



16 Days of Activism for No Violence Against Women and Children 2021

Communications Presentation

Version: 05 November 2021

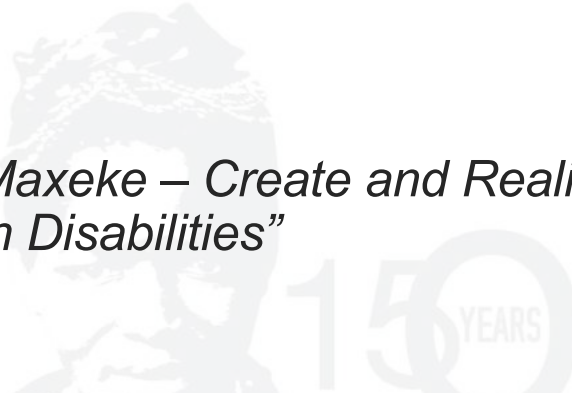
Presented by Shalen Gajadhar

Last Update: 05 November 2021



Disability Rights Awareness Month (DRAM)

- 3 November – 3 December 2021
- *“The Year of Charlotte Mannya Maxeke – Create and Realise an Inclusive Society Upholding Rights of Persons with Disabilities”*



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#DRAM2021



#DisabilityInclusiveSA
3 November- 3 December
DRAM 2021
DISABILITY RIGHTS AWARENESS MONTH
The Year of Charlotte Mannya Maxeke – Create and Realise an Inclusive Society Upholding Rights of Persons with Disabilities



Weekly thematic focus areas

- Expressed through the weekly sub-themes the strategic objectives for DRAM2021 is to raise awareness to the following:
- **Week 1 (08–12Nov)**
- Sub-Theme: Accelerating human dignity and learning environments for persons with disabilities at all levels
- **Week 2 (15–19Nov)**
- Sub-Theme: Inclusive socio-economic empowerment of persons with disabilities
- **Week 3 (22–26Nov)**
- Sub-Theme: Improved COVID-19 services inclusive of persons with disabilities at all spheres of life
- **Week 4 (29Nov–03 Dec)**
- Sub-Theme: Realising and celebrating the importance of disability rights, women empowerment and gender equality and elimination of GBVF





16 Days of Activism for No Violence Against Women and Children (16 Days)

- 25 November – 10 December 2021
- *25 November: International Day for No Violence Against Women*
- *10 December: International Human Rights Day*
- *“The Year of Charlotte Mannya Maxeke – 16 Days of Activism – moving from awareness to accountability”*

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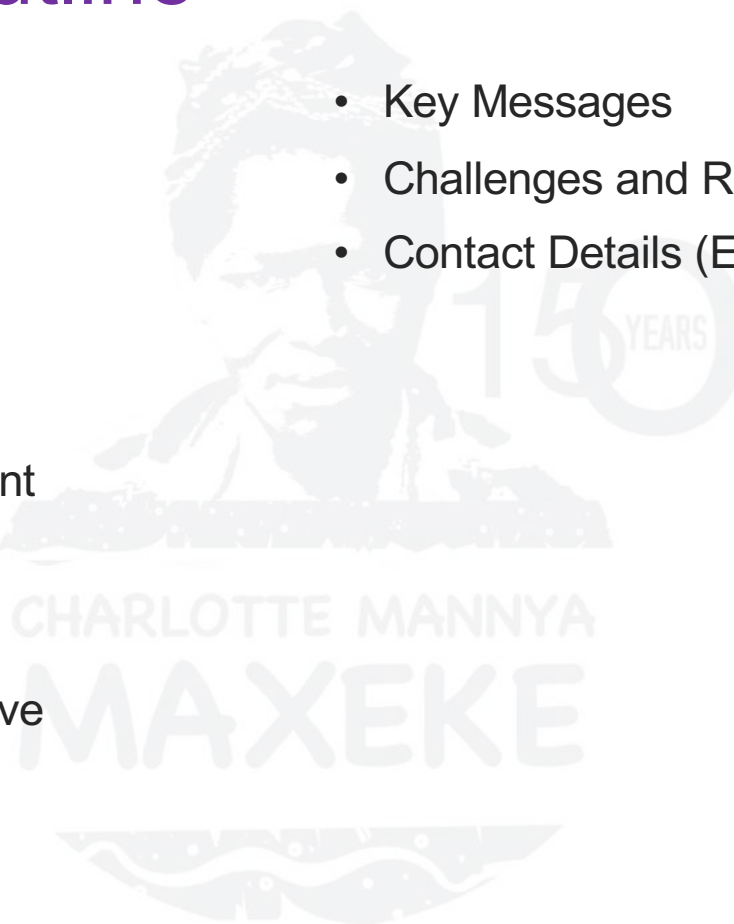
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Presentation Outline

- Background
- Context and Environment
- Strategic Objectives
- Environment
- Generation Equality
- Communications Environment
- Communications Objectives
- 365 Days Campaign
- Work of the NSP Collaborative
- Social Media / Artwork
- Launch Event / Events
- Key Messages
- Challenges and Risks
- Contact Details (End of Presentation)





Background

- The 16 Days Activism Campaign continues to generate a heightened level of awareness amongst South Africans on the deleterious effect and impact of gender-based violence and femicide on our society.
- Over the past two decades, all partners, especially government, working with civil society, have been making concerted efforts in raising awareness about the 16 Days of Activism campaign within a broader approach of 365 days of action to address the scourge of gender-based violence and femicide in the country.
- Despite the concerted efforts in addressing gender-based violence in the country, this malady continues unabated. There are ongoing instances of femicide with some deaths committed in the most heinous manner imaginable.
- There have been several actions put in place to address this scourge over the years, and the approach for the campaign this year is to look at accountability in terms of implementation of these actions.
- The intention is to move beyond the rhetoric – and to move from awareness raising to accountability, but vested within prevention.





Context and Environment

- Within this context, the DWYPD as the lead coordinating department in Government on women's empowerment and gender equality issues, has drawn up a concept document for the 2021 Campaign on 16 Days of Activism
- It seeks to centre the 2021 campaign around the issue of "ACCOUNTABILITY" – where key government departments and provinces can publicly share the progress made in respect of the measures put in place in addressing the scourge of GBVF and in responding to the needs and services for victims of GBV.
- It was deemed appropriate that such accountability to the people of SA should take place in National Parliament.
- Proposing that the launch of the 16 Days by the President on the 25th November with a debate by the Joint Sitting of Parliament
- This will be followed by a three day (if possible) session in the NCOP where key government departments, Provinces, Premiers, MECs could account to the public through the respective Executives



Strategic Objectives

- The vision of the 2021 campaign is to continue raising awareness through the ongoing mobilization of multi-stakeholder collective in implementing the six pillars of the NSP on GBVF but with a concerted focus on accountability (Pillar 1) towards prevention of GBVF (Pillar 2).
- The theme proposed for the 16 Days Activism Campaign for 2021 is: **“The Year of Charlotte Mannya Maxeke: 16 Days of Activism – moving from awareness to accountability”**.
- This theme builds on the 2021 National Women’s Month theme of: “The Year of Charlotte Mannya Maxeke: Realising Women’s Rights”, given that gender based violence is a violation of women’s rights.
- Thus it is critical to juxtapose the ongoing work towards realising women’s rights, with the ongoing work in the 365 Days programme, the ongoing monitoring work of the DWYPD and through the accountability work of Parliament
- The observance of the 16 Days of Activism programme this year is therefore not events driven, but rather adopts a programmatic approach that builds further on work that occurred in the national women’s month, and as initiated from 2018 with the Presidential Summit on GBVF
- It is envisaged that the programmatic approach will be vested on a sustainability beyond the 10th of December and will culminate in accountability in the 2022 Campaign in December next year



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Environment

- This year's campaign seeks to build on the processes that emerged since the 18 September 2019 Joint Sitting of National Parliament convened by the President to address the scourge of gender-based violence and femicide in the country.
- An Emergency Action and Response Plan was implemented over a 6-month period. There were many commitments made in this process that are continuing to be implemented. Accountability against these commitments remains critical – especially in terms of response measures and services to victims and survivors.
- The NSP on GBVF is being implemented across the country through a multi-stakeholder collaborative formed between government, civil society, NGOs, the private sector and development partners and donor funders. This is an ongoing process where much of the accountability lies.
- Parliament also developed an Oversight Framework to hold key role players responsible for the full and effective implementation of the commitments towards addressing GBVF.





Environment

- A Private Sector GBVF Fund was set up and launched in 2020, and is currently implementing its objectives.
- In July 2021, the President launched the First Annual Report on the implementation of the NSP on GBVF. This report indicates the ongoing work that is still needed and the accountability programme will also focus on these issues.
- In September Cabinet endorsed the gazetting of the draft Bill on the NGBVF Council for public comments. The DWYPD has initiated its consultations with the different sectors and during the 16 Days Campaign will continue its work in this regard.

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Environment

- Addressing GBVF is not only a government responsibility but a whole of society approach. The solution to GBVF lies in all of us – and in the actions we take.
- Preventing such GBVF from occurring in the first place is critical in the fight against ending the scourge.
- Violence prevention programmes need to be holistic and build on evidence targeting those at risk (primary prevention) or those who have been victims or offenders in order to reduce re-victimisation or re-offending (secondary prevention).
- If we are to get on top of this epidemic, we must include both prevention (population based programmes) and response efforts in our policy and programmes.
- There is a need to address underlying causes of GBVF as well as risk factors or drivers of GBVF. Much of our effort in South Africa to date has been focused on response. However – our response efforts need to be supported and complemented by prevention programming and policy development.
- By addressing the underlying, interlinked causes of GBV, we can work towards preventing it from happening in the first place.





Generation Equality

In line with the UN Generation Equality Campaign, during the 16 Days Campaign, 2021 it is opportune to take forward the commitments made by H.E President Ramaphosa at the Paris Conference in June this year. South Africa will continue to drive its national and regional agenda towards ending gender-based violence by implementing the following flagship programmes:

- (i) Drive a multi-sectoral, whole of society approach to responding to and preventing GBV through locally driven, integrated and resourced implementation of the National Strategic Plan on Gender-Based Violence and Femicide;
- (ii) Establish a GBV Fund in South Africa to finance efforts to eradicate GBV and
- (iii) Support the establishment of the African Union Circle of Champions on gender based violence on women and girls, a group of Heads of State, and other champions that will lead policy and programmatic efforts to address GBVF in Africa.





Communications Environment

- The 16 Days Campaign takes place during a time when South Africa's lockdown and vaccination drive are yielding results for the country finding a way of living with COVID-19. However, the long-term socio-economic impact of the virus are still being navigated and quantified, with women bearing the brunt of the shrinking economy, slow recovery, and increased unemployment.
- These conditions are fertile breeding grounds for the further marginalization of women, predatory behaviour, increased dependency by women on men as breadwinners, and increased tolerances for abusive behaviour to access basic needs.
- With the maturing of the NSP on GBVF and the publishing of the inaugural Rollout Report, the collaborative between government and civil society continues to grow from strength to strength.
- The country has recently emerged from the Local Government Elections and are focused on governance, delivery of services, and local level community support. Part of this would be plans for safe communities and support services for persons who experience trauma.





Communications Environment

- While GBV is a critical challenge facing the country women's challenges are not only limited to GBV. Young Women face objectification, harassment, the burden of gendered roles and responsibilities, subjugation through culture and religion, unequal access to the labour market, societal pressures to commit to marriage, childbearing, child care, the responsibility of caring for elders etc.
- Abuses occur during every stage of a girl's life, and women face all forms of abuse, sexual harassment, and fear of harassment and intimidation, resulting in mental health issues, in all spaces within society.
- The link between economic empowerment of women and gender-based violence is clear. Through economic dependency women are forced to tolerate emotional abuse, economic-based abusive practises as well as physical abuse, intimate-partner rape, violence threats of murder, as well as femicide. The economic empowerment of women, also allows women in abusive relationships the opportunity to get out – Nothing short of saving their own lives!

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Communications Objectives

- To call for greater accountability and call on civil society and government to work together in ending GBVF.
- To call on men and boys, as well as whole of society to stand as partners (collective responsibility) and form action coalitions (multi-sectoral approach) that seek to eradicate rape and sexual harassment and abuse.
- To foster dialogue on toxic masculinity, patriarchy, and misogyny as underlying causes of all forms of abuse and harassment of women and girls.
- To raise awareness, and report on the NSP on GBV and foster partnerships for its implementation;
- To address and generate dialogue on bystander culture, and silence of violence in communities that allows for sexual harassment, abuse and patriarchal practises to continue unabated.



365 Day Campaign

- Every year, civil society and media heap criticism on government for ‘only communicating on GBVF during 16 Days of Activism’ however, the Rollout Report and year-round activities show that while communication on GBVF has been ongoing, it does not suit media’s ongoing narrative of ‘government not doing enough.’ This year’s move from rhetoric to accountability seeks to focus on actions. These tangible achievements will be communicated via traditional and social media platforms. However, three key components of the 16 Days Communications Strategy is:
- Multitude of voices across government, at all levels, linking work done to Pillars of the NSP to create the link with work done aligning to the NSP and to better society’s understanding of how funds are reprioritised within existing budgets to respond to GBVF.
- Expression of partnership between government and civil society through dual person interviews, Pillar Coordinators voices, as well as development partners, and civil society engaging with the media on the work being done to respond to GBVF.
- Focus on the National Council on GBVF Bill which will pave the way for the formation of the National Council. Government has been dragged over the coals for not developing legislation quick enough to allow for the formation of the Council. With 16 Days, media will once again question progress on this, so the Bill must be elevated in the public space to allow for engagement, and raise awareness to progress being made.



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365 Day Campaign

- The 365 days campaign for No Gender Based Violence and Femicide (GBVF) is a long term communication programme that aims to inspire change/ influence behaviour change towards the scourge of GBVF in South Africa. The 365 Days Campaign was adopted by Cabinet in November 2019.
- The 365 Days campaign is an existing government programme which was also highlighted as one of the recommendations during the Presidential Summit on GBVF held in November 2018.
- The Cabinet-approved tagline is: **Enough Is Enough**. The behavioural change campaign requires a multifaceted approach over a long-term period. A ten or twenty year (practically this will be a five-year programme to link to the government calendar or administration) phased communication programme anchored on the prevention pillar of the GBVF national strategic framework is proposed.





Work of the NSP Collaborative

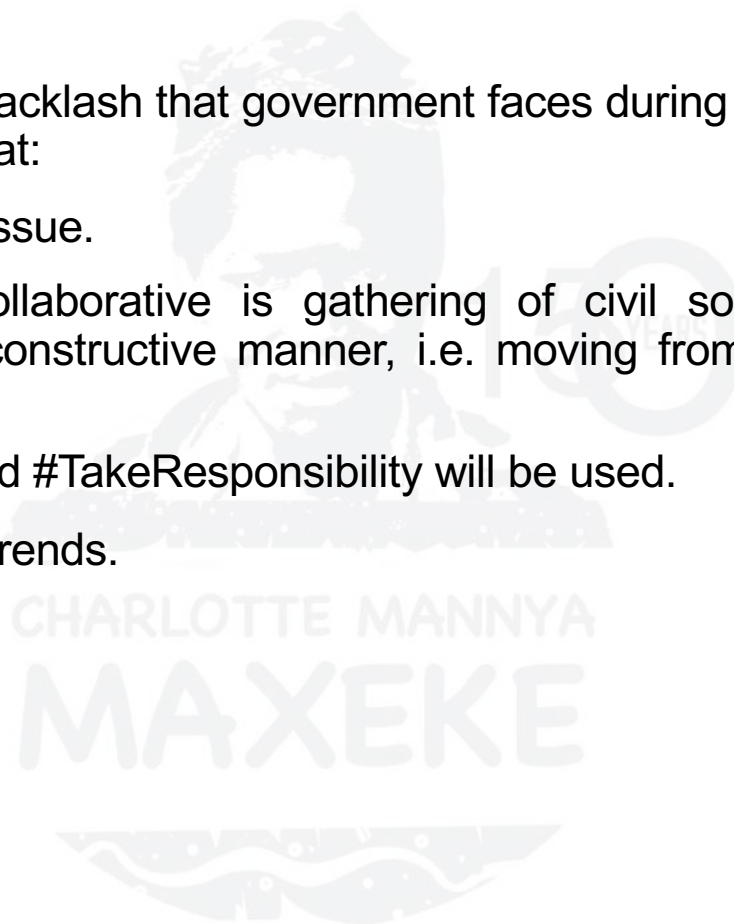
- The GBV Prevention Strategy will be another document drawn on to develop key messaging which will be conveyed via interviews, media FAQs, social media posts, as well as artworks and inserted into speeches.
- Upon Provinces, identifying hotspots and identifying the major issues, Communications messaging will target these issues and create messaging that responds to these social ills. DWYPD Communications will work with Provincial Communicators to align messaging with the overall prevention strategy and other documents, as well as align work being done with the Pillars of the NSP.
- National Coordination of work done under the NSP is a critical step in ensuring traction in the media space around massifying efforts in responding to GBVF in all corners of South Africa. Our challenge remains ‘government talking down to citizens’ and so a multitude of voices, as well as citizens speaking out against GBVF is an important step in preventing the clouding of the message by politicking.





Social Media

- Bearing in mind the online backlash that government faces during this period, it is our role as communicators to ensure that:
- GBVF is not a government issue.
- The work of the NSP Collaborative is gathering of civil society and government in responding to GBVF in a constructive manner, i.e. moving from couch-based criticism to meaningful actions.
- The hashtags #StopGBV and #TakeResponsibility will be used.
- The hashtag #16Days also trends.





Artwork links to activism and accountability



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#StopGBV #16Days

16 DAYS
of **Activism** for **No Violence** against **Women and Children 2021**

The Year of Charlotte Manny Maxeke: 16 Days of Activism – moving from awareness to accountability

150TH CELEBRATIONS FOR THE YEAR OF CHARLOTTE MAXEKE



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Launch Event / Events

- **25 November 2021: Media Briefing:** The launch of 16 Days of Activism – President and Minister anticipated to attend.
- **26 November 2021:** A national debate in Parliament on GBVF through a Joint Sitting
- **NCOP Briefings:** 2-3 day programme following on the Parliamentary Debate. The NCOP will call upon identified key sectoral Ministers, Premiers and/or MECs to account on the implementation against their commitments in addressing GBVF.
- **Provincial Legislature Briefings:** A similar process as the NCOP can be held by provincial Legislatures in holding provincial departments and MECs accountable on the implementation of the NSP on GBVF.
- **Provincial Programmes:** Each province will be required to identify the hotspot areas in terms of GBVF in their provinces and to also identify 2-3 key issues that contribute as drivers of GBVF in the province / hotspot areas. It is envisaged that the province would then undertake a year-long programmatic approach to putting in place an intervention to address the issue driving GBVF in that hotspot. Their commitments in this regard will then be assessed during the 2022 Activism Campaign in terms of accountability against commitments.. It is also proposed that provinces should look at the link between these programmes with their **District Development Models and One Plans** developed.
- **National Departments:** to put in place programmes in line with the NSP on GBVF and their commitments made in the 2021 Campaign against which they will be held accountable in the 2022 Campaign.



Launch Event

- **25 November:**
- **President Cyril Ramaphosa** will launch 16 Days of Activism on 25 November 2021 in the Western Cape. We are looking at Delf, or Gugulethu or a similar GBV Hotspot which has intersecting factors like high rates of GBV and Gangsterism as well as other social ills like drug and alcohol abuse, etc.
- The event will run on the morning of 25 November 2021, from 09:00-11:00.
- The event content approach will look at GBVF, gang violence, alcohol and drug abuse, and its consequences on community safety, safety for women, and children and effects of long term violence on communities, particularly women and children in these communities.
- The programme would be formatted as a launch event, in which media will be invited to cover the launch of the campaign.
- President will deliver the keynote address and theme the address around moving from awareness to accountability.
- We will finalise the programme for the event in the upcoming week.
- On the morning of the 25th, we will invite Morning Live to engage on GBVF from the morning and set up pre-launch interviews to unpack the topic of GBVF in the context of 16 Days.





Key Messages

- Key messages linked to the theme, but also touching on the 1 Year Implementation Report of the NSP, as well as the National Council on GBVF Bill will be developed and shared as part of the toolkit.
- There is a wealth of content on the Year 1 NSP Rollout Report. Find it here: <https://www.gov.za/documents/overview-national-strategic-plan-gender-based-violence-and-femicide-rollout-year-1-9-aug>

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Key Messages: Theme

- *The Year of Charlotte Mannya Maxeke – 16 Days of Activism – moving from awareness to accountability”*
- In the year of Charlotte Mannya Maxeke, the role women play in society cannot be undervalued. Gender equality is central to ensuring women have access to all opportunities and are able to participate in public life without fear.
- During 16 Days of Activism we want society to move away from just raising awareness to the campaign, to showing commitment to ending GBVF through action.
- As the lead department on Pillar 1 of the NSP on GBVF, the department will host a number of activities focussed on holding government to account for work done to realise the NSP.
- Our thrust is to utilise the 16 Days period to report on work done through the year to respond to GBVF.
- Departments are expected to report to the country on programmatic interventions made to contribute to ending GBVF.





Media Buying

- As part of the campaign we are undertaking processes to lead an awareness campaign focussing on preventing GBVF, reporting GBVF, and accountability. Amongst the platforms, mediums and channels we are looking at, are:

Item	Component
1	Morning Live Interview, 25 November (Western Cape)
2	Community Radio Show, 1 hour via GCIS syndicated to 120 radio stations.
3	Billboards
4	ATM Media
5	Social Media Management Company
6	Video package on 16 Days (Production and Placement)
7	Community Newspaper Advertising





Media Buying: Airport Branding

Item	Component
8	Airports Branding
	OR Tambo – Domestic Arrivals Airside Long Wall (Bussing Gate) – SLIDE 6
	OR Tambo – International Departures Airside Lounge – SLIDE 9
	OR Tambo – Airport Parking Exit – SLIDE 12
	Gautrain Wall-site – SLIDE 10
	CTIA – Int Meeters and Greeters - SLIDE 15
	CTIA – Domestic Departures Airside Gates A8-A12 – SLIDE 19
	CTIA – Northern Underpass – Route to Car Rentals – SLIDE 24
	KSIA – MSO Building Side Wall facing Shaded Parking – SLIDE 34





women, youth &
persons with disabilities

Department:
Women, Youth and Persons with Disabilities
REPUBLIC OF SOUTH AFRICA



Billboard: Umhlanga, KZN





women, youth &
persons with disabilities

Department:
Women, Youth and Persons with Disabilities
REPUBLIC OF SOUTH AFRICA



Billboard: Nelspruit





Taxi Branding



Airport Advertising

DOMESTIC ARRIVALS AIRSIDE: LONG WALL



Location: Bussing gates entrance wall to the left
Spec est.: TBC
Substrate: Vinyl Application
Rate: R 70,000 per month

INT. DEPARTURES AIRSIDE LOUNGES : WALLSITE



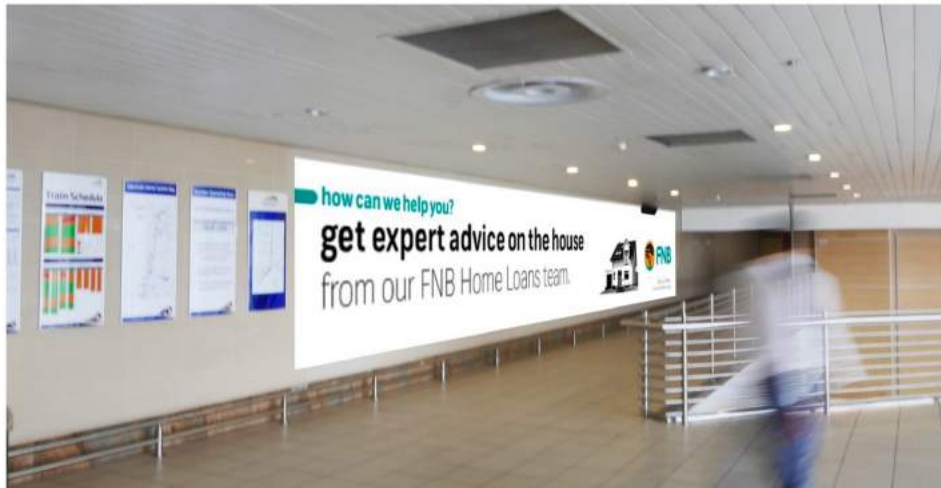
Location: International Departures Airside, Business Class Lounges
Spec est.: TBC
Substrate: Vinyl Application
Rate: R 70,000 per month





Airport Advertising

GAUTRAIN STATION: WALL SITE



Location: Landside, outside Gautrain station
Spec est.: TBC
Substrate: Vinyl Application
Rate: R 90,000 per month

MULTI-STOREY PARKADE 1 / EXIT CAR RENTAL RETURNS



Location: Airport parking exit
Spec est.: TBC
Substrate: Self Adhesive Vinyl
Rate: R 90,000 per month





Airport Advertising CTIA

INT. ARRIVALS MEETERS & GREETERS

AIRPORTS SOUTH AFRICA

(PUBLIC AREA LANDSIDE)



Location: International Arrivals Meeters & Greeters Glass balustrades
Spec est.: 13,7m x 1,2m
Substrate: Vinyl application
Rate: R 30,000 per month

DOMESTIC DEPARTURES AIRSIDE GATES A8 – A12

AIRPORTS SOUTH AFRICA



Location: Domestic Departures corridors to boarding gate A8 – A12
Spec est.: TBC
Substrate: Vinyl application
Rate: R65,000 per month





Airport Advertising KSIA

NORTHERN UNDERPASS: ENROUTE TO CAR RENTALS



Location: South Underpass – Parkade 2 side on route to car rentals
Spec est.: TBC
Substrate: Frame in place (Fabric application)
Rate: R 65,000 per month

Walkway at Cape Town International Airport

MSO BUILDING SIDE WALL FACING SHADED PARKING



Location: KSIA Office Block Wall facing shaded parking.
Media Format: Vinyl wrap
Size: 4.8m x 16.7m
Rate: R 65,000 per month

Pick Up area at King Shaka International Airport





Costing for Products

- Note the prices on the previous slides for airports spaces are for the spaces alone.
- The production of advertising materials as well as placement is an additional cost, and must be costed based on company appointed, and sites chosen.
- As an example, the cost of printing and placement of the wall banner at King Shaka International Airport is approximately R50 000.
- Costing for the GBVF Documentary is broken down into two elements – Cost of production as well as cost of placement on SABC News.

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Challenges and Risks

- Politicking the issue of GBVF which shifts focus away from the real issue of men who abuse, rape and murder women.
- Weakened voices of government afraid to recognise and show the work being done by government and civil society to respond to GBVF, despite huge odds.
- Idea of magic wand to eliminate GBVF linked to a change in government – The conflation of lack of political will to respond to GBVF linked to other issues like Eskom etc. The idea in the media that government is not doing enough to end GBVF.
- We operate in a hostile space when it comes to GBVF. As government we must also recognise the work being done and link it to the NSP on GBVF, to show our coordinated efforts, rather than communicating in silos.





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