Eastern Cape Premier Sogoni Launches “War on Poverty Campaign”

Eastern Cape government will on the 23rd of September 2008 launch War on Poverty Campaign at Lubala Village near Flagstaff in OR Tambo District Municipality. Eastern Cape Premier Mbulelo Sogoni, MECs of Health Pemmy Majodina, Social Development Sam Kwelita, Local Government and Traditional Affairs Thoko Xasa and Economic Development MEC Phumulo Masaulle are at the event. The Eastern Cape Director General and Heads of Departments and Mayors will lead the campaign which will see door to door visits to identified poverty stricken households of 30 families in the area. The most deprived households identified in the poorest wards will be visited during the door to door campaign by a team of government communicators and community development workers led by political principals.

The War on Poverty Campaign was commissioned by the Presidency with Deputy President Phumzile Mlambo Ngcuka as the champion. It is a nationwide on-going government campaign which seeks to reduce poverty among the country’s poorest citizens. The campaign was adopted by cabinet as one of government’s 24 apex priorities to implement a comprehensive anti poverty strategy plan. War on Poverty recognises that work is already underway in alleviating poverty and calls on society to participate and take a stand in this battle. It is aligned with one of the Provincial Growth and Development Plan’s core objectives of “systematic poverty eradication. The PGDP is a plan that spells out what will be done to fight poverty, promote economic and social development in the province.

The Leader in Excellence at the centre of a coherent, pro poor Provincial Administration
The War on Poverty Launch is taking place as follows:

VENUE: Lubala Village
DATE: Tuesday, 23 September 2008
TIME: 08h00

Door to door: 09H00-12H30

Lunch and debriefing: 12H50-14H00

Address to the community at Bukazi High School: 14H00-14H45

Six teams led by the Premier, national minister and four MECs will be visiting the community:

- The first team (red) will be led by the Premier Mbulelo Sogoni
- Second team (blue) will be led by a national minister
- Third team (yellow) will be led by MEC Social Development Sam Kwelita
- Fourth team (green) will be led by MEC: Health Pemmy Majodina
- Fifth team (orange) will be led by MEC Local Government Thoko Xasa
- Sixth team (pink) will be led by MEC Economic Affairs Phumolo Masaulle

Each team member will be equipped with a folder consisting of the profiles of the families to be visited. The profiles indicate the names of each member of that family, age and occupation or activity that is happening, the needs and then individual interventions of each department to those needs. On completion of the door to door, all teams will go back to the debriefing tent where the Premier will conduct the session. During this session, the Premier and the MEC will outline the Programme of Action and roll out plan.

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