

GBVF COMMUNICATION REPORT

as indicated on Pillar 2 of the NSP on
GBVF

*GCIS Presentation to the Multi-party Women's
Caucus in Parliament*

Date: 31 March 2022



government
communications

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA



INTRODUCTION

- This report documents GCIS support to Pillar 2 of the National Strategic Plan (NSP) on Gender Based Violence and Femicide (GBVF).
 - GCIS has over time sustained communication support to the 16 Days of Activism campaign and continued as part of the 365 days campaign on GBVF following its adoption by government together with partners and all role players.
 - Government's National Communication Strategy Framework (NCSF) 2019 – 2024 approved by Cabinet, highlights that government communication agenda should be proactively driven and derived from the main guiding documents which are the Mid-Term Strategic Framework (MTSF), Annual APPs, the SONA and cluster programmes. **The fight against the second pandemic of GBVF remains a priority.**
 - As articulated on the NSP on GBVF, GCIS ensures GBVF campaigns are included in cluster programmes and coordinates a monthly report to the Presidency via the Department of Women, Youth and Persons with Disabilities on government-wide communication activities.
- This report is in two parts:**
- ✓ **Government Wide Interventions supported by the GCIS**
 - ✓ **GCIS led Interventions utilising our own internal platforms**



Part 1: Government Wide Interventions

Some examples of government wide Communication Activities included:

❑ JCPS Cluster Dialogue on GBVF

Minister of Police – General Bheki Cele, led the **discussion on law enforcement measures to curb GBVF**, together with Minister in The Presidency for Women, Youth and Persons with Disabilities, Ms Maite Nkoana-Mashabane, IPID Executive Director, Ms Jennifer Ntlatseng and Deputy Director of Public Prosecutions, Adv. Rodney de Kock. The event was held on the 31st August 2020.

❑ Minister Zulu participated in the **Khuzekani Madoda campaign** aiming to stop GBVF on 3 October 2021, EC

❑ **Walk Against Human trafficking and GBVF** in the NC, Upington on 21 & 22 October 21



REPUBLIC OF SOUTH AFRICA

GROUND-BREAKING VIRTUAL DIALOGUE ON GENDER BASED VIOLENCE AND FEMICIDE

The Minister of Police, General Bheki Cele and Minister of Justice and Correctional Services, Ronald Lamola request the pleasure of your company at the

GROUND-BREAKING VIRTUAL DIALOGUE ON GENDER BASED VIOLENCE AND FEMICIDE

31 August 2020 | 15:00 – 17:00

The public and interested parties are encouraged to connect to the dialogue via the SA Government Facebook page, Twitter and YouTube channels on the links below:

Facebook: <http://web.facebook.com/SAPoliceService> | <http://facebook.com/GovernmentZA>
Twitter: <http://twitter.com/SAPoliceService> | <http://twitter.com/GovernmentZA>
YouTube: <http://www.youtube.com/SAPoliceService> | <http://youtube.com/GovernmentZA>

Whatsapp no: 079 070 9985

Min of Police
General Bheki Cele

IPID ED
Jennifer Ntlatseng

NDPP
Adv Shamila Batohi

Min of Justice
Min Ronald Lamola

#StopGBV #EndGBV #EnoughIsEnough

"IMPROVING ACCESS TO JUSTICE FOR THE VICTIMS AND SURVIVORS OF GENDER BASED VIOLENCE AND FEMICIDE"

Part 1: Government Wide Interventions

MEDIA BUYING CAMPAIGNS BOOKED ON BEHALF OF CLIENTS

On behalf of client departments GCIS ran advertising campaigns on commercial Radio, Commercial; TV; print and Community Radio to the tune of R 7 344 040.60

- ❑ With **commercial Radio running campaigns amounting to R3 250 712.24** for the Departments of Women Youth and Persons with Disabilities (DWYPD); Justice and Constitutional Development and the Civilian Secretariat for Police (CSP)
- ❑ **Commercial TV** amounting to **R1 226 274.00** for Departments of Women Youth and Persons with Disabilities (DWYPD); Justice and Constitutional Development.
- ❑ **R2 750 574.36 on Commercial print** for Departments of Women Youth and persons with disabilities (DWYPD); Justice and Constitutional Development.
- ❑ Coordinated and hosted **community radio talk shows and also placed adverts**, working together with the Commission for Gender Equality; Departments of Home Affairs; Justice and Constitutional Development; and South African Police Service (SAPS) costing a total amount of **R1 016 480.00**



Part 1: Government Wide Interventions

MEDIA BUYING CAMPAIGNS BOOKED ON BEHALF OF CLIENTS

BILLBOARD

PROOF OF FLIGHTING

M1 NORTH – 11th Avenue Houghton Flyover



BILLBOARD

PROOF OF FLIGHTING

FFMD1/1 – King Shaka International



Part 2: GCIS-led Interventions

Highlights

DON'T LOOK AWAY
ACT AGAINST ABUSE



❑ **16 DAYS OF ACTIVISM CAMPAIGN** During the early days of the 16 Days of Activism campaign GCIS use to run a robust and very successful campaign, when there was a budget allocated for communication. And the budget was lost to the department of Women when it was formed. – This is the “Don’t Look Away: Act Against Abuse campaign”

❑ **COVID-19** The GCIS hosted a series of webinars and panel discussions and community outreaches aimed at driving conversation on how the COVID-19 pandemic and lockdown levels have impacted victims of GBVF or increased the scourge.

❑ **100 MEN MARCH** GCIS organized the march from inception, formed partnerships with external stakeholders including business, civil society – men's organisations; development institutions; the sporting fraternity etc. and up to successful implementation and raised awareness about GBVF and touched almost all sectors of our society

❑ **NATIONAL STRATEGIC PLAN (NSP) AND PILLAR 2 SUPPORT** GCIS continues to participate in meetings of the NSP Pillar 2 and rendering communication support and supported the launch in in March this year (2020).

❑ **STEERING COMMITTEE ON GBVF** GCIS was a member of the Steering Committee on GBVF and responsible for identifying communication opportunities, writing statements and facilitating interviews to amplify the milestones of the committee which included the provincial workshops on the draft National Strategic Plan

❑ **GBVF SUMMIT** Working closely with the Department of Justice, the GCIS played a key role in facilitating communication on the first country GBVF Summit held in 2018 and the subsequent signing of the Pledge during the launch of the Declaration by the President committing to demands that women were putting to government as a way of expediting the work on eradicating the GBVF.

Part 2: GCIS-led Interventions

Content Development – GCIS Content and Writing Services actively develop content for wider use related to GBVF

- ❑ **Key messages and talking points** were developed to inform communication platforms and products and to ensure synergies across diverse messengers on GBVF communication efforts. The following were developed:
 - **Eight sets of Key messages and another six sets of Talking Points**
 - **Two Opinion Pieces were done and placed in Newspapers**
- ❑ **Daily Messages** - Through the RAPID RESPONSE (RR), messages speaking against GBVF were incorporated into the daily urgent response cycle when needed. These were distributed **as a response to the communication and media environment**. The daily messages are **translated into all official South African languages** and widely distributed both inside government and with social partners.

25 HUKURI 2021

GOVERNMENT NEWS
Let's grow South Africa together

MPFHUMBA RA VUYIMERI RA 16 WA MASIKU RA MPFUMALEKO WA MADZOLONGA YO LWA NI VAVASATI NA VANA

- Hi nkarhi wa mpfumba ra 16 wa Masiku ya Vuyimeri wa lembe leri, hi rhamba vavanuna ku teka vutihlamuleri ku teka xiave lexikulu eka ku sivela Madzolonga ya Rimbewu ni ku dlayiwa ka Vaxisati (GBVF).
- Hi rhamba vavanuna hinkwavo ku teka vurhangeri bya ku vulavula ni ku vika GBVF, hi ku endla swilemikoso, ni ku dyondzisa tintangha ta vona.
- GBVF i ntungu wa nko ka kutani hi nga ka hi nga ha miyeli ku ya emahlweni. Hi khutaza MaAfrika-Dzonga hinkwavo ku tirha kun'we ni maphorisa, vachuchisi na tikhoto ku tiyisisa leswaku vaxengi va GBVF va xupuriwa.
- Vafambisi va swa nawu, ngopfungopfu maphorisa, va ni vutihlamuleri byo tirha hi ku hetiseka eka milandzu leyi vikiweke ya GBVF.
- Mfumo wu tinyiketele ku lwa na GBVF hi ku hatlisisa ku humelerisa Pulani ya Maqhingha ya Rixaka (NSP). NSP yi lava ku tiyisa maendlelo ya vululami ya vugevenga ni ku endla xirhangana xo tumbuluxa mikateko ya ikhonomi ya vamanana lava nga kotiki ku tilwela eka ku xanisiwa.
- Ku kuma mpfumo ni nkhangotelo eka timhaka ta GBVF, bela riqingho eka Senthara ya Ndzetelo ya GBV eka 0800 428 428. Vaenzi va nga tlhela va kombela mukondleteri ku suka eka Senthara ya Ndzetelo ku burisana na vona hi ku bela riqingho eka *120*7867# mahala ku suka eka riqingho rin'wana ni rin'wana ra le nyongeni. Vika exitichini xa maphorisa xa kwala mugangeni kumbe ku bela riqingho eka nomboro ya mahala ya *Crime Stop* ya 086 00 10111.



25 EYENKANGA 2021

GOVERNMENT NEWS
Let's grow South Africa together

IPHULO LE-16 DAYS OF ACTIVISM LOKULWA NOBUNDOLOBONGELA KWABASETYHINI NAKUBANTWANA

- Kwiphulo lalo nyaka le-16 *Days Of Activism*, sihlaba ikhwelo kumadoda ukuba athathe uxanduva kwaye adlale indima enkulu ekuthinteleni uBundlobongela obuSekwe kwiSini kunye nokuBulalwa kwabaseTyhini (i-GBVF).
- Sihlaba ikhwelo kuwo onke amadoda ukuba akhokele ekuthetheni phandle nasekuyixeleni i-GBVF, ekwaziseni, nasekufundiseni oontanga babo.
- I-GBVF sisibetho esinzima kwaye asikwazi kuqhubeka sithule. Sibongoza bonke abemi boMzantsi Afrika ukuba basebenzisane namapolisa, abatshutshisi kunye neenkundla zamatyala ukuqinisekisa ukuba abenzi bobubi be-GBVF bayagwetywa.
- Ii-arhente zogcino-mthetho, ngakumbi amagosa asebulopoliseni, anoxanduva lokujongana ngokugqibeleleyo neziganeko ezixeliweyo ze-GBVF.
- Urhulumente uzinikele ekulweni i-GBVF ngokuqhuba ukuphuyezwa kwesiCwangciso-qhinga seSizwe (i-NSP). I-NSP ifuna ukomeleza inkqubo yobulungisa kulwaphulo-mthetho kunye nokubeka phambili ukudalwa kwamathuba ezoqoqosho kwabasesityhini abasesichengeni sokuxhatshazwa.
- Ukufumana uncedo neengcebiso kwimiba ye-GBVF, tsalela i-GBV *Command Centre* kule nombolo 0800 428 428. Abafowunayo banokucela unontlalontle kwi-*Command Centre* ukuba aqhagamshelane nabo ngokucofa *120*7867# (simahla) kuyo nayiphi na iselula. Xela kwisikhululo samapolisa sengingqi yakho okanye utsalele umnxeba kule nombolo yasimahla yokuThintela ubuBundlobongela ku-086 00 10111.



Part 2: GCIS-led Interventions

Product Development

- The campaign design concept (look & feel) for a number of campaigns including the **16 Days of activism campaigns** over the years; **the Remembrance of the Covid-19 and GBVF departed**. These were applied to a number of products including Communication toolkits, with the following products: Facebook banner; Twitter banner; web banner; e-mailer; Poster.
- The most recent products developed include GBVF Videos (Short Promos; Survivor Stories); the President's GBVF Message; Graphics (incl. motion); GBV Collateral, GBVF video message by DM Siweya during MDDA equipment

Products and Messages:
Hands Were Meant to Nurture Life, Not harm it!

Life
looks good on your hands.

Hands were meant to nurture life, not harm it.

Police: 10111
Stop Gender Violence: 0800 150 150
Childline: 0800 055 555

Violence and abuse are poison to society. Let's make it stop.

16 Days of Activism against Gender-Based Violence Activation 2021

16 DAYS OF ACTIVISM AGAINST GENDER-BASED VIOLENCE

"The Year of Charlotte Mantshe Maseko
16 Days of Activism - moving from awareness to accountability"

The Government Communication and Information System (GCIS) is inviting residents of Orange Farm to a 16 Days Of Activism Against Gender-Based Violence Community Outreach Programme

Date: **Friday, 26 November 2021**
Time: **10:00 - 14:00**
Venue: **Eyethu Mall (Orange Farm)**

Strict adherence to Covid-19 protocols will be enforced:
WEAR YOUR MASK, SANITISE YOUR HANDS, and practice SOCIAL DISTANCING

government communications
Department of Government Communication and Information System
REPUBLIC OF SOUTH AFRICA

NDP

STAN SAFE

Poster - GBV Activation
26 November 2021
Orange Farm, Eyethu Mall

Products and Messages:

WHAT WILL THE COLLEAGUES SAY?



Dimpho.Thabang.Ontlametse.Tafhazho.Buhle.Oupa.Palesa.Thanyani.Muzi.Kele.Piet.Anastasiya.Melo.Tendani.Keamogetse.Baleng.Claude.Sindiwe.Fhahlo.Terrrick.Elona.Fiona.Kgabu.Gabriel.Zwell.Welleke.Sibisi.Xolani.Zoe.Verner.Fumani.Florence.Larona.Jacobus.Matsheni.Mobin.Makhadzi.Dan.Modise.Thobile.Susan.Khathu.Goitsemedi.Tapiwa.Duduzile.Sam.

#We RememberSA

25 - 29 November 2020 **5 Days of Remembrance**
to honour those we have lost through gender-based violence and COVID-19

"Our response to Gender-Based Violence and Femicide must be emphatic and uncompromising. It is a commitment of government, civil society formations and

Part 2: GCIS-led Interventions

Community Outreach

16 Days of Activism Reports - November 2020 to February 2022

Total Development Communication Projects: 162

Total Estimated People Reached: 3 484 638

Summary Report on Campaigns - November 2020 to February 2022

Total Development Communication Projects: 197

Total Estimated People Reached: 9 695 767

GCIS Provincial Office	16 Days of Activism for No Violence Against Women and Children
Gauteng	27
Limpopo	8
Mpumalanga	10
KwaZulu Natal	36
Western Cape	25
North West	11
Northern Cape	6
Free State	13
Eastern Cape	25
Total	162

Provincial Office	Gender Based Violence & Femicide
Gauteng	37
Limpopo	31
Mpumalanga	18
KwaZulu Natal	45
Western Cape	15
North West	17
Northern Cape	10
Free State	17
Eastern Cape	7
Total	197

Part 2: GCIS-led Interventions

Media Engagement

Prior to 2018, Media Engagement services were implemented and driven mainly through the communication support rendered to the following campaigns and projects:

- ❑ 16 Days for No Violence Against Women and Children campaign
- ❑ The JCPS and SPCHD clusters where relevant issues arise.
- ❑ Post Cabinet communication and Women's Month campaign

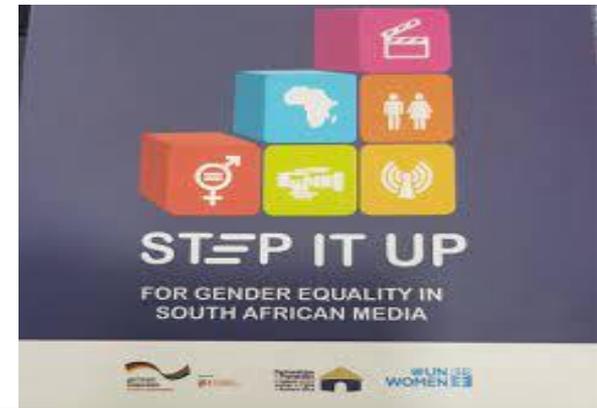
TACTICS - In supporting the GBVF programme, a mix of communication tactics which included:

- ❑ Partnerships with media houses for coverage of events, content dissemination, dedicated interview slots, inclusion of GBVF messages in their own programmes and driving their own in-house campaigns.
- ❑ Background briefing sessions with media bodies and major television broadcasters.
- ❑ Facilitating media interview opportunities
- ❑ Facilitating media briefings
- ❑ Ensuring that **opinion pieces are published** in relevant and strategic platforms.
- ❑ Developing and disseminating media **statements and speeches** by principals
- ❑ Utilisation of the **@MediaLiaison** Twitter account for media mobilisation and content dissemination.



Part 2: GCIS-led Interventions

Media Engagement



Outside the media partnerships, this work is enhanced by the strong stakeholder relations established with organisations doing similar work such as - The GIZ and UN Women, Commission on Gender Equality, MDDA, Gender-Links, Agape Youth Movement as well as Departments of Social Development and Justice and Correctional Services .

Through these partnership, a number of milestones have been achieved:

- ❑ **Co-hosting webinars aimed at enhancing the work of gender transformation and behavior change in the media**
- ❑ **Co-hosting training sessions and workshops capacitating the community media sector on gender sensitive writing and gender equality.**
- ❑ **Co-hosting the annual Women in Media Forum, an engagement platforms for communicators and media practitioner on a variety of issues which mainly cover gender sensitive budgeting, acknowledging the talent of women journalists and photographers during critical periods such as COVID-19 and general empowerment conversations.**

Vuk'uzenzele newspaper

Over the years the newspaper has been covering Violence against women and children and GBVF. Over 146 articles, editorials and features were written, with the November 2018 Vuk' edition dedicated to GBV.



<https://www.vukuzenzele.gov.za/archives>

Men and boys fight GBVF through dialogue

More Motshedis

Men and boys need to have conversations about gender and behaviour to make progress in the fight against gender-based violence and femicide (GBVF).

One initiative to encourage these conversations is the Under-the-Tree Dialogue, a programme spearheaded by the Department of Justice and Constitutional Development (DfCJDC).

Recently, the department held the dialogue in Mogale City in Gauteng, where about 100 men and various representatives from non-profit organisations and the municipality were invited.

The department's Gauteng Regional Head, Tseletse Maema, says the dialogue aims to engage men and boys about what needs to be done to end GBVF.

"The dialogue uses traditional law courts or community councils, also known as *makgola* in Setswana.

Maema says gender stereotypes and roles are some of the issues mentioned in the dialogues, as these contribute to GBVF.

The founder and president of Not in My Name International, Sityabulala Jentile (29), was one of those who participated in the Under-the-Tree Dialogue.

The #NotInMyName campaign was established after Karabo Mokoena was killed by her boyfriend in 2017.

"What stood out for him during the dialogue was the transparency and conviction with which most men spoke."

"They spoke their hearts and minds. Even though one wouldn't necessarily agree with some of their sentiments, it was inspiring to see men showing emotion. It shows we are getting somewhere. Change is in motion," he says.

Maema also says the dialogue aims to correct wrongful perceptions and actions that men and boys have towards women and girls.

"We also aim to correct harmful realities and perceptions about GBVF," he explains.

"We are trying to promote equal rights and encourage men to actively put an end to it."

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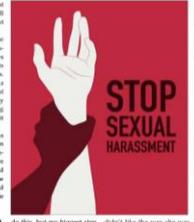
Rape survivors find their voice

MOTHER AND DAUGHTER Yemilla Pity-Skokos (44) and Athena Evangelina Skokos (17) have both been raped. Their journeys of healing and hope are an inspiration to others.

GENERAL

YOU CAN GET TO YOUR NEAREST POLICE STATION FOR MEDICAL ADVICE, A SAFE SHOWER AND THE COUNSELLING YOU ARE A PARTNER OF.

THE TAMS FOUNDATION ALSO HAS A FREE HELPLINE: 124795556 TO ASSIST YOU.



STOP SEXUAL HARASSMENT

Find her voice

Kamilla was raped at age 12. "It is difficult to describe the impact of something as traumatic as rape. I have always had a higher and mental aim. Being raped by a friend, in a situation where I trusted him, was a huge blow to my self-confidence. It took a long time for me to realise that it was not my fault.

"The initial impact was fear, shame and guilt. When I found my voice, I was inspired to change the way we treat our children and create awareness around the issue of victim blaming and our attitudes towards femicide," said Kamilla.

She says she is through towards healing was doing my hair bright purple. It took two years to speak about my experience," she said.

"I was raped when I was 17 and I was in an abusive relationship with her mother, who did it like the way she was living her life. After trying therapy, which didn't work, Kamilla moved out of home. She also met her husband and the next stage of her recovery began. "The respected me and was the first man I talked to about the rape. Later, pregnancy and childbirth had a profound impact on my attitude towards it. It became a physical expression of love and was extremely healing."

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You can reclaim your life after abuse



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relationships must find the courage to leave, she said.

"Victims deserve very difficult thinking of where you can go and how you can start your life over. Your partner may tell you to come home, because he loves the money and you are a mother. But you have to realise that your life does not depend on one person. If you are being abused, then you are not being, you are just trying to survive. You can only live your life and reach your full potential once you are out of that relationship."

Mani Gloriosa is the founder and director of the Transition Education About Rape and Sexual Abuse (TEARA) Foundation, an organisation that provides support services to survivors of abuse. A GBV survivor herself, Gloriosa said women in abusive relationships should not be trapped by shame, guilt or self-blame.

"The only thing that matters is your safety. You can not blame the being abused, and you are not the cause of your partner's behaviour. You deserve to be treated with respect; you and your children deserve a safe and happy life. And you are not alone - there are people waiting to help," said Gloriosa.

"Sister Charity is not her real name."

She eventually found the strength to move out and today lives in the clutches of a survivor herself. Gloriosa said women in abusive relationships should not be trapped by shame, guilt or self-blame.

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Help Is on hand for GBV survivors

ABUSE SURVIVORS ARE OFTEN LONELY, isolated and filled with fear. Finding the courage to get help is not easy but there are a number of organisations ready and waiting to support those who reach out.

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Police call me!
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Childline SA
Childline South Africa
operates in Afrikaans, isiXhosa, isiZulu, Sesuto, Setswana, Xhosa, Zulu, English and Afrikaans.

GBVF's lifelong effects on children

GENDER-BASED VIOLENCE AND FEMICIDE can have a severe impact on a child's physical health, growth and development.

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<https://www.vukuzenzele.gov.za/sites/default/files/documents/2021-05/Vuk%20June%202021%20Edition%201.pdf>

February 2015

1. Protecting the victims of sexual abuse
2. Ukuthwala: Robbing young girls of childhood
3. A safe space for abused victims

<https://www.vukuzenzele.gov.za/sites/default/files/pdfs/February2015.pdf>

Know the different types of abuse

If you are in an abusive relationship or are being held in your care or being abused, you can take steps to protect yourself and the child by approaching the courts or reporting the matter to the South African Police Service.

Domestic violence occurs when a person is subjected to physical, sexual, emotional, verbal and psychological abuse. This occurs when a person is subjected to constant insults, ridicule or name-calling.

Economic abuse This can happen when a victim is prevented from earning an income.

Isolation An example of isolation is when a victim receives decreasing or no financial support for their own or their children's needs.

Physical abuse occurs when you are sexually or physically abused or threatened or forced to perform sexual humiliating sexual acts.

Emotional, verbal and psychological abuse This occurs when a person is subjected to constant insults, ridicule or name-calling.

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<https://www.vukuzenzele.gov.za/sites/default/files/s/VukEnglish-20092018013~JHBIS.pdf>

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Public Sector Manager (PSM) magazine

Over 42 articles were published on the public Sector Manager Magazine (PSM), including the following:



Protecting the victims of sexual abuse

To be able to investigate rape cases, most would agree that you should have skin as tough as a rhino's or made of Teflon.

Investigating rape cases for a living is not for the faint hearted. But Warrant Officer Rene Nel, who is one of the country's leading detectives, says someone has to ensure that victims of rape get the justice they deserve.

Nel was recently awarded the Best Provincial and National Investigator Award for her success in investigating crimes against women and children. The award relates to cases she dealt with while at the Family, Child Protection, and Sexual Offences (FCS) Unit in 2013.

She was also crowned the Best Detective in the Free State for the 2013/2014 financial year.

Based at the Bethlehem FCS Unit in the Free State, she says the best part of her job is when she makes an arrest and gets to tell the victims that the perpetrators are going to jail for the crime they have committed.

"There is no better feeling in the world than when a case has been closed and the wrongdoers get the sentence they deserve."

Nel made headway when she successfully investigated three different cases of serial rapists which resulted in 13 life sentences for the rapes of women and children in 2013.

"I put myself mentally

at the crime scene and it also helps immensely to build and maintain a good relationship with the victims and their loved ones. Even when a case has been concluded, victims always keep me informed of how they are doing and coping with their ordeal when we meet in town, for example."

"Of the many cases Nel has investigated, the one that stands out is that of a 17-year-old who raped eight women - a case she investigated while at the Harrismith Detective Services.

"I thought to myself that such a young man should not be involved in such crimes."

She said the teenager's modus operandi was to hide in the bushes in the early hours of the morning and wait for his victims as they made their way to work. He would then drag them into the bushes and rape them.

"I linked him to the crimes after finding his DNA under the fingernails of one of the victims who had scratched him. Once he was confronted with this evidence he confessed to the seven other cases of rape."

Dedication rewarded

Nel, who has been working for the South African Police Service (SAPS) for 23 years, says getting the award was wonderful but she was just doing her job.

"I have been a detective for 15 years. I am not used to the attention I have since been receiving."



Creating a society free of violence

International Day for the Elimination of Violence Against Women on 18 November brings a global focus on a very pertinent violation of the rights of women in the form of violence against women. As the 17th day of activism for violence against women and children, it is a day to raise awareness of violence against women and children, and to demand that governments, the private sector, and individuals take action to prevent violence against women and children. The day is also a day to demand that governments, the private sector, and individuals take action to prevent violence against women and children.



As a child, Anette van der Merwe was a victim of violence against women and children. She was sexually abused by her father and later by other men. She is now a public sector manager and is involved in various initiatives to prevent violence against women and children.

November 2016

- Speak out against abuse
- Creating a society free of violence

https://issuu.com/topcomedia/docs/psm_november_2016_final?e=2548535/40323162

Public Sector Manager - November 2016

August 2018

- Take a stand against women abuse
- Men championing women's rights
- Why I joined the 100 Men March

https://issuu.com/topcomedia/docs/psm_august_2018_is_suu_upload?e=2548535/63782723



Why I joined the 100 Men March

When I was growing up in a very tiny village outside Queenstown, Eastern Cape, there was this bizarre belief among us young boys. If any girl was to be an older man, of course I must have been about 12 or 13 years old when I learnt about this weird and harsh belief. We were taught that if you want your girls undivided attention and love, you had to hit her once in a while. "Sweet boys" who did not hit their girlfriends were viewed as weak by girls and often got dumped.

As young boys we believed that because of the time, we noticed that girls seemed to kick around the boys who were hitting them. We were made to believe that "sweet boys" often got dumped within days of a wedding. I was about 12 years old when I first experienced the pain of being dumped by a girl. She must have been the same age as me or even a little younger. When I told my friends about the break-up, I got a hard time listening. How could I have allowed her to dump me, they asked. It was because I never hit her, that was why she was broke enough to dump me, others said. I grew up surrounded by this kind of talk throughout my teens. I met my female cousins, and sometimes my sisters, coming home from school with bruised eyes and swollen lips.

Public Sector Manager - August 2018

Part 2: GCIS-led Interventions

SANews.gov.za

South African Government News Agency

Gender-Based Violence and Femicide has been a key theme that has been given coverage to over the years. This extends over the actual 2021 - 16-Days campaign period until Feb 2022.

- The 2021 16 days of Activism campaign was covered by SANews, coverage started with the Launch in Soweto. Content formed a **feature article, along with video clips.**
- During the 2021 - 16 days campaign period, SANews published a feature on a **Soweto woman who has endured a decade of abuse at the hands of her husband.**
- A reporter interviewed the **Sisters Working in the Film and Television (SWIFT) non-profit organisation with the spotlight on the prevalence of GBV in the film industry.**
- A reporter also spoke to a **student on her insights into the impact of GBV as a person living with a disability.**
- Given the incidence of high levels of GBVF, **SANews content reflects government's stance on the fight against GBVF.**
- Throughout the year, SANews stories have kept **GBVF as key area of reporting.**
- Over Twenty two (22) features articles were published.**

General Coverage touch on themes such as:

- GBVF in the context of lockdown, men leading the fight against GBV, establishment of the National Council on Gender Based Violence and Femicide, efforts by SAPS and Justice Department to deal with GBVF, profiling arrests of perpetrators, women empowerment, launch of the Gender-Based Violence and Femicide (GBVF) Response Fund , government partnering with sectors such as the taxi industry to curb GBV, GBVF in the context of the African Union, opening of shelters for women and children, profiling the GBV Command Centre, allocations in the Budget, coverage of the national summit on gender-based violence, [establishment of the National Council on GBVF](#), 100 Men March, among others.**

- Published features and articles yielded over 423 145 views**

WEB & SOCIAL MEDIA



March 2020 – Feb 2022

793 377

Total Reach

6174

Engagement

Posted content related to GBFV on the GovernmentZA Twitter account
Infographics, Videos and 16 Days Content



Reached 100 798 people,
1 015 engagement (likes,
comment and shares)

Top posts:



GovernmentZA

March 2020 – Feb 2022

790 472

Total Reach

6 055

Engagement

Posted content related to GBFV on the GovernmentZA
Twitter account
Infographics, Videos and 16 Days Content



South African Government @GovernmentZA
Minister of Social Development, Ms Lindiwe
Zulu embarks on an outreach programme
focusing on the scourge of Gender-Based
Violence and Femicide #GBVF in the
province of KwaZulu-Natal from 10 - 11
October 2020 pic.twitter.com/5GQcDz8vgt

GBVF Outreach programme by Minister of Social Development, Ms
Lindiwe Zulu
Impressions 7 173 impressions, 190 engagement

Top tweets

Government Websites – www.gov.za

A dedicated webpage was created in enabling a **one-stop portal for easy access all GBVF related information.**

More than 400 speeches and statements and 62 documents have been added

Page views since the start of the page is over 64 621

<https://www.gov.za/GBV>



Conclusion

- ❑ Budget is still not available to run a Mass media campaign, GCIS is currently implementing activities within its operational budget and through various partnerships within government.
- ❑ GCIS continues to work through partnership at provincial level with Civil Society, Community media and other key departments like SAPS, Offices of the Premiers (OTP) Community Development workers.



END

