



FACT SHEET

PHUZA WIZE CAMPAIGN – DRINK SAFE. LIVE SAFE

What is the PHUZA WIZE campaign?

PHUZA WIZE is an exciting and brave new campaign to prevent violence by making social spaces safer, and by reducing alcohol fueled violence.

In South Africa violence is related to alcohol abuse in a very high percent of cases, and it has been shown internationally that if one changes the way people drink and reduce the availability of alcohol violence will be reduced. The campaign is working with many partners to achieve safer social spaces, this means working with taverns and shebeens to make them safer according to a 10 point plan.

Through the Soul City series and many other activities the campaign role models new ways for communities to interact to make their areas safer.

Phuza Wize also seeks to change South Africa's drinking norms, creating a supportive environment for moderate drinking.

Why the need for this campaign?

Violence, in particular interpersonal violence, is the major contributor to the very high death rates in South Africa (Matzopoulos). The Soul City Literature Review conducted in 2007 found that more than half of the people who died from violence tested positive for alcohol. Substance abuse is an important risk factor in **53%** of fatal (Harris & Van Niekerk 2002) and up to **73%** of non-fatal (Plüddemann et al. 2004) interpersonal violence injuries in South Africa.

This innovative campaign aims to prevent violence by reducing alcohol consumption and changing the way alcohol is served and drunk in South Africa.

What are the campaign objectives?

- To reduce violent behaviour by men aged 15-35 by 10% by 2014.
- To ensure that people understand the risks of drinking in relation to violence and HIV infection.
- To promote, accredit and monitor **safe drinking places** (shebeens, taverns, bars, hotels) and **alcohol free zones**, such as schools.
- To increase community participation in regulation and monitoring of alcohol trade
- To lobby for legislative change.
- To establish a Health Promotion Foundation.

Who is the target audience?

- Owners of establishments where alcohol is sold: (licenced and unlicenced shebeens, taverns, bars, hotels).
- Young men aged 15 – 35.
- Those who frequent places where alcohol is served.

Facts about violence and alcohol in South Africa

- Violence, in particular interpersonal violence is the major contributor to the high rates of injury mortality (Matzopoulos 2005).
- In 2004, violent deaths counted for 44% of non-natural deaths nationally, a figure substantially higher than most other countries. Amongst males aged 15-44 years, interpersonal violence was the second leading cause of death (Matzopoulos 2005).

What makes a place a safe social space?

The following 10 point plan will determine if a place where alcohol is served (tavern, shebeen etc) is a safe social space. The criteria will be displayed at complying/willing liquor outlets and will include a monitoring hotline number where patrons can call to report non-compliance.

- Do not sell to intoxicated people.
- Do not sell to children under the age of 18 years.
- Do not sell to visibly pregnant women.
- Sell food and non-alcoholic drinks; and make water available.
- Have good lighting, clean toilets and security.
- No more than 3 people per square meter.
- Have clear defined serving area inside and outside.
- Display safe sex messages and condoms.
- Encourage customers not to drink and drive.
- adhere to liquor license opening and closing times hours of sale

What format is the campaign taking?

The campaign will use social mobilisation, mass media and advocacy.

The media component comprises of Soul City TV series and Soul Buddyz TV, Soul City radio series, engaging with community radio stations and newspapers, booklets, etc.

The social mobilization component will focus in 10 communities and will include training, capacity building, community mobilisation and working with other stakeholders. It will also work with schools to become alcohol free zones

The advocacy component will engage with various government departments and lobby for legislative change and a holistic policy in the Departments of Health, Transport, Trade & Industry, Social Development and Education.

Which organisation is behind the Phuza Wize campaign?

The Soul City Institute, an independent non governmental organisation, has joined in partnership in the campaign with the following organisations, the Medical Research Council (MRC), the National Alliance for the Development of Community Advise Offices (NADCAO), Community Policing Forum (CPF), Participation Junction, the Legal Resource Centre (LRC), LoveLife, Sonkhe Gender Justice, the Department of Health, BP, MTN. International donors include, the United Kingdom Department for International Development (DFID), the Global Fund and the CDC through PEPFAR.

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