’s rights and responsibilities</p>	<p>Kimberly</p> <p>Calvinia</p> <p>Namaqua region</p>
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2 October	<p>?? Door to door family meetings with regard to children's rights and responsibilities</p> <p>?? ADP training</p> <p>?? Door-to-door Campaign. Identification of high risk and vulnerable children</p> <p>?? Keimoes: Registration of children with disabilities</p> <p>?? CSG and Care Dependency Grant</p> <p>?? Puppet show/Poster exhibition targeting 80-100 pre-school children</p> <p>?? Tlhokomelo: AIDS Information talks – schools</p>	<p>Namaqua region</p> <p>Hartswater</p> <p>Throughout the province</p> <p>Upington (Raaswater/Lou Dorp/Swartkop).</p>
3 October	<p>?? Door to door family meetings with regard to children's rights and responsibilities.</p> <p>?? Kuierfees: Complimentary tickets for Kuierfees – liaise with Kuierfees Committee</p> <p>?? Regional Aids Day</p>	<p>Namaqua region</p> <p>Upington</p> <p>De Aar</p>
4 October	<p>Launch of "ADOPT A CHILD" project and ensure a sustainable support base for all vulnerable children</p>	<p>Upington</p> <p>Kuierfees</p> <p>Upper Karoo</p>
5 October	<p>Kuierfees</p> <p>Open Day – Children in informal settlement</p>	<p>Keimoes</p>
6 October	<p>?? Catholic Cathedral: lighting of candle ceremony. All</p>	<p>Kakamas/Keimoes/Rietfor</p>

	<p>denominations requested to light candles throughout the month of October. Healing service for children battered and abused.</p> <p>?? Church service</p> <p>?? Radio Riverside Radio Service – Litany for children to be prepared, duplicated and distributed.</p>	<p>Kenhardt</p> <p>Groblershoop.</p>
<p>7 – 11 October</p>	<p>?? March against child labour – Memorandum to be handed to Department of Labour</p> <p>?? Ubuntu Workshop (Kimberley)</p> <p>?? Official launch: Imbizo week. Tree of action, nurturing and remembrance Public meeting. Representatives from Government dept's/local govt. Release report on door to door.</p> <p>?? Announcement & invitation for children forums</p> <p>?? Strategies by units with clear time frames to be announced. Dept's announce "Child Sensitive Programs". Regional Heads and Project Directors to sign pledge re Children sensitivity/focus. 14:00 address 100 volunteers from region into establishment of child protection committees</p> <p>?? Official Launch: Imbizo Week</p> <p>?? Visits to children in hospitals</p> <p>?? Visit children in difficult circumstances</p> <p>?? Motivational talks with children</p> <p>?? Create child friendly atmosphere in children wards</p> <p>?? Recruit donors for surprise packets</p> <p>?? Arrange puppet show for children in hospital</p>	<p>Kimberley</p> <p>Kimberley</p> <p>Upington</p>

	<p>?? Handing surprise packets to children</p> <p>Community meeting – distribution of hand bills.</p>	Kimberly
8 October	<p>Gift packs to children in hospitals. MEC / HOD Walk about Keidebees/Dawidskamp informal settlement – focus on children not in school</p> <p>Liaise with ACVV, FAMSA, NICRO, OASIS, SANCA, Victim Support Centre</p> <p>Completion of Applications for CSG and Birth Certificate</p>	<p>Upington / Keimoes / Kakamas Hospitals</p> <p>(De Aar)</p>
9 October	<p>Door to door – Valsvlei. Activity to get children attending school</p> <p>HIV/AIDS Awareness</p>	<p>Groblershoop:</p> <p>Frances Baard – Warrenton</p>
10 October	<p>Opening of Youth Justice Centre</p> <p>Recipients of foster grants – challenges & responsibilities. Launch: Oasis Bakery</p>	<p>(Port Nolloth – Namaqualand)</p> <p>Kenhardt / Rietfontein</p>
11 October	<p>Puppet show for disabled children.</p> <p>Nat. Day of the aged – children's rights and responsibilities, and respect towards the elders.</p> <p>Open day at office – Public invited to see process for application for CSG</p> <p>Kakamas: Talkshows in schools – living and coping with disabilities. Launch of competition</p>	<p>Kimberley – schools</p> <p>Steinkopf</p> <p>Upington:</p>

	Puppet shows – the rights of children with disabilities with special focus on day care centres, special schools as well as their parents Frances Baard – Tlhokomelo.	
13 October	Neighbourhood in churches End of Imbizo Week	(Calvinia)
14 October	First Round Interschool Debate – children’s rights in a democratic society: challenges and obstacles in getting it right. Local Aids Council event.	Upington Throughout the Province De Aar
15 October	First Round Interschool Debate - children’s rights in a democratic society: challenges and obstacles in getting it right.	Upington:
16 October	Parents/Child day Second Round – Keimoes / Kakamas High Schools Debate. Visit to hospital. Indoor Sports for the elderly.	Garies Keimoes: Kakamas: Frances Baard – Warrent
17 October	Int. day for the eradication of poverty. Galeshewe Urban Renewal. International Day for the Eradication of Poverty International Day for the Eradication of Poverty	(Namaqua region) Upington. Frances Baard – Tlhokom

18 October	To establish neighbourhood relationship and strengthen the CPS/PPA . Entertainment of children infected/affected by HIV/AIDS.	Calvinia Tlhokomelo..
19 October	Sport day for children with disabilities Provincial event – President Mbeki approached to donate trophy.	Postmasburg
21 October	Child concerts tour to four different schools in the area – teenage pregnancy and HIV/AIDS. Frances Baard Campaigns at schools – Child Abuse	(Paulshoek, Leliefontein, K Lepelsfontein)
22 October	Child concert tour to four different schools in the area-teenage pregnancy and HIV/AIDS) Mier: Door to door – Lanklaas Eiland. Information on children's rights. Tlhokomelo EXPO – Services available to the community.	Paulshoek, Leliefontein, K Lepelsfontein. Frances Baard
23 October	Launch – Abuse of pensions/grants Puppet show/poster competition (100 children). Focus pre-school children. Promotion Isolabantwana Project	Kimberley Kuruman
24 October	Puppet show/poster competition (100 children). Focus pre-school children. Promotion Isolabantwana Project Frances Baard – Warrenton Children's Fun Day	Kanoneiland / Roepersfontein

25 October	<p>JOL WITHOUT A ZOL – Dance, Real for Real for children.</p> <p>Olifantshoek: Competition awards. Presentation ceremony. Focus: needs of children with disabilities “Mothers speak out”.</p> <p>Frances Baard – Tlhokomelo Information talks – child abuse</p>	<p>Kharkams and Okiep.</p> <p>Olifantshoek.</p> <p>Postmasburg</p>
27 October	<p>Neighbourhood in churches.</p> <p>Children service in church</p>	<p>Calvinia.</p> <p>Namaqua region.</p>
28 October	<p>De Aar, Barkly West, Bankara Bodulong, Springbok, Carnavon</p> <p>Frances Baard – Delpportshoop Life skills training for youth</p>	
29 October	<p>Open day at children’s homes.</p> <p>Focus program – children infected and affected by HIV/AIDS</p> <p>Frances Baard Visits to dumping grounds</p> <p>Tlhokomelo: Visits to dumping grounds</p>	<p>Poffader.</p> <p>Deben.</p>

30 October	<p>Birth registration for Child Support Grants</p> <p>Final Debate – Radio Riverside Trophy?</p> <p>Frances Baard</p> <p>Information on rights – youth in prison</p>	<p>Danielskuil.</p> <p>Upington.</p>
31 October	<p>?? Education to communities on child related grants e.g. CSG/Foster Care</p> <p>?? To enhance volunteerism</p> <p>?? Canvassing of families for places of safety</p> <p>?? Train parents in parenting skills</p> <p>?? Economic empowerment of poor families</p> <p>?? Develop a support mechanism to act as a safety net for children living with AIDS.</p> <p>?? Recruitment and training of volunteers.</p> <p>?? Empowerment of stakeholders e.g. churches liaise with existing programs e.g. Dept. of Health, Hospice</p> <p>?? Workshops at schools.</p>	<p>Throughout the province.</p>

9. FREE STATE

1 October	<p>CSG Provincial Launch</p> <p>Lunch and concert for mature citizens of Boiketlong Old Age Home Recreations and information for mature citizens Celebration of International day for the Elderly Tea with aged – Kwakwatsi</p>	<p>Marquard (Provincial / Dis Offices) Boiketlong – Thaba Nchu</p> <p>Ladybrand</p> <p>Koppies</p>
3 October	Celebration of International Day for the Elderly	Edenville
5 October	Universal Children's Day	Bethlehem Area
7 – 11 October	<p>- Inter-departmental event Exhibitions Service point at Sanlam Plaza Fun Day. - Public hearing for older persons</p>	<p>Provincial/District/ Offices</p> <p>Owa-Owa Charles Mopeli Stadium</p>
7 – 13 October	<p>National Campaign ?? Cultural activities ?? Lunch and concert for mature citizens of Boiketlong Old Age Home ?? Recreation and information sessions Awareness campaigns cultural activities Sporting activities Service Excellence Awards</p>	<p>Wesselsbron Dealsesville Thaba 'Nchu (Boiketlong Age Home) Ladybrand</p> <p>Bloemfontein</p> <p>Reddersburg</p> <p>Bloemfontein</p>

	Macufe Poverty Projects Exhibition	Bloemfontein
17 October	?? Project of the year award ?? Prestige event-project of the year ?? Celebration ?? Flee market ?? Best project competition (project of the year)	Bloemfontein Botshabelo Welkom Springfontein Lejweleputswa District Off
21- 25 October	Beauty contest for Older Persons – display by projects, promotion of Child Support Grants, visit to homes Age in action Promotion of Child Support Grant	Smithfield Trompsburg
22 October	Information on grants and pensions and taking of enquiries	Tweespruit
25 October	Launch of Child Support Grant	Ladybrand

6. CONTACT LIST

Location	Name	Role	Telephone	Fax
National	Mbulelo Musi	Communications	012 312 7654	012 312 7654
	Vukani Mthintso	Stakeholder Management	012 312 7721	012 312 7721
	Rehana Ally	Grants Administration	012 312 7800	
Gauteng	Dr. V van Wyk	Head of Department	011 355 7878	011 355 7878
	Mr T Masebe	Premiers Communicator	011 533 6036	011 498 6036
	A Griessel	Social Development Communicator	011 355 3244, 082 563 3614	011 355 3244
Eastern Cape	Ms D Dekeda	Head of Department	040 609 3400	040 635 3400
	Mr Matomela	Premiers Communicator	040 609 6666	040 635 6666
	Phila Ngqumba	Social Development Communicator	040 635 0123, 082 451 5287	040 635 0123
Free State	Ms R Sempe	Head of Department	051 405 4821	051 405 4821
	Mr. Mohapi	Premiers Communicator	051 407 1111	051 448 1111
	M S Kodisang	Social Development Communicator	051 405 4222, 082 568 5013	051 448 4222
Kwazulu Natal	Mr. ES Mhlongo	Head of Department	035 874 3703	035 874 3703
	Inkosi BN Mdletshe	Premiers Communicator	035 874 4003	035 874 4003
	P Nxumalo	Social Development Communicator	035 874 2035/8, 082 378 2601	035 874 2035

Mpumalanga	Mr Mabilo	Head of Department	013 766 3031	013 766
	Mr. Lubisi	Premiers Communicator	013 766 1061	013 766
	J Letlonkane	Social Development Communicator	013 759 3830, 082 331 0503	013 759
North West	Ms T Kgasi	Head of Department	018 387 5282/3	018 387
	Rev. Tselapedi	Premiers Communicator	018 387 4230	018 387
	Mogomotsi Mogodiri	Social Development Communicator	018 378 4189, 082 626 3062	018 387
Northern Cape	Ms Y Botha	Head of Department	053 839 5100	053 839
	Mr. Smith Vernon Cloete	Premiers Communicator	053 830 9600	053 839
	David Adams	Social Development Communicator	053 830 9335, 083 255 8811	053 839
Limpopo	Dr. N Manzini	Head of Department	015 290 9160	015 290
	Mr. Malavi	Premiers Communicator	015 633 5071	015 633
	J Mokobi	Social Development Communicator	015 297 7514, 082 335 7167	015 297
	Thembi Simelane	Social Development Communicator	015 297 7514, 082 827 8523	015 297
Western Cape	Ms V Petersen	Head of Department	021 483 3083	021 483
	Sharleen Du Toit	Social Development Communicator	021 483 3702, 082 784 9220	021 483