



Action for a Safe South Africa

Implementation Plan

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## Section 1 : Introduction & Context

Much work has already been done on the design and set up of AFSSA, mainly with the focus of the Convention which took place in August 2009. In this time the following was achieved:

- The Steering Committee was established, project managed by Roelf Meyer and constituted by members from a range of organisations
- Working Group Themes were defined
- Working Groups were constituted with experts in their fields
- Funding for the Convention was secured
- The Leadership Forum was convened and AFSSA was mandated to continue development of the initiative into action plans by working group theme
- The AFSSA Business Plan was developed which clearly states the role AFSSA will play into the future<sup>1</sup>

It is within this context that the implementation plan follows, in order to clearly define the next steps to be taken by AFSSA the “entity”, as well as by each of the working groups. However it should be noted the post convention AFSSA starts from a clear base and some of the above will be re-established to best represent the work going forward.

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<sup>1</sup> See the AFSSA Business Plan Document available on [www.safesouthafrica.org.za](http://www.safesouthafrica.org.za)

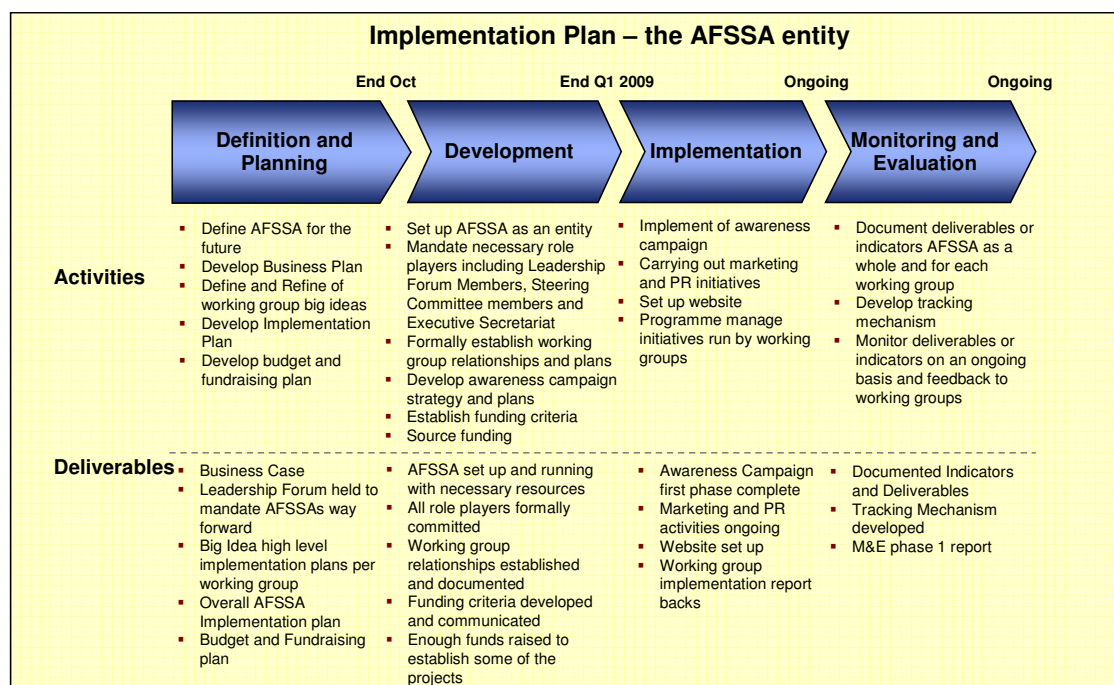
## Section 2: AFSSA Entity Implementation Plan

AFSSA, the Entity, will be set up in the end of 2008 and beginning of 2009, after which it will oversee, run and implement initiatives in and of itself as well as overseeing the implementation of the working group projects.

The plan focuses on four main activities.

- Definition and Planning, which is currently underway and includes all planning activities in setting up the entity.
- Development which includes: constructing and formalising the Steering Committee, Management Committee and Office Management, clearly defining roles and responsibilities, mandates and work principles
- Implementation which focuses on carrying out marketing and PR drives, setting up the website, running an awareness campaign and overseeing the projects implemented by the working groups.
- The overall project will be monitored and evaluated on an ongoing basis to ensure that the aims and objectives are being achieved.

Figure 2.1



Detailed timelines for the first year show that the implementation will commence in 2009 and will be ongoing to the end of 2009. Thereafter milestones will focus on working group achievements however ongoing monitoring will ensure that AFSSA remains focused on its objectives.

**Figure 2.2**

**Detailed Implementation Timelines**

Implementation Plan Activities	2008			2009			
	Sept	Oct	Nov	Q1	Q2	Q3	Q4
<b>Definition and Planning</b>							
▪ Define AFSSA for the Future	=====						
▪ Develop Business Plan	=====						
▪ Define and Refine Working Group Big Ideas	=====	=====					
▪ Develop Implementation Plan		=====					
▪ Develop budget and fundraising plan							
<b>Development</b>							
▪ Set up AFSSA as an entity			=====				
▪ Mandate necessary role players			=====				
▪ Formally establish working groups			=====				
▪ Develop Funding Criteria			=====				
▪ Develop awareness campaign strategy and plans			=====				
▪ Develop marketing and PR strategy and plans			=====				
▪ Conduct fund raising initiatives				-----	-----	-----	-----
<b>Implementation</b>							
▪ Implement awareness campaign				=====	=====	=====	=====
▪ Carry out marketing and PR initiatives				=====	=====	=====	=====
▪ Set up website				=====	=====	=====	=====
▪ Programme manage initiatives run by working groups				=====	=====	=====	=====
<b>Monitoring and Evaluation</b>							
▪ Document deliverables or indicators for AFSSA				=====	=====	=====	=====
▪ Document deliverables or indicators for working groups				=====	=====	=====	=====
▪ Develop tracking mechanism				=====	=====	=====	=====
▪ Monitor deliverables or indicators and feed back to working groups				=====	=====	=====	=====
<b>Other milestones</b>							
▪ Leadership Forum meeting		▼					
▪ AFSSA Book launch		▼					
▪ AFSSA Press Release		▼					
▪ Leadership Forum meeting half year						▼	
▪ Leadership Forum meeting year end							▼

## Section 3: AFSSA Working Group Project Implementation Plans

### 3.1 Working Group Project Details

Following on from the Convention and after further work on the themes, each working group has defined one or two main initiatives to implement as part of AFSSA. These are described in the table 3.1 below:

**Table 3.1 Working Group Project Details**

Working Group	Project Name	Description	Deliverables	Responsible Org/Resource
<b>Healthy Families Resilient Children</b>	1. National Parenting Initiative	To vastly increase parents' capacity to parent their children to promote self-esteem, nurturing, health and safety, thereby creating holistic children and law abiding citizens	<ul style="list-style-type: none"> <li>▪ A parent Centre Established</li> <li>▪ 60 facilitators per province trained and operational</li> <li>▪ Training material developed and rolled out</li> <li>▪ 1 million parents trained</li> </ul>	Cheryl Frank  Sandra Marais
	2. Strengthening ECD Programmes	Support & enhance ECD capacity building to increase scale of high quality ECD services nationally, thereby creating children that can and are motivated to learn, rather than start with truanting behaviour	<ul style="list-style-type: none"> <li>▪ AFSSA ECD model developed</li> <li>▪ National Consultative Workshop on ECD/Crime prevention held</li> <li>▪ AFSSA ECD Model implemented</li> <li>▪ 1 million children received ECD intervention</li> </ul>	
<b>Peace in the Home</b>	1. Fathering and Partnering for Peace	Equipping men with parenting, conflict management & leadership skills to recreate the home as a cradle of nurture & protection	<ul style="list-style-type: none"> <li>▪ Secretariat set up</li> <li>▪ National Coalition of stakeholders set up</li> <li>▪ Grassroots skills programme developed and rolled out</li> <li>▪ Mentorship programmes developed and rolled out</li> </ul>	Bronwynne Ferreira, Nicola Christophides
<b>7-24 Opportunity of</b>	1. The Youth Zones	Youth Centres with a holistic	<ul style="list-style-type: none"> <li>▪ 18 Pilot sites ready to start in year 1</li> </ul>	Iole Matthews

<b>Youth</b>	2. "Fix it"	<p>response to the needs of youth for nutrition, sports, information, life skills, computer skills, recreation activities, hobbies, fun, to provide meaning, self esteem and a place where children are not vulnerable to becoming victims of crime themselves</p> <p>An advocacy based research &amp; publication campaign demanding excellent schools and not accepting the dysfunction currently present in most schools; highlighting excellence &amp; spotlighting poor performance</p>	<ul style="list-style-type: none"> <li>▪ Standardised model for Youth Zones (with flexibility per area) defined</li> <li>▪ 10 Youth Zones per province rolled out by end of year 5</li> <li>▪ Corporate sponsors per Youth Zone</li>   <li>▪ Advocacy campaign developed</li> <li>▪ Indicators for improvement developed and monitored</li> <li>▪ Functional Schools toolkit developed and implemented in 10 000 schools by end of year 5</li> </ul>	Richard Griggs
<b>Recovery &amp; Resilience</b>	1. Unlocking our Compassion	<p>Unlocking the compassion of families, neighbours and communities, thereby creating a broad-scale victim support network unparalleled anywhere else in the world.</p> <p>Mobilise the improvement of existing service provision for victims of violence</p>	<ul style="list-style-type: none"> <li>▪ Develop model and identify implementation partners</li> <li>▪ Community assessment for need</li> <li>▪ Implement in pilot site in Kyalitsha</li> <li>▪ Create a social marketing strategy with messages e.g. "take care; you are not alone etc"</li> <li>▪ Improved victim empowerment programmes</li> </ul>	Sean Tait Sarah Crawford-Brown
<b>Multiplying the Power of One</b>	1. MP1	<p>Enabling everyone to contribute to making SA safe; a conduit for all the non-professional, non-institutional individuals for being involved, gathering &amp; telling the stories of activism as they emerge, providing accessible "toolkits" &amp; good practice models; telling the story of making SA safe</p>	<ul style="list-style-type: none"> <li>▪ Develop and launch an interactive website to connect people with opportunities to contribute</li> <li>▪ Develop and launch material to be used in rural communities to connect people to opportunities to contribute</li> <li>▪ Develop and implement guides and toolkits of how people can contribute</li> <li>▪ Showcase communities which have made a difference</li> </ul>	Barbara Holtmann

<b>Sober South Africa</b>	1. Alcohol Health Promotion Foundation  2. Sober Mzansi	A foundation that will lead in ensuring that specific legislative & regulatory reform takes place & is acted upon  Accomplish greater community ownership of alcohol issues	<ul style="list-style-type: none"> <li>▪ Zero alcohol levels for drivers</li> <li>▪ Develop toolkit for the implementation of alcohol free zones</li> <li>▪ Restricted retail sale of alcohol in communities</li> <li>▪ Social host responsibility programme developed and implemented</li> <li>▪ Signage for marketing of alcohol better managed</li> </ul>	Charles Parry  Neo Morojele
<b>Unsafe in Anyone's hands</b>	1. No need for guns	Reduction of the use of firearms in South Africa, expanding gun free zones	<ul style="list-style-type: none"> <li>▪ Moratorium on carrying guns &amp; issuing licenses before 2009 elections &amp; during 2010</li> <li>▪ Amnesty for illegal weapons just before the elections in 2009</li> <li>▪ Mass media campaigns developed and rolled out to increase awareness</li> </ul>	Joseph Dube Adele Kirsten
<b>Second Chance</b>	1. Second Chance	Law reform and support of offenders for a second chance	<ul style="list-style-type: none"> <li>▪ Law reform on criminal records review of minimum sentences, alternative sentencing, parole achieved</li> <li>▪ Diversion, restorative justice, rehabilitation &amp; reintegration of offenders</li> <li>▪ Good practice models and toolkits developed</li> </ul>	Lukas Muntingh Lukas Muntingh Lesley-Ann van Selm

Each of these initiatives will have a short term and a long term impact, but starting each today, will mean that one person, one family, one community is a bit safer and this effect will grow over time as the initiatives expand across the country.

These impacts are described in Table 3.2 below.

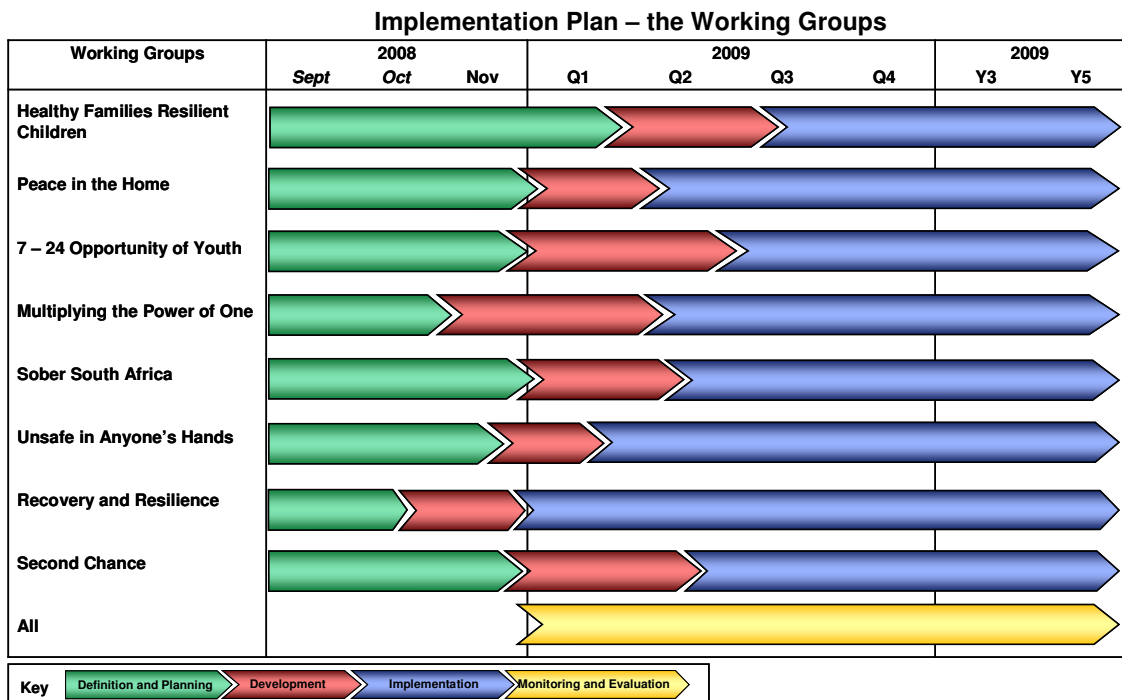
Table 3.2

Working Group	Project Name	Immediate Impact	Long Term Impact	Responsible Org/Resource
<b>Healthy Families Resilient Children</b>	National Parenting Initiative Strengthening ECD Programmes	<ul style="list-style-type: none"> <li>▪ Dramatic reduction of crimes against children, including violence, sexual violence, neglect and abuse</li> <li>▪ Reduction of FAS</li> </ul>	<ul style="list-style-type: none"> <li>▪ Breaking the cycle of violence: children who experience love, protection, nurture more likely to achieve their potential &amp; ultimately be good parents too....</li> </ul>	Cheryl Frank Sandra Marais
<b>Peace in the Home</b>	Fathering and Partnering for Peace	<ul style="list-style-type: none"> <li>▪ Reduction of domestic violence, violence against women and children</li> <li>▪ Reduction of anger &amp; conflict</li> </ul>	<ul style="list-style-type: none"> <li>▪ Normalisation of family as a cradle of care, protection, nurture</li> <li>▪ Men central to family life</li> </ul>	Bronwynne Ferreira, Nicola Christophides
<b>7-24 Opportunity of Youth</b>	The Youth Zones "Fix it"	<ul style="list-style-type: none"> <li>▪ Reduction of crimes against children, truancy, drop-out, substance abuse</li> <li>▪ A happy childhood for all children</li> </ul>	<ul style="list-style-type: none"> <li>▪ Children will not become offenders, will fulfil their potential, use their skills, talents and innovations, &amp; schools are safe places</li> </ul>	Iole Matthews Richard Griggs
<b>Recovery &amp; Resilience</b>	Unlocking our Compassion	<ul style="list-style-type: none"> <li>▪ A sense of belonging, community, shared identity and destiny</li> <li>▪ Less violence, anger &amp; conflict</li> </ul>	<ul style="list-style-type: none"> <li>▪ Communities where vulnerability is protected, victims are supported &amp; justice is restored</li> </ul>	Sean Tait Sarah Crawford-Brown
<b>Multiplying the Power of One</b>	MP1	<ul style="list-style-type: none"> <li>▪ A role for everyone, networks, ideas, good practices shared, help @ hand for all</li> </ul>	<ul style="list-style-type: none"> <li>▪ A society in which we are all connected, where public spaces are safe &amp; nobody is alone</li> </ul>	Barbara Holtmann
<b>Sober South Africa</b>	Alcohol Health Promotion Foundation Sober Mzansi	<ul style="list-style-type: none"> <li>▪ Alcohol free schools &amp; zones</li> <li>▪ Increased awareness of harm of alcohol</li> <li>▪ Reduction in drink driving</li> <li>▪ Alcohol free election and 2010</li> </ul>	<ul style="list-style-type: none"> <li>▪ Social Grants used as intended for poverty alleviation</li> <li>▪ Reduction in violence</li> <li>▪ Reduction in road deaths</li> <li>▪ Improved capacity in health services</li> </ul>	Charles Parry Neo Morojele
<b>Unsafe in Anyone's hands</b>	No need for guns	<ul style="list-style-type: none"> <li>▪ Gun Free election &amp; 2010</li> <li>▪ Expanded gun free zones</li> </ul>	<ul style="list-style-type: none"> <li>▪ Safe streets &amp; public places</li> <li>▪ Reduction in gun crimes</li> </ul>	Joseph Dube Adele Kirsten
<b>Second Chance</b>	Law reform and support of offenders for a second chance	<ul style="list-style-type: none"> <li>▪ Increased use of diversion for young &amp; first offenders</li> <li>▪ Community involvement in reintegration</li> </ul>	<ul style="list-style-type: none"> <li>▪ Ex-offenders become useful members of society</li> <li>▪ Reduction in recidivism.</li> </ul>	Lukas Muntingh Lesley-Ann van Selm

### 3.2 Working Group High Level Implementation Plans

More work needs to be done (and is already being done) to refine the projects and develop detailed project plans budgets and deliverables. In some cases partners need to be selected and organisations need to be contracted to further the work. In many cases funding is needed to take the projects to the next level, and this will be the function of the AFSSA entity.

Despite this, it is anticipated that implementation of the actual programmes will start in 2009, some as early as Q1.



## **Section 4: Immediate Next Steps**

The following activities will take place before the end of 2008:

- High level budget for AFSSA entity and working groups developed
- Funding criteria for projects developed
- Sub-committee members of Steering committee mobilised
- Fund raising plan developed
- Detailed planning for working groups commenced