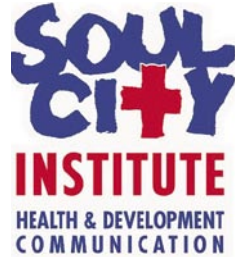


The Grants Awareness Campaign

Popular Report



Open up!

About this report

This report on the Grants Awareness Campaign has been put together by Soul City Institute for Health and Development Communication (Soul City: IHDC) and the Alliance for Children's Entitlement to Social Security (ACCESS).

The report serves two main purposes:

- 1) To give readers information about the Grants Awareness Campaign – what it was and what it set out to achieve
- 2) To share the lessons learnt during the Campaign.

The information in this report is taken from a project report written for ACCESS and Soul City: IHDC as well from a report on a major, independent evaluation of the Grants Awareness Campaign that was carried out in 2004 by a company called Insideout Research.

The Insideout evaluation involved both qualitative research (asking people how they felt about the campaign) and quantitative research (getting the facts, figures and numbers for example, how many people were helped). Interviews were conducted with government officials, ACCESS and Soul City: IHDC leadership, ACCESS members and other key role players across South Africa. This research was combined with an analysis of uptake rates of the Child Support Grant, ID and birth certificates.

This report brings all of this material together into one easy-to-read document. Our aim is to assist those who wish to plan and run campaigns such as ours to understand what we did and how we went about doing it. We also wanted to ensure that the key lessons learnt during the Grants Awareness Campaign are shared with the right people. With a better understanding of what worked and what did not work during the campaign, we can all continue to fight child poverty in South Africa with ever more success.

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- 1 An introduction to the Grants Awareness Campaign.
- 2 The building blocks of the Grants Awareness Campaign. This section aims to paint a picture of what the campaign involved.
- 4 How well did the Grants Awareness Campaign work?
- 8 A guide to organising a jamboree: Pull out centre spread. This has been designed as a poster so that you can keep it on your noticeboards for future reference. It also contains useful contacts in each province.
- 11 Key lessons learned during the Grants Awareness Campaign.
- 16 Where to from here? The last section looks toward the future and highlights some of the challenges that lie ahead.

The Grants Awareness Campaign

What is the Grants Awareness Campaign?

In January 2002, the Government, ACCESS, Soul City: IHDC and the media joined forces to fight child poverty in South Africa. Together they launched a major communications and public outreach project to raise awareness all over the country about grants that are available for children – particularly the Child Support Grant (CSG).

This initiative became known as the "Grants Awareness Campaign".

The campaign ran from January 2002 to November 2003 and covered the whole country. It focused particularly on marginalised communities and poor and rural areas.

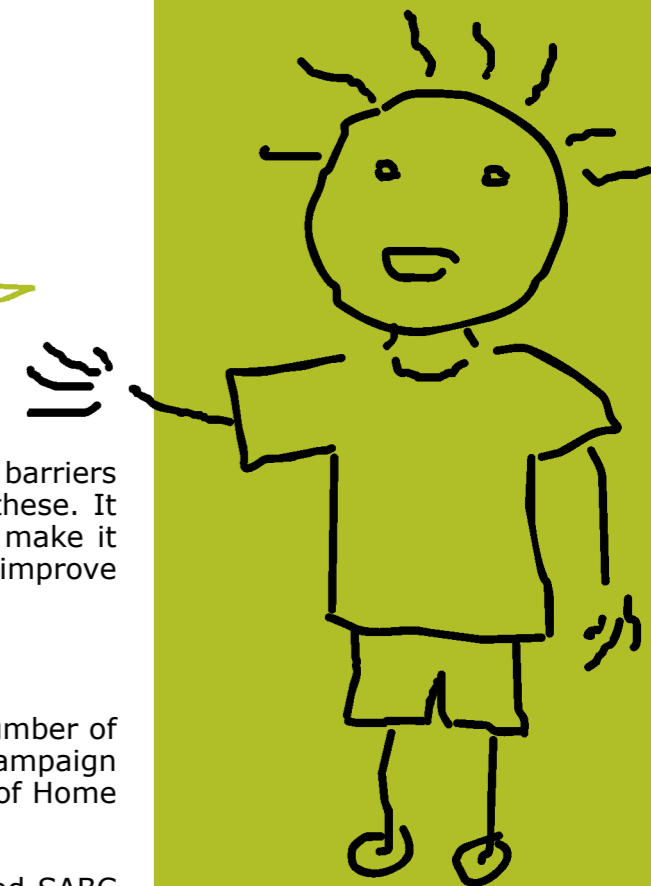
The overall aim of the campaign was to increase the number of people who know about the CSG and to increase the number of children in South Africa who are signed up to receive the grant.

The campaign also aimed to identify some of the barriers to accessing grants and to find ways to overcome these. It worked to mobilise and empower communities and make it easier for people to register for grants as well as to improve service delivery.

Who was involved in the campaign?

The Grants Awareness Campaign involved a large number of people and organisations. The core partners in the campaign were Soul City: IHDC, ACCESS and the Departments of Home Affairs and Social Development.

Other organisations that played a major role included SABC radio and television – particularly SABC 1: Simunye. The campaign also received assistance from many of ACCESS's member organisations and other volunteers, the Department of Health and the Khomanani campaign, the Government's HIV and AIDS communication campaign. The SAPS and local departments of education also played an important role in the campaign.



The problem of child poverty in South Africa

The government estimates that 59% of children between the ages of 0 and 17 years are poor. But other surveys estimate that the levels are actually closer to 70%.

Grants for children are seen as a major way to reduce child poverty.

The government introduced the Child Support Grant (CSG) in 1998. In January 2002, President Mbeki committed government to increasing the number of children who are signed up for the CSG. He also called on the private, public and non-governmental sector to help with the process. And in February 2003 he announced that the Grant would be gradually extended to include poor children up to the age of 14 years.

This is the first time in the history of South Africa that such a grant has been available to poor children.



The building blocks of the Grants Awareness Campaign

The Grants Awareness Campaign consisted of three main activities or building blocks:

1. Distributing information on grants
2. Holding large public registration drives (jamborees) across the country.
3. Training people about grants and how to help others apply for grants

Each of these blocks had a special role to play in helping to increase awareness and break down barriers to ensure that more children gain access to the Child Support Grant.

Information distribution



Information is the key to empowering people. It helps to inform people about grants and how to register for them. The campaign focused on developing and distributing as much information as possible to communities all over South Africa. The information was distributed through television and radio as well as the print media. In particular, the theme of social grants was integrated into the story lines of Soul City-6 and Soul Buddyz2. Additional TV and radio airtime was used to distribute information on grants using public service announcements. Grants information was broadcast on 9 radio stations across South Africa and listened to by an estimated 15 million people. The information was broadcast by way of drama and public service announcements. The drama season ran over 9 weeks – broadcast once a week – with most stations repeating the entire series.

Posters, booklets, pamphlets, training manuals, and newsletters were also printed and distributed. Campaign partners produced about 11 000 posters, 2 million booklets, 14 000 pamphlets, 500 training manuals and 1 000 newsletters during the campaign.

Jamborees



At the heart of the campaign were a series of "jamborees" also called imbizos. These were big, public outreach events that lasted for a full day and brought together all the key players into a single place. The purpose of the jamborees was to make it easier for people to register for grants.

The idea was to provide people with a **one-stop-shop for grants**. Both the Departments of Home Affairs and Social Development were present at each jamboree. This meant that at the jamboree, people could hear about grants and how to apply for them. They could then actually sign up then and there if they had all the right documentation (birth certificate and ID), otherwise they could apply for those documents at the jamboree.

The Department of Home Affairs arranged for photographers to take ID photos where these were needed and the SAPS were also there to supply affidavits where necessary.

Regional radio stations played a huge role in advertising the jamborees and in entertaining people on the day. Additional entertainment was also provided to help make the day as fun as possible to create a positive atmosphere while people were learning about grants. To heighten the effect, popular Soul City actors such as Lillian Dube were used as spokespeople for the campaign.

All the key partners in the Grants Awareness Campaign worked together to make the days a success. They were also given a lot of help from volunteers.

A total of 23 jamborees were held from the end of 2002 to October 2003. The site of each event was selected from the 20 poverty nodal areas across the country that had been identified by government. As the campaign unfolded, ACCESS and Soul City: IHDC also involved provincial departments of Home Affairs and Social Development, regional radio stations and other local stakeholders in the identification of appropriate areas as this was often more effective.

The one-stop-shop jamboree model proved to be extremely successful with over 187 500 people attending these events around the country during the Grants Awareness Campaign.

Training



Towards the end of 2003 and into 2004, ACCESS hosted a number of grants literacy training workshops with its membership and support agencies. Training was based on the ACCESS Social Security Training Manual, the first chapter of which covers social assistance for children.

The idea of the training was to equip people to deal with queries around grants and give them the skills they needed to go back into their communities and continue to raise awareness about grants and to help people that are eligible for grants to sign up for them.

The workshops were a powerful way of sharing information. They were also useful because they allowed organisations working in the same area to network and build contacts. The workshops were based on the train-the-trainer concept and participants were encouraged to go back to their communities and share what they had learned with others.

Workshops took place in six provinces of South Africa and a total of 175 organisations were involved. Participants included a wide cross section of people from paralegals, social workers, educators (teachers, day care teachers and principals), government officials, community workers and traditional leaders.

How well did the Grants Awareness Campaign work?



Overall, the Grants Awareness Campaign was very successful and achieved its objectives. In measuring the success of the campaign, the evaluation looked at two key indicators:

1. The facts and figures.
2. What people thought.

The facts and figures

The Grants Awareness Campaign wanted to increase awareness about grants and to increase the number of children signed up to get the CSG. It is therefore possible to measure how successful the campaign was by looking at actual statistics from government about grant registrations and ID and birth certificate applications during the campaign.

Uptake rates

The Insideout evaluation compared the uptake rate of the CSG in the three months prior to each jamboree with the uptake rate in the month of the jamboree and the three months after the event. Unfortunately, the Department of Social Development was not able to provide data for all areas where jamborees were held. But, where information was available, it showed that in 8 out of 12 areas there was an increase in uptake rates for the CSG in the months following the event.

According to data supplied by ACESS, a total of 10 469 new applications for the CSG were made as a result of the campaign (4 403 at the actual jamborees and a further 6 066 in the two weeks after the first 9 jamborees).

These numbers suggest that the jamborees had a direct impact on people and encouraged them to take the step to register for the CSG. However the report does not measure longer term impact on the uptake of grants through, for example, the training or the distribution of the grants booklets both of which will play a role in extending grants registration well into the future.

ID and birth certificates

More good news is that 17 out of 19 areas, where statistics were available, reported an increase in ID registrations

17 out of 19 areas where statistics were available reported an increase in ID registrations with 18 out of 19 reporting an increase in birth certificate registrations during or after the jamborees. As both ID documents and birth certificates are a vital first step in the registration for grants, this is considered to be a positive sign

with 18 out of 19 reporting an increase in birth certificate registrations during or after the jamborees. As both ID documents and birth certificates are a vital first step in the registration for grants, this is considered to be a positive sign. According to data from ACESS, a total of 10 913 new applications for birth certificates and 13 615 new applications for ID documents were made at the jamborees.

What the people involved thought of the Grants Awareness Campaign

The other way to measure the success of the campaign was to ask people involved what they thought. So, officials from the Departments of Home Affairs and Social Development and individuals from ACESS and Soul City: IHDC were interviewed along with radio station managers and ACESS members and asked if they thought that the campaign had met its objectives. This is what they said:

Information distribution



Almost everyone who was interviewed said that the Grants Awareness Campaign helped to raise awareness about grants. People said that:

- Most now know that government offers financial support for poor children in South Africa.
- 37% now know how to apply for a Child Support Grant.
- Many recognise Soul City: IHDC and ACESS logos suggesting that the profile of these organisations was reasonably high in most communities.
- 66% had used the information they received to do more to raise awareness about grants in their own communities. They did this by running workshops or giving talks at public meetings.

It was generally felt that ACESS members had played a very important role in mobilising their communities to participate in the jamborees and raise awareness around grants.

Jamborees



Most of the people who were interviewed said that the jamborees were a success. In particular they said that the jamborees had helped in the following ways:

1. Making grants more accessible

The jamborees helped to make the CSG more accessible by creating a one-stop-shop for registration.

2. Improving service delivery

Government felt that their involvement in the jamborees helped them to understand more clearly what the needs of people really are and encouraged them to improve their service delivery. ACESS and Soul City: IHDC members said that they had noticed that some government officials had changed their mindset and started new initiatives during the period of the Grants Awareness Campaign. In some provinces, for example, the Department of Home Affairs has changed the way it operates as a



result of the jamborees by making greater use of mobile units to reach more remote areas.

3. Building credibility for government

Government partners felt that the jamborees helped people to understand more clearly about what government can do and why this is important. They also felt that the political neutrality of the event had helped to make them more credible to local communities.

4. Stronger partnerships

The jamborees strengthened relationships, for example, between the Departments of Social Development and Home Affairs. The working relationships between government and civil society, government and the media and ACCESS and its membership was also improved, thanks to the jamborees.

5. A new model is born

The jamboree model pioneered by the Grants Awareness Campaign was so successful that government has adopted and used it to run other successful launches and registration events in several provinces.

6. Large numbers of people reached

The jamborees attracted about 12 000 people to each event. The high turnout was considered to be a success because every person who attended would now be more aware of grants.

7. Increase in applications for documentation

ID and birth certificate applications were increased in every area where a jamboree was held.

8. More applications for the CSG

Many areas reported an increase in applications for the CSG after the jamboree.

Training



Here is what Trainees said about the training and how it had helped them:

- All those interviewed said that they knew more about grants and how to help other people to apply for the CSG as a direct result of the training they received during the Grants Awareness Campaign.
- Many said that they were using their new skills at every opportunity to empower others to get out there and spread the word about grants and how to register for them.

A jamboree is a very successful way to mobilise a community around grants or other issues. The jamborees are exciting one-stop-shops where people can get information about grants, apply for grants and – if needed – acquire the documents they need in order to get a grant.

The checklist on the next page can help you to use this very successful model to plan your own jamboree so that it runs smoothly. Here's what to do:

Pull this useful poster out and put it up on your notice board!



How to organise a jamboree

A month or more in advance

When a venue/area for the jamboree has been decided make contact with:

- ✓ National, regional and district senior officials from the Departments of Social Development and Home Affairs. (Remember to include the communications officers of Social Development)
- ✓ Volunteer organisations working locally in the area of the campaign (not more than 50 km away from the registration venues)
- ✓ Local/district government officials who can help co-ordinate SAPS local officials
- ✓ Department of Health (needed for the hospital birth register and perhaps also distribution of food parcels)
- ✓ Local Advice Desk (e.g. Black Sash) if available to assist at registration to record problems, help with others, as appropriate.

With all contacts:

- ✓ Ensure the most senior officials are invited to attend all events
- ✓ Ensure that phone calls are followed up with detailed faxes confirming ALL verbal agreements
- ✓ Ensure that you get all phone numbers (including cell phones) and fax numbers
- ✓ Inform them of the date of the briefing meetings to take place in preparation for the big day.

One week in advance

Confirm with all stakeholders once again what their roles and responsibilities for the jamboree will be. Check:

- ✓ The numbers of officials from SAPS, Social Development and Home Affairs that will be attending
- ✓ The numbers of volunteers available, You will need about 50 volunteers per 2 000 people expected. Ensure that everyone is clear about what their responsibilities will be.
- ✓ Agree on the time that everyone will be at registration
- ✓ Sort out travel claim forms with volunteer organisations if necessary
- ✓ Phone to get a report back on briefing meetings if you were not able to attend.

It is very important that you follow up on all items on the checklist.

Two days in advance

Attend the last briefing meeting where the checklist will once again be discussed. In particular ensure that there is clarity about:

- ✓ The floor plan for registration
- ✓ Roles and responsibilities of all, especially volunteers. It helps to put names onto a floor plan indicating exactly where each person will be working
- ✓ Who is co-ordinating at registration
- ✓ Directions to the registration venues
- ✓ The Social Development and Home Affairs processes (input/training of volunteers may be required here)
- ✓ The time of arrival for everyone at the venue and the time registration is to begin
- ✓ Catering. You will need a system to feed and provide water to officials and volunteers who are working and cannot leave their posts
- ✓ Programme details (including who is speaking and what their briefs are)
- ✓ The process for collecting statistics at the jamboree (how many people applied for what?) and in the weeks following
- ✓ The monitoring system so that applicants who are not helped can raise their problems and concerns somewhere.

Two to three weeks in advance

Have a briefing meeting with representatives from all stakeholders to discuss all arrangements in the checklist including:

- ✓ Programme for registration day(s)
- ✓ Statistical issues – get Social Development and Home Affairs to agree on a system to collect data on how many people apply for documents and grants (during and after the jamboree)
- ✓ Monitoring system or advice desk so that problems people encounter at registration can be ironed out either on the day or in the weeks after registration
- ✓ Venue issues (separate marquees and halls are required for Home Affairs, Social Development, SAPS and possibly even Health and an Advice Desk.
- ✓ Electricity, water, toilets, parking, safety and security has to be in place and you need to ensure that registration takes place away from music or other loud venues
- ✓ Publicity, marketing and community awareness. You need to decide if you will use local radio stations, local newspapers and/or use community organisations to pass the word on
- ✓ Equipment issues. Large numbers of tables and chairs, a photocopier and extension cord, loudhailers for travelling announcements all have to be available
- ✓ Photographer for identity documents
- ✓ Catering. Who will you use to cater? Decide if there will be food for dignitaries, volunteers and officials.
- ✓ Transport. Will you be offering transport to volunteers only? Will there be buses from the community to the venue?
- ✓ First aid
- ✓ Stationary. You will need registers, flipchart paper, name labels, string, scissors, staplers, spare pens, prestik, thick packing tape, kokis, cardboard, red ticker tape, disposable camera
- ✓ Waste removal
- ✓ Invitations. Who are you inviting?
- ✓ Budget issues
- ✓ Sound equipment and stage
- ✓ Booklet/pamphlet distribution process
- ✓ Dates, times, venues and facilitators for briefing meetings
- ✓ Social Development processes. The Department will have to bring at least 25 staff along to process the applications if about 2 000 people are expected.
- ✓ Home Affairs process. The Department must be able to issue birth certificates within a few hours of application. They will need about 25 members of staff for registration is 2 000 people are expected.
- ✓ SAPS affidavit process. They will need about 25 members of staff or they can train volunteers to assist
- ✓ Health Department process
- ✓ Advice desk process and problem solving. Volunteers can interview people leaving the registration tents to find out if they have been helped and if not why not. You can use the Advice Desk to solve problems that arise or at least report them for follow up after registration
- ✓ Clarify all roles and responsibilities and if necessary set up teams to deal with catering, logistics, the programme, etc.

Follow up the briefing meeting by faxing or emailing the minutes of the meeting to all who participated and who were invited.

The day before

Set up the venue according to the floor plan

Day of registration

- ✓ Ensure that VERY EARLY (e.g. 06h00) the venues are completely set up with signage, queuing systems, banners, etc.
- ✓ Get Home Affairs or Social Development officials to explain (every hour or so) to people queuing (using a loudhailer or the sound system) how the registration process works and what they need to do.
- ✓ Monitor the volunteers to ensure that they are clear about their role and that they are doing it effectively. Move them around if there is a need for this.
- ✓ Constantly monitor the registration process and help to solve problems where they arise.
- ✓ Ensure officials and volunteers are given food and water.
- ✓ At all times communicate extensively with all stakeholders

Good luck and enjoy!

Useful contact details

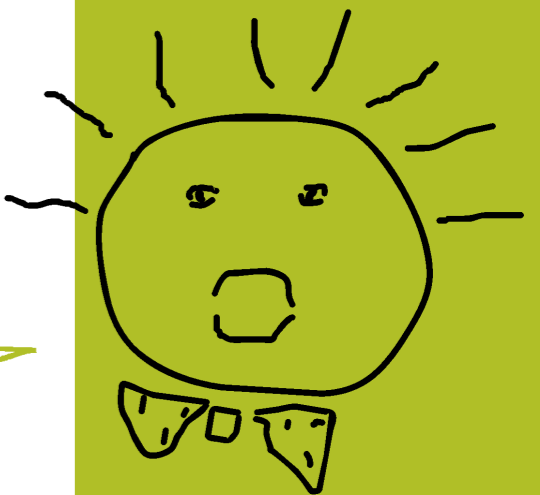


	HOME AFFAIRS	SOCIAL DEVELOPMENT
Eastern Cape	Provincial Manager Mr L.S. Myataza T (043) 643 4689/99 F (043) 643 4613	Mr Bandile Maqetuka T (040) 639 1317 T (040) 609 3400 F (040) 639 1687 e-mail maqedund@welmduk.ecape.gov.za
Free State	Provincial Manager Mr R. Ndema T (051) 430 3664/6/7 F (051) 430 5859	Mr G. L. Roberts T (051) 4054161 T (051) 405 4821/4444 F (051) 403 3578 e-mail Roberts@socdevf.gov.za
KwaZulu-Natal	Provincial Manager Mr W.E. Delport T (031) 564 6411	Ms Diane Dunkerley T (035) 874 3728 T (035) 874 3703 F (035) 874 3703 e-mail dunkerd@uld.kzntl.gov.za
Northern Cape	Provincial Manager Mr Y. Simons T (053) 839 5402 F (053) 832 6283	Mr Charlie Nkadimeng T (053) 839 5104 e-mail moloisim@dhw.norprov.gov.za
Mpumalanga	Provincial Manager Mr R.S.S. Zith T (013) 752 8164 F (013) 752 6075	Mrs Rachel Mokoena T (013) 766 3198 T (013) 766 3031 F (013) 766 3464 e-mail Rachel.mokoena@mp.dosd.gov.za
Limpopo Province	Provincial Manager Mr M.V. Mabunda T (015) 295 5220	Nogwili Kholekile T 015 290 9262 e-mail knogwili@mim.ncape.gov.za
North West	Provincial Manager Ms K.S. Sethibelo T (018) 384 5443-8 F (018) 384 5449	Mr D. van Heerden T (018) 387 7118 T (018) 387 5282 F (018) 381 3717 e-mail dvanheerden@nwpg.org.za
Western Cape	Provincial Manager Ms M.B. Mgxashe T (021) 462 4970 F (021) 461 7686	Mr H. De Grass T (021) 483 2693 T (021) 483 3083 F (021) 483 4783 e-mail Hdegrass@pgwc.gov.za
Gauteng	Provincial Manager Mr H. J. Steyn T (012) 326 2450 F (012) 323 4783	Mr G. Rees T (011) 355 7993 T (011) 355 7878 F (011) 355 7664 e-mail gerryr@gpg.gov.za

Social Development Toll Free Line: 0800 60 10 11

Lessons learned

As with all campaigns, there was a lot that went very well with the Grants Awareness Campaign and other things that did not go so well. This report wants to highlight both aspects so that we can learn from what didn't work and do better in the future.



Information distribution



What worked well

Sharing expertise

- Useful and relevant information materials were developed for the campaign.
- Material produced during the campaign is considered so useful that ACESS continues to receive regular requests from its members and partners for additional materials, such as posters and grants booklets.

Use of language

- Most campaign documents and printed materials were printed in English.
- There was a strong feeling – especially in more rural areas – that ACESS should translate some of its information into other languages. ACESS has taken note of this and now regularly produces material in other languages as well as English. In addition, the grants booklet has now been translated and printed in all 11 languages.

Use of illustrations

- Both ACESS and Soul City: IHDC have made more of their information leaflets and materials more accessible by including even more pictures and illustrations.

Room for improvement

Distribution

- There are some problems with the ACESS distribution database which means that some members do not always get all communications.
- ACESS has taken steps to improve this by appointing a Communication Officer who is responsible for the establishment and updating of its membership list. This means that all members should now be receiving more information, more regularly.

"It's a change for Home Affairs to get out of their offices and go to the community. In this province (Eastern Cape) more attention is now paid to using mobile units to visit more remote areas."

Home Affairs official



The jamborees brought together all the key players into a single place. The purpose was to make it easier for people to register for grants by providing a one-stop-shop for grants registration.



Jamborees



What worked well

All the people interviewed as part of the report were very positive about the jamborees. They said that the key successes were:

Promotion of the event

- The use of regional radio stations in promoting events to a wide audience in the local language was vital to the success of the jamborees.
- People were well informed before the event and arrived with the right documents to register for grants.
- Use of radio and TV also meant that many more people were reached over and above those who attended the jamborees. Soul City: IHDC played a key role in facilitating the relationship between the SABC regional radio stations and other stakeholders. They also funded the radio air time.

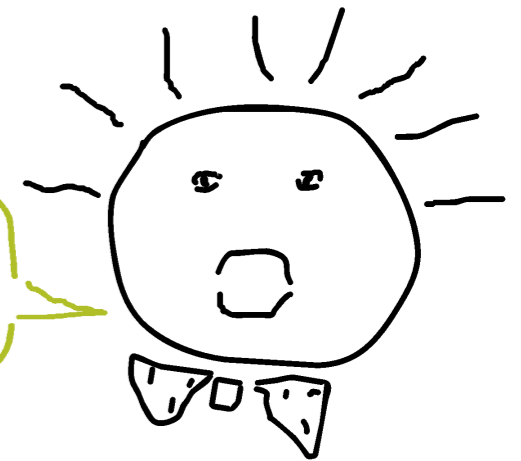
Edutainment and entertainment

- Entertainment was organised at the jamborees partly to keep those attending happy and partly to reinforce key messages of the day.
- There were some concerns raised about the entertainment at the venues. The most important was that entertainment was often too loud and needed to be physically separate from registration points so that people registering can hear and talk clearly with officials.
- The radio stations played a big part in organising the entertainment, which often involved the use of celebrities and stars from Soul City. It was felt that this factor was important in attracting people – particularly youth – to the jamborees. And even if people came just for the entertainment and not to register for grants, it was felt that they would still have left with more information on grants than when they arrived.

Good working partnerships

- All partners worked together well. All stakeholders agreed that without the involvement of others they would not have been able to organise the jamborees.
- One of the secrets behind the success of good relationships was good communication. Regular meetings were held with the key players in each province in the run up to the jamborees. These meetings aimed to strengthen the partnerships and support the province's capacity to deliver.

There were times when government officials predicted that only a few people would show up at the jamborees because so few people came to their offices. But then the event was always well attended.



- Each partner brought something different to the campaign that was valuable. Soul City: IHDC for example brought its good relationships with radio stations and SABC 1 as well as funding and expertise in materials development. ACCESS brought credibility and financial resources and technical expertise. Government brought mobile units and the ability to process the applications and the radio stations brought their large listenership in rural areas.
- All partners were crystal clear about their roles and responsibilities and shared a common commitment to the aims of the campaign.

Volunteers

- The jamborees were blessed with the assistance of a number of volunteers. All key partners were requested to provide volunteers who helped with crowd management, filling in forms and directing people to the appropriate department representatives.

Room for improvement

Lack of resources at Home Affairs

- The Department of Home Affairs is severely under resourced in terms of equipment and staff. As a result they struggled to process the many applications for birth certificates and IDs on or before the day.
- At some of the jamborees Home Affairs attempted to set up specialised computers with the National Population Register information available on them so that birth certificates could be printed on site. However on almost all of these occasions, technical problems made this impossible. At many events there could have been more people registering for the CSG but many could not because they had to first wait for ID and birth certificate applications to be processed.
- ACCESS and Soul City: IHDC will continue to lobby national Home Affairs to provide or upgrade computers for local Home Affairs offices with adequate IT support and more staff to overcome this problem.

Data collection

- The collection of data relating to CSG uptake rates is an important part of monitoring the success of the campaign.
- Ways to improve the collection and quality of statistics need to be investigated.

Lack of time

- Several people interviewed said that there was often not enough time to organise the jamborees properly. They felt that three to four weeks was too little time.
- A longer time frame would also allow people to include the event in their strategic plans and budgets.

Feeding children

- Some respondents felt that the catering arrangements for children were not always very good which meant that children went hungry at the event.
- It is vital that catering and other logistic issues are sorted out well before the event.

Political hijacking

- At some of the jamborees, political representatives used their speeches to score political points. This was concerning as many people involved specifically highlighted the fact that the events were not political and that this helped to make the role of the Departments of Home Affairs and Social Development more credible.
- Guidelines for balancing government co-operation will need to be developed and monitored in the future.

Communication between stakeholders

- Problems sometimes occurred because of poor communication between the key players. For example, volunteers at one jamboree were dissatisfied with the R30 they received saying it was too little, despite agreeing to participate in the event on a voluntary basis.
- A similar confusion existed around the branded t-shirts and caps. There was a great demand for branded products which were intended for volunteers and officials but it was not always clear who was entitled to get a t-shirt or cap. This caused some bad feeling.
- There is a need for clearer communication with volunteers and other players about their expectations and the campaign's available resources.
- A clear understanding and commitment to the roles and responsibilities of all partners is necessary for a partnership to be effective and communication is key.

Training

All those who attended training and were interviewed said that the training met their expectations. Half of them felt that the course prepared them well to assist people to access grants and raise awareness about grants.



What worked well

Training manuals and hand outs

- Trainees said that the training manual was a "great resource" and that they were able to refer back to it. It was also easy to understand and contained relevant information.

Relevant and useful content

- Nine out of ten trainees said that the course was relevant to their work and that they were able to use the skills taught. Aspects that were most useful included the basic information concerning different grants, requirements and the means test, as well as the tips on how to share the information they learned.

Appropriate language use

- English was used to facilitate the workshops, and most respondents were happy with that. They said that the language used was accessible and understandable even to those

who could not express themselves well in English. For these people there were translators available.

Skilled facilitators

- Facilitators were described as excellent and good at simplifying the information for participants without losing important detail and meaning.

Commitment form

- Trainees and their organisation's director were required to sign a commitment form in which they pledged to use the skills learned during the training and to share the information they gained within their organisation and their communities. This is thought to have had a positive affect on the levels of commitment amongst trainees.

Room for improvement

Lack of accreditation

- Two of the ten trainees who were interviewed said that they would have preferred to attend an accredited course that they believed would give them greater credibility when approaching government officials.

Lack of time

- One respondent felt that the course could have been longer as some participants need more time to process the information they were getting.

Future training needs

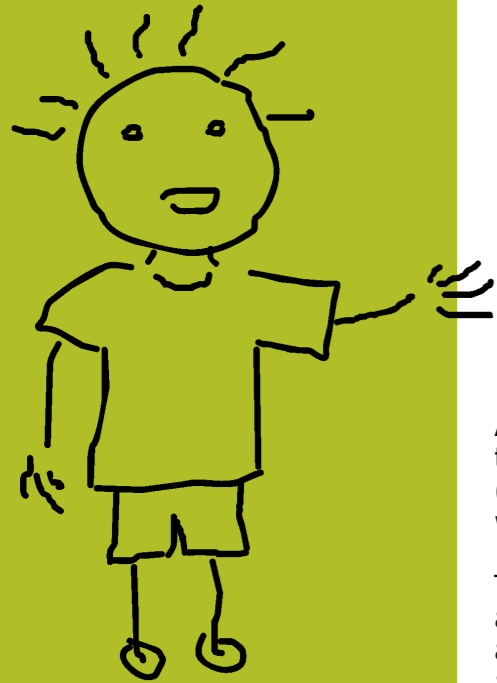
- Three trainees mentioned the importance of keeping up to date with changes in legislation and practices related to children's grants. They requested regular updates from ACCESS on this.
- ACCESS plans to run refresher workshops in future to address these concerns.



Training workshops were held in six provinces in South Africa and involved more than 175 organisations.



Where to from here?



While the Grants Awareness Campaign was successful it is clear that all organisations working in this field still have a lot of work to do.

At the time of writing this report 3,6-million children under the age of 9 were registered for the Child Support Grant (CSG). But there are still millions more who don't know what their rights are and how best to secure them.

There are several reasons for this. Firstly there is a lack of awareness about grants. Many people have never heard about the CSG. And sometimes, even if people have heard about the grant, they do not know how to access it because they don't know where to go to apply for the grant or they do not have the right documentation. Corruption and lack of resources within government can also slow things down. These reasons are all considered to be barriers to accessing the CSG.

The Grants Awareness Campaign worked hard to overcome these barriers. And ACCESS and Soul City: IHDC are continuing to work hard to raise awareness around children's grants and related issues through the media and through information development and distribution and training and capacity building. We also continue to partner with government in trying to improve the situation of child poverty in South Africa. In all our current and future activities we are applying the lessons learned during the Grants Awareness Campaign.

We encourage all of our members to take the lessons outlined in this report and to go out into their communities and continue to raise awareness around grants. It doesn't always require a lot of money or government support to make a difference. It is up to each and everyone of us to do what we can to make that difference!



What is ...



Soul City: IHDC

The Soul City Institute for Health and Development Communication (Soul City: IHDC) is a social change project which aims to impact on society at the individual, community and socio-political levels. Soul City: IHDC is South Africa's premier edutainment project. A non-governmental organisation, it was established in 1992 at a time when South Africa was on the cusp of democratic change. It is a health promotion organisation, subscribing to the principles of the World Health Organisation's Ottawa Charter. According to the Ottawa Charter, health is a product of a range of intersectoral actions that include building an enabling environment, advocacy for health public policy, community action, developing personal skills and reorientating the health services towards the health promotion approach.

While many health projects focus on influencing the individual alone, Soul City: IHDC views good health as a product not simply of individual choices, but as the product of an enabling environment in which the structural barriers to achieving health and development are removed. Soul City: IHDC also views health and development as integrally related: poor health impedes development and development is central to improving global health.

ACCESS

The Alliance for Children's Entitlement to Social Security (ACCESS) is an alliance of almost 1000 children's sector organisations. The alliance is a registered association not for gain, incorporated under Section 21 of the South African Companies Act.

Our members:

- Are drawn from all 9 provinces
- Are rural and urban based, small and large.
- Include community based organisations, faith based organisations, formal NGOs, social security service providers, academic institutions and other research bodies.

All of our members share a commitment to the realisation of a comprehensive, efficient and effective social security system in South

Africa which is accessible to all poor children, and which provides their socio-economic rights as guaranteed in the South African Constitution.

ACCESS was established in March 2001 at a children's sector workshop attended by representatives from non-government organisations, community based organisations, faith based organisations, government, parliament, and service providers. The workshop made recommendations for the development of an improved and comprehensive social security system. It was decided that an alliance structure representative of the children's sector would be the most effective way to take these recommendations forward.



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