



Childline

Gauteng

☎ 08000 55 555

Annual Report

2010 - 2011

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**Patrons:** The Most Reverend Desmond M Tutu, O.M.S.G. D.D. F.K.C. Anglican Archbishop Emeritus of Cape Town and Leah Tutu

**Childline Gauteng / Sunlight Safe House / Johannesburg Children's Home Board of Governors:** Clive Fletcher (Chairperson), Humphrey Borkum, Nicola Elphick, Digby Jennings, Oscar Lockwood, Hon Lucy Mailula, Maude Makola, Siphon Mdluli, Rosie Motene, Tshebo Mokoena, Sally-Ann Niven, Lynne Cawood (Childline Director), Narisha Govender (JCH Director),

**Childline Gauteng Management Committee:** Siphon Mdluli(Chairperson), Oscar Lockwood (Vice-Chairperson), Vivianne Davidoff (Crisis-line Representative), Diaan Ellis, Clive Fletcher, Digby Jennings (Treasurer), Anne Letsebe, Sandi Mbatsha, Mathula Magubane, Lebo Mathibe, Rosie Motene, Jonathan Parkinson, Caroline Skhosana (Sunlight Safe House Rep), Lynne Cawood (Director), Annette Brokensha (Assistant Director)

## DIRECTOR'S REPORT – Lynne Cawood

We look back on the financial year 1<sup>st</sup> April 2010 to 31<sup>st</sup> March 2011 with pride and joy at our many achievements, all made possible by the exceptional support we receive from our partners, and the commitment and dedication of our Management Committee, staff and volunteers.

All our projects have done exceptionally well and we are delighted to provide this report to our partners.

We reached approximately 865542 people requiring service delivery in the children's sector. Feedback from our clients indicates that the quality of these services was excellent - a real achievement.

- The 24/7 Childline Gauteng Crisis Line received almost a million incoming calls, and we were able to answer approximately 805947 calls;
- Our Community Awareness and Prevention Programme (CAPP) and our Training department reached 53 200 young people and adults;
- The Childline Gauteng Counselling and Support Services offered 6 395 counselling sessions to children and their care givers in our Community-Based Centres.

Childline Gauteng, in conjunction with UNICEF, who provided the funding, ran the Child Friendly Space at the Innes Free Fan Park during the 2010 Soccer World Cup. We were able to provide a safe, child-friendly space for lost and vulnerable children during all the games, day and night. The levels of excellence achieved in SA during this time made us all proud to be African and realise that together we can achieve great results.

Childline Gauteng has also opened a new Community-Based Centre in Orange Farm. Situated on the premises of Ma Africa Tikkun, our team is working tirelessly to bring

much-needed counselling and prevention services to this community.

Our Sebokeng Community-Based Centre moved home to the municipal offices in Sebokeng and the team continues to provide services to children in this area.

As a result of our annual strategic planning process, we have broadened our focus. In Tembisa, Katorus, Soweto and Johannesburg Inner City, we are piloting Child Development Programmes in which we focus on all facets of the child and childhood - not only abuse or trauma. We have also developed a new "Child Light" therapeutic model which is strengths-based, and enhances the resilience of each child receiving counselling services.

In keeping with our mandate to work collectively to establish a culture of child rights, we continue to be represented on the following forums: Gauteng Child Justice Forum; the Foreign National Children's Intersectoral Committee; regional Child Protection Committees; the Childline South Africa Marketing and Constitutional Development Committee; various research opportunities; and the Gauteng Children's Rights Committee. We have also engaged in training and development for our staff and the sector as a whole. This valuable transfer of skills ensures that we have empowered staff, volunteers and partners and improves services to children across Gauteng.

Childline Gauteng is a dynamic, professional, child centred organization with management, staff and volunteers dedicated to service excellence for all vulnerable children.

We invite you to join us as a Big Friend of Children and participate in supporting Gauteng's children to create a viable and sustainable future for all.

## CHAIRPERSON'S REPORT – Sipho Mdluli

I took over the Chairperson's position from the indomitable Rosie Motene, who led this organization with passion and dedication. We are pleased that she will still be part of Childline Gauteng at board level.

While Gauteng is a relatively small province on the map, 22.4% of South Africa's population resides here. In addition, approximately one third of SA's population is under 15 years of age (StatsSA). Ours remains a country in which the vast majority of children are rendered vulnerable by many socio-economic ills, including severe poverty, violent crime and HIV/AIDS. Our country also exists within the global context of rapid change and ever increasing access to Information and Communication Technologies. While ICT's can certainly increase children's vulnerability, they also increase their access to helpful information, as well as access to services such as Childline Gauteng's toll-free number and email.

In this context, I congratulate the wonderful people who make up the Childline Gauteng team for reaching so very many of Gauteng's children and adults, in order to heal and empower them. Well done, also, for extending their

services in the province to Orange Farm, in spite of severe financial and human resource constraints. My sincere gratitude also goes to the Management Board members who give their professional time for no financial gain. 2010 has been a roller-coaster year for us and for the country. South Africa successfully hosted the Soccer World Cup, and Childline was definitely a part of this success. However, the prevailing global financial crisis has adversely affected the funding of Childline Gauteng. Apart from the subsidy we receive from the government, for which we are sincerely grateful, we continue to operate through individual and private sector funding. Most corporates are cutting their non-core spending and unfortunately Corporate Social Responsibility is classified under this category. We are grateful to those companies in the private sector who view CSI support as a core necessity. To all our funding partners, thank you for your commitment and we hope you will continue to support Childline Gauteng so we in turn can continue to offer this much needed service.

## VISION STATEMENT

Working collectively to brighten the light in and around every child.

## MISSION STATEMENT

The establishment of a culture of respect for all children's rights as outlined in the South African Bill of Rights and Constitution which is essential to the continued wellbeing of our communities and the future stability of our country.

Children's inherent rights to: a name and nationality; family or alternative care; nutrition; shelter; education; health and social services; protection from maltreatment, neglect, abuse and degradation; exploitative labour practices; freedom from detention; and, protection from armed conflict, are sadly often violated. These violations impinge on children's right to equality, human dignity and life, which ultimately stunts their happiness, growth and development.

To maximise children's potential in the interests of their communities, Childline is committed to:

- Developing support services and resources to respond to the survivors of such child rights violations.
- Contributing to societal transformation through marketing, development programmes, advocacy and training of all role players.
- Networking with all stakeholders in the field to combat violence against children and young people.
- Researching current trends in child rights within the South African context.

## CHILDLINE'S VALUES STATEMENT

The Childline Board of Governors, Management Committee, Staff and Volunteers subscribe to the following values:

- Operate always within the best interest of the child.
- Deliver child-centred services that take cognisance of the rights of children and young people within the framework of preserving the family if possible.
- Ensure that children's voices are heard in all our projects.
- Deliver efficient, effective, specialised, culturally sensitive, accessible and supportive social services.
- Transparency and accountability to the client and community, the ethics of the social work

profession, our partners, and, to the Childline team.

- Respect for all class, race, language, religious, cultural and sexual orientations.
- Open and direct communication.
- Reflect all South African cultures in our management team, staff and volunteers.
- Develop efficient and effective organisational structures, policies and procedures that will enhance service delivery.
- Work within a developmental and empowerment model of social service delivery that respects the client's right to confidentiality within the limitations of the child protection system.

## PROJECTS

Childline Gauteng runs three programmes: A 24-hour toll free Crisis Line which receives calls throughout the province; a face to face Counselling Service; and a Community Awareness and Prevention Programme. Services are implemented from Childline Gauteng's six

Community-Based Centres in Soweto, Sebokeng, Orange Farm, Tembisa, Katlehong and the Inner City of Johannesburg. Here follows a detailed report of each project and each of the Community-Based Centres.

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## 24 HOUR TOLL-FREE CRISIS LINE

Head of Department	Anette Allan (BA Social Work Honours) (April 2010 – December 2011) Annelie Keyter (BA Health sciences and social services, BPsych, MPhil in progress) (January 2011 to date)
External Trainer External Consultant	Mpumi Zondi (BA Social Work Honours) Karen Weissensee (BA Social Work & HDip – Advanced Social Work Practice)
Internal Training	Ros Hirschowitz (D Litt et Phil) Annelie Keyter (MPhil in progress)
Crisis Line Advisors	Vivienne Davidoff, Sue du Plessis, Judith Shopley & Avril Price
Crisis Line Supervisors	Pauline Damane (BA Psychology, Social Aux Work) Sylvia Makhanye (Social Aux Work) Mashudu Matamela (Social Aux Work) Gadifele Mokoena (Social Aux Work) Metoh Azunui (BSC Chemistry) & (BA Human & Social Studies – Community Development in progress)
Crisis Line Counsellors & Volunteers	Ros Hirschowitz (D Litt et Phil); Siphokazi Mlongeni (Social Aux Work); Peter Tsotsotso; Portia Makhosi (Social Aux Work); Martha Chauke (Social Aux Work); Lebogang Sedumedi (BA Psychology); Ntombi Masoka (Child & Youth Care Work); Emmanuel Nndwambi (BA Social Work); Themba Mkhize (Social Aux Work); Eric Makhubela (Child & Youth Care Work); Johanna Seko (Social Aux Work); Ntabiseng Tshehla (Social Aux Work); Tseole Ditsi (Social Aux Work); Mvelo Ndebele; Thato Makoena; Zanele Xorile (Social Aux Work); Mavis Nche Bih (Dip Psychology & BA Human & Social Studies - Community Development in progress); Catheryn Collins; Aanikah Hendricks (BA Psychology Hon); Lyndia Moffett; Nkateko Sibisi; Thandeka Madondo (BA Psychology); Farida Timol; Vuledzani Muligidi; Lorraine Hlubi; Edlynn Newton (BA Psychology); Moses Molawa (BA Soc Work in progress); Cynthia Mlonuyeni; Charity Mkone (Psychology in progress); Desiree Petersen (BA Soc Work in progress); Lovelle November (Child & Youth Care W); Mvelo Ndebele (HIV Cert); and Sinikiwe Paruke (BA Soc Work in progress).

### Strategic Objective

To deliver quality telephone counselling and to facilitate child protection with the aim of promoting a culture of child rights in Gauteng.

### Introduction

The 24-Hour Toll-Free Crisis Line service promotes a child rights culture through counselling each caller whose rights have been violated. This allows for early identification of, and practical intervention in children's problems. This averts the exacerbation of problematic situations and serves a preventative function. Childline Gauteng has adopted the approach that both adults and children need to show their responsibility to both their family and the constitution. We adopt the approach that "it starts with you" and assist children and adults who call to be aware of how they may contribute either positively or negatively to their families and communities through their choices and actions.

The approximate cost of each call is R3.50 indicating that the Crisis Line provides a very efficient, cost effective mode of treatment.

Counsellors provide services in the preferred language of the caller (although not all at the same time). Our training and development focus has resulted in many of our counsellors starting or completing a tertiary education qualification. This results in highly professional intervention and support, in a variety of situations such as neglect and abuse; lost, abandoned, missing and kidnapped children; family problems and advice on parenting skills and dealing with children with behavioural problems; HIV/AIDS; poverty and accessing social grants; commercial exploitation; disability; relationship and sexuality issues; school difficulties including bullying and sexual abuse; legal problems; refugee children and

psychological problems. Even children whose problems are less severe, take a great deal of comfort from knowing that there is a caring children's organisation just a phone call away.

A major challenge is the difficulty in accessing services for children as government departments and Not-for-Profit organisations are overwhelmed with the needs of our communities. We are increasingly looking for community solutions to children's difficulties. We recognise that families and communities are integral to the development of each child and we assist them to support and care for their children.

Our telephone system registered 946 855 calls dialled to us. This represents an increase of 24.3% in calls over the last year. However, we were only able to answer 805947 which means 164 648 calls were unanswered. The volume of calls simply cannot be handled by the current 6 seat call centre and expansion plans are underway.

According to our data capturing system which is supplied by Childline SA the following statistics were recorded:

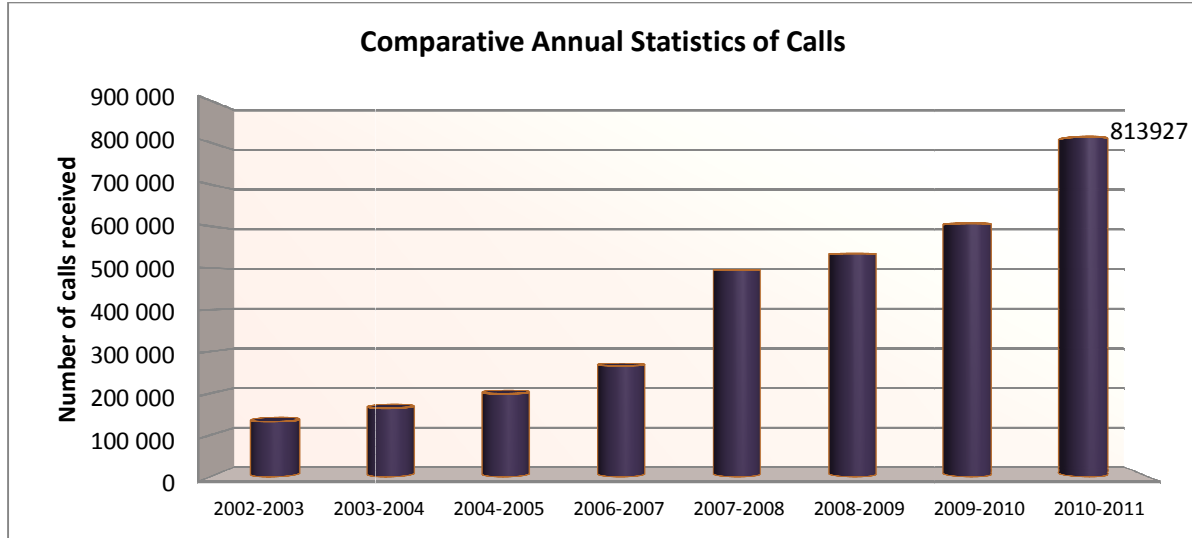
- 590 287 calls were dropped by the caller or were silent
- 110 146 were children testing the counsellor's response before they could trust us with their stories
- 51 237 counselling calls were received
- 37 646 cases requiring child protection or on-going counselling were opened

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- 24 601 calls were made to ensure service delivery from partner organisations

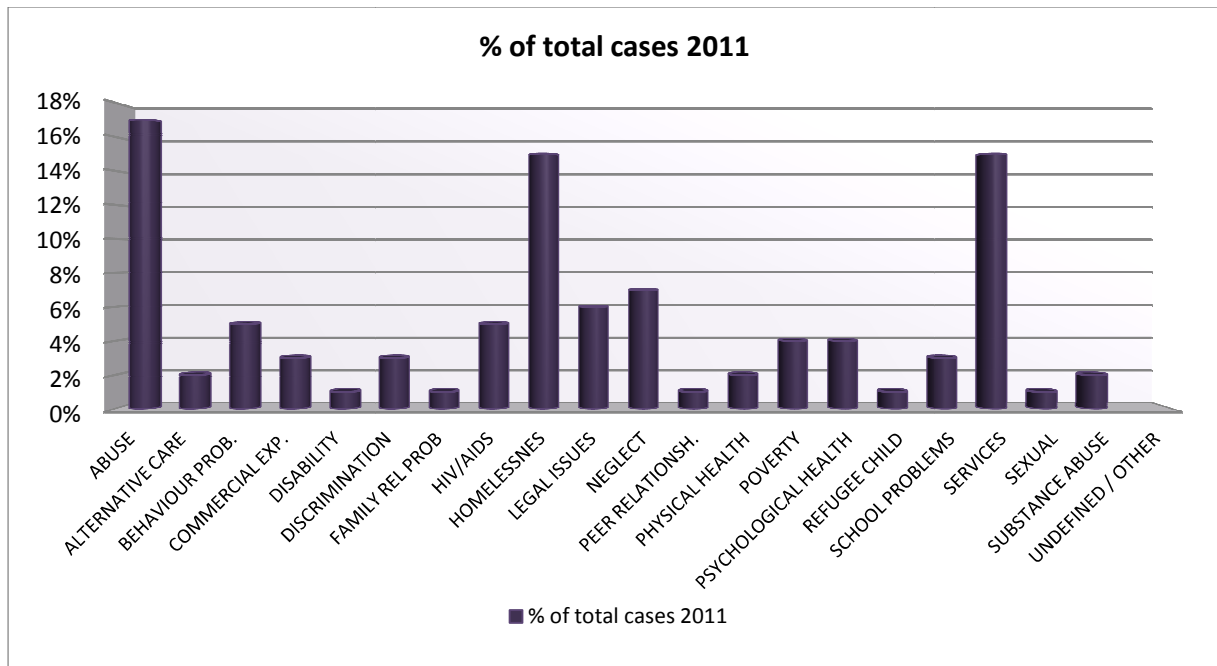
Thus a total of 813 917 calls were received and made on the Crisis Line this year.

Telkom continues to provide the free call for children and after 20 years of loyal support we salute their commitment to South Africa's children. In addition, Vodacom and Cell C have made the Childline Crisis Line a free call for which we thank them most sincerely.

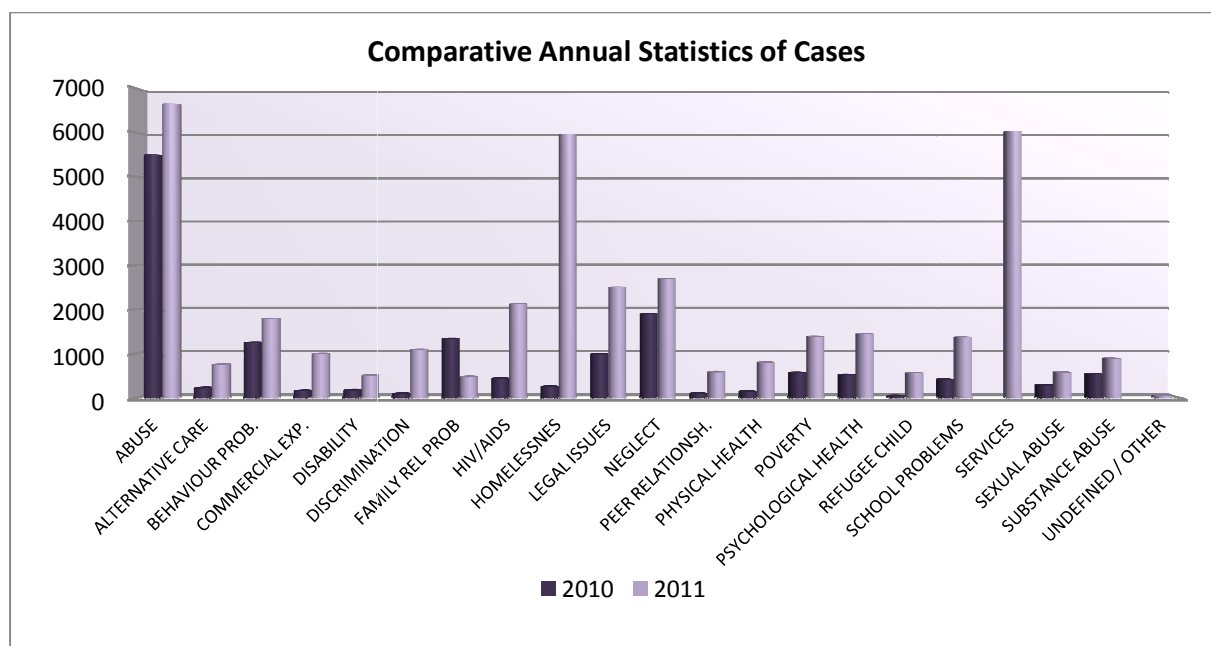


## Categories of calls

Category	2005/6	2006/7	2007/8	2008/9	2009/2010	2010/2011
Test Calls, Hang-ups	147 778	69 658	211 397	218 217	364 849	456 432
Silent Calls	22 017	149 073	209 556	225 160	154 167	244 011
Counselling and Information	9 703	17 749	35 693	54 770	41 052	51 237
Referrals	7 875	22 523	30 755	23 164	19 559	24 601
Counselling Cases	6 391	6 817	7 917	13 285	14 554	37 646
Total	199 155	265 820	495 318	534 596	606 169	813 927



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### Analysis of statistics:

- Cases reported to the Childline Gauteng crisisline have increased by 164% in the year under review.
- Cases of abuse reported decreased from 37% to 17% of the total cases. Abuse remains a gross child rights violation. Childline was originally established to deal with abuse, but we now deal with all child rights violations. These numbers may be influenced by public perception that we deal predominately with abuse.
- There has been a reduction in neglect cases from 13% to 7%. This includes malevolent and unavoidable neglect due to poverty.
- The highest categories of cases opened pertain to abuse and homelessness. There has been a staggering rise in homelessness to 15% of the cases opened, which may be a result of the global economic recession.
- Child behavioural problem cases have decreased from last year's figures of 8% to 5% of the total calls received. This is an indicator that Childline succeeded in creating a culture of rights and responsibility. Childline has embarked on a programme of increasing children's awareness of their responsibility to the SA Constitution and Bill of Rights to ensure that children realise that their greatest contribution to the New SA is living respectfully. Child behavioural problems are often an indicator that there are emotional problems and we urge parents and teachers to be proactive in bringing such children to Childline for counselling
- Disability, illness and HIV/AIDS cases have increased, this in keeping with research indicating that children are particularly vulnerable to HIV/AIDS. These figures could be misleading, in that many categories of calls such as sexual abuse, will receive counselling on HIV/AIDS but it will not be captured as the primary reason for the call
- There has been a reduction in cases dealing with Legal Issues, including: custody, access, maintenance, adoption, detention of children.
- Poverty related cases have increased drastically during 2010 which may be as a result of the global economic recession. Poverty is a devastating reality for children who report not having sufficient food to eat on a regular basis.
- Child labour, pregnancy and sexuality issues, educational problems, psychological and problems with peer relationships have remained constant since 2004/5.
- Cases relating to refugees and unaccompanied minors increased from 0% to 1% of the total calls, indicating that refugee children are starting to speak out.
- Discrimination problems relating to gender, race, sexuality and class has also increased from 1% to 3% suggesting a greater awareness of these troubling issues for our born free generation.

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## Development & Training Opportunities – CRISIS LINE

	2005/6	2006/7	2007/8	2008/9	2009/2010	2010/2011
Internal Training Sessions	9	12	11	13	12	18
External Training Sessions	6	9	3	4	4	6
Individual Supervision Sessions	162	167	165	113	151	215
Group Supervision Sessions	41	38	39	35	48	59
Supervisor's Groups	11	8	29	31	39	59
Consultation Sessions	53	44	30	35	22	31
Debriefing Sessions	58	107	105	85	67	56
Total	340	385	382	316	343	444

### Training Opportunities

Training by Mpumi Zondi:

- Developmental Stages of children
- Intake and principles and ethics of counselling
- Evaluation of the year 2010

Training by Ros Hirschowitz:

- Record Keeping
- General Management and supervision principles
- Quality assurance of the counselling process for supervisors
- Risk Assessment of the call

Bret Will presented training on the 19 propositions of Rogers.

- Training on Xenophobic violence and implications
- Art therapy training presented by Lefika
- Beadwork training
- Children who sexually abuse other children by Elizabeth Steenkamp
- The Children's act presented by Joan Van Niekerk
- Intersectoral training, presented by the department of Justice
- 30 new Volunteers and 9 staff members were trained as counsellors

### Highlights

- E-TV interview: The role of Childline's Crisis Line in support of learners during the Matric results.
- Teambuilding events: HOD and Supervisors met for breakfast.
- 2 Supervisors were involved in a Community Development Project at a school, setting up a community newsletter.
- 4 Supervisors and HOD are involved in a school with group work with young offenders.

### Networking

- Childline Free State
- SABC
- SAPS
- Department of Social Development
- Child Justice forum
- Launce of Legal Aid advice line
- Networking with Social work students to promote Childline services
- Networking on Grant-in-AIDS and Child support grants
- Kidz corner
- Tswaranang
- Population Council



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## COUNSELLING AND SUPPORT SERVICES

Head of Department Counselling and Support Services	Nonhlanhla Biyase (BA Social Work Honours & Masters – Play Therapy in progress).
Consultant Supervisor	Karen Weissensee (BA Social Work & Hdip. Advanced Social Work Practice)

### Strategic Objectives

To render counselling services to children and their families in an accessible, supportive, protective and culturally sensitive manner.

To assist in the healing and development of traumatised children to facilitate their maximum potential to play a meaningful role in their communities and beyond.

### Introduction

Our dedicated, professional team of social workers and play therapists provide individual, group, family and play therapy to children whose rights have been violated. In addition we advocate for each child's right to justice, dignity and respect within their communities and the criminal justice system. Our social workers deal with all forms of sexual violence, including sexual abuse, rape and

attempted rape, infant rape and sodomy. They also work with court preparation; physical and emotional abuse; neglect; grief and loss; trauma, witness to violence and domestic violence, assault and bullying; young sexual offenders; HIV/AIDS; behavioural problems; and adult survivors of childhood abuse.

### Comparative Annual Statistics of Counselling Sessions Offered

Childline Branch	2006/7	2007/8	2008/9	2009/10	2010/11
Inner City	1349	2052	1937	1246	1605
Soweto	2114	2925	875	1136	1628
Katorus	1518	1458	1534	1233	927
Tembisa	1165	2015	1476	2075	1375
Sebokeng	1813	1489	771	738	860
Total	7959	9939	6593	6428	6395

### Comparative Annual Statistics of Cases in each Satellite

	Inner City		Soweto		Kathehong		Tembisa		Sebokeng	
	2009/10	2010/11	2009/10	2010/11	2009/10	2010/11	2009/10	2010/11	2009/10	2010/11
Assessment	1	1	0	0	0		0	0	17	17
Sexual Abuse	11	12	26	29	7	12	33	42	33	55
Indecent Assault	1	1	12	3	0	0	0	0	0	0
Rape	10	29	44	50	41	49	135	206	72	99
Attempted Rape	0	1	2	7	7	7	15	16	7	10
Child Rape	3	6	0	1	1	1	0	2	1	2
Sodomy	1	2	9	15	0	1	18	25	9	11
Physical Abuse	2	8	4	0	35	44	6	12	5	11
Emotional Abuse	8	3	6	6	42	64	18	21	41	69
Neglect	3	1	7	3	30	53	1	1	6	20
Grief & Loss	3	1	20	14	57	66	65	73	39	59
Trauma	0	11	6	12	8	10	12	16	3	6
Young Offender	0	0	3	2	3	3	0	0	1	1
Adolescent Offender	0	0	0	0	3	3	0	0	0	0
Witness to Violence	13	2	1	6	4	4	10	14	4	8
Marital Counsel	3	8	9	1	0	0	5	9	3	3
Adult Survivor	4	2	0	0	0	0	8	8	0	0
Assault	0	0	1	0	0	0	3	4	0	0
Domestic Violence	1	0	0	2	41	35	6	7	16	20
Bullying	1	0	0	1	6	7	1	1	0	3
HIV / AIDS	0	2	0	0	0	0	0	0	2	3
Suicide	1	1	3	5	3	5	0	0	1	4
Behavioural Prob.	17	26	63	34	50	73	26	27	3	25
Dep	0	1	10	0	1	2	0	0	0	0
Homeless	0	1	0	0	0	0	0	0	0	0
Poverty	0	1	0	0	14	14	4	4	0	1
Legal Issues	2	0	0	0	2	6	0	0	0	0
Family Prob	3	3	0	1	4	4	16	20	4	6
Other	0	0	30	19	50	53	0	0	10	10
Number of Boys	28	32	84	79	173	216	159	170	79	118
Number of Girls	60	91	172	132	236	300	223	338	198	325

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## Analysis of Statistics

Looking at the statistics above it is clear that the sexual violence towards children remains the main problem in the communities we serve. This year the Clinical team received and dealt with 324 new cases of sexual violence, which is the highest overall. It is not clear if this is as a result of more children being abused sexually or if there is increased reporting of such cases.

It is also noted with interest that challenging behaviour in children remains the second most prevalent presenting problem. The pattern or relationship between these two categories (rape and behaviour problems) remains the same as last year. Overall there is a clear, persisting trend between sexual abuse and children presenting with challenging behaviour. This comes as no surprise as one of the symptoms of sexual abuse is challenging behaviour. However, it must be noted that there are many other

factors which might contribute to a change in a child's behaviour, other than sexual abuse. This trend though is not observed in all of the individual communities that we serve - it is an overall trend.

Tembisa has 206 cases of rape which is the highest compared to all the other Satellite offices. There is a high prevalence of violent crime in this community in general, and child protection services remain a challenge. The Tembisa team has been working very closely with other stakeholders to improve child protection services in this area.

In Katlehong, Tembisa and Sebokeng we see an increase in boys approaching Childline Community-Based Centres compared to last year. This is a positive trend as Childline Gauteng started a campaign in 2008 that encouraged boys to come forward and tell us if they are experiencing abuse.

## Training and Development

The following training opportunities were implemented:

- Group facilitation skills
- Child trafficking and exploitation of children through social networking sights by the DHSD
- CPR and First aid training
- UNICEF training on Xenophobic attacks
- Child Light therapy
- Monitoring and Evaluation
- New Children's Act training by Childline SA

## Comparative Annual Statistics of Training and Supervision Sessions

	2005/6	2006/7	2007/8	2008/9	2009/10	2010/2011
Training	12	7	19	14	10	7
Supervision sessions	65	100	134	109	120	62
Case Conferences	24	18	12	10	24	10

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## TRAINING

Head of Department	Gita Dennen (BA; BA Honours Psychology; Masters' Diploma in Play Therapy)
Facilitator	Nozizwe Matibiri (BA Hons Social Work)
Co-Facilitator	Gail Mabaso (BA Social Work in progress)

The Training Department offers training internally and externally to professionals and non-professionals working with children. The Training department saves Childline a substantial amount of money that would otherwise be spent on training, and is also a source of some capital for Childline. The funds raised through paid-for training are channelled straight into the organisation and therefore contribute to the services all projects provide for children. Our trainers did talks and facilitated workshops both internally and externally, reaching many professionals and

non-professionals, such as student teachers from WITS, and care workers in NGO's, CBO's and drop-in centres working with OVC's.

Our facilitators conducted workshops for 421 professionals and non-professionals. In addition, our CAPP teams in each Community-Based Centre conducted workshops and presentations for 1525 educators and parents. All of these adults improved their knowledge and skills, enabling them to contribute to a culture of child rights.

### Training and Development of Community Members

#### External Training:

- Child Abuse & Disclosure Workshop:
  - 48 schools, 702 educators.
  - Various crèches
  - Douglasdale Victim Support Centre
  - Ubuhlebuyazenzela (a group for the elderly)
  - a group of Grade 11 learners who call themselves "Okuhle Change Makers of the Community",
  - Naledi SAPS
  - 65 ECD practitioners in Tembisa
- A Workshop on the Intersectoral Management of Child Abuse for the Department of Social Development.
- Child Protection (2 modules of the Thogomelo Project Material) – 35 trainers for the Thogomelo project.
- Abuse of Children with Disabilities - The workshop was facilitated at Lebohang Centre (for children with mental disabilities); 14 parents attended.
- Child Development –Afrika Tikkun (Diepsloot) 2 workshops
- Positive Discipline - Afrika Tikkun (Diepsloot) 2 workshops
- Child Abuse and Disclosure - Afrika Tikkun (Diepsloot) 2 workshops
- Caring for Traumatized Children - Afrika Tikkun (Diepsloot) 2 workshops
- 28 parenting talks/workshops reaching 604 parents.

Income generated by CAPP/Training: R161 271.52

#### Internal Training:

- Safe House Parents (course started)
- Crisis Counselling Course
- Facilitation Skills (facilitated free of charge by Brett Will)
- LEADers Project Revision Workshop

Much of the training, workshops and presentations attended by staff members were arranged by the Training Department, at no cost to the organization.

## COMMUNITY AWARENESS & PREVENTION PROJECT (CAPP)

Head of Department	Gita Dennen (BA; BA Honours Psychology; Masters' Diploma in Play Therapy)
CAPP Co-ordinators	Soweto: Nomsa Sekete (Social Auxiliary Work; BA Social Work – in progress) Tembisa: Noluthando Kubheka (BA Hons Social Work) Katllehong: Lufuno Shandukani (BA Hons Social Work) Inner City: Nozizwe Matibiri (BA Hons Social Work) Sebokeng: Maserame Dzibane (BA Hons Social Work)
Counsellors	Soweto: Nthabiseng Tshehla (Social Auxiliary Work) Tembisa: Lindo Mkhize Katllehong: Themba Mkhize (Social Auxiliary Work) Inner City: Gail Mabaso (BA Social Work in progress) Sebokeng: Busisiwe Sebilane (BA Social Work in progress)

### Strategic Objective

To create awareness and education regarding children's rights and responsibilities in school communities, in order that children are able to grow and develop in a brighter, safer and more nurturing environment.

### Introduction

CAPP aims to share information and empower educators, learners, parents and all those who work with children about children's rights and related issues. Working from the premise that "Knowledge is Power," our goal is to raise awareness through **CAPP**acity building for professionals and non-professionals working with children, as well as educating children about their rights and responsibilities. In this way we are striving towards prevention of child rights violations, and early intervention in cases of child abuse and neglect.

Children cannot be responsible for ensuring their own safety, as they are disadvantaged in terms of their age, intellectual **CAPP**acity and lack of physical strength. However, making them aware of their rights helps them identify when they feel uncomfortable and to choose a caring adult that they can trust to help them.

Our School Programme is extremely comprehensive: we facilitate class-by class, age-appropriate talks to all the children in the school. We teach children how to keep their bodies and feelings safe, and who to go to for help if they are hurting. These talks reinforce what is being learnt in Life Orientation lessons. We also provide a workshop to the educators in each school visited on Child Abuse and Handling Disclosures, and offer other workshops, for example on Positive Discipline. The toll-free number is

taught to all children and educators, and we emphasise that Childline is there to assist both.

CAPP also runs a Childline LEADers programme in each of our satellite areas. **LEAD** stands for Leading by Example, **A**cting on our **D**reams. This leadership programme is run over 16 sessions, and aims to increase participants' self-esteem, give them a positive sense of belonging, and develop their leadership skills by showing them that they can make a difference in their own lives and in their communities. We also facilitate Positive Parenting workshops for the LEADers' parents, and the Schools Programme is conducted at the LEADers' schools. This ensures that the adults in their lives have an understanding of our purpose, and are better equipped to support the development of the LEADers.

All our programmes en**CAPP**sulate the principles of human rights, and encourage a sense of responsibility regarding children's rights. We aim to teach learners to understand and respect the rights of others as well, encouraging the development of uBuntu. All programmes are implemented in all Childline Community-Based Centres including the Inner City, Katorus, Tembisa, Soweto, Sebokeng and Orange Farm.

### Comparative Annual Statistics

	2007/08	2008/9	2009/10	2010/11
Total No. of Children Reached	47 703	60 352	49 287	48 915
Teachers Trained	879	1 212	849	702
Parents Trained	289	119	885	604
Stakeholders Trained	337	373	741	421

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## Numbers Reached in All 5 Satellite Areas

	Inner City	Soweto	Katorus	Tembisa	Sebokeng	Total
No. of Schools Reached	1	18	8	7	17	51
No. of Classes	18	187	167	161	297	830
No. of Learners Reached	737	7208	6440	6890	10 481	31 756
Brief Counselling Sessions	44	158	148	120	326	796
No of Referrals	6	43	76	38	137	300
No. of Teachers' Workshops	1	20	6	4	17	48
No. of Teachers Reached	19	203	108	98	274	702
No. of Parents Trained	0	345	34	24	201	604
No. of ECD's	0	26	6	23	5	60
No. of Children Reached at ECD's	0	1838	630	613	161	3242
No. of ECD Teachers Reached	0	122	42	28	27	219
No. of Child Protection Events	0	7	5	12	15	39
No. of Children Reached	737	2439	4259	2744	4415	13 857
No. of Stakeholders Trained	231	40	0	96	35	421

## Comparison of Categories of Abuse Reported During Brief Counselling Sessions:

	I/C: (44)	Sow: (158)	Seb: (326)	Kat: (148)	Tem: (120)	TOTAL: (796)	Total: (1280)	Total: (1914)	Total: (1942)
						2010 - 2011	2009-2010	2008-09	2007-08
Sexual Abuse	9.1%	11.4%	13.2%	12.2%	15%	12.7%	9.2%	10%	6%
Physical Abuse (Total)	18.2%	12.7%	17.5%	24.3%	8.3%	16.5%	15.1%	10%	12.5%
Physical Abuse (home)	18.2%	12%	12.3%	24.3%	8.3%	14.2%	14.4%	8%	8.1%
Emotional Abuse	22.7%	14.6%	25.5%	16.9%	23.3%	21.2%	11.8%	13.4%	14.2%
Neglect (physical & emotional)	0%	10.1%	15%	4.1%	6.7%	9.9%	7.8%	8%	7%
Witness to Violence (home)	0%	0.6%	4.9%	12.2%	6.7%	6%	5.8%	4.7%	5.7%
Family Relationship Probs	13.6%	12%	2.1%	1.4%	11.7%	6%	6.1%	9%	12%
Bullying (siblings)	2.3%	6.3%	1.2%	2.7%	4.2%	3%	1.8%	1.5%	2.7%
Bullying (peers)	13.6%	5.7%	2.8%	4.7%	5%	4.6%	10%	4.7%	7%
Poverty related	0%	3.8%	3.1%	3.4%	0%	2.6%	13.3%	6%	5%
Grief	2.3%	8.9%	7.1%	8.1%	5%	7%	5.4%	8.6%	6.4%

## Analysis of Stats:

It must be noted that these figures are rough indicators. Brief counselling sessions are categorized according the primary presenting problem, but it goes without saying that a child who is being physically abused in the home is also most likely being emotionally abused, and emotionally, if not also physically, neglected. Similarly, many children who have been abused have also suffered much loss, which oftentimes is unacknowledged. In other words, children's issues are complex and there is "concurrency" of abuses.

In all areas children are experiencing problems at home more than anywhere else, with emotional and physical abuse, neglect, domestic violence, other family relationships problems, substance abuse by caregiver and bullying by siblings accounting for 60.3% of all brief counselling sessions held over this period. These figures really confirm the need for parenting skills training, in particular, but more generally the figures point to a need to raise awareness of children's rights among all adults.

There is an increase in the percentage of disclosures of sexual abuse, from 9.2% of disclosures in the previous financial year to 12.7% of the disclosures from this year. There may be a number of reasons for this, including an increase in children's awareness, and a clear understanding of the programme and what services we offer.

Disclosures of emotional abuse increased from 11.8% to 21.2% of the total brief counselling sessions. This is pleasing because children are able to talk about this problem. However it is also of great concern that so many children experience emotional abuse. Emotional abuse has a serious, long-term impact on children, and yet it is most difficult to intervene in these cases.

There was an overall decrease in reports of bullying, which is of great concern as we know this is an enormous problem in schools. Children may be under-reporting due to the normalization of the situation, combined with the belief that nothing will be done about it.

In Katlehong and the Inner City there are high rates of both physical and emotional abuse at home, as well as a lot of family relationship problems and domestic violence to which children are exposed.

In Tembisa, sexual abuse disclosures remain high at 15% of all disclosures. Disclosures of physical abuse dropped significantly – from 28.2% of the disclosures received last year to 8.3%. However, this figure is that same as for the year 2008-09, which may indicate differences in reporting between social workers mentioned above.

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While we don't fully understand the shifts that we see in the figures from last year to this year, and between satellite areas, we may speculate a number of possible reasons:

- One reason might be that differences in categorizing between CAPP Coordinators may occur, particularly where there are a number of different but concurrent problems. This issue will be addressed in group supervision, and we

are always striving for more uniformity in reporting.

- Children's perceptions of what they should be reporting, and, very importantly, of whether reporting will change anything.
- Differences in the norms and practices, lifestyles, attitudes and resources in each area.

### Training and Development of Staff

The following workshops/conferences were attended by CAPP team members:

- The Impact of Stress on the Body & Stress Management
- Facilitation Skills (Facilitated by Brett Will)
- SAPSAC (The South African Professional Society on the Abuse of Children), 11th Annual National Conference on Child Abuse
- 2010 World Cup Training
- Risk assessment (Facilitated by Mpumi Zondi)
- UNICEF training about FIFA WORLD CUP (CFS at Innes Free Park)
- Child protection and emergency interventions in a xenophobic attack
- Conduct Outcomes-Based Moderation (Provided by HDA – Thogomelo Project; facilitated by Tom Swart)
- Course for Facilitators (Provided by HDA – Thogomelo Project; facilitated by Tom Swart)
- Engender Health (Men as Partners) – Introductory Gender Sensitivity Activity
- Engender Health (Men as Partners) – Two day Gender Sensitivity Workshop
- Skills training on Bead work
- Lefika la Phodiso: Art Therapy training
- Child Participation
- Positive Parenting Materials (Presented by Joan van Niekerk)
- Children's Act Training (Presented by Joan van Niekerk)
- HWSETA and Crisis Counselling Training (presented by CLSA)
- Monitoring and Evaluation with CAPP members from all Satellites offices. (Plus follow-up session)
- LEADers – Evaluation and Revision of Programme
- Thogomelo Psychosocial Support And Child Protection Skills Development Programme Facilitation Training
- HWSETA: Completion of the Work Place Skills Plan (WSP)

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## COMMUNITY OUTREACH AND DEVELOPMENT

The Childline community development model of providing accessible treatment for survivors of child rights violations and preventative services has been very successful in raising the profile of children's needs within each of the communities that we serve.

The Childline Community-Based Centres in the Inner City, Soweto, Katorus, Tembisa, Sebokeng and Orange Farm offer a comprehensive package of services, including: individual and group counselling; Community Awareness And Prevention Programmes for learners and educators in schools; awareness-raising through holiday programmes and child protection events; and, short-term places of safety or foster-care for abused and abandoned children in our Sunlight Safe Homes.

### Inner City

#### Counselling & CAPP team

Counselling psychologist	Previously Annelie Keyter (BA Psy,Hons ,Mdiak Playtherapy –in progress)
Play Therapist	Nolufefe Mpitimpiti (BA ,Hons in Social Work ) Previously Nozizwe Matibiri ((BA ,Hons in Social Work)
Consultant Play Therapist	Erika Hitge van Rooyen (MDIac – Play Therapy)
CAPP Social Worker / Trainer	Nozizwe Matibiri (BA Hons in Social Work)
CAPP Counsellor	Gail Mabaso (BA Social Work in progress)

The Childline Inner City Community-Based Centre is based at the Children's Memorial Institute, a one-stop centre for children's services. This office is staffed by experienced therapists who carry an awareness of the many and varied difficulties Inner City children face: HIV/AIDS and the devastating impact on children, poverty, abuse and the vulnerability of our unaccompanied minors continue to plague us.

The Inner City team welcomes 3 new members of the "Family" - Ms Nolufefe Mpitimpiti, as Clinical Social Worker; Ms Nozizwe Matibiri as CAPP Social Worker/Facilitator, and Gail Mabaso as CAPP Counsellor/Co-Facilitator. We hope they each have a long and happy stay at Childline!

The counselling team provided services to 123 children, with whom 1 605 counselling sessions were facilitated.

25 Once-off assessments and referrals were made. The group for survivors of sexual abuse did not progress beyond 3 sessions as the attendance was very poor and the rest of the sessions were cancelled. The group was held during one of the school breaks when most children visit their extended families in different parts of the province and beyond. The next group will be held during the September holidays when there is better availability of clients. This year rape is the most prevalent presenting problem compared to last year, when behaviour problems were the most prevalent issue in the Inner City.

The CAPP/Training posts were vacant until January 2011. Nevertheless, a total of 737 children and 19 teachers were reached, and 231 participants attended various Childline workshops.

#### Counselling sessions - statistics

	2005/6	2006/7	2007/8	2008/9	2009/10	2010/2011
Individual Counselling Sessions	1200	1349	2052	1937	1246	1605

#### Groups

	Sessions	Participants
Pre-pubescent girls – survivors of sexual abuse.	3	9

#### Community Awareness & Prevention Project (CAPP) Statistics

Schools	Classes	Learners	Teachers' Workshops	Teachers	Parents	Brief Counselling	People Trained	Holiday Programme & Events
1	18	737	1	19	0	44	231	0

#### Networking

Networking meetings were held with the following entities to ensure better collaboration and improved services for children: Echo, Toy library, Sunshine centre, ICAS

Johannesburg child protection committee and the Department of Education.

*K is now 16 years old and lives in Johannesburg with a Safe House mother. After severe neglect from both parents, as well as multiple rapes, she was able to share, during therapy, that despite all that she has been through, this is how she perceives herself now: she is a beautiful person, a conqueror, a kind person and a survivor! Through therapy this girl became aware of her "inner light" which helped her to strengthen her sense of self.*

## CHILDLINE PFUNANANI - SOWETO

Soweto Co-ordinator	Ruth Letsoalo (BA , Honours in Social Work)
Clinical Social Worker Administrator	Tebatso Mncube(BA , Honours in Social Work) Previously Francinah Mokoena (BA Social Work – in progress)
CAPP Co-ordinator CAPP Counsellor	Nomsa Zulu (Social Auxiliary Work; BA Social Work – in progress) Nthabiseng Tshehla (Social Auxiliary Work)

Childline Pfunanani is situated in the grounds of the Chris Hani/Baragwanath Hospital, where we continue to work closely with our partner organisations in the area through the Soweto Protocol Group. Networking continues to form an important part of our Soweto team’s work to ensure effective services for children.

The Childline-Pfunanani clinical team conducted 1628 therapeutic sessions. The counselling team dealt primarily with rape cases, unlike last year when behaviour problems were the most prevalent. This year there has been a 50% decrease in the behaviour problem cases dealt with by the clinical team.

1 therapeutic group was facilitated over 5 sessions. Again, this group was never terminated properly as attendance was extremely poor. However in the five sessions the following issues were covered: Self-awareness, building relationships, knowing the self and self-respect. The group facilitator reports that the group members enjoyed these discussions and were interactive.

CAPP Soweto reached approximately 12 315 children, teachers, community members and parents and provided brief counselling, school class talks, parent and educator training, holiday programmes and awareness raising events.

In spite of a number of challenges, the Soweto LEADers group remained fairly consistent with good cohesion. One educator offered to assist the learners who were struggling academically, and the group did their best to support and assist those members who were struggling. There was great team work, and respect amongst all LEADers, and they each took responsibility for making the group work. The participants as well as their teachers indicated tremendous personal growth and development. The LEADers moved away from seeing the negatives to identifying the positives, taking responsibility and identifying and appreciating their resources. The Soweto LEADers really shone during a visit they arranged to the Inner City Staff meeting. They created colourful posters reflecting the positive experiences they had had during the 2010 SWC and showcased their presentation and poetry skills – real LEADership!

During child protection week, the Soweto team reached out to the Soweto community. They visited Nurses Homes, the Taxi Rank, Bara Mall and B.P Garage, creating awareness about child trafficking for 212 people. At Eldorado Shopping Mall the team presented a talk on Childline’s basket of services, and participated in a march on Drug Awareness. They reached 119 children and 79 adults.

### Counselling Statistics

	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11
Individual Counselling	989	2 114	2 925	875	1292	1628

### Groups

	Sessions	Participants
The “Saints” group of children presenting with behaviour problems.	5	7

### CAPP Statistics

Schools	Classes	Learners	Teachers’ Workshops	Teachers	Parents	Brief Counselling	ECD’s	ECD’s – No. of Children & Adults	Holiday Programme & Events
18	187	7 208	20	203	345	158	26	1960	2544 adults & children reached

### Highlight

RMB sponsored a fabulous party for 139 Soweto children. There were jumping castles, water slides, candy floss, popcorn, boerewors rolls and so many other goodies.

Children were really spoiled and were given nice sporty presents.



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## CHILDLINE KATORUS

Katorus Co-ordinator	Nomandla Qotywa (BA , Honours in Social Work)
Clinical / Admin Staff	Pride Nsibande (Social Auxiliary Work)
CAPP Co-ordinator	Lufuno Shandukani (BA Honours in Social Work)
CAPP Counsellor	Themba Mkhize (Social Auxiliary Work)

Childline Katorus continues to thrive at the Katlehong Resource Centre, which provides a one-stop service centre for children. Our Co-ordinator, Nomandla Qotywa and the Katlehong team, have excellent relationships with local stakeholders in the interests of service provision. The team forms an integral part of the Katlehong Intersectoral committee.

The Katorus counselling team provided therapeutic services to 403 children and families, achieving 927 sessions. 163 children were assisted with once off case assessments and referrals. The most prevalent cases pertain to behavioural problems, grief and loss and emotional abuse. There has been a steady increase in behaviour problem cases over the past 3 years, and these cases increased by 46% this year.

The Katlehong team were very involved in community events for Child Protection Week and 16 Days of Activism Against Violence Affecting Women & Children. Events were held to draw attention to child trafficking and safety during the world cup and general safety issues 1800 primary school children were reached.

The clinical coordinator worked with the Department Of Education in conducting sexual abuse assessments with children around a high profile case in a local school. The case is still in court. The Katlehong team also went to do a debriefing session with 87 children in the community who

were traumatised by finding the dead body of their fellow class mate who had been raped and murdered in the area.

The team co-facilitated a large group with the Lefeka Art Therapy Centre. Attendance was very good and the children enjoyed using art to tell their stories.

The CAPP team reached out to 12 728 children, teachers, parents and community members, highlighting the message of children's rights in this region.

The Katlehong LEADers group named themselves the "Ama-Vuvuzelas" saying that together their voices would be very loud, especially when it came to raising the issue of child abuse. The group moved from initial uncertainty and some anxiety, to being cohesive and confident as a group, as well as showing individual growth. There were challenges: four of the LEADers dropped out early in the programme at their parents' request (due to transport and family responsibility) and LEADers' parents hesitated to attend Positive Parenting training. In spite of these challenges, the facilitators reported that it was a joy to see the group members unfolding, like flowers blooming. New friendships were formed and there was great trust in the group.

A highlight for the year: 230 children attended a Christmas party at our centre. Each child received a gift generously donated by Chubby Chums.

### Counselling Statistics

	2005/6	2006/7	2007/8	2008/9	2009/10	2010/11
Counselling sessions	798	1 518	1 458	1 534	1 231	927

### CAPP Statistics

Schools	Classes	Learners	Teacher's Workshop	Teachers	Parents	Brief Counselling Sessions	ECD's Visited	Nr of Children & Adults	Holiday Prgms/ Events Children & Adults reached
8	167	6440	6	108	34	148	6	672	5859

### Group Work

Group	Sessions	Participants
Art therapy group	5	25

*"THANK YOU CHILDLINE FOR BRINGING BACK MY CHILD" Said a happy mother from Dube. The child's self-esteem was severely fractured by a teacher that made a derogatory remark about the child's appearance. Despite the negative media reporting around this case this child said to the mother. " I am going back to school, I'm going to focus on my school work and I'm proud of who I am, I am no longer afraid" ..... This was after 3sessions at Childline.*

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## CHILDLINE TEMBISA

Tembisa Co-ordinator	Mogaleadi Mohlala (BA, Honours Social Work)
Clinical / Admin Staff	Voice Nkune (BA Social Work Honours) Bajabulile Maseko (Administrator)
CAPP Co-ordinator	Noluthando Kubheka (BA Social Work Honours)
CAPP Counsellor	Lindo Miya

Tembisa is a vibrant, well-organised township that experiences a high level of violence against women and children. The Childline Community-Based Centres are situated at the Tembisa Multipurpose Centre, run by the Ekurhuleni Metro. This facility serves to develop youth in the area.

The therapeutic team have assisted 317 children and their families with on-going counselling as well as 49 children with a once off assessment and referral to the appropriate organisation.

The level of sexual violence towards children in Tembisa is very high. This year the most prevalent cases are rape, grief and loss as well as sexual abuse which is exactly the same trend as last year and the previous year. There is a 52.5% increase in the rape cases from last year. The rape cases are 64% of the overall Tembisa case load! The positive news is that Tembisa is one of the areas in Gauteng where The Thuthuzela Care Centre model has been re-launched. This model focuses on a one stop service provision model for the victims of sexual violence and assault with a view to increasing the conviction rate. Mogaleadi is already working closely with this centre.

The Tembisa clinical team facilitated 2 groups this year. The first group was to support parents dealing with the difficulties within the criminal justice system, and how to deal with child's secondary trauma, for example, when the perpetrator comes back into the community. The group also focussed on the impact on children, and resultant discipline issues. This was a much needed initiative as the Tembisa court is inundated with sexual abuse cases and is currently not coping. This results in a gap in service delivery which impacts negatively on the victims and their parents. The second group was the Lefika Art Therapy

group where 30 children used art as a vehicle for healing from trauma.

The CAPP team reached approximately 10 262 children at schools and in holiday programmes and events. This year the 2010 Soccer World Cup took place in SA, and school holidays were increased. In addition, schools in Tembisa are large, with very high numbers of children per class – sometimes up to 80 children in a class, and we have had challenges scheduling the school programme in many schools, which resulted in not meeting our target of 18 schools. However, in addition to the 7 schools visited, the team also visited 23 ECD's, teaching young children about Childline and the toll-free number, and empowering ECD practitioners to identify and report child abuse and neglect.

13 Children completed The **Tembisa** LEADers programme. In spite of numerous challenges, such as parents' non-attendance of Positive Parenting workshops, and a long break due to the 2010 SWC, the LEADers who participated showed great commitment and dedication. We were able to achieve our goals in terms of building self-esteem, belonging and developing leadership skills.

82 children attended the Tembisa Christmas party sponsored by Tile Africa. Children truly enjoyed the jumping castle; they had hot dogs, party packs and juice. At the end Father Christmas gave out presents.

The renovation of the Tembisa office by 3M was a highlight for the team. The office was cleaned, toy boxes were bought to store toys and the walls were beautifully decorated.

### Counselling Statistics

	2005/6	2006/7	2007/8	2008/9	2009/10	2010/2011
Individual Counselling Sessions	715	1165	2015	1476	2075	1375

### Groups

Type of Group	Sessions	Participants
Support Group	7	9
Life Skills Group	3	30

### CAPP Statistics

Schools	Classes	Learners	Teacher's Workshops	Teachers	Parents	Brief Counselling	No of ECD's	No of Children & Adults	Holiday Programme & Events – No. of Children & Adults
7	154	6 890	4	98	24	120	23	641	2848

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## CHILDLINE SEBOKENG & ORANGE FARM

Office Co-ordinator	Bulelwa Dabula (BA, Honours in Social Work)
Clinical / Admin Staff	Maria Miga (Social Auxiliary Work) Miriam Makhazasi (Student Social worker)
CAPP Co-ordinator CAPP Counsellor	Maserame Dzibana (BA Social Work Honours). Busisiwe Sebiloane (BA Social Work – in progress)

Sebokeng and Orange Farm are dynamic communities where government and NGO's work collectively to address the needs of children. The team actively participates in the Child Protection Forum.

The Sebokeng team had to move to offices in the Orange Farm area early in the year. This resulted in us rendering valuable services to children and their families in both Orange Farm and Sebokeng, where we initially only had access to a small, temporary office. Eventually the Emfuleni municipality offered us office space at Sebokeng, which means we are fully operational again!

The Sebokeng Counselling team reached 229 children and families in on-going therapy, and a further 48 in once-off assessment and referral interventions. The counselling team dealt mainly with rape as a prevalent problem in the Sebokeng/Orange Farm area, followed by emotional abuse and grief and loss. Behaviour problems have increased by 88% from last year. This is a significant increase in this area but not a complete surprise as there is an overall increase in children presenting with behaviour problems.

The Counselling team achieved 860 sessions. Although this is below the annual target, we do see an increase in the number of sessions provided each year i.e 33.5% increase this year and 11% from 2008/9 financial year. This has been achieved in spite of the major disruptions caused by moving premises.

In an endeavour to upscale the services at Childline Sebokeng, the Clinical Coordinator negotiated a partnership with a local radio station to have regular talks on the radio regarding children's issues and to market the Childline Sebokeng services.

A group was held with teenagers from age 15-18yrs. This was a support group for survivors of rape. All participants had received individual counselling. The topics covered included teenage pregnancy, discussions around dating, and making decisions about dating, respect for the self, for the peers and for the rights of parents. The children also had a Holiday Fun Day where they learnt about teamwork and social skills. They were empowered with knowledge.

The CAPP team reached 16 418 children and adults in schools, ECD's and during Child Protection and holiday programme events.

The Sebokeng LEADers improved their communication skills and were able to practice what they had learnt at home and during sessions. They also improved their conflict management skills, which was particularly evident during one session when a disagreement occurred. Parents were generally committed and most of them attended the positive parenting workshops we offered. They reported that their children's behaviour at home had changed significantly. All LEADers participated in a holiday programme during the June holiday. They had the chance to exercise their creativity, making something beautiful and useful out of recyclables.

### Counselling Statistics

	2005/6	2006/7	2007/8	2008/9	2009/10	2010/2011
Individual Counselling Sessions	784	1 813	1 489	771	644	860

### Groups & Events

	Sessions	Participants
Survivors of sexual abuse support group	5	12

### CAPP Statistics

Schools	Classes	Learners	Teachers Workshops	Teachers	Parents	Brief Counselling	ECD's	ECD's – No. of Children & Adults	Holiday Programmes & Events – No. of Children & Adults
17	297	10 481	17	274	201	326	5	188	5224

*After years of sexual abuse by her step father, 15 year old N became promiscuous. After 5 sessions at Childline she said: "after having much thought about my life and future I have decided that I want to change my life and get rid of the three boyfriends that I have. Even though my friends are teasing me about this, I don't care because this is my life and my body". She took charge of her life and her body.*

# Childline Gauteng Annual Report 2010-2011

## MARKETING

Childline Gauteng's marketing campaigns aim to raise our collective consciousness with regard to the importance of children and their inherent right to be treated with love and respect.

Childline SA continues to advocate and lobby for children's rights on our behalf. Joan van Niekerk, our National Advocacy and Training Co-ordinator, represents Childline on many National and International Forums. On a provincial level we participate actively in the Gauteng Programme of Action for Children, a dynamic network of government and non-governmental organisations that are committed to ushering in a rights-based province.

The latest addition to the marketing mix is the website. It was designed by Net#work BBDO and developed by Eline Hoogstra. Roz Thomas from Corporate Communications spent hours perfecting the copy and it is generously hosted by E2 and PEAC. Please visit the site on [www.childline.org.za](http://www.childline.org.za).

Childline Gauteng has developed bold multi-media marketing campaigns that have as their primary aim the promotion of a child rights oriented society:

1. The Kings and Queens of Tomorrow campaign is based on a song developed by Skwatta Kamp for which they have generously given us unlimited license. This has been developed into a music DVD, TV/radio commercial, posters and stickers geared to encourage young boys to call the Crisis Line and begin their own process of healing.
2. The girl child campaigns Lucy Moonflower (which won a silver award at Cannes) and Noah TV adverts continue to be screened compliments of our partnership with SABC on a daily basis. Bernie Roux designed and created "Noah - Love Me, Love Me Not" TV commercial which won second

place in the Vuka Awards. This inspiring message to children and adults has drawn many compliments.

3. Our patron, the Most Reverend Desmond Tutu Archbishop Emeritus of Cape Town recorded a series of inspirational messages with a stirring call for support for Childline's work.

4. The "Abangani Abakhulu Babantwana" (Big Friends of Children) campaign continued this year. The name was chosen by the Katorus Buddies (LEADers) who indicated that they needed to know that the adult generation would serve as Big Friends to all children. Many well-known South Africans have signed the pledge to serve children in the capacity of a Big Friend.

Our media partners, SABC (with whom we have had a 5 year partnership) Media Talk and Mindset Health have ensured that our social marketing messages regarding children have received widespread distribution.

Childline is in the fortunate position of being supported by many marketing partners: Net#workBBDO advertising agency, Fresh Eye Film Productions, Orchestra Blue, SABC2, Media Talk, Mindset Health, Studio4332, Corporate Communications, E2, PEAC, Blu Blood, Skwatta Kamp and Eline.

Our marketing partners have continued to assist us to advertise the Childline services and to develop our campaigns to increase the public awareness of children's rights. They continue to inspire us with their vision for a child-centred society and their endless creativity and enthusiasm. Our special thanks to all who have gone beyond the call of duty to offer time and expertise to ensure that the need for Childline's services remain foremost in the public arena.

## Media Opportunities

### TV:

SABC 1 Social work as a career option

ETV- Gender based violence  
Soweto TV - Safety during the festive season

SABC 1 – Spirit Sundae – Child Abuse prevention.

### Radio:

Jozi Fm - on Rights and responsibilities  
KASI FM – an on-going slot on a live show marketing Childline Katorus

services and answering questions from the public.  
Vaal University of Technology Radio - weekly slots to expand Childline  
Sebokeng services topics include: Child justice act, human trafficking,

children's rights, self-esteem, positive discipline, rights and responsibilities, 16 days of activism, dysfunctional families, safety during festive season

### Print:

Zola Urban News –Soweto  
Exhibition at Jabulani Mall  
Diepkloof Urban News – Soweto  
Event at Bara Mall  
The Times – Child Beggars  
Your Baby – Safety in Public Places

People – Child Abuse and Abandoned Children  
Caxton – Child Protection Week  
Meadowlands Urban News – Partnership with the Dept of Community Safety and Childline Services

The Star – 13 Year-old sold for sex by her aunt  
Daily Sun – Childline Number  
City Press – State of The Nation's Children  
Sowetan – Missing Child

# Childline Gauteng Annual Report 2010-2011

## SUPPORT SERVICES

### Administration / Finance / Human Resources

Admin Team	Glenis Kay, Sipokazi Gumpe(BCom Accounting), Esther Mukwehwo,Vuledzani Muligidi
Volunteer Finance Advisor	Clive Fletcher (CA)
Volunteer Treasurer	Digby Jennings (CA)
Volunteer HR Consultant	Nivashani Pather, Allan Young
Consultant Accountant	Iain Holdsworth (BCom)
Pay Roll Consultant	Dave Phillips

We acknowledge the outstanding work our administrative team have done this year to ensure that the financial and administrative infrastructure continues to support the social service of the organisation. Congratulations to Sipokazi for guiding the team through another successful audit process.

## FUNDRAISING

Team	Annette Brokensha (BA – in progress), Shereen Hattia
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The past year has been very challenging. Firstly there has been an increase in the demand for services, and secondly the global economic meltdown has had a disastrous impact on children.

Our generous partners continue to support us and we thank them all for their commitment to support the children of Gauteng. We pay a special tribute to our Platinum donors: the Gauteng Department of Social Development, the Anglo American Chairman's Fund, Genesis Steel, Investec, Pfizer, Charity circle, PEPFAR,

Spescom, FNB, the National Lotteries Distribution Fund and Telkom who have loyally continued their grants in support of children's services.

Many people and organisations have provided material, emotional, financial and skills-based support and we honour each and every one of you who has given according to your means. We consider you all part of the extended Childline community. Thank you for enabling us to sustain and grow our services in the interests of the children of Gauteng.

### Special Friends and Partners

#### Donations –in – kind:

Avanti Coffee	Echo
Amy Ford	Eline Hoogstra
Blu Blood	Ellerines
Brett Will	Euge Sickle
Bytes technology	Giant Films
Camilla Banchetti	Grinaker LTA
Candice Gilbert	Heavenly Soap
Chubby Chums	Laura Lemkus
Corp Communications	Lions Club Potchefstroom
Cotlands	Mariloe Biela
E2	Nedbank

Net#work BBDO  
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Roz Thomas  
SAPPI  
Smollan Group  
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Sweets from Heaven  
Telkom  
The Teddy Bear Clinic  
Tiger Brands  
Tshepo Makoena  
School of Katya Salvador,  
Kamalavidya & Students  
Disebo Moephuli  
Vivienne Davidoff  
3M

#### Financial Contributions:

Amphisol,Adcock, AECI, Anglo American Chairman's Fund, AVI Limited, Avnett Kopp, Benmore, Bounty Hunters, Canon, Cadre, Cell C, Ceres Fruit Juice, CGIC, Charity Circle, Clive Smith Charitable Trust, Dept of Health & Social Development, FNB Trust Fuchs Foundation, Genesis Steel,	Grant Thornton, Gregory Katz Architects, H Evertson Trust, Hans Merensky, Health Spas, The Herman Ohlthaver Trust, Hewlett Packard, Hodes Family, Investec, JET Lee Will Trust, Kirkness Charitable Trust, Lewis Stores, Linda Nagel Foundation, Ludwig's Rose Farm, Munich Reinsurance, Merril Lynch,
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