

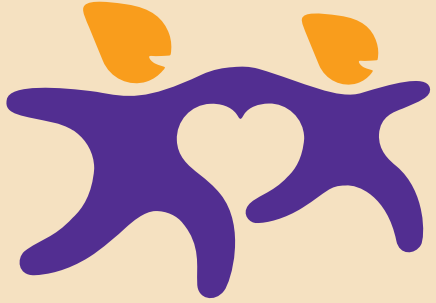
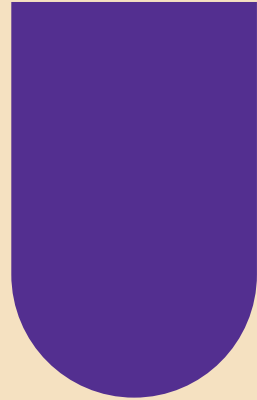
## AGENDA

25 September 2024

10h30-14h00

SACC, Khotso House, Marshalltown

No	Item
1.	Welcome and Introductions
2.	Overview & Presentation
3.	Action Plan Dates and launch plans Toolkit Messaging
4.	Leader's Network to be reached
5.	Feedback mechanisms
6.	Any other matters arising
7	Action Summary & Closure



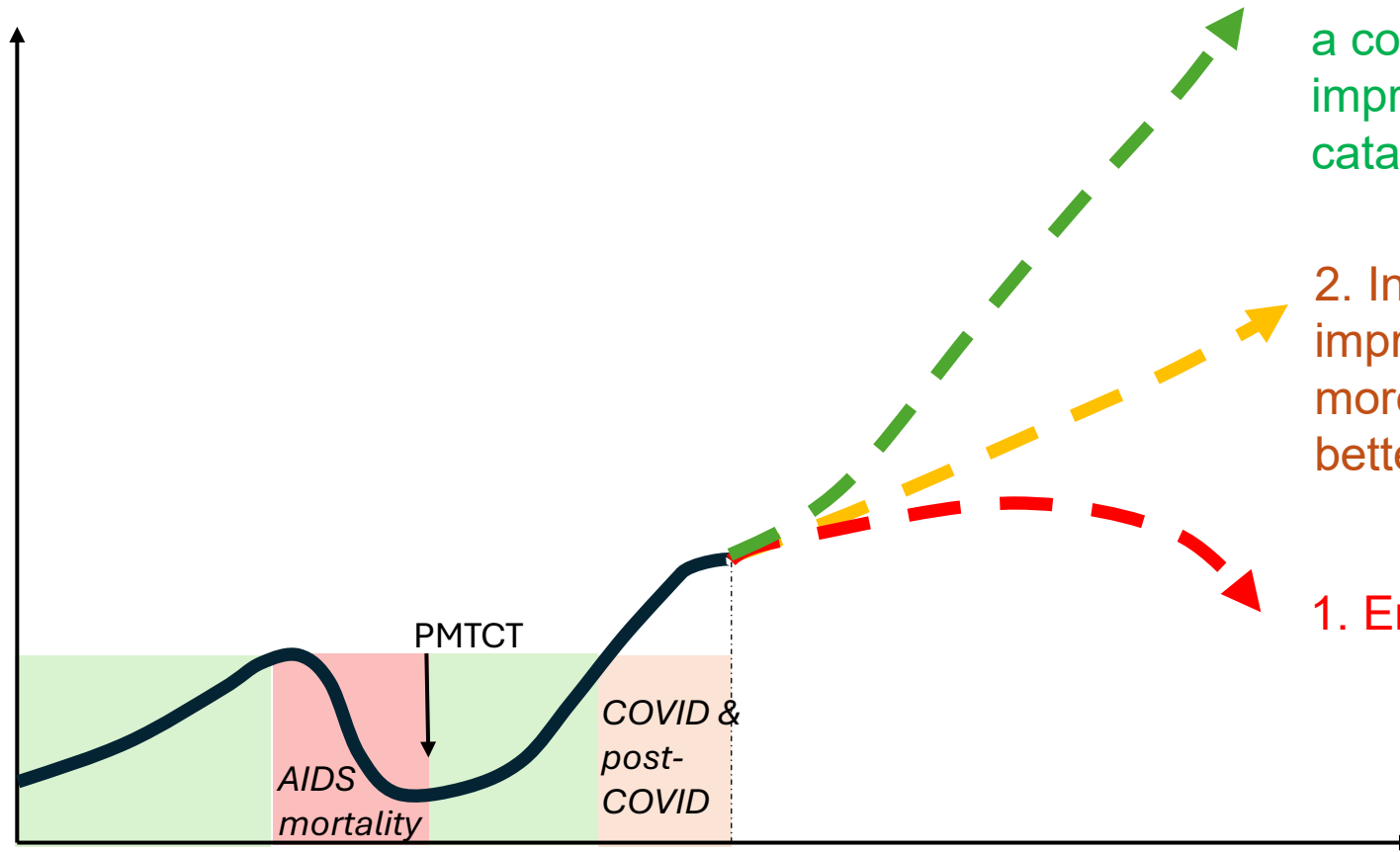
**hold  
my  
hand**

Action for Children and Teens

IN SUPPORT OF THE  
**NATIONAL STRATEGY  
TO ACCELERATE ACTION FOR CHILDREN**

# Our future depends on the lives of our children

Child well-being & development



3. Acceleration through a combination of improved action and catalytic interventions

2. Incremental improvements through more of the same, but better.

1. Erosion of gains

# Ways of Acceleration

- Build a nation-wide understanding that child and adolescent development is the means of escape from our inequality trap.
- Build a nation-wide leadership for children – across government, civil society, business and trade unions – because child development happens mainly in homes and communities.
- Fill the gaps in service delivery, link together programmes that work best in combination, reduce exposure to harmful substances and circumstances.

## The National Strategy to Accelerate Action for Children

1

**Presidential leadership** for children and teenagers

2

A clear set of **national priorities** to accelerate progress

- Identification of gaps and opportunities
- Clearly defined government mandates

3

Mechanisms for **combined action** by government, civil society, trade unions and the private sector

**VISION:** All children in South Africa achieve optimal wellbeing and can grow to their full potential

Imagine a South Africa where every child born  
today and tomorrow and the next day and the next...

had enough love, enough food, enough safety  
and brain power.

today and tomorrow and the next day and the next...

**TOGETHER,  
WE WILL CHANGE  
OUR FUTURE**



**This is our future!**

Put  
**children**  
at the centre of  
our nation's development

## What we must do.

1. Promote, protect and uphold all children's rights
2. Reduce child poverty.
3. Enable children and teenagers to thrive.



## Our ten priorities to accelerate progress for children and teenagers

Nurturing care for young children

1. Empower parents & caregivers to care for their children.
2. Reduce infant and child deaths.
3. Eliminate HIV transmission to babies.
4. Improve child nutrition.
5. Grow children's brain power through early learning and language development.
6. Prevent disability in children and give those with disabilities the same opportunities as others.
7. Protect children & teens from all forms of abuse, violence and harmful substances.
8. Give teenagers good access to health care, including sexual & reproductive health.
9. Increase participation in quality education and training and link school-leavers to work.
10. Build teenagers' sense of identity, agency and connectedness.

Adolescent wellbeing

Reduce child poverty

Enable every child and teenager to thrive

Promote, protect and uphold all children's rights.

# Vision

*That **all children** in South Africa achieve optimal **wellbeing** and can grow to their **full potential**.*

# Communication Aims

Get everyone in South Africa to understand that the power to grow our nation rests with our children;

AND

To galvanise all sectors of society to work together to unlock this power;

AND

To encourage all significant adults to be more present in the lives of their children.

# Communication Objectives

1

## **Increase Awareness**

- Position the brand and the campaign – hold my hand – your presence
- Prioritise children in the minds of all South Africans to respond

2

## **Shift Intent**

- Present the current status, what can be done, and what role everyone can play
- Create a real sense of collaboration, connectedness and community with links to more

3

## **Provide prompts to spark action and link to support**

- Just one thing we can do
- Use encouraging messaging and role modelling behaviour

# Campaign Phases

**1 Teaser:** Putting Children and Teens first - this is about you

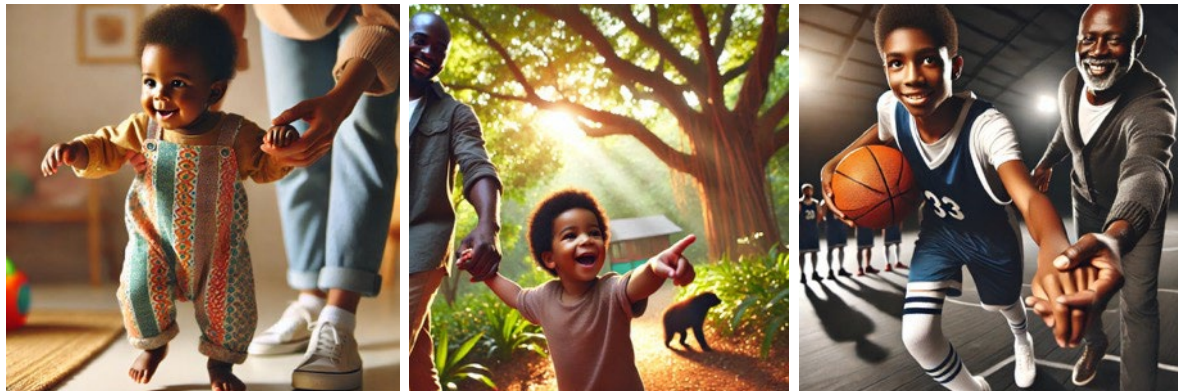
**2 Presence:** Call to parents and partners to be present in children's lives

**3 Call to Action:** Just One Thing each of us can do including politicians and sectors

**4 Leadership:** Leading by example

# Communication Imperatives

- **Children** are at the forefront and included in everything
- Look and feel shows wellbeing and good health, **future potential** that is aspirational, shows **togetherness**, and is **real**
- Provides **possibilities**, solutions and links to **options**
- Prompts a **call to action**
- **Multilingual**



# The Logo



**Government**



**Campaign**



**Accelerator**

In support of



In support of



**Partners**

# Quotes from Children and Teens

“

Leading each other with love and care

“

Blended nation, different people and different minds hand-in-hand in love and growth

“

Together in our diversity. You are not alone

“

Heart = How we are connected. How we can still bond over our similarities and get along.  
Purple = colour of unity

“

Yellow/Orange = sun / fruit is nourishment / stars / shining bright / spotlight of your future / happiness

“

Green logo = Peace and unity / life / vibrancy / growth

# Multilingual brand – logo and tagline



	Hold my Hand	I will, my child
Afrikaans	Hou my hand (vas)	Ek sal, my kind
isiNdebele	Bamba umkhonwami	Ngizo kwenzanjalo mntwanami
Sepedi	Nsware ka letsogo	Ke tla dira bjalo ngwanaka
Sesotho	Ntshware ka letsoho	Ke tla etsa jwalo, ngwanaka
Setswana	Ntshware ka letsogo	Ke tla dira jalo ngwanaka
siSwati	Ngicela ungibambe tandla	Ngiyavuma mntfwanami
Tshivenda	Farani tshanda tshanga	Ndi do ni fara nwananga
Xitshonga	Khoma voko ramina	Ndzi ta endla, nwananga
isiXhosa	Bamba isandla sam	Ndizokwenza njalo, mntwanam
isiZulu	Bamba isandla sami	Ngizokwenza njalo mntanami
Shona	Bata ruoko rwangu	Hongu, mwana wangu
Arabic	أَمْسِكْ يَدِي	سَأَفْعَلُ يَا طِفْلِي



**Nothing is more important than this. Nothing.**



**hold my hand**  
National Strategy to Accelerate Action for Children



**Nothing is more important than this. Nothing.**

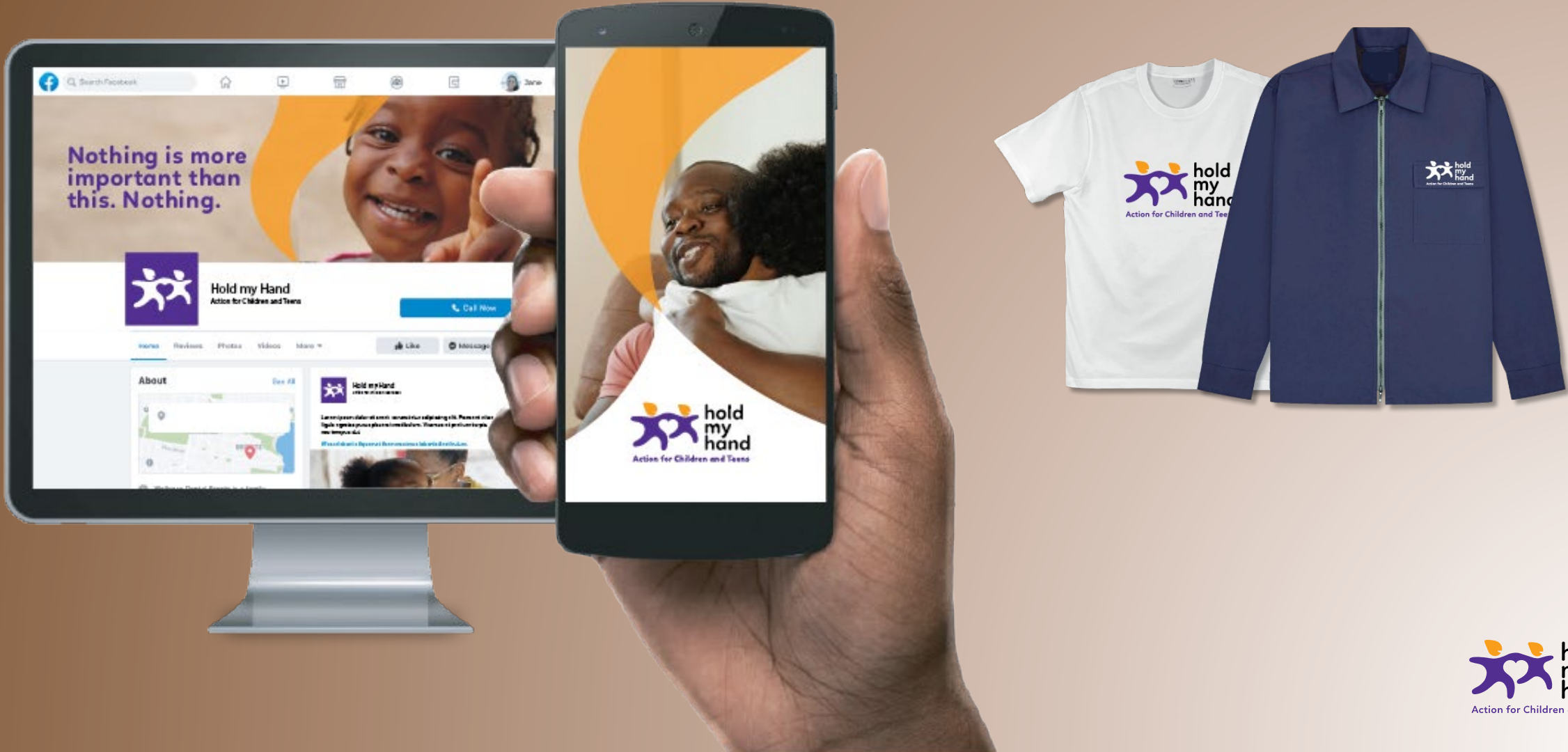


**hold my hand**  
Action for Children and Teens



**hold my hand**  
Action for Children and Teens

# Digital & Collateral



# Communication Platforms

Social Media



Online Media



Traditional Media



PR



Mobilise



# Assets

## Press

Press release, op eds, press briefing, alerts, resources

## Online & Social Media

Posters, videos and messaging

## Traditional Media

TV PSAs, radio PSAs, print adverts

## Mobilise

Mobilisation in communities and across sectors

## Brand Visibility

Banners, Resources, Partnerships

# Target Audience

## BENEFICIARIES

- **Children**
- **Tweens**
- **Teens**

## PROVIDERS

- **Parents**
- **Caregivers**
- **Teachers**
- **Siblings**
- **Mentors**
- **Family**
- **Peers**
- **Communities**

## PARTNERS

- **Government**
- **Policymakers**
- **Civil Society**
- **Unions**
- **Private sector**
- **Faith Sector**
- **Academia**



“YOU'RE MY  
FIRST TEACHER

Learning from you is the  
best! I love discovering  
new things together.”



 [www.holdmyhand.org.za](http://www.holdmyhand.org.za)  080 123 1234      @holdmyhandsa

“YOU'RE MY  
PLAYMATE

Playing with you is so  
much fun and lets me  
use my imagination!”



 [www.holdmyhand.org.za](http://www.holdmyhand.org.za)  080 123 1234      @holdmyhandsa



# “YOU'RE MY KINDNESS TEACHER

From you, I learn how to be kind and thoughtful to everyone I meet!”



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# “YOU'RE MY MY BEDTIME BUDDY

With your stories and cuddles, I fall asleep feeling safe and loved!”



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# “YOU'RE MY MY CALM GUIDE

When things get tough,  
your calm voice helps  
me stay strong and  
focused!”



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# “YOU'RE MY SUPERHERO

I learn so much from  
you because you're an  
amazing role model!”



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“YOU'RE MY HOPE  
Thank you for a brighter  
tomorrow.”



www.holdmyhand.org.za 080 123 1234 @holdmyhandsa



“YOU'RE MY LIGHT  
You are shining the path to  
a better world.”



www.holdmyhand.org.za 080 123 1234 @holdmyhandsa





# “YOU'RE MY LEGACY

You are carrying the wisdom of our ancestors.”



[www.holdmyhand.org.za](http://www.holdmyhand.org.za) 080 123 1234 @holdmyhandsa



# “YOU'RE MY BLESSING

Your presence brings meaning and warmth to my journey.”



[www.holdmyhand.org.za](http://www.holdmyhand.org.za) 080 123 1234 @holdmyhandsa



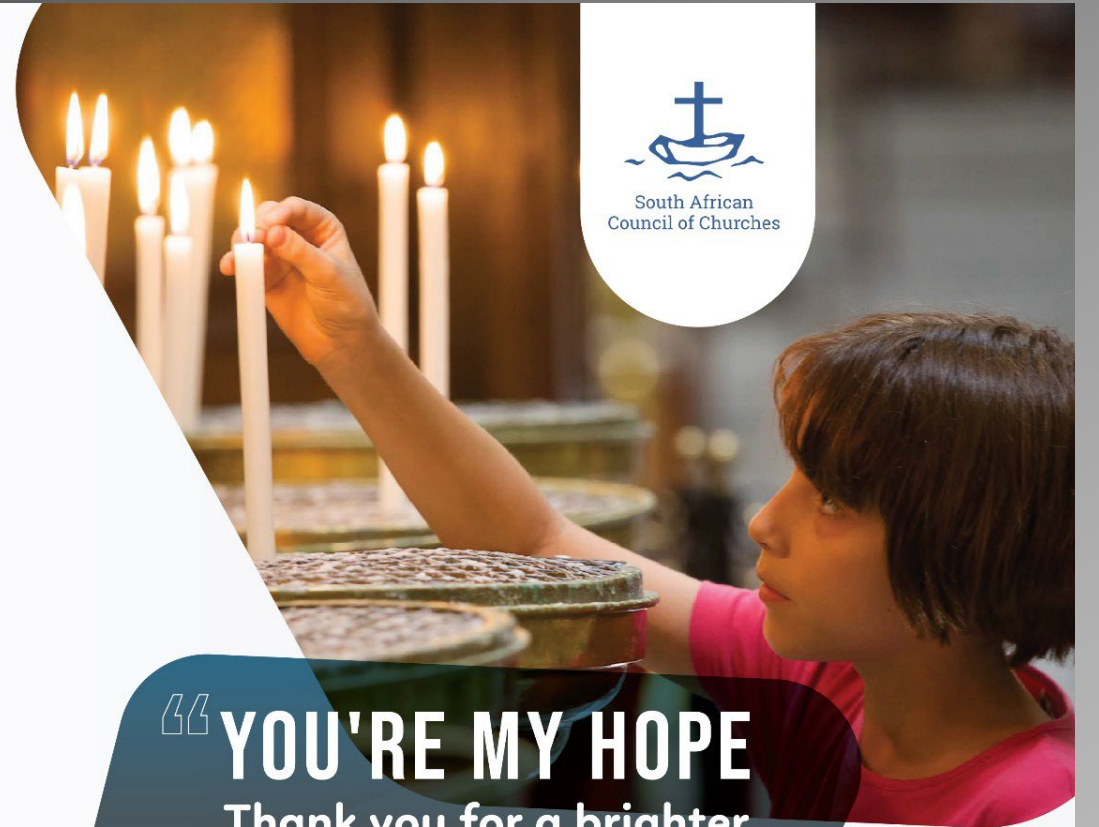


“YOU'RE MY PROMISE

Together, we are the continuation of our heritage.”



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“YOU'RE MY HOPE  
Thank you for a brighter tomorrow.”



FOLLOW US

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## Messages from 0-6 Year Olds:

### The voice of the child leads

1. **Minister of Agriculture, you're my food champ.** Thank you for helping grow yummy foods that make me healthy and strong!
2. **NGO's, you're my superhero helpers.** Thank you for making sure I have all I need to grow, play, learn and be happy.
3. **Minister of Education, you're my learning buddy.** Please make sure we have fun ways to learn and discover new things every day!
4. **Minister of Health, you're my health hero.** Please make sure all children have access to good doctors and medicine to stay happy and well.
5. **Minister of Social Development you're my support...**

Similar voices for 7-10, 11-14, 15-18 yr olds



**MR PRESIDENT,**  
—YOU'RE MY HOPE HERO

Please keep working to make our country a place where every child like me can grow up healthy, happy and strong!

 hold my hand  
Action for Children and Teens

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## Position the Brand: Sense of Nation-building

[Child] Bamba isandla sami  
[Parent] Ek sal my kind

*Teenager and parent dyad:*  
[Teenager] Ntsware ka letsogo  
[Parent] Hongu, mwana wangu

*Another child and parent dyad:*  
[Child] Bamba umkhonwami  
[Parent] Ndi ta endla, mwananga

*Child to another parent – other hand*  
[Child] Hold my hand  
(Child 2) And mine  
[Child 3] And mine

*All hold hands, chorus of adult responses*  
We will, my child

# Just One Thing...

Hold my hand, Mr President

Just one thing?

Please make sure I have enough food to eat. Especially protein, because that's what I need for my body and brain to grow.



# MESSAGE & COMPETITION



**Voice and/or Video Messages plus a photo (or greater involvement)**

**Teen:** There's always one teacher who is there for us. Are you that teacher?

**Teacher:** When a learner looks troubled or comes to me with a question I am there for them.

Hold my Hand – [holdmyhand.org.za](http://holdmyhand.org.za)  
or WhatsApp \*\*\*\*\*

**COMPETITION:** Are you that Teacher? Tell us how you support your learners and make a difference in their lives

# PARTNER EXAMPLE: KEREADEY CAMPAIGN SEPT – DEC 2024



#kereadey

## In The Future

your child will thank you for...

- ✓ Keeping up with regular check-ups
- ✓ Updating their vaccinations
- ✓ Focusing on preventive care for a strong and healthy body

In support of



060 019 0000 [www.kereadey.co.za](http://www.kereadey.co.za) @kereadysa



#kereadey

## In The Future

your child will thank you for...

- ✓ Giving them good food from day one
- ✓ Ensuring their physical and cognitive development is on point
- ✓ Supporting their brain to grow

In support of



060 019 0000 [www.kereadey.co.za](http://www.kereadey.co.za) @kereadysa

# Developing a national brand together

- Campaign collaboration
- Raise awareness in speeches
  - ✓ and social media posts
- Build an all of society response
- Spark action through real examples
- Media content development
- Cross promotion
  - ✓ Toolkits
  - ✓ Images, Audio & Video
  - ✓ Engagements – Presence
- Centre the National Communications Partnership



**MR PRESIDENT,**  
—YOU'RE MY **OPPORTUNITY CREATOR**

**Please give us the  
chance to learn, grow,  
and make a difference  
in the world!**

**hold my hand**  
Action for Children and Teens

[www.holdmyhand.org.za](http://www.holdmyhand.org.za) 080 123 1234 @holdmyhandsa



# What's next?



- ✓ National Campaign
- ✓ Website
- ✓ Social Media
- ✓ Radio and TV PSAs
- ✓ Billboards
- ✓ WhatsApp line
- ✓ Newsletter
- ✓ Ambassadors
- ✓ Publicity