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WORLD VISION LAUNCHES FIRST CHILDREN'S DAY OF BROADCASTING
Annual event to give children a voice

Representing a first for South Africa's children's advocacy and social development efforts, World Vision South Africa has launched the *World Vision Children's Day of Broadcasting* which will be held each year during the month of March across the country.

The campaign, held in partnership with schools and local broadcasters, has been established to support and promote the spirit of International Children's Day of Broadcasting (ICDB) which was established by UNICEF in 1991 to encourage broadcasters globally to place the spotlight on children's issues.

Today, thousands of broadcasters in more than a hundred countries celebrate the ICDB and similarly World Vision hosted the inaugural South African CDB at a number of its Area Development Programmes (ADPs) across the country.

Apart from creating a platform to highlight children's issues, the World Vision Children's Day of Broadcasting also provides children from various communities with a voice to discuss issues affecting them on a daily basis by:

- Participating as reporters and presenters; combining field reporting and studio interviews;
- Producing TV spots as writers, producers and on-air talent; and
- Participating in interviews that in turn provide them with a platform to discuss issues and suggest solutions.

Says Stanley Maphosa, Advocacy and External Engagements Advisor at World Vision SA:

"The Children's Day of Broadcasting not only gives children an opportunity to engage the media but also broadcasters to visit the field and experience first-hand what NGOs are doing and report on this work to the nation and importantly other children."

"Furthermore, we believe it enables children to be part of citizen-based monitoring, ensuring that promises made to them by the various service providers are delivered and met."

In support of Children's Day of Broadcasting World Vision also sent a letter, written by the children from 17 of its Area Development Programmes (ADPs), to the country's 12 political parties discussing a number of issues that should be included in their election manifestos. These included: service delivery; repairs to schools; and children participation in the political space.

Children's Day of Broadcasting

The World Vision Children's Day of Broadcasting was held at a number of the organisation's ADPs which included: Atlantis in the Western Cape, Thulashakala in the Limpopo Province and Kodumela, also in Limpopo.

In Atlantis, for example, children ranging from eight to 17 years from Hermes Primary and Saxon Sea Secondary schools participated in the day. A number of issues were identified and discussed by the children including:

- Whilst some children were happy at school others felt they were scolded a lot by teachers;
- Due to ongoing exposure to drug and gang wars, children have become desensitised and were no longer afraid to see dead bodies in the streets – the general feeling was that it was “good riddance” to those who perished.
- Children aged between eight and 12 said they were able to recognise drugs and alarmingly a girl in Grade 4 demonstrated how to roll a dagga joint and mix it with other drugs, clearly indicating the level of exposure at home.
- Children would like to see calm and peace in their neighbourhood with police and community members working together to stop violence.

The children from Ramaita Primary and Mahudu High schools, aged between nine and 17 in Thulashakala discussed four areas of concern:

- **Service delivery** –children were concerned that whenever there were services protests facilities were burnt down.
- **Health and sanitation** - children would like to participate in the promotion of good hygiene practices in homes and also promote the completion of immunisation schedules for their under-five siblings and relatives and so make a contribution to stop preventable illnesses and deaths.

- **Bullying and substance abuse** prevent quality education. Learners discussed ways to assist educators in controlling bullying and substance abuse in schools and also why current efforts were failing.
- **Input in decision-making** –children contented that schools, homes and communities would be more child friendly if decisions were made with their input.

During subsequent field interviews led by children, the community weren't always in agreement with the above sentiment; however, they were very impressed with the children's desire to assist in the improvement of education, service delivery and health environment in their homes.

Lastly, children ages nine to 17 from Mamokaile Primary and Makwahlang High School from the Kodumela ADP participated in the World Vision Children's Day of Broadcasting. The children identified three main discussion points:

- Dialogue with SAPS – the children asked the police why there was so much corruption in the police service and what they were doing to address the problem;
- Teenage girls'- the girls were concerned about the high levels of sexual and physical abuse in their homes as well as the lack of recreation facilities that led to girls experimenting with drugs and alcohol at bars.
- Teachers' dialogue with Primary School children - school children in the lower grades (3-7) had a number of concerns which they believed the school administration had to deal with; however they also discussed ways they could make difference at their school.

WVSA National Director, Paula Barnard, reiterated that: "It is our sole aim to give our children a platform to voice their opinions and to participate fully in conversations on issues that affect their well-being, and then also to provide them with the resources to help to solve for these issues. We believe that the World Vision Children's Day of Broadcasting is a great platform to help achieve these objectives, and hope that more broadcasters and media houses will join us in this fight."



Children participating in an in-studio interview as part of the World Vision Children's Day of Broadcasting



Children interviewing members of the community as part of the Children's Day of Broadcasting activities.

Ends

March 2014

BEEP REACHES IMPORTANT BICYCLE ROLLOUT MILESTONE IN MBEKWENI

World Vision SA's Bicycle Education Empowerment Programme (BEEP) has rolled out **1148** bicycles to the communities of Mbekweni and surrounds in Paarl, Western Cape. The programme, which was launched in October 2013 in partnership with World Vision Switzerland and Qhubeka (a World Bicycle Relief local partner), aims to distribute a total of 6 000 bicycles to children across the country in 2013/2014.

Learners from six schools in Mbekweni and surrounds - aged 13 to 17 years – have received sturdy Buffalo Bicycles during the respective handovers in October 2013 and March this year. The schools were selected based on the distance children have to walk each day. In some instances children walk as far as one hour each way; therefore two hours a day.

The BEEP recipient schools in Mbekweni and surrounds are:

1. Imboniselo Primary
2. Langabuya Primary
3. Mbekweni Primary
4. Charleston Hill Secondary
5. Ihlumelo Secondary
6. New Orleans Secondary

"The feedback from both educators and learners have been unanimous; they believe the bicycles will contribute a great deal in not only cutting down on travel time to school but also improving attendance which is linked to better academic performance. We are thrilled and feel it creates a firm foundation of academic excellence for the children of Mbekweni and surrounding areas," comments Paula Barnard, national director of World Vision SA.

With an estimated 12 million – out of 16 million – children walking to school each day of which 500 000 walk more than two hours each way, BEEP hopes to improve the attendance and subsequent academic performance of these vulnerable children. Currently only 40% of South African students achieve a qualification higher than grade 9.

With the roll out the bicycles BEEP will endeavour to offer the following benefits:

- Improve attendance of vulnerable children in community and government schools;
- Improve livelihoods of bicycle beneficiaries and their families as a direct result; and
- Improve safety and security of students traveling to and from school.

Key to the success of BEEP in communities such Mbekweni is a systematically executed and supported rollout of the bicycles. For example: local government officials and traditional leaders are engaged; bicycles aren't simply handed over but include service-to-own contracts; and local bicycle field mechanics are trained to service and maintain the bicycles.

The two-year service-to-own contract, for example, states that the students must attend school faithfully and timely. The bicycles are sturdy, high quality Buffalo Bicycles provided by Qhubeka. Spare parts will also be original Buffalo Bicycle to ensure the bicycles are maintained and enjoy longevity.

Apart from the learners, 35 health workers in Atlantis, Western Cape also received bicycles to improve and simplify their work and travel time to the community members they serve.

The World Vision SA BEEP project has already handed over 120 bicycles to children from Orange Farm in Johannesburg in November and is rolling out an additional **1 250** bicycles to the community in August and September.

The next BEEP rollout will take place in the Eastern Cape during April where **1950** bicycles will be delivered to children from the Mbashe community. The Limpopo province handover is also earmarked within the next few months.



Left picture: A learner from Ihlumelo Secondary on his new BEEP Buffalo Bicycle.

Right picture: the bicycles wrapped and ready to be handed over.

Ends

April 2014

GLOBAL WEEK OF ACTION: SAVE A CHILD'S LIFE SAYS WORLD VISION SA

MAY 2014

A child's fifth birthday is a milestone, however according to UNICEF more than 6.6 million children worldwide never reach it while two million die on the day they are born and four million won't live to see their first birthday. In light of these shocking statistics, World Vision South Africa together with its operations worldwide is running the **Global Week of Action (GWA)** in May 2014.

The GWA, which is held for the second time and forms part of World Vision SA's *Child Health Now* campaign, is an urgent call for action before the deadline of the UN's Millennium Development Goals (MDGs) of 2015. Additionally, the GWA is also placing the spotlight on the successes already achieved; in the last 20 years the amount of deaths has almost halved to 42%.

Importantly, some of the poorest countries in the world has made the strongest gains in child survival. In Eastern and Southern Africa, for example, the death rates for children under 5 has been reduced by 50 per cent since 1990.

A recent report by the Gauteng Department of Health also showed significant improvement in the province which has seen the mortality rate for children under the age of five drop 7.3 percentage points from 10.7% in 2006 to 3.4% in mid- 2013 due to improved services.

However, more needs to be done. Comments Stanley Maphosa, at World Vision SA: "In 2012 more than 2.2 million people in over 70 countries took action for child health through the Global Week of Action – this year we aim to build on its significant successes.

"However, public support is essential to gaining the attention of leaders and encouraging them to act. This year we will again urge leaders and the public at large to contribute proactively to ensure that our children survive five."

One of the key goals of the GWA is to reach poor and marginalised populations. Number four of the Millennium Development Goals (MGDs) is to reduce the child mortality rate by two thirds. And it can be done. Adds Maphosa: "Poor countries such as Ethiopia and

Malawi have made great strides in reducing child mortality through community-based strategies coupled with political will," says Maphosa."

Why are children dying?

The biggest causes of child deaths are as follows:

- Neonatal - 44% (including neonatal pneumonia (5%), pre-term birth complications and complications during birth)
- Other - 29% (including injury, meningitis, AIDS and measles)
- Pneumonia - 13%
- Diarrhoea - 8% (an additional 1% is neonatal)
- Malaria - 7%

What will save children's lives?

There are a number of simple solutions that work and don't cost much. Some examples of these are:

- Skilled birth attendants, like midwives, being present at births
- Essential new born care
- Better nutrition for mothers and children
- Exclusive breastfeeding
- Oral rehydration and zinc
- Insecticide-treated bed nets
- Deworming (for children over 12 months of age)
- Immunisation against early childhood diseases.

Implementing these solutions could reduce child deaths by 65 % and maternal deaths by 80%.⁹

9: The Lancet (2003) Child Survival Series: The Lancet (2005) Neonatal Survival Series

To support World Vision SA's GWA please visit <http://www.worldvision.co.za/campaigns-projects/child-health-now/>



THE WORLD IS A HUNGRY PLACE

By Paula Barnard, National Director of World Vision South Africa

What's for dinner? A question that in its simplicity profoundly demonstrates the difference between those that have a choice and those that go to bed hungry. And the numbers are shocking; 842 million people in the world do not eat enough to be healthy¹. That means that one in every eight people worldwide go to bed hungry each night.

One cannot help but stare at the number in disbelief. However, the number is really only the tip of the proverbial iceberg; the ripple effect is far more devastating. For one, a third of all child deaths under the age of five is linked to malnutrition².

Furthermore, in the developing world one in every four children is stunted³ – this means their physical and mental growth is impaired. The culprit, malnutrition.

Closer to home hunger is a very real issue. Whilst South East Asia still has the highest number of hungry people - bearing in mind it also has the biggest population – Sub-Saharan Africa has the highest percentage per population. Latest figures indicate that over R230 million people are hungry in Sub-Saharan Africa.

Furthermore, by 2050, climate change and erratic weather patterns could have pushed another 24 million children into hunger. Almost half of these children would be in Sub-Saharan Africa⁴.

What does hunger look like?

After you've absorbed the dizzying numbers, what does hunger really look like? For one, the images of bloated bellies - while jarring and impactful - are also misleading; you don't have to have a bloated belly or look emaciated to be malnourished. All it takes is continually missing out on the key nutrients your body needs.

While some malnourished kids may not look hungry, there's still a silent battle going on beneath the surface. In many cases, basic body systems quit working sufficiently, for example, the immune system can no longer fight off illness and the brain loses its ability to concentrate.

It should also be mentioned that even children that don't live in poverty are often suffer from malnutrition due to society's fast food lifestyle. Often, overweight children are undernourished although their physical appearance speak to the contrary.

Impact of malnutrition on the body is far reaching; it's really not only just a stomach thing – it affects every part, be it the brain or the skin. A healthy brain uses 20 percent of a body's energy. This energy comes from food. Similarly, healthy skin and bone and the body's vital organs are fed by energy.

When hunger sets the brain starts starving, the hearts pumps slower and the skin is impacted. A starved brain cannot concentrate and it directly impacts learning, daily productivity and overall healthy and optimised living. An undernourished heart starts shrinking, literally. This means it has to work harder to pump blood.

Malnutrition also leads to skin cracks which becomes the gateway for infection. Also, bones stop growing which is why hungry children are so often stunted.

Any good news?

Yes, there is. The number of people living with chronic hunger has fallen by 17 percent since 1990–92 ⁵. Through programmes like the UN's *Zero Hunger Challenge*, organisations across the globe, including World Vision, are taking hands to put a stop to world hunger.

At its core, the *Zero Hunger Challenge* encourages organisations, social movements and people to unite for a common vision to stop hunger. The challenge promotes effective strategies increased investment and development cooperation – all in line with existing national and international agreements. Importantly, the *Zero Hunger Challenge* drives results and accountability.



What is World Vision doing?

As an organisation we provide children and families with the means to fight hunger and achieve food security. Food security means that families will know where their next meal is coming from and that it will be nutritious enough to lead to an active, productive and healthy life.

We help hungry children and families by:

- Increasing agricultural productivity through improved seeds and farming practices;
- Improving access to markets so farming families can sell their surplus food;
- Teaching families and communities how to improve nutrition and dietary diversity; and
- Managing resources in a sustainable way to prevent soil erosion, maintain soil fertility, use water more efficiently, and protect the environment.

Ends

June 2014

THE YOUTH IS OUR FUTURE, ARE YOU SURE ...ASKS WORLD VISION SA
16 June should be more than just symbolism

With 50% of young South Africans between 15-24 unemployed, Youth Day not only represents South Africa's achievements of the past but also places the spotlight on the challenges of the future says global human rights and advocacy organisation World Vision South Africa.

Statistics like the above by the World Economic Forum's (WEF) Global Risk Report 2014 also places the country third when it comes to the highest employment rate in the world for youths.

Comments Paula Barnard, National Director of World Vision South Africa: "The 16th of June highlights that South Africa needs to not only celebrate and remember the achievements and struggles of the past but also use it to pave a way for the future that highlights the plight of the unemployed youth."

"As an organisation we deal with the causes and results of unemployment on a daily basis and therefore challenge Government, business and NGOs to offer practical and feasible solutions to the youth of the country. Surely 16 June should celebrate the future and current examples of change and advancements."

The WEF's Global Risk Report 2014 in particular highlights the role of education:

"It's vital we sit down with young people now and begin planning solutions aimed at creating fit-for-purpose educational systems, functional job-markets, efficient skills exchanges and the sustainable future we all depend on," states the report.

Barnard echoes this sentiment: "Apart from access to education, South Africa needs to move beyond its talk shop mentality and implement a system and environment that fosters sustainability, entrepreneurship and cements a generation that contributes proactively to the economy of our country.

"The reality is unemployment leads to social decay, crime and a country riddled by instability which ultimately impacts future generations of children trying to carve a full life for themselves in the world."

With education in mind, World Vision SA's Area Development Programmes (ADP) across the country will be using Youth Day to highlight its importance through practical and sustainable interventions:

- World Vision's Umzimkhulu ADP in KwaZulu/Natal will be painting three Junior Secondary Schools together with youths and other members of the community.
- Together with Home of Hope CBO, the Orange Farm Greenfields ADP in Gauteng will provide economic development training to youths at the Solwazi Primary School.
- In Mbekweni, Western Cape, 200 children will form part of an "empowering the youth against crime" event that includes guest speakers from the police, Correctional Services, the municipality and Department of Education.
- The Giyani ADP in Limpopo will host a youth open dialogue forum which will include conversations around children's rights which highlights education among others.
- At the Nkonkobe ADP, Youth Day celebrations will take place at the Saki village where the youth will also host a candlelight service in remembrance of those infected, affected and passed as a result of HIV/AIDS.
- A three-day conference with 200 youths will be held in KwaZulu/Natal establishing important leadership skills within their homes and the community strengthened by their faith in God.

In the last year World Vision SA has been involved in six strategic dialogues – three with NACCA (National Action Committee for Children Affected by AIDs); one with Yezingane Network; and two with Post 2015 Development Agenda – in efforts to lobby and influence key policies that affect child wellbeing at local, provincial and national level, these included:

- The Integrated School Health Policy (10 948 679 children influenced by the policy);
and
- The National Development Plan, which is expected to affect all children in the country through government services.

World Vision SA also contributed to the Norms and Standards for Public School infrastructure, which is a policy that ensures that schools have an enabling environment for teaching and learning to take place, including adequate sanitation and basic water supply.

The policy will directly affect 7 111 653 children on implementation and will surpass the five million children target set for 2015 by World Vision SA.

World Vision South Africa is currently active in 20 in-community projects and programmes, in six provinces throughout South Africa, impacting and serving over 87 000 children directly through child sponsorship, and indirectly impacting a further 15 million children, and over 1 million households through advocacy and in-community programming efforts which includes access to education.

Ends