



Western Cape  
Government

BETTER TOGETHER.

# ALCOHOL HARMS REDUCTION GAME CHANGER

25 February 2019

# Our Reality...

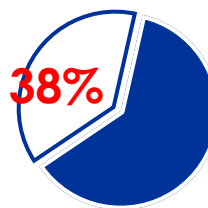


Over **40%** of all rapes in South Africa are committed **against children**



More than **25%** of South Africa's drinking population are considered **binge drinkers**

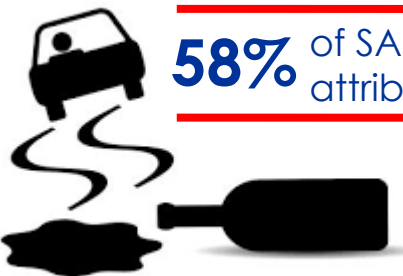
South Africa's **youth unemployment rate** is



**53** children under the age of 5 die in South Africa



**EVERY DAY**



**58%** of SA's road deaths can be attributed to alcohol consumption

In 2014, **7 million** South Africans reported that they **went hungry** as they had **no access to food**



# ...But Is It Really 'Our' Reality?

## Khayelitsha Sector 4:



### Demographics:

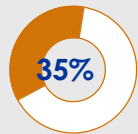
- ~2400 households
- ~300 businesses

### Amenities:

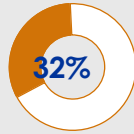
- Swimming Pool
- Cricket Field
- Netball Court
- Multipurpose Centre
- Mall
- Hospital
- Train Station

# Crowding In & Targeted Interventions for Increased Impact

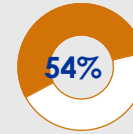
In December 2016, prior to the implementation of the Game Changer, the Sector 4 Community took part in a Survey – of which:



said they feel **safe at home at night**



said they feel **safe on the streets in the day**



said they have **confidence in the police**

The following was implemented through the Game Changer:

- 8 **high mast cameras** were installed
- 12 Dedicated **Law Enforcement** officers
- Dedicated **WCLA inspectors**
- 4 Liquor Outlets were assisted in obtaining **Land Use Departures and Liquor Licences**
- **Soccer tournaments** were organised on Friday and Saturday nights
- A **Gaming centre** was set up and opened to the public (and offered the first 24 hours of playing time for free)
- **Counsellors** addressing risky alcohol behaviour were placed in the Hospital and Clinic
- **Community members (AHR Advocates)** were elected by the community to represent them on this project
- AHR Advocates registered as an **NPO**

# Initial Signs of Impact

In May 2018, the Sector 4 Community took part in a Survey – of which:

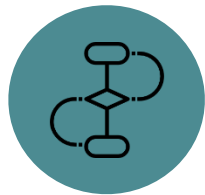
**24%** had heard about the **AHR Game Changer**

At this point, the Comms Campaign had only been running for 3 months

**74%** said that compared to a year ago, **Sector 4 is a better place to live**, and cited both **Law Enforcement** and **Cameras** as reasons

**91%** said that the presence of **Law Enforcement** in their **& community** makes them feel **safer**

## HOW HAS THIS BEEN ACHIEVED?



DELIVEROLOGY



COLLABORATION



COMMUNITY OWNERSHIP

# Lessons Learnt

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- 1) One size does **not** fit all – revisit regulatory framework
- 2) Community ownership is a critical component of problem solving
- 3) Government, Civil Society, NGOs and Private Sector must collaborate in addressing social issues
- 4) Communities are resilient, but need enablement and empowerment
- 5) Initiatives need to be results-driven

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Thank you