



DEPARTMENT OF COMMUNITY SAFETY AND LIAISON KWAZULU-NATAL

"Defending the weak"

MEDIA ALERT

DATE : 02 March 2009
TO : ALL MEDIA
ATTENTION : NEWS EDITORS/ REPORTERS

MEC BHEKI CELE FIGHTS TO CHOKER THE DRUG MARKET THROUGH A DEMAND REDUCTION STRATEGY

"If you do drugs, you are a dead man walking"! That is the message that the Department of Community Safety and Liaison will be communicating to the learners of Phoenix and surrounding areas on 05 March 2009 at the **Shastri Park Community Hall, Phoenix**.

MEC for Transport, Community Safety and Liaison, Mr. Bheki Cele is expected to address approximately 400 Grade 8 learners who will be attending the event. This event comes after a similar one that was held in Chatsworth at the end of 2008 where it was recognized that there are enormous challenges facing young people concerning drugs in these areas.

Schools that will be represented are from Phoenix, KwaMashu, Newlands, Durban North, Inanda and Ntuzuma. These are some of the areas that have challenges relating to youth and crime. As drug dealers increasingly expand their market to include school children, the department has intensified its drug awareness programme in order to choke the drug market through a *demand reduction* strategy. As the old maxim goes: "If there are no buyers, there will be no market."

Numerous Drug-Awareness NGOs have joined forces to ensure that the learners get a well-rounded perspective on substance abuse. Partners include: eThekweni Metro, The Provincial Department of Education, SANCA, The Naked Truth (TNT), Khulisa Crime Prevention Organization, NICRO, Phoenix Child and Family Welfare Society, Durban & Coastal Mental Health Society, Phoenix Community Health Centre, KZN Liquor Board, The South African Police Service,

Roots Outpatient Clinic and Jullo Centre for Addiction Care, Depression and Stress. Several community-based organizations have also put their weight behind the event: these include *Phoenix Care Foundation* and *Know Crime*.

Members of the media are invited to attend and cover the event

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