




MY DISTRICT TODAY



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OUTCOME 12: AN EFFICIENT, EFFECTIVE AND DEVELOPMENT ORIENTED PUBLIC SERVICE AND AN EMPOWERED, FAIR AND INCLUSIVE CITIZENSHIP

Special edition

Pre-SoNA activation in the Eastern Cape

By: Eastern Cape DoC communicators

The State of the Nation Address (SoNA) outlines government's Programme of Action for the year ahead and how it plans to improve the lives of South Africans. This year's SoNA will take place on 12 February at 19:00. The Department of Communications' Eastern Cape Provincial Office conducted an outreach campaign for the SoNA. The campaign targeted taxi ranks, a mall, schools, train stations, sectoral dialogues/seminars and will also take Mayors to radio stations for post-SoNA analysis.

The main aim of these activations was to create awareness on the SoNA. By being aware of what government is planning to do, everyone can become involved in its plans to build a better life for all.



The Deputy Minister of Communications, Stella Ndabeni-Abrahams, at Khanya FM.



Tabita Ngqunge leading the activation campaign in a train in East London.



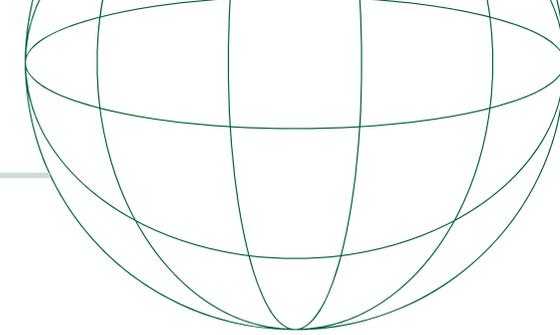
Vuyokazi Debu interacting with commuters at a train station in East London.



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Ndyebo Kopo leading the activation campaign at Mt Ayliff taxi rank.



Taxi rank activation in Molteno and East London.



The activation campaign also reached Cunningham High School in Butterworth and Phambili Mzontsundu Senior Secondary School in Aliwal North.



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SoNA activation campaign in KwaZulu-Natal

By: KwaZulu-Natal DoC communicators

As part of the State of the Nation Address (SoNA) 2015 marketing campaign, the Department of Communications (DoC) in partnership with Empangeni Taxi Association and Uthungulu District Municipality, embarked on a distribution drive to create awareness and hype about the SoNA, which will take place on 12 February at 19:00. The campaign took place on 7 February and was aimed at encouraging communities to watch/listen to President Jacob Zuma when he delivers government's plans and programmes for the year ahead.



A taxi driver receiving a SoNA leaflet from a distributor.



DoC official, Bonginkosi Gumede, distributing SoNA leaflets to members of the public.



The distribution of SoNA leaflets targeted young people as well.



Street vendors and people in the taxi industry were urged to watch/listen to the SoNA.





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These young people are looking forward to employment opportunities.



Community members happy to have been informed about the SoNA.



Eric Maluleke sharing information with members of the community at Elim Mall.

Elim Mall SoNA activation campaign

By: Limpopo DoC communicators

The Department of Communications (DoC) together with Community Development Workers in the Makhado Local Municipality embarked on an activation drive at Elim Mall on 6 February. The drive was aimed at mobilising community members to watch/listen to the State of the Nation Address (SoNA) on 12 February at 19:00.



Musa Kutani interacting with a community member about the SoNA.



Jomo Mbadalinga educating a community member about the importance of watching/listening to the SoNA.



Mashau Mathotho, Ndou N and Nedzamba T of Ward 7 are hoping that President Jacob Zuma will talk about employment opportunities for the youth.



Matimba Makuba said she would be happy if President Zuma could implement the Programme of Action, as hospitals are dilapidated and young people are unemployed.



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The distribution of SoNA leaflets continues.

Pre-SoNA activation in Colesberg

By: Thenjiwe Konono: DoC, Northern Cape

On 9 February, councillors and volunteers took to the streets of Louwryville to distribute leaflets and also informed the public about the State of the Nation Address (SoNA). Public places like clinics and the Thusong Service Centre were targeted. The live viewing of the SoNA has been organised for the Louwryville community in Colesberg, Umsobomvu Local Municipality. The event will be preceded by service-delivery initiatives where government departments and non-governmental organisations will provide services to communities.



Hospice officials distributing pamphlets to Colesberg Thusong Service Centre clients.



Ward councillors of Umsobomvu Local Municipality at the Pre-SoNA campaign.



SoNA message was also communicated to community members at a clinic. The community highlighted the need for transport to the clinic.



The SoNA activation campaign continues at the Thusong Service Centre Open Day.



Community members who visited the Colesberg Thusong Service Centre were informed about the importance of watching/listening to the SoNA.



Lowryville community members listening to pre-SoNA message delivered by DoC officials.



Councillor Humphries encouraging people to watch/listen to the SoNA.



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Pre-SoNA door-to-door campaign

By: Ntandokazi Kukuma and Sikelela Zokufa: DoC, Western Cape

Every year, before the President delivers the State of the Nation Address (SoNA), the Department of Communications (DoC) conducts pre-SoNA campaigns to create public awareness on the event. On 10 February, DoC officials embarked on a door-to-door campaign to educate the public about the importance of watching/listening to the SoNA in Dunoon in Milnerton, Cape Town. They targeted people living in the informal settlements and also those in formal residences.



DoC's Sikelela Zokufa encouraging two young entrepreneurs to watch/listen to the SoNA.



A DoC official sharing SoNA information with a driver.



Nosipho said:

"I acknowledge the Department of Communications' initiative. I will definitely watch the SoNA this year and it will be my first time. I hope that I will be able to gain something that will assist me in understanding how government works. I am one of the many individuals here in Dunoon who are still left behind. Knowing what government plans to do to better the lives of South Africans will help me understand my role in making these plans a success."



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Count down to the State of the Nation Address (SoNA)

By: Abigail Sejesho: DoC, North West

On 2 February, the North West Department of Communications' Provincial Office went on an activation blitz to popularise the SoNA at Mahikeng taxi rank. The SoNA will take place on 12 February at 19:00 where President Jacob Zuma will address the nation on government's Programme of Action for the year ahead.

Materials distributed on the day included leaflets, South African National Defence Force skills development application forms and also learnership opportunities from the Department of Higher Education and Training. If members of the public are aware of government's programmes, they can be involved and take part in moving South Africa forward.



Brandina Nyangai said:

"I was very impressed by the whole information distribution process. I hope government will continue to give information to communities and I am looking forward to the SoNA."



DoC staff members engaging with community members during the campaign to educate the public about the SoNA.