

# COMMUNICATION STRATEGY



**LESBIAN  
GAY  
BISEXUAL  
TRANSGENDER  
INTERSEX**

EQUALITY • DIGNITY • FREEDOM

## NATIONAL TASK TEAM ON GENDER AND SEXUAL ORIENTATION-BASED VIOLENCE PERPETRATED ON LGBTI PERSONS



**the doj & cd**

Department:  
Justice and Constitutional Development  
**REPUBLIC OF SOUTH AFRICA**





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# **NATIONAL TASK TEAM ON GENDER AND SEXUAL ORIENTATION-BASED VIOLENCE PERPETRATED ON LGBTI PERSONS**

## BACKGROUND

In March 2011, the Minister of Justice and Constitutional Development mandated the establishment of a National Task Team (NTT) to develop a National Intervention Strategy that will address corrective rape. The Department initiated engagements with key Government Departments and Institutions to develop the National Task Team. The NTT is constituted by Government Departments, chapter nine institutions and Civil Society Organisations that specialise in issues related to LGBTI persons and communities.

The Bill of Rights, enshrined in South Africa 1996 Constitution, includes a guarantee of equality and a prohibition on discrimination on many grounds, including gender, sex and sexual orientation. The work of the NTT is guided by the Constitution which guarantees equality and prohibits discrimination on many grounds.

The purpose of the NTT is to develop a National Intervention Strategy to address Gender- and Sexual orientation-based violence against LGBTI persons, especially in the criminal justice system. Part of the work of the NTT involves urgently finalizing a rapid response mechanism that will identify and track cases involving crimes committed against LGBTI persons. The NTT's immediate priority is to address violence against LGBTI people.

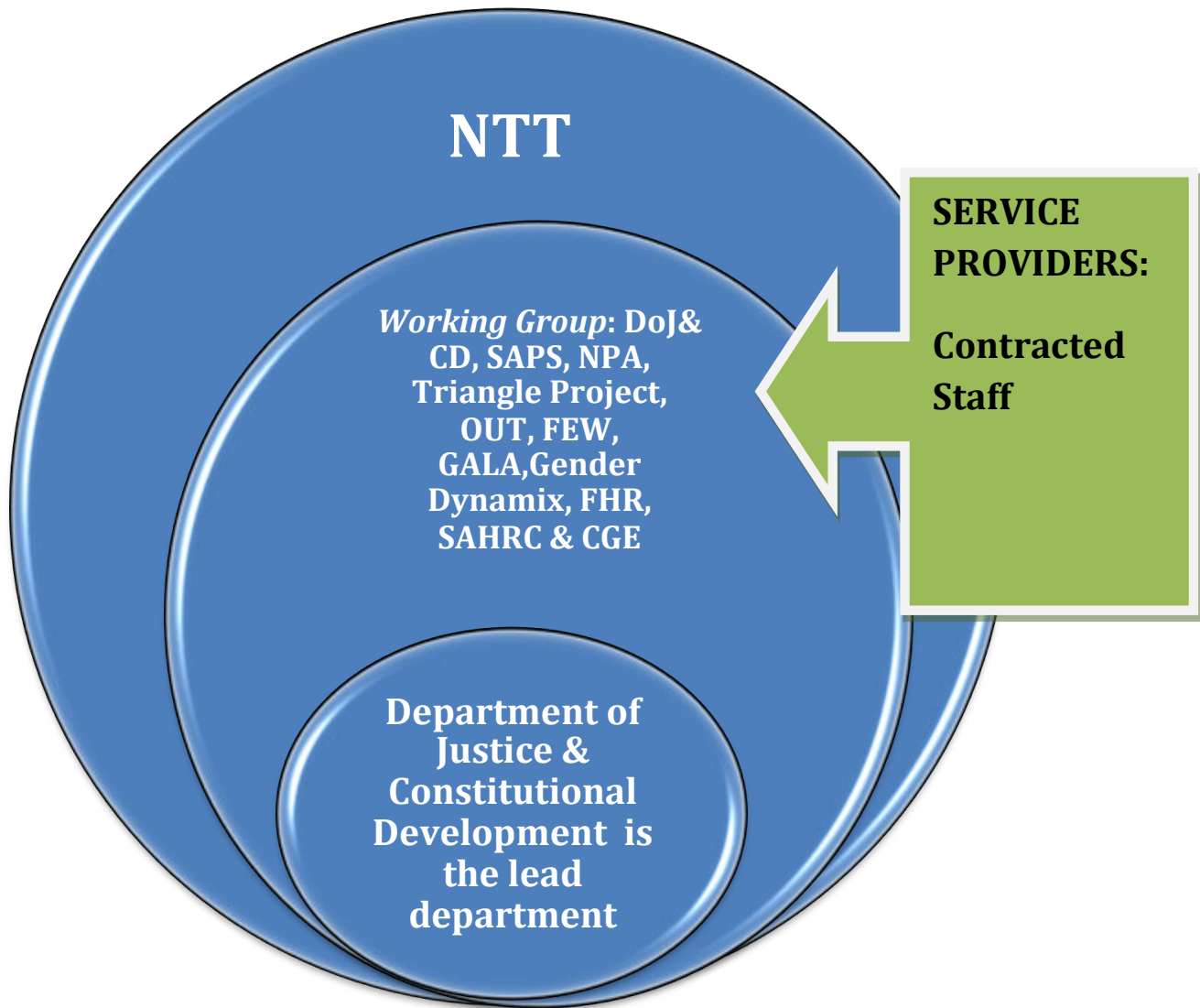
The NTT will, at the end of its work, be expected to produce two main outputs: (1) An approved National Intervention Strategy to end Gender- and Sexual orientation-based crimes perpetrated against the LGBTI persons, (2) an approved Inter-sectoral Implementation Plan for the Intervention Strategy to align parallel and complementary programmes in government and civic society.

## COMPOSITION OF THE NATIONAL INTERVENTION TASK TEAM

The NTT is constituted by Government Departments and Institutions that participate in crime intervention, including Civil Society Organisations (CSOs) that specialise in issues related to LGBTI persons and communities:

Department of Justice and Constitutional Development; National Prosecuting Authority of South Africa; Legal Aid South Africa; Department of Social Development; South African Police Service; Department of Health; Department of Basic Education; Department of Correctional Services; Government Communications and Information Systems; Department of Women, Children and Persons with Disabilities; South African Human Rights Commission; South African Commission for Gender Equality; Human Rights Watch (HRW); Treatment Action Campaign (TAC); Gay & Lesbian Memory in Action (GALA); OUT LGBT Well-Being (OUT); Forum for the Empowerment of Women (FEW); SANAC LGBTI Sector; Triangle Project (TP); Luleki Sizwe (LS); Gender DynamiX (GDX); Intersex South Africa; Life Line; and the Foundation for Human Rights (FHR).

**THE NTT IS LED BY THE DEPARTMENT OF JUSTICE & CONSTITUTIONAL DEVELOPMENT. THE GOVERNANCE STRUCTURE IS ILLUSTRATED BELOW:**



## **COMMUNICATION PROTOCOL**

### **Communication Lead**

- The Minister of Justice and Constitutional Development (DoJ&CD) will lead all communication on behalf of the National Task Team.
- The Minister of Justice will be supported by the Deputy Minister, Director General and designated spokespersons in this role.

### **Departments and CSOs**

- No individual department or Civil Society Organisation (CSO) that forms part of the NTT shall communicate on behalf of the NTT.
- Departments and CSOs retain their right to speak to or on behalf of their constituencies about the work of the NTT (but shall not speak on behalf of the NTT).

## COMMUNICATION OBJECTIVES

- To create public awareness of the work of the National Task Team across all sectors of South African society.
- To educate the South African society on Constitutional Rights and encourage public tolerance/ acceptance towards LGBTI persons
- To highlight various inter-sectoral programmes to fight crimes against LGBTIs as well as those programmes that support victims.
- To educate officials within the Criminal Justice System value chain about the service needs of LGBTI persons.
- To build and maintain partnerships with all sectors of society (NGOs, FBOs, CBOs) in a coordinated response to combat violence against LGBTI persons.
- To demonstrate that leaders of various sectors of South African society care about the plight of LGBTI persons.

## COMMUNICATION ENVIRONMENT

- According to a survey conducted by the Human Sciences Research Council in 2007, more than 80% of the South African population considered homosexuality as 'always wrong'.
- Discrimination and harassment of LGBTI persons happens in all sectors of South African society. It is however, incidents of violence are most prevalent in rural areas and urban townships amongst working class and poor black people. The situation is compounded by limited access to protection of the criminal justice system and/or redress through civil law remedies.
- Civil Society believes that Government is not doing or saying enough to address the plight of LGBTI community. A report, titled More Than A Name: State-Sponsored Homophobia And Its Consequences In Southern Africa, that documents harassment and violence against sexual minorities in southern Africa was released in Cape Town in May. The report said that while South Africa prohibited discrimination based on sexual orientation in its constitution, it concluded that the equality guaranteed to lesbian, gay, bisexual and transgender people was fragile, and even endangered by the "silence and foot-dragging of political leaders" in the country.
- As a country, we are the proud signatories of many international protocols that promote a human rights culture based on freedom and equality. The Universal Declaration of Human Rights (1948); the Convention on the Elimination of all forms of Discrimination Against Women (1981); the Protocol to the African Charter on Human and People's Rights and the Rights of Women in Africa (2003); and the Southern African Development Community Protocol on Gender and Development (2008) still remain the key guiding principles for the promotion of human rights and for intervention against gender-based violence.

## COMMUNICATION CHALLENGES

- Changing the mind-set of opinion makers within South African society and co-opt them into campaign advocates:
  - The efficacy of the communication campaign will benefit immensely from obtaining buy in of thought leaders within South African society i.e. traditional leadership structure, church leadership & political leadership

- Integration of communication efforts across all spheres of government and alignment with civil society partners:
  - In order to ensure consistency in messaging, coordinating structures must interact to ensure that messages are aligned and formulated in a way that they will resonate nationally.
  - Consistent branding by all partners will enhance the public's ability to identify the campaign and overall effectiveness.
- Internal awareness: to educate public servants on their responsibility to serve all victims of crime equally and in line with batho pele principles
  - Breaking any stereotypes amongst public servants is crucial to strengthening governments' ability to respond to LGBTI needs.
- Educating South Africans on the criminality of their actions based on the South African Constitution
  - The Constitutional prescripts protecting the rights of LGBTIs will remain aspirational, without South Africans feeling a responsibility to abide by them.
- Fostering partnership with the media in creating awareness of the work of the NTT.
  - In line with the media role of informing and educating society, it is necessary to bring the various media houses on board as partners to the NTT efforts to raise awareness and educate South Africans about the rights of LGBTI persons.

## COMMUNICATION MESSAGES AND THEMES

### DRAFT KEY MESSAGES

#### BRIEF:

The killing of Duduzile Zozo from Thokoza in July 2013 has again shined a spotlight on the safety of the gay and lesbian community in the country. While the case is being investigated by police, it is suspected that she was a victim of corrective rape (referred to as 'corrective rape') and later murdered. Corrective rape is defined as a hate crime in which men rape lesbian women in order to "cure them" of being lesbian.

These incidents of violence against gays and lesbians are most prevalent in rural areas and urban townships amongst working class and poor black people. Media have recently reported on the rising number of gay killings in the country especially in Gauteng and Northern Cape.

In response to the hate crimes committed against black lesbians, the Minister of Justice and Constitutional Development in 2011 established a National Task Team to develop a National Strategy to address these issues. This Task Team comprises Government Departments, chapter nine institutions and Civil Society Organisations that specialise in issues relating to lesbian, gay, bisexual, transgender and intersex (LGBTI) persons and communities.

It has since developed the terms of reference and extended the scope of the project to include all gender-based violent crimes and sexual orientation-based crimes that are perpetrated against LGBTI persons.



**MESSAGES:**

KEY MESSAGES	SUPPORTING STATEMENTS
<p><b>The Constitution protects everyone from discrimination on the grounds of sexual orientation.</b></p>	<ul style="list-style-type: none"> <li>• Government is concerned and outraged at the killings of members of the gay and lesbian community in the country.</li> <li>• No one should be killed for being lesbian, gay, bisexual, transgender or intersex (LGBTI). They have the same legal rights as any other citizen.</li> <li>• The Equality Clause in the Bill of Rights states that the state may not unfairly discriminate directly or indirectly against anyone on one or more grounds, including race, gender, sex, pregnancy, marital status, ethnic or social origin, colour, sexual orientation, age, disability, religion, conscience, belief, culture, language and birth.</li> <li>• The Constitution further states that everyone has the right to bodily and psychological integrity which includes the right to security in and control over their body.</li> <li>• South Africa was held in high esteem by the rest of the world when our constitution was the first to prevent discrimination on the basis of sexual orientation.</li> <li>• Let us not allow the vile actions of a few undermine the gains we have all made as a nation.</li> <li>• Government will take a swift and strong response by law enforcement agencies to ensure that those responsible for hate crimes are arrested and prosecuted.</li> </ul>
<p><b>Government is committed to fighting all forms of sexual and gender-based violence.</b></p>	<ul style="list-style-type: none"> <li>• Crime fighting remains one of the five main priorities of government, therefore no effort will be spared in fighting crime regardless of how it manifests itself, including gender-based violence and hate crimes.</li> <li>• The Department of Justice and Constitutional Development has established a special task team to develop urgent interventions to combat crimes against people who are lesbian, gay, bisexual, transgender or intersex (LGBTI).</li> <li>• The National Task Team is finalising a rapid response system to help identify and speed up cases involving crimes committed against LGBTI persons.</li> <li>• Police conduct investigations while the prosecution services prepare matters for trial in courts that are independent of the administration of the day.</li> <li>• Courts judge every case on its merits, where any party disagrees with the outcome of a trial, exhaustive appeal processes apply.</li> <li>• Where police or prosecutors are considered to have failed in their duty, administrative and disciplinary measures are applied to correct such lapses or failures.</li> <li>• Our police are under instruction to act within the law at all times and our courts judge every case on its merits. While we are firm in our resolve to fight hate crimes, we also recognise that individuals are innocent until proven guilty.</li> </ul>

KEY MESSAGES	SUPPORTING STATEMENTS
<p><b>All cases of rape, sexual assault or any form of violence should be reported to the police.</b></p>	<ul style="list-style-type: none"> <li>• The police and the existing courts are empowered under the Domestic Violence Act, the Sexual Offences Act and Children’s Act to arrest, prosecute and convict perpetrators of violence against women and children.</li> <li>• Our courts already deal harshly with perpetrators found guilty of violence and hate crimes.</li> <li>• President Jacob Zuma announced that during the last financial year, the sexual offences units secured over 363 life sentences, with a conviction rate of 73 percent for crimes against women above 18 years of age and 70 per cent for crimes against children under 18 years of age.</li> <li>• Government’s fight has been further bolstered by the re-introduction of the Family Violence, Child Protection and Sexual Offences Units at the South African Police Service from 30 June last year.</li> <li>• These units have dedicated investigators and other resources and are assigned to cases where women and children are affected by violence.</li> </ul>
<p><b>Working together we can stamp out violence against the lesbian, gay, bisexual, transgender and intersex community.</b></p>	<ul style="list-style-type: none"> <li>• The safety of LGBTI persons is the responsibility of everyone. They are entitled to the full enjoyment of all human rights as enshrined in our Constitution.</li> <li>• We encourage community members to report people responsible for these hate crimes so that they can be prosecuted.</li> <li>• The objective of ensuring that all South Africans are safe and feel safe will not be achieved until the scourge of sexual and gender-based violence is dealt with.</li> <li>• We have to build a more caring society in which the rights of all are respected, especially the rights of the LGBTI community.</li> <li>• We have to come together and say that these horrendous attacks on LGBTI persons must stop.</li> <li>• No woman, man or child should be beaten, raped, stabbed, shot or attacked in any manner anywhere in our country.</li> <li>• Government calls on everyone to play their part to ensure the safety of the LGBTI community.</li> </ul>



# MESENTERS, TARGET AUDIENCES, CHANNELS AND EVENTS

## PRIMARY MESSENGERS

- Minister of Justice and Constitutional Development
- Deputy Minister of Justice and Constitutional Development
- NTT Chairperson
- DG DoJ

## SECONDARY MESSENGERS

- JCPS Cluster
- Justice Department Spokesperson
- Heads of CSOs
- Other Ministers
- Chapter 9 institutions

## DESIGNATED MESSENGERS

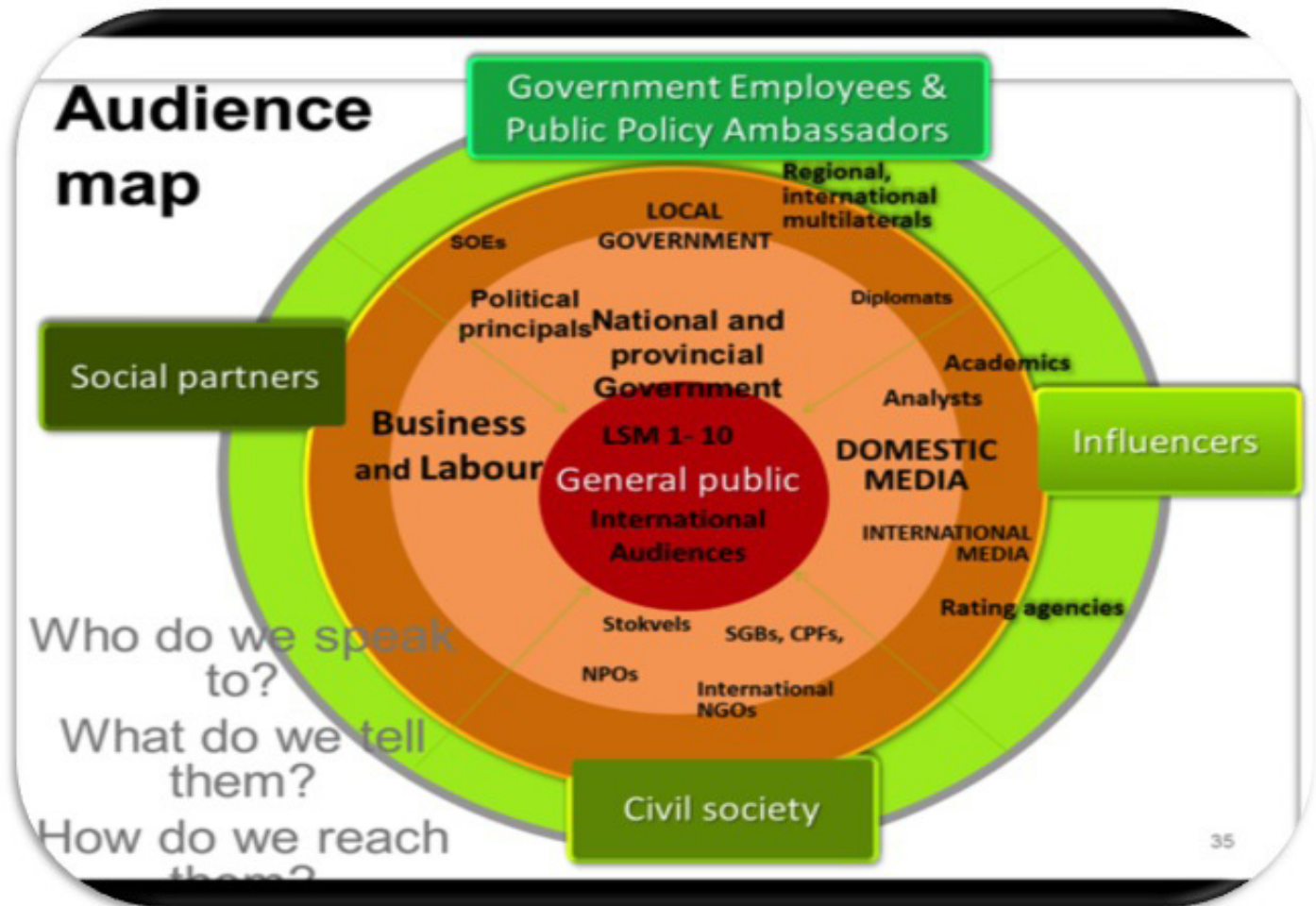
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## KEY MESSAGES PER MESSENGER

MESSENGERS	MESSAGES COMMUNICATED	AUDIENCE	CHANNELS
Ministers/Deputy Ministers	<ul style="list-style-type: none"> <li>Government is committed to fighting all forms of sexual and gender-based violence.</li> <li>The Constitution protects everyone from discrimination on the grounds of sexual orientation.</li> <li>Working together we can stamp out violence against the lesbian, gay, bisexual, transgender and intersex community.</li> </ul>	communities	community interactions
Director General	<ul style="list-style-type: none"> <li>Government is committed to fighting all forms of sexual and gender-based violence.</li> <li>The Constitution protects everyone from discrimination on the grounds of sexual orientation.</li> <li>Working together we can stamp out violence against the lesbian, gay, bisexual, transgender and intersex community.</li> </ul>	Heads of CSOs	Breakfast, seminars, colloquium
Heads of CSOs	<ul style="list-style-type: none"> <li>Working together we can stamp out violence against the lesbian, gay, bisexual, transgender and intersex community.</li> <li>The Constitution protects everyone from discrimination on the grounds of sexual orientation.</li> </ul>		
Chapter 9 institutions	<ul style="list-style-type: none"> <li>The Constitution protects everyone from discrimination on the grounds of sexual orientation.</li> </ul>		
Other departments	<ul style="list-style-type: none"> <li>Government is committed to fighting all forms of sexual and gender-based violence.</li> </ul>		

## AUDIENCE MAP



### PRIMARY TARGET AUDIENCE

- LGBTI Crimes Hotspots: According to the Department of Justice and Constitutional Development LGBTI Programme, the following incidence of crime against LGBTI persons are most prevalent in the following areas:
  - o Khayelitsha, Gugulethu, Nyanga, Langa in the Western Cape
  - o Thembisa, Kwa-Thema and Thokoza in the East Rand
  - o Kuruman in the Western Cape
- Traditional Leadership
- Faith Based Organisations
- Civil Society Organisations
- Public Servants and other organisations serving victims of crimes
- Victims of LGBTI crimes
- Perpetrators of crimes against LGBTI persons

### SECONDARY TARGET AUDIENCE

- South African Public
- International community

## AVAILABLE GOVERNMENT-OWNED PLATFORMS

GOVERNMENT OWNED PLATFORMS			
Product	Target Audience	Output and analysis	Analysis
<b>SA News – government news agency</b>	Domestic, international media analysts, academics	<ul style="list-style-type: none"> <li>1000 clients receive email newsletters</li> <li>Average 500 000 hits per month</li> <li>600 fan base on Facebook</li> <li>200 followers on Tweeter</li> <li><b>International front:</b> India media (e.g. Zeenews, New kerala &amp; Indian-forum.com), Switzerland, China, Pakistan. UK, USA, Latin America, Turkey, Haiti, Brunei, Australia, Brazil &amp; Cuba</li> <li><b>Partnership agreements:</b> Nam News Networks, Xinhua, Prensa Latina. Tanjug, UPI. Telam &amp; IRNA. More recently an increased pick-up from AFP</li> </ul>	This product is valuable and is used by its target audiences effectively. Also well organised to get government news first, and objectively detailed. More can be done to use this platform more effectively, mainly by expanding social media usage.
<b>Vuk’uzenzele – government magazine</b>  <b>Braille version</b>  <b>Online version</b>	Lower LSM (1-6)  Visual impaired	<ul style="list-style-type: none"> <li>Awareness level is at 25%</li> <li>Print run: 10 million copies per year, 2 724 Braille copies per year</li> <li>www.info.gov.za/vukuzenzele - 42 425 page views per month on average for the past 6 months</li> </ul>	Those who have seen the product say it is good but they rarely see it. The impact could be much greater if the scale of the project was increased.
<b>GOVERNMENT RADIO</b>		<p>Piloting the government news bulletin with 2 slots 12H00 (Noon) and 16H30.</p> <p>Can reach those who have a VIVID decoder and dish, and are accessible to those living in South Africa, Lesotho or Swaziland.</p>	Almost 15.4-million radio sets in SA, with more than 30-million listeners tuning in.

## GOVERNMENT OWNED PLATFORMS

Product	Target Audience	Output and analysis	Analysis
<p><b>Internet (gov. za website; services website; GCIS website; Thusong website)</b></p>	<p>Domestic, international media Analysts, academics General public, Government</p>	<ul style="list-style-type: none"> <li>• <a href="http://www.gov.za">www.gov.za</a> – 1 930 221 page views per month on average for the past 12 months</li> <li>• <a href="http://www.services.gov.za">www.services.gov.za</a> – 26 469 page views/month on average for the past 12 months</li> <li>• <a href="http://www.gcis.gov.za">www.gcis.gov.za</a> – 320 409 page views per month on average for the past 12 months.</li> <li>• <a href="http://www.justice.gov.za">www.justice.gov.za</a> – 3 632 656 page views per month on average for the past 12 months (Apr 2012 – Mar 2013).</li> </ul>	<p>The website has been used more as an information resource and not as the effective communication tool that it could be.</p>
<p><b>Public Sector Manager</b></p> <ul style="list-style-type: none"> <li>• <b>Magazine</b></li> <li>• <b>Forum</b></li> </ul>	<p>Managers in the public Service</p>	<ul style="list-style-type: none"> <li>• Established in January 2011, officially launched in March 2012, currently in its 22nd edition.</li> <li>• It is published on a monthly basis and is intended to meet the information needs of managers in government, State Owned Enterprises and Chapter 9 Institutions.</li> <li>• The Forums are an extension of the magazine and provide principals with a platform to engage on issues which are in the environment. This contributes to a deeper understanding of complexities and content by officials.</li> </ul>	<p>Contributes towards professionalization of the public service by providing a platform to share best practices and challenges</p>



## GOVERNMENT OWNED PLATFORMS

Product	Target Audience	Output and analysis	Analysis
<b>My District Today</b>	Public Service managers and officials	54 issues distributed across the government communication system (National, provincial and local)	My District Today is a newsletter sharing information from the coalface and shows with pride what is happening in the districts in terms of government's delivery on its Programme of Action
<b>Media Briefings</b>	Analysts, academics  Domestic, international media	<ul style="list-style-type: none"> <li>• Post SONA</li> <li>• Pre-Budget votes</li> <li>• Quarterly cluster briefings</li> <li>• Post-Cabinet briefings</li> <li>• Pre or post international visits</li> <li>• Attached to major policy announcements</li> </ul>	All research suggests that where departments and clusters use regular media briefings, the result is a better quality of media coverage as opposed to those departments that do not regularly brief media. The briefings on the Budget votes demonstrate this point.
<b>Community radio phone-in programme (sporadic)</b>	Lower to middle LSM (1-6)	<ul style="list-style-type: none"> <li>• Used following SONA to "talk to your Minister"</li> <li>• Average community radio stations connected: 40 &gt; 65</li> <li>• Average combined listenership during this slot: 4,8 – 5 million listeners (evening drive programme/current affairs: 18h00 – 19h00)</li> </ul>	Very effective means of communication, not effectively used by political leadership and not used regularly enough to establish market dominance.
<b>Community outreach</b>	Lower to middle LSM (1-6)	99 GCIS communication officers supporting government programmes through community workshops, public participation, door-to door campaigns, Thusong centres activities	A very effective communication channel that needs to be utilised more effectively through better campaign direction from the centre

## COMMUNICATION PROGRAMME

Strategic Objective	Target Audience	Messengers	Platforms/channels/products
Create awareness on the work of the National Task Team	<ul style="list-style-type: none"> <li>Media</li> <li>CSOs</li> <li>Victims</li> <li>SA public</li> </ul>	<ul style="list-style-type: none"> <li>Ministers</li> <li>Deputy Ministers</li> <li>Directors General</li> <li>Heads of SCOs</li> <li>LGBTI NTT</li> </ul>	<ul style="list-style-type: none"> <li>Media briefings</li> <li>Media Statements</li> <li>Media Interviews</li> <li>Colloquiums</li> <li>Outreach events</li> <li>Multimedia Campaign</li> </ul>
Civic education on the rights of LGBTI and promotion of public tolerance/acceptance towards LGBTI persons	<ul style="list-style-type: none"> <li>Media</li> <li>Traditional Leaders</li> <li>Faith-based Organisations</li> <li>Civil Society Organisations</li> <li>Victims</li> <li>SA public</li> </ul>	<ul style="list-style-type: none"> <li>Ministers</li> <li>Deputy Ministers</li> <li>Directors General</li> <li>Survivors</li> </ul>	<ul style="list-style-type: none"> <li>Media briefings</li> <li>Media Statements</li> <li>Media Interviews</li> <li>Colloquiums</li> <li>Outreach events</li> <li>Multimedia Campaign</li> </ul>
Highlight intersectoral efforts in fighting crimes against LGBTIs	<ul style="list-style-type: none"> <li>Media</li> <li>CSOs</li> <li>Victims</li> <li>SA public</li> </ul>	<ul style="list-style-type: none"> <li>Ministers</li> <li>Deputy Ministers</li> <li>Directors General</li> <li>Heads of SCOs</li> <li>LGBTI NTT</li> </ul>	<ul style="list-style-type: none"> <li>Media briefings</li> <li>Media interviews</li> <li>Media Statements</li> <li>Media breakfasts</li> <li>Outreach events</li> </ul>
To educate officials within the Criminal Justice value chain about their duty to protect the rights of LGBTI persons.	<ul style="list-style-type: none"> <li>Public Servants</li> <li>Public Sector Unions</li> <li>Professional Bodies</li> <li>Training Providers</li> <li>Media</li> </ul>	<ul style="list-style-type: none"> <li>Training providers</li> <li>Departmental Excos</li> <li>Internal Communicators</li> <li>Labour Unions</li> </ul>	<ul style="list-style-type: none"> <li>Internal Communication Forum</li> <li>Seminars</li> <li>Pamphlets</li> <li>Posters</li> <li>Induction sessions</li> </ul>
To demonstrate that leaders of various sectors of South African society care about the plight of LGBTI persons.	<ul style="list-style-type: none"> <li>SA public</li> <li>CSOs</li> <li>Specific communities</li> </ul>	<ul style="list-style-type: none"> <li>Ministers</li> <li>Deputy Ministers</li> <li>Directors General</li> <li>Heads of SCOs</li> <li>LGBTI NTT</li> </ul>	<ul style="list-style-type: none"> <li>Outreach events</li> <li>Visits to victims and their families</li> <li>Media interviews</li> <li>Media statements</li> <li>Rapid response</li> </ul>

# PHASED COMMUNICATION PROGRAMME

## PHASE 1: TOWARDS FINALISATION OF THE INTERVENTION STRATEGY

ITEM	TASKS	RESPONSIBILITY	DEADLINE	BUDGET	STATUS
1.1	<b>Audit of potential available communication platforms and resources</b>	All government departments in the NTT Partnerships with CSOs	April 2014	Nil	Occurring currently with the launch
1.2	<b>Content Development</b> <ul style="list-style-type: none"> <li>• Concept Document</li> <li>• Factsheet</li> <li>• Key Messages</li> <li>• Briefing notes</li> <li>• Frequently Asked Questions</li> <li>• Glossary of key concepts for consistency</li> </ul>	Communications Constitutional Development	April 2014	Nil	Occurring currently with the launch
1.3	<b>Development of Audio-visual material</b> <ul style="list-style-type: none"> <li>• Production</li> </ul>	Constitutional Development PEC GCIS	April 2014		Occurring currently with the launch
1.4	<b>Development of promotional material</b> <ul style="list-style-type: none"> <li>• Develop content for booklet, flyers etc</li> <li>• Finalise Branding</li> <li>• Design of promotional materials</li> </ul>	Constitutional Development PEC GCIS	April 2014		Occurring currently with the launch
1.5	<b>Printing of design products</b> <ul style="list-style-type: none"> <li>• Posters</li> <li>• Leaflets</li> <li>• Fact-sheet</li> </ul>	Constitutional Development PEC GCIS	April 2014		Occurring currently with the launch
1.6	<ul style="list-style-type: none"> <li>• Establish partnerships with stakeholders</li> <li>• Identify and initiate partnerships with the media</li> </ul>	Constitutional Development PEC GCIS	April 2014		Occurring currently with the launch

## PHASE 2: ANNOUNCING THE FINALISATION AND ADOPTION OF THE INTERVENTION STRATEGY

ITEM	TASKS	RESPONSIBILITY	DEADLINE	BUDGET	STATUS
<b>Media Interventions</b>	Media Briefing to announce the adoption of the intervention strategy	Constitutional Development Members of the Task Team PEC GCIS	April/May 2014		Occurring currently with the launch
	Write and distribute media statement to announce the adoption of the intervention strategy and reflect on its key proposals	Constitutional Development Members of the Task Team PEC GCIS	April/May 2014		Occurring currently with the launch
	Write opinion pieces for publication in the newspapers	Constitutional Development Members of the Task Team PEC GCIS	On going		
	Develop and rollout a comprehensive interview schedule to expand on the contents of the strategy, engage the public on constitutional rights, highlight legislation and platforms setup to protect and promote constitutional rights	Constitutional Development Members of the Task Team PEC GCIS	On going		
	<b>Regular updates on available social network platforms:</b> <ul style="list-style-type: none"> <li>• Updates of facts and figures,</li> <li>• key pronouncements around the development of the intervention strategy</li> <li>• Key implementation programmes</li> <li>• Key communication programmes</li> </ul>	Constitutional Development Members of the Task Team PEC GCIS	On going		

### PHASE 3: POPULARISING THE INTERVENTION STRATEGY

ITEM	TASKS	RESPONSIBILITY	DEADLINE	BUDGET	STATUS
<b>Media Interventions</b>	Development of information charts, Public Service Announcements for placement and/or insertion in national newspapers to educate the public on constitutional rights and mobilise communities to participate	Constitutional Development Members of the Task Team PEC GCIS	On going		
	Media Networking Session with members of the task team and principals on efforts to deal with gender based violence	Constitutional Development Members of the Task Team PEC GCIS	On going		Occurring currently with the launch
<b>Outreach Interventions</b>	Public participation programmes	Constitutional Development Members of the Task Team PEC GCIS	On going		
	Exhibitions	Constitutional Development Members of the Task Team PEC GCIS	On going		
	Community sessions	Constitutional Development Members of the Task Team PEC GCIS	On going		
	School visits	Constitutional Development Members of the Task Team PEC GCIS	On going		

ITEM	TASKS	RESPONSIBILITY	DEADLINE	BUDGET	STATUS
<b>Internal Communication</b>	Write articles for publication in internal newsletters and magazines	Constitutional Development Members of the Task Team PEC GCIS	On going		
	Information Session	Constitutional Development Members of the Task Team PEC GCIS			
	Distribution of information materials to all service points	Constitutional Development Members of the Task Team PEC GCIS	On going		
	Screening of educational materials at the services points	Constitutional Development Members of the Task Team PEC GCIS			
<b>Media Monitoring and analysis</b>	Regular analysis of the media environment on issues relating to constitutional right and crimes against LGBTI persons		On going		



## STAKEHOLDER ENGAGEMENT PLAN

STAKEHOLDER	PROPOSED ACTIVITY	PROPOSED DATE	COMMUNICATION OPPORTUNITIES
<b>1. Regional Government Departments: Western Cape, Gauteng and Northern Cape</b>	<ul style="list-style-type: none"> <li>• Arrange a suitable date for engagements</li> <li>• Presentation to Regional Government Departments on LGBTI – engagements and source buy - in</li> <li>• Integration of plans</li> <li>• Partnerships with departments on further engagements</li> </ul>		<ul style="list-style-type: none"> <li>• Photo Opportunity</li> <li>• Distribution of Promotional Materials</li> <li>• Joint exhibitions</li> <li>• Identification of messengers who could be used for regional and community media</li> <li>• Joint outreach programmes</li> </ul>
<b>2. House of Traditional Leaders / Contralesa</b>	<ul style="list-style-type: none"> <li>• Arranging suitable date during their meetings/ Indabas to give LGBTI presentation to get buy in</li> </ul>		<ul style="list-style-type: none"> <li>• Joint media statement</li> <li>• Media briefing</li> <li>• Updates on social networks</li> <li>• GCIS Radio News</li> <li>• SANews Coverage</li> <li>• Distribution of promotional material</li> <li>• Identification of campaign endorsers</li> </ul>
<b>3. Faith Based Organisations</b> <ul style="list-style-type: none"> <li>• South African Council of Churches</li> <li>• Western Cape, Northern Cape / Gauteng Council of Churches</li> <li>• Various other Religions outside of Christianity</li> </ul>	<ul style="list-style-type: none"> <li>• Re-establish connection with the South African Council of Churches to organise further engagements (community dialogues)</li> <li>• Development further initiatives as a continuation from last year</li> </ul>		<ul style="list-style-type: none"> <li>• Invite media for community dialogues</li> <li>• Media doorstep with messengers</li> <li>• Distribution of promotional materials</li> <li>• Media Statement</li> <li>• Updates on social media</li> <li>• Identification of campaign endorsers</li> </ul>

STAKEHOLDER	PROPOSED ACTIVITY	PROPOSED DATE	COMMUNICATION OPPORTUNITIES
<p><b>4. National Imbizo for CSO's</b></p> <ul style="list-style-type: none"> <li>• National as well as Provincial Imbizo</li> <li>• Rep from at least one LGBTI NGO per province</li> </ul>	<ul style="list-style-type: none"> <li>• One day national civil society indaba – additional to those in Working Group</li> <li>• Platform to set agenda for LGBTI issues</li> <li>• Provincial workshops held around the country addressing respective themes to the NTT</li> <li>• Coordinated civil society participation in response to gender and sexual violence against LGBTI</li> </ul>		<ul style="list-style-type: none"> <li>• Media statements</li> <li>• Media briefing</li> <li>• Radio and television Interview schedule</li> <li>• Distribution of promotional materials</li> <li>• Activations in key localities</li> <li>• Sharing of Key Messages</li> <li>• Identification of campaign champions</li> </ul>
<p><b>5. Public</b></p> <ul style="list-style-type: none"> <li>• National and</li> <li>• Provincial Forums</li> </ul>	<ul style="list-style-type: none"> <li>• Increasing community awareness, involvement on LGBTI discussions (public dialogues)</li> <li>• Increased understanding around LGBTI issues</li> <li>• Increased reporting around GBV</li> <li>• Increase understanding for service providers in Criminal Justice System in dealing with LGBTI issues</li> </ul>		<ul style="list-style-type: none"> <li>• Exhibitions</li> <li>• Media Statement</li> <li>• Interviews in community radio stations</li> </ul>
<p><b>6. SALGA (South African Local Government Association)</b></p>	<ul style="list-style-type: none"> <li>• Identify relevant team within SALGA</li> <li>• Come up with initiatives to compliment what already exists at local government level</li> <li>• Have community dialogues on LGBTI</li> </ul>		<ul style="list-style-type: none"> <li>• Intensified Outreach programme</li> <li>• Photo Opportunity</li> <li>• Distribution of Promotional Materials</li> <li>• Sharing Key Messages</li> <li>• Joint exhibitions</li> <li>• Identification of messengers who could be used for regional and community media</li> </ul>

STAKEHOLDER	PROPOSED ACTIVITY	PROPOSED DATE	COMMUNICATION OPPORTUNITIES
<b>7. Youth Formations</b>	<ul style="list-style-type: none"> <li>• Arrange a suitable date for engagements</li> <li>• Presentation to National, Provincial and Regional structures on LGTBI – engagements and source buy - in</li> <li>• Integration of plans</li> <li>• Securing campaign endorsement</li> </ul>		<ul style="list-style-type: none"> <li>• Photo Opportunity</li> <li>• Distribution of Promotional Materials</li> <li>• Sharing Key Messages</li> <li>• Joint exhibitions</li> <li>• Identification of messengers who could be used for regional and community media</li> </ul>
<b>8. Political Parties</b>	<ul style="list-style-type: none"> <li>• Arrange a suitable date for engagements</li> <li>• Presentation to National, Provincial and Regional structures on LGTBI – engagements and source buy - in</li> <li>• Integration of plans</li> <li>• Securing campaign endorsement</li> </ul>		<ul style="list-style-type: none"> <li>• Photo Opportunity</li> <li>• Distribution of Promotional Materials</li> <li>• Sharing Key Messages</li> <li>• Identification of messengers who could be used for regional and community media</li> </ul>
<b>9. Media</b>	<ul style="list-style-type: none"> <li>• Arrange a suitable date for engagements</li> <li>• Media workshop where presentations on the work of the NTT is done for the benefit of media houses.</li> </ul>		<ul style="list-style-type: none"> <li>• Photo Opportunity</li> <li>• Distribution of Promotional Materials</li> <li>• Sharing Key Messages</li> <li>• Sharing live reads</li> </ul>

# PROVISIONAL COMMUNITY OUTREACH CALENDAR

## PHASE ONE

PROVINCE	AREA	DATE	PARTNERS	STAKEHOLDERS	CIVIL SOCIETY ORGANISATIONS	ACTIVITIES (PLATFORM CONVERGENCE)	BUDGET	CONTACT PERSON
Western Cape	Khayelitsha		DOJ&CD SAPS DWCPD Traditional Affairs GCIS Chapter 9 (NPA, Gender Commission, Human Rights Commission, etc.) CDWs CPFs	Traditional Authorities Religious Fraternities Victims of LGBTI crimes	Activist Formations Lobby groups Youth Formations	Dialogue Community Media talk-shows Social Media Exhibitions	R20 000	
Western Cape	Gugulethu		DOJ&CD SAPS DWCPD Traditional Affairs GCIS Chapter 9 (NPA, Gender Commission, Human Rights Commission, etc.) CDWs CPFs	Traditional Authorities Religious Fraternities Victims of LGBTI crimes	Activist Formations Lobby groups Youth Formations	Dialogue Community Media talk-shows Social Media Exhibitions	R20 000	

PROVINCE	AREA	DATE	PARTNERS	STAKEHOLDERS	CIVIL SOCIETY ORGANISATIONS	ACTIVITIES (PLATFORM CONVERGENCE)	BUDGET	CONTACT PERSON
Western Cape	Nyanga		DOJ&CD SAPS DWCPD Traditional Affairs GCIS Chapter 9 (NPA, Gender Commission, Human Rights Commission, etc.) CDWs CPFs	Traditional Authorities Religious Fraternities Victims of LGBTI crimes	Activist Formations Lobby groups Youth Formations	Dialogue Community Media talk-shows Social Media Exhibitions	R20 000	
Western Cape	Langa		DOJ&CD SAPS DWCPD Traditional Affairs GCIS Chapter 9 (NPA, Gender Commission, Human Rights Commission, etc.) CDWs CPFs	Traditional Authorities Religious Fraternities Victims of LGBTI crimes	Activist Formations Lobby groups Youth Formations	Dialogue Community Media talk-shows Social Media Exhibitions	R20 000	
Gauteng	Thembisa		DOJ&CD SAPS DWCPD Traditional Affairs GCIS Chapter 9 (NPA, Gender Commission, Human Rights Commission, etc.) CDWs CPFs	Traditional Authorities Religious Fraternities Victims of LGBTI crimes	Activist Formations Lobby groups Youth Formations	Dialogue Community Media talk-shows Social Media Exhibitions	R20 000	

PROVINCE	AREA	DATE	PARTNERS	STAKEHOLDERS	CIVIL SOCIETY ORGANISATIONS	ACTIVITIES (PLATFORM CONVERGENCE)	BUDGET	CONTACT PERSON
Gauteng	Kwa-Thema		DOJ&CD SAPS DWCPD Traditional Affairs GCIS Chapter 9 (NPA, Gender Commission, Human Rights Commission, etc.) CDWs CPF's	Traditional Authorities Religious Fraternities Victims of LGBTI crimes	Activist Formations Lobby groups Youth Formations	Dialogue Community Media talk-shows Social Media Exhibitions	R20 000	
Gauteng	Thokoza		DOJ&CD SAPS DWCPD Traditional Affairs GCIS Chapter 9 (NPA, Gender Commission, Human Rights Commission, etc.) CDWs CPF's	Traditional Authorities Religious Fraternities Victims of LGBTI crimes	Activist Formations Lobby groups Youth Formations	Dialogue Community Media talk-shows Social Media Exhibitions	R20 000	
Northern Cape	Kuruman		DOJ&CD SAPS DWCPD Traditional Affairs GCIS Chapter 9 (NPA, Gender Commission, Human Rights Commission, etc.) CDWs CPF's	Traditional Authorities Religious Fraternities Victims of LGBTI crimes	Activist Formations Lobby groups Youth Formations	Dialogue Community Media talk-shows Social Media Exhibitions	R20 000	Kgalalelo Motsage



**PHASE TWO**

PROVINCE	DISTRICT / AREA	DATE	PARTNERS	STAKEHOLDERS	CIVIL SOCIETY ORGANISATIONS	ACTIVITIES (PLATFORM CONVERGENCE)	BUDGET	CONTACT PERSON
Eastern Cape	Nelson Mandela Bay		DOJ&CD SAPS DWCPD Traditional Affairs GCIS Chapter 9 (NPA, Gender Commission, Human Rights Commission, etc.) CDWs CPF's	Traditional Authorities Religious Fraternities Victims of LGBTI crimes	Activist Formations Lobby groups Youth Formations South African Public	Imbizo/ Dialogue Community Media talk-shows Social Media Exhibitions Print and electronic media	R20 000	Portia Mlisa 071 154 5620
	Buffalo City							Tabita Ngqunge 072 344 7712
Free State			DOJ&CD SAPS DWCPD Traditional Affairs GCIS Chapter 9 (NPA, Gender Commission, Human Rights Commission, etc.)	Traditional Authorities Religious Fraternities Victims of LGBTI crimes	Activist Formations Lobby groups Youth Formations South African Public	Imbizo /Dialogue Community Media talk-shows Social Media Exhibitions Print and electronic media	R20 000	
Gauteng			DOJ&CD SAPS DWCPD Traditional Affairs GCIS Chapter 9 (NPA, Gender Commission, Human Rights Commission, etc.) CDWs CPF's	Traditional Authorities Religious Fraternities Victims of LGBTI crimes	Activist Formations Lobby groups Youth Formations South African Public	Imbizo Community Media talk-shows Social Media Exhibitions Print and electronic media	R20 000	

PROVINCE	DISTRICT / AREA	DATE	PARTNERS	STAKEHOLDERS	CIVIL SOCIETY ORGANISATIONS	ACTIVITIES (PLATFORM CONVERGENCE)	BUDGET	CONTACT PERSON
KwaZulu-Natal			DOJ&CD SAPS DWCPD Traditional Affairs GCIS Chapter 9 (NPA, Gender Commission, Human Rights Commission, etc.) CDWs CPFs	Traditional Authorities Religious Fraternities Victims of LGBTI crimes	Activist Formations Lobby groups Youth Formations South African Public	Imbizo / Dialogue Community Media talk-shows Social Media Exhibitions Print and electronic media	R20 000	
Limpopo			DOJ&CD SAPS DWCPD Traditional Affairs GCIS Chapter 9 (NPA, Gender Commission, Human Rights Commission, etc.) CDWs CPFs	Traditional Authorities Religious Fraternities Victims of LGBTI crimes	Activist Formations Lobby groups Youth Formations South African Public	Imbizo / Dialogue Community Media talk-shows Social Media Exhibitions Print and electronic media	R20 000	Mmaphuti Mahatho 0721261732
Mpumalanga			DOJ&CD SAPS DWCPD Traditional Affairs GCIS Chapter 9 (NPA, Gender Commission, Human Rights Commission, etc.) CDWs CPFs	Traditional Authorities Religious Fraternities Victims of LGBTI crimes	Activist Formations Lobby groups Youth Formations	Imbizo/Dialogue Community Media talk-shows Social Media Exhibitions Print and electronic media	R20 000	

PROVINCE	DISTRICT / AREA	DATE	PARTNERS	STAKEHOLDERS	CIVIL SOCIETY ORGANISATIONS	ACTIVITIES (PLATFORM CONVERGENCE)	BUDGET	CONTACT PERSON
North West			DOJ&CD SAPS DWCPD Traditional Affairs GCIS Chapter 9 (NPA, Gender Commission, Human Rights Commission, etc.) CDWs CPFs	Traditional Authorities Religious Fraternities Victims of LGBTI crimes	Activist Formations Lobby groups Youth Formations South African Public	Imbizo /Dialogue Community Media talk-shows Social Media Exhibitions Print and electronic media	R20 000	
	Northern Cape	Upington  Hartswater	DOJ&CD SAPS DWCPD Traditional Affairs GCIS Chapter 9 (NPA, Gender Commission, Human Rights Commission, etc.) CDWs CPFs	Traditional Authorities Religious Fraternities Victims of LGBTI crimes	Activist Formations Lobby groups Youth Formations South African Public	Imbizo Community Media talk-shows Social Media Exhibitions Print and electronic media	R20 000  R20 000	Esmarelda Mckay  Galaletsang Bosman
Western Cape			DOJ&CD SAPS DWCPD Traditional Affairs GCIS Chapter 9 (NPA, Gender Commission, Human Rights Commission, etc.) CDWs CPFs	Traditional Authorities Religious Fraternities Victims of LGBTI crimes	Activist Formations Lobby groups Youth Formations South African Public	Imbizo Community Media talk-shows Social Media Exhibitions Print and electronic media	R20 000	

**PHASE THREE**

PROVINCE	DISTRICT / AREA	DATE	PARTNERS	STAKEHOLDERS	CIVIL SOCIETY ORGANISATIONS	ACTIVITIES (PLATFORM CONVERGENCE)	BUDGET	CONTACT PERSON
Eastern Cape	OR Tambo		DOJ&CD SAPS DWCPD Traditional Affairs GCIS Chapter 9 (NPA, Gender Commission, Human Rights Commission, etc.) CDWs CPF's	Traditional Authorities Religious Fraternities Victims of LGBTI crimes	Activist Formations Lobby groups Youth Formations South African Public	Mall activations Taxi rank activations Door-to-door Imbizo Community sessions Exhibitions	R10 000	Sabelo Kakaza 076 501 7872
Free State			DOJ&CD SAPS DWCPD Traditional Affairs GCIS Chapter 9 (NPA, Gender Commission, Human Rights Commission, etc.) CDWs CPF's	Traditional Authorities Religious Fraternities Victims of LGBTI crimes	Activist Formations Lobby groups Youth Formations South African Public	Mall activations Taxi rank activations Door-to-door Imbizo Community sessions Exhibitions	R10 000	

PROVINCE	DISTRICT / AREA	DATE	PARTNERS	STAKEHOLDERS	CIVIL SOCIETY ORGANISATIONS	ACTIVITIES (PLATFORM CONVERGENCE)	BUDGET	CONTACT PERSON
Gauteng			DOJ&CD SAPS DWCPD Traditional Affairs GCIS Chapter 9 (NPA, Gender Commission, Human Rights Commission, etc.) CDWs CPFs	Traditional Authorities Religious Fraternalities Victims of LGBTI crimes	Activist Formations Lobby groups Youth Formations South African Public	Mall activations Taxi rank activations Door-to-door Imbizo Community sessions Exhibitions	R10 000	
KwaZulu- Natal			DOJ&CD SAPS DWCPD Traditional Affairs GCIS Chapter 9 (NPA, Gender Commission, Human Rights Commission, etc.) CDWs CPFs	Traditional Authorities Religious Fraternalities Victims of LGBTI crimes	Activist Formations Lobby groups Youth Formations South African Public	Mall activations Taxi rank activations Door-to-door Imbizo Community sessions Exhibitions	R10 000	

PROVINCE	DISTRICT / AREA	DATE	PARTNERS	STAKEHOLDERS	CIVIL SOCIETY ORGANISATIONS	ACTIVITIES (PLATFORM CONVERGENCE)	BUDGET	CONTACT PERSON
Limpopo			DOJ&CD SAPS DWCPD Traditional Affairs GCIS Chapter 9 (NPA, Gender Commission, Human Rights Commission, etc.) CDWs CPFs	Traditional Authorities Religious Fraternities Victims of LGBTI crimes	Activist Formations Lobby groups Youth Formations South African Public	Mall activations Taxi rank activations Door-to-door Imbizo Community sessions Exhibitions	R10 000	
Mpumalanga			DOJ&CD SAPS DWCPD Traditional Affairs GCIS Chapter 9 (NPA, Gender Commission, Human Rights Commission, etc.) CDWs CPFs	Traditional Authorities Religious Fraternities Victims of LGBTI crimes	Activist Formations Lobby groups Youth Formations	Mall activations Taxi rank activations Door-to-door Imbizo Community sessions Exhibitions	R10 000	



PROVINCE	DISTRICT / AREA	DATE	PARTNERS	STAKEHOLDERS	CIVIL SOCIETY ORGANISATIONS	ACTIVITIES (PLATFORM CONVERGENCE)	BUDGET	CONTACT PERSON
North West			DOJ&CD SAPS DWCPD Traditional Affairs GCIS Chapter 9 (NPA, Gender Commission, Human Rights Commission, etc.) CDWs CPFs	Traditional Authorities Religious Fraternities Victims of LGBTI crimes	Activist Formations Lobby groups Youth Formations South African Public	Mall activations Taxi rank activations Door-to-door Imbizo Community sessions Exhibitions	R10 000	
	Northern Cape		DOJ&CD SAPS DWCPD Traditional Affairs GCIS Chapter 9 (NPA, Gender Commission, Human Rights Commission, etc.) CDWs CPFs	Traditional Authorities Religious Fraternities Victims of LGBTI crimes	Activist Formations Lobby groups Youth Formations South African Public	Mall activations Taxi rank activations Door-to-door Imbizo Community sessions Exhibitions	R10 000	Willem van Dalen
		Springbol/ Calvinia						R10 000
	De Aar						R10 000	Thenjiwe Konono

PROVINCE	DISTRICT / AREA	DATE	PARTNERS	STAKEHOLDERS	CIVIL SOCIETY ORGANISATIONS	ACTIVITIES (PLATFORM CONVERGENCE)	BUDGET	CONTACT PERSON
Western Cape			DOJ&CD SAPS DWCPD Traditional Affairs GCIS Chapter 9 (NPA, Gender Commission, Human Rights Commission, etc.) CDWs CPF's	Traditional Authorities Religious Fraternities Victims of LGBTI crimes	Activist Formations Lobby groups Youth Formations South African Public	Mall activations Taxi rank activations Door-to-door Imbizo Community sessions Exhibitions	R10 000	

## STRUCTURES AND PROCESSES

- This communication strategy will be discussed and endorsed by an Interdepartmental Communication Task Team comprising all departments represented in the LGBTI NTT.
- Once inputs from the Interdepartmental Communication Task Team have been incorporated, the strategy will be presented to the Department of Justice for further inputs and endorsement.
- Once the strategy has been endorsed by DoJ&CD it will be presented to the Communication, Public Education and Awareness Raising Workstream for inputs before going to the broader NTT for finalisation and endorsement.
- It will then be presented to DevComm and the JCPS Cluster for final approval.

