



**Families South Africa (FAMSA)
National Campaign to create awareness
INTERNATIONAL DAY OF THE FAMILY
15TH May 2008**

THEME:

Fathers and Families: Responsibilities and Challenges

FAMSA's Aim:

**To give the same prominence as Valentines Day, Mother's Day and
Father's Day**

Families are the cornerstone of society. Healthy families breed healthy individuals and healthy stable societies. Research studies into the origins of crime, delinquency, personality disorders, social maladjustment and the like have come to the same conclusion that one of the main cause lies in an unsatisfactory home life.

As society has changed and developed over the years so have families. Extended family life is on the decrease as people move around the world. The nuclear family still remains an important unit. Many families however consist of single parents, remarried couples, child headed households and grandparents taking care of their orphaned grandchildren. Other families may be groups of people who live together with their members sharing a special and unique relationship with each other.

- Schools and communities took part in a release of Balloons



- A Soccer Match took place in honour of Family Day



- Schools held an assembly about the importance of the Family. Newsletters drew attention to the day. Learners wrote stories about their families.

- Schools held Church services where families were invited to attend.
- Churches addressed the significance of the families in sermons.
- Schools focused on Families in every class throughout the week.
- FAMSA addressed the schools, communities, hospitals and clinics on the importance of the Family.
- Families celebrated each other by gathering together in honour of Family Day.
- Radio stations held phone-in competitions on what makes families so special.

FAMSA created an awareness amongst the public as to FAMSA's services and the resources open to the public in helping create healthy families through the media. FAMSA's National office had 13 radio interviews with a total listenership of 18 million. TV interview (Morning Live) with a total viewership of 7, 5 million.

Fathers and men who listened to the radio interviews came out loud and clear in mentioning the need for the media to create more awareness in a build up to International Day of The Family. They felt that the day deserved the same hype surrounding valentine and other celebrated days which are more commercialized.

Family Life Centre (FAMSA Johannesburg) conducted interviews with the print media as well as Liz Dooley (Director) appearing as a guest on 702's Redi Direko's programme.

FAMSA received + 500 calls. Some of the radio stations replayed the interviews the following week and again the phones were inundated with callers seeking assistance.

Comments from the public when doing a survey on what their families meant to them:

- I love my Family
- My Family mean everything to me
- I feel that I belong when I am with my family
- I would do anything for my family
- My family is my anchor
- I include close friends as my family

**The Family is the only way we have of teaching people to be Human
Dr Margaret Mead**