



**Internal Memo**

**Tel: 012 473 0188**

<b>DATE:</b>	03 March 2022	<b>FILE NR:</b>	<b>Circular:</b>
<b>TO:</b>	Provincial Directors and Deputy Directors Liaison	<b>FROM:</b>	Directorate: Programme Support
<b>SUBJECT:</b>	<b>HUMAN RIGHTS MONTH CIRCULAR - 2022</b>		

**1. HUMAN RIGHTS MONTH**

- a. The National Human Rights Day in South Africa is connected to the events of 21 March 1960 – also commonly known to as the Sharpeville Day – where during a defiance demonstration, 69 black Africans were massacred (186 wounded) by the Apartheid police.
- b. On that day, a mass of about 10 000 black South Africans, fed up with the brutal Pass Laws, converged on the local police station in the township of Sharpville, offering themselves up for arrest for not carrying their passbooks.
- c. The Apartheid government had legislated that all black Africans must carry a passbook at all times when in areas designated for whites, thus, not carrying a passbook was considered a criminal act by the regime.
- d. The defiance demonstrations were also conducted in Langa, Cape Town where two people were killed and 47 were wounded.
- e. This lethal encounter between armed Apartheid police and people marching for their rights was sadly repeated again on 20 March 1985 in Langa near Uitenhage, exactly 25 years after the Sharpville Massacre. This time 35 people were killed and 27 were wounded in what is known as the Langa Uitenhage Massacre.
- f. As such, the adoption of the Constitution in 1996 represented a significant shift from racial-based politics to constitutional democracy anchored by the Bill of Rights which recognises human dignity, equality, individual human rights and freedoms.
- g. In light of the above, this year is the commemoration of the 62 anniversary of the Sharpeville Massacre and the 37<sup>th</sup> anniversary of the Langa Massacre.
- h. The main event of the Human Rights Day Commemorations will take place on 21 March 2022, hosted by the North West Province in Koster.
- i. To commemorate Human Rights Month, there will be heightened projects across government, but more specifically by the Department of Justice and Constitutional Development which is the custodian of the Constitution which clearly enshrines our human rights.

## 2. MESSAGES AND THEME

- a. Government theme: “**Let’s Grow South Africa Together**”
- b. The theme for Human Rights Month 2022 is: “***The Year of Unity and Renewal: Protecting and Preserving our Human Rights Gains***”.

## 3. STRATEGIC OBJECTIVES FOR NATIONAL HUMAN RIGHTS MONTH

- a. To highlight the significance of Human Rights Month as a vehicle to foster nation building and social cohesion, end to racism, Afrophobia xenophobia and homophobia.
- b. To encourage active citizenry in Government programmes.
- c. To create awareness through dialogues and public engagements on the importance of Human Rights as enshrined in our constitution.
- d. To promote the 27th anniversary of the enactment of the Constitution of the Republic into law (through dialogues, posters, leaflets and dialogues etc.)

## 4. THE COMMUNICATION ROLES OF GCIS PROVINCIAL OFFICES

- a. To advocate for Constitutional Rights, and promote anti-racism and anti-xenophobia.
- b. To profile government programmes and plans around housing, health, education amongst others as basic Human Rights
- c. To raise awareness of the Anti-Racism Week taking place from 14 - 21 March 2022 and to be implemented under the theme: ***Unite Against Racism***.
- d. To organise platforms for conversations on the Rights and protection of women and children.
- e. To promote the supremacy of the Constitution as the rule of law and to advocate for protection and rights of women, as well as children.
- f. To engage on face-to-face dialogues which seek to find possible solutions that will eventually stop Gender Based Violence in our communities.
- g. To promote pronouncements made at SONA and SOPAs.

## 5. INTERGRATED CAMPAGNS DURING HUMAN RIGHTS MONTH AND THE ROLE OF GCIS PROVINCIAL OFFICES

### 5.1. Post State of the Nation Address (SONA) Communication programme

- 5.1.1. On Thursday, 10 February 2022, President Cyril Ramaphosa delivered the SoNA to outline government’s achievements over the past year and announce plans for the year ahead. Already, all provinces have completed their State of the Province Addresses (SOPA)s aligned to the SONA but what seems to be clear is that government communicators need to sustain and intensify communication beyond the SoNA and SoPAs, and empower citizens with relevant information on

government programmes that would ensure their meaningful and active participation in the socio-economic transformation of our country.

5.1.2. The key priorities outlined in this year's SoNA are:

- a) **Comprehensive social compact to grow the economy, create jobs and combat hunger;**
- b) **Economic Reconstruction and Recovery Plan;**
- c) **Priorities identified in the last (2021) SONA** being Overcoming the COVID-19 pandemic, a massive rollout of infrastructure, a substantial increase in local production, an employment stimulus to create jobs and support livelihoods and the rapid expansion of our energy generation capacity.
- d) **Lastly, Anti-corruption.**

5.1.3. **Communication roles of GCIS Provincial Offices on Post-SoNA communication includes:**

- a) The creation and availability of platforms aimed at enabling the private sector – both big and small – to emerge, to grow, to access new markets, to create new products, and to hire more employees through scheduling information session, Dialogues, Seminars and more, working closely with social sectors stakeholders, the agriculture sector, and other industries. The big aim here is to unleash the potential of small businesses, micro businesses and informal businesses.
- b) Linking to the Economic Reconstruction and Recovery Plan (ERRP), PLL needs to proactive drive profiling initiatives of projects and programmes of the ERRP pre-during and Post. This will include targeting beneficiaries of the ERRP projects, SMME support schemes and programmes, as well as Public and Private Sector employment opportunities to mention a few. Projects to be target may include **student accommodation, social housing, telecommunications, water and sanitation, Transport; Water projects** such as bridge constructions; and **Rural roads programme;**

## 5.2. Covid-19 Communication Programme

5.2.1. The President indicated that Government is looking at ending the national state of disaster and this will happened once measures under the National Health Act and other legislations to contain the pandemic have been finalized, we need to at this point push ahead with reinforcing none-pharmaceutical prevention measure of COVID-19 working closely with local stakeholders.

5.2.2. On 18 February 2022, the Minister of Health, Dr Joe Phaahla together with the Deputy Minister of Higher Education and Training, Mr Buti Manamela launched the **#KeReady Youth Vaccine Campaign** focused on building Vaccine update in the youth cohort. The campaign is making use of local Doctors whom have availed themselves to speak directly to communities and address any of their COVID-19 related enquiries. There is currently a **WhatsApp line (060 019 0000)** which is

established for communities to speak directly with these doctors and other health practitioners. In support of the campaign, PLL should consider Community Radio programmes in partnership with District Health and other social partners such as the South African Council of Churches which is and has been running a #VaxuMzansi Campaign to raise awareness of the **#KeReady Youth Vaccine Campaign** and expand on COVID-19 vaccination communication. Further door-to-door outreaches should be implemented in support of this campaign as well.

### **5.3. Gender-Based Violence and Femicide (GBVF)**

5.3.1. Through the implementation of the National Strategic Plan on GBVF and other measures to promote the empowerment of women, there are Three new pieces of legislation which have been signed into law to strengthened the criminal justice system, to promote accountability across the state and strengthen support mechanisms for survivors. PLL will therefore we required to consider scheduling works in partnership with the Departments of Women, Social Develop, Justice and Constitutional Development, Chapter 9 institutions, the Police and all other relevant stakeholders to unpack these legislations.

## **6. TESTIMONIALS**

6.1. Collation of audio-visual vox-pops.

6.2. Compilation of pictorial reports and article writing for My District Today.

6.3. Development of LCAR.

6.4. Distribution of government communication materials and Human Rights Month Communication toolkit.

## **7. WEEKLY PROGRAMME OF ACTION**

No	Content Focus/Thrusts	Implementation Plan	Platforms	WIMS Capturing (Campaign)
1.	Awareness on SONA and SOPA Pronouncements.	Week 1 (28 February to 04 March)	Community Activations Loud hailing	SONA
2.	COVID-19 Communication and Vaccination programme	Week 2 (07 to 11 March)	Community Activations Loud hailing	COVID-19
3.	Human Rights Month	Week 3 (14 to 18 March)	1. Community/Tertiary and School Dialogues 2. Community Radio Engagements	Human Rights Month
4.	Human Rights Month	Week 4 (21 to 25 March)	3. Community/Tertiary and School Dialogues 4. Community Radio Engagements	Human Rights Month
5.	Gender-Based Violence and Femicide	Week 5 (28 March to 01 April)	5. Community/Tertiary and School Dialogues 6. Community Radio Engagements	GBV&F

## 8. ATTACHMENTS

8.1. Attached for consideration is the Human Rights Month Concept document.

## 9. CONTENT PLAN DEVELOPMENT AND SUBMISSION DEADLINE

9.1. As agreed in the PLL Content meeting of 01 March 2022, Provincial Offices are requested to submit Content Plans to Nthabiseng Khotlele and Sebjalo Rachuene no later than Monday, 07 March 2022.



Kind regards  
Nsizwa Nkosi