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Enquiries: G Schreuder

Curriculum FET Minute: DCF 0008/2018

To: Deputy Directors-General, Chief Directors, Directors, Chief Education Specialists, Heads: Curriculum Coordination and Advice, Circuit Managers, Heads: Management and Governance, Deputy Chief Education Specialists, Assessment and Examination Coordinators, Subject Advisers for Life Orientation and Principals of schools offering Grades 10–12

Subject: Using Life Orientation to address alcohol harms reduction in schools

1. The Western Cape Government has made alcohol harms reduction a priority issue and one of its game changers in the province.
2. Problem drinking and its associated negative consequences remain a substantial health, social and economic challenge to the province; moreover, manipulative advertising lures our youth into destructive lifestyles, risky behaviour and a distorted sense of identity.
3. The *Western Cape alcohol-related harms reduction policy: White Paper*, published in August 2017, sets out to address the consequences of alcohol-related harms and calls for a strengthening of the Western Cape Education Department's (WCED) education and awareness interventions on alcohol harms reduction amongst underage persons.
4. The WCED undertakes to drive an awareness campaign on Alcohol Social Harms Reduction in schools through the subject of **Life Orientation** at **Grade 11** level. This drive aims to counter manipulative advertising messages and thereby inform youth about the alcohol industry's strategy to entice them into consuming its products.
5. The purpose of the campaign is to strengthen the WCED's efforts in education to secure a positive sense of self, impact on the lives of learner communities, both academically and socially, and at the same time offer youth the opportunity to take ownership for a positive future.

6. In pursuit of this goal, the grade 11 Life Orientation teachers are invited to engage learners in activities that will create an awareness on alcohol social harms, and highlight the deception created by the alcohol industry in an advertisement of choice found on social media platforms and elsewhere. Examples of suggested activities can be found in Annexure A.
7. We encourage Districts to engage schools in identifying/establishing a district focus group which will consist of six grade 11 learners. The focus group will be invited to display or perform their presentation at a Life Orientation **Youth Celebration Morning** on Saturday, 02 June 2018. This will be in preparation of Youth Month (June 2018) during which the WCED aims to provide the momentum for raising critical awareness for positive education outcomes in the province.
8. The suggestions for displays or performances to raise awareness in schools are outlined in the attached document (Annexure A).
9. The process and requirements for the presentations of focus groups are outlined in the attached document (Annexure B).
10. Principals are kindly requested to bring the contents of this minute to the attention of all the teachers concerned.

SIGNED: PAD BEETS

DEPUTY DIRECTOR-GENERAL: CURRICULUM AND ASSESSMENT MANAGEMENT

DATE: 2018-05-04

ANNEXURE A

ALCOHOL HARMS REDUCTION AWARENESS IN SCHOOLS

Guidelines to raise awareness in schools

1. Learners should:
 - identify an alcohol related advertisement. They need to evaluate the advertisement and say how it lures the youth into risky behaviour and a distorted sense of identity.
 - study the school's disciplinary code of conduct and evaluate whether the code of conduct adequately addresses the issue of alcohol consumption by learners.
 - develop an **impactful slogan** that will create awareness amongst learners about the social harms of alcohol consumption amongst youth.

2. Learners could use one of the following displays/performances to present the information reflected in paragraph 1:
 - PowerPoint presentation
 - Speech
 - Poster
 - Role play
 - Poem
 - Dance
 - Drama
 - 3D presentation
 - Mixed media
 - Rap/slam poetry
 - Film
 - Collage of photos
 - Stop animation, etc.

Remember, the idea is to raise awareness in your school and create learner ownership.

ANNEXURE B

ALCOHOL HARMS REDUCTION AWARENESS IN SCHOOLS

Guidelines for district focus groups

DISTRICT PRESENTATION BY FOCUS GROUP YOUTH CELEBRATION MORNING ON 02 JUNE 2018

Venue: Groote Schuur High School

Time: 8:30–14:00

- Each district should prepare ONE focus group of six learners to do ONE presentation on “Alcohol Harms Reduction Awareness” amongst under-aged persons at the **YOUTH CELEBRATION MORNING** on **02 JUNE 2018**.
- Each district presentation should be co-ordinated by the Life Orientation subject adviser in collaboration with the Life Orientation teachers in the respective districts.
- For any further information kindly contact the Life Orientation subject adviser in the respective districts (see table below).

Education District	Life Orientation subject adviser	Email address	Contact number
Cape Winelands	Mrs E. Beukes	Eurica.Beukes@westerncape.gov.za	0823413420
Eden and Central Karoo	Mrs M Holand	Marjorie.Holand@westerncape.gov.za	0761580447
Metropole Central	Mr I. Fortuine	Ivan.Fortuine@westerncape.gov.za	0833556096
Metropole East	Mrs E Hendrickse	Euria.Hendrickse@westerncape.gov.za	0833208510
Metropole North	Mrs J Hanekom	Johrita.Hanekom@westerncape.gov.za	0828585147
Metropole South	Ms F Cassiem	Fairoez.Cassiem@westerncape.gov.za	0715288807
Overberg	Mrs E Wynne-Trollip	Edith.Wynne-Trollip@westerncape.gov.za	0605259797
West Coast	Mr C Green	Colin.Green@westerncape.gov.za	0799531832