**36/1/4/1(202000246)**

**NATIONAL ASSEMBLY**

**FOR WRITTEN REPLY QUESTION 2018**

**DATE OF PUBLICATION IN INTERNAL QUESTION PAPER: 28 AUGUST 2020 (INTERNAL QUESTION PAPER NO 34-2020)**

**2018. Mr W F Faber (DA) to ask the Minister of Police:**

With reference to his recommendation that the firearms amnesty be extended from 1 August 2020 to 31 January 2021, (a) what different methods of awareness campaigns will be used by the SA Police Service to successfully communicate to the public, given that there was a decline in the number of firearms that were surrendered during the first period of the 2019-20 financial year?  
NW2579E

**REPLY:**

The types of awareness campaigns, which will be used by the South African Police Service (SAPS), to successfully communicate the firearm amnesty 2020/2021 to the public, are as follows:  
▪ Announcements on all the SAPS social media platforms.  
▪ Live reads through the South African Broadcasting Corporation (SABC) radio stations, from September 2020 to December 2020, promoting the image of the SAPS and creating awareness of the firearm amnesty, as well as the purpose thereof.  
▪ Television campaigns, for example, Squeeze Back, on the SABC television channels, in November 2020, promoting the image of the SAPS and creating awareness of the firearm amnesty, as well as the purpose thereof.  
▪ Television campaigns, in the form of Digital Brand Integration, in September 2020 and October 2020, promoting the image of the SAPS and creating awareness of the firearm amnesty, as well as the purpose thereof.  
▪ National printed media campaigns- announcements in September 2020, in the form of strip advertising in the Caxton Group, knock and drop newspapers.  
▪ Distributing pamphlets at shopping malls, taxi ranks, commuter points and other places of gathering.  
▪ Media advertising through the Government Communication and Information System (GCIS), which includes the SABC radio and television, as well as e-TV  
▪ Announcements on the SAPS website.

Reply to question 2018 recommended

**GENERAL NATIONAL COMMISSIONER: SOUTH AFRICAN POLICE SERVICE  
KJ SITOLE (SOEG)  
Date**: 2020/09/13

Reply to question 2018 approved

**MINISTER OF POLICE   
GENERAL BH CELE, MP  
DATE**: 27/09/2020