



Soul City CEO Lebo Ramafoko, German International Cooperation Violence and Crime Prevention programme manager Tina Silbernagl, Youth Desk member Lawrence Ndlovu and Gauteng MEC for Community Safety, Sizakele Nkosi-Molobane.

Youth desk get a voice

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DUNKELD-BASED NGO Soul City Institute and frayintermedia (Craighall) have been involved in a programme that saw 30 youngsters trained to use social media to prevent crime and violence in their communities graduate.

The young people are members of the Youth Crime Prevention Desk. Based at police stations across the province, the Youth Crime Prevention Desks mobilise young people to volunteer in crime and violence prevention with the aim of creating safer communities.

The programme – dubbed #EKSE! My Voice, My Safety – was initiated this year after a 2013 impact analysis conducted by the Community Safety Department and the Violence and Crime Prevention programme of non-profit organisation German International Cooperation found that even though youth desks were effective in their work, volunteers struggled to communicate with young people in their communities and other youth desks.

Soul City Institute, with training support from frayintermedia, held a series of workshops to train youth desk members in how to use various social media platforms to improve communication with their



Programme directors Tumelo Mothotoane and Siphon Ngwenya (Psyfo).

communities.

German International Cooperation technical advisor Allan Boesak said the aim of the programme was to teach youth desk members to use social media innovatively.

Managing director of frayintermedia, Paula Fray said, "We wanted to show them how to be strategic in their communication choices. On the one hand we gave them skills in how to use social media and new media, but we also talked about the big picture of why we communicate in the first place and how we communicate with target audiences."

Department of Community Safety's Mothibi Mohomane said the programme was ultimately about giving young people a platform.

Soul City Media Projects manager Jenny Button said, "The programme seems to have boosted their confidence. Now they appear more sure of themselves and more able to represent their communities in local government structures."

Gauteng MEC for Community Safety, Sizakele Nkosi-Molobane attended the graduation ceremony and participated in a panel discussion with the youth.

