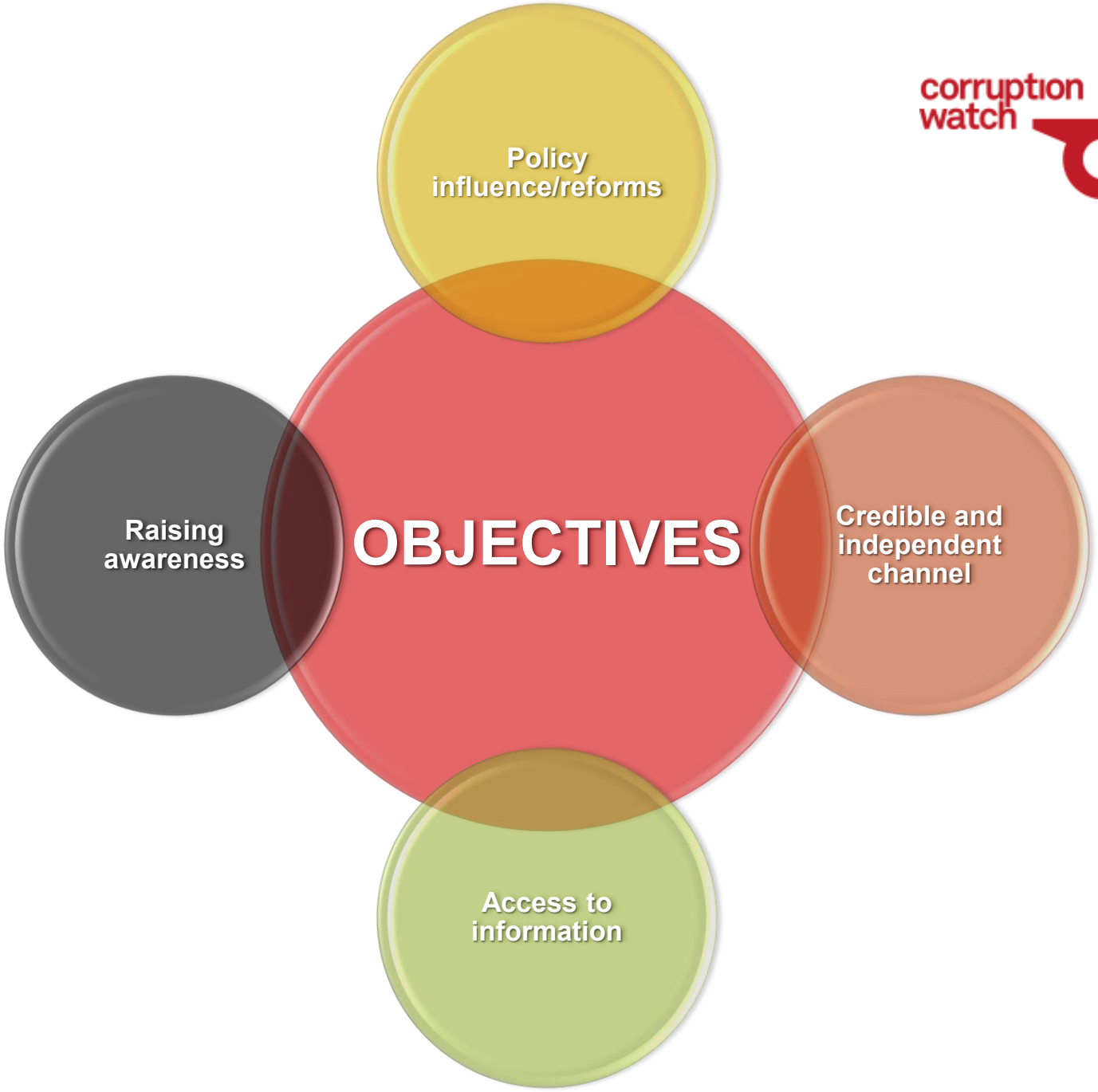
SCHOOLS CAMPAIGN

STRATEGY AND PLAN

2013-14

PURPOSE

To raise public awareness about corruption in schools and encourage people to report corruption.


Policy influence/reforms
Raising awareness
OBJECTIVES
Credible and independent channel
Access to information

POLICY INFLUENCE/REFORMS

Influence policy and practise with regards to the management of funds in schools.

❑ **Government**

Engage with the Provincial Dept. of Education (Gauteng, Mpumalanga, Free State, KZN)

- Focus on promoting and strengthening accountability systems in the management of funds transferred to schools

Engage with the National Dept. of Education

- Focus on policy action: recognise and address the impeding role of corruption in school infrastructure development and access to learning material

❑ **Civil Society**

- Collaborate on common issues
- Identify joined activities that are directed at policy influence

Activities: roundtable discussions with civil societies, research to identify entry points/issues for engaging national dept., research on what other civil societies are working on

A CREDIBLE AND INDEPENDENT CHANNEL

Promote CW platform as the most credible and independent channel for parents, teachers, principals to report corruption.

- ❑ Conduct a high visibility campaign in the media that is relevant to the target group
- ❑ Develop a closer relationship with people who report schools corruption via an online and offline community engagement plan (NB: constant feedback)
- ❑ Conduct three high impact investigations on schools corruption

Activities: online community engagement plan, presentations to SGBs, unions and parents forums, articles and radio interviews on community media platforms/newsletters/newspapers, website, activations, social media, hand-outs, and media relations

PUBLIC EDUCATION – PARENTS, TEACHERS AND PRINCIPALS

Support access to information and knowledge about school funds management

- ❑ Develop tools and materials
- ❑ Promote tools and materials via the website
- ❑ Facilitate workshops

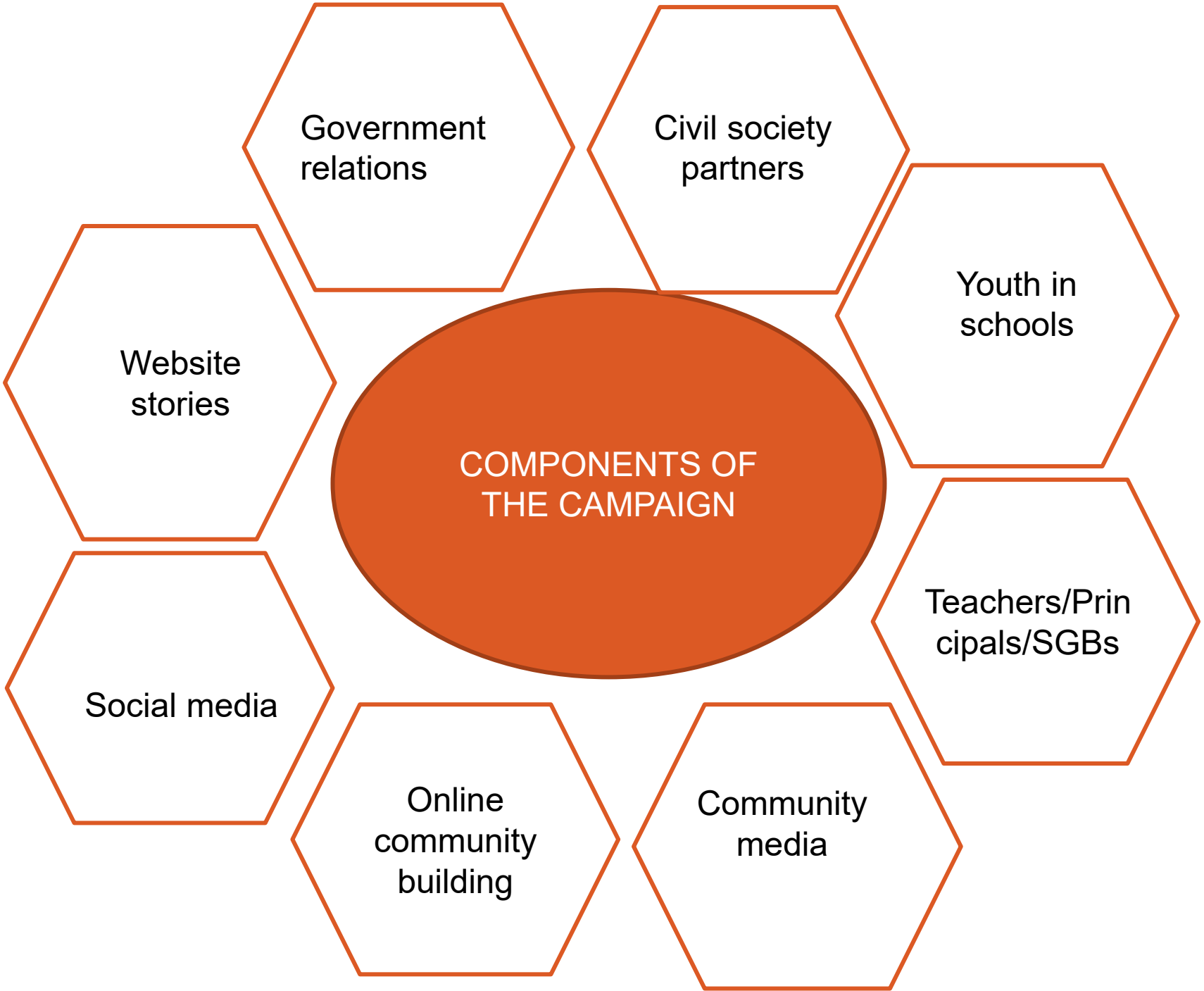
Activities: research and writing, production of materials, distribution of materials, info-graphics, and behaviour change strategy.

RAISE AWARENESS - YOUTH

Raise awareness among learners about combatting corruption.

- ❑ Develop messages for the youth
- ❑ Organise workshops which promote a culture of intolerance against corruption
- ❑ Distribute informative hand-outs

Activities: workshops, activations, video and audio material


Government relations
Civil society partners
Youth in schools
Website stories
COMPONENTS OF THE CAMPAIGN
Teachers/Principals/SGBs
Social media
Online community building
Community media

OUTCOMES

corruption watch

- Increase in the number of reports
- Parents and learners have access to information that enables them to hold schools accountable
- National Dept. of Education recognises the role of corruption as an obstacle towards achieving its action plan
- Introduce reforms that respond effectively to corruption
- Provinces are to ensure that auditing of schools and reflects reality rather than a “tick box” exercise