

Local campaign inspiring active citizenship to launch this #YouthMonth

Brand South Africa and Activate! Change Drivers are launching a Youth Month campaign to promote constitutionalism and inspire active citizenship among the SA's youth. The campaign seeks to inspire young people by illustrating everyday expressions of the Constitution.



Participants include South African actress and television personality Nomzamo Mbatha whose work is also deeply rooted in activism, and musician Zakwe who has raised awareness around various social ills including gender-based violence, health and education through his music.

"Section 2 of the Constitution (The Bill of Rights) protects the rights of every South African. As a network of over 4,200 youth leaders, we champion issues that might infringe these rights within the health, education and GBV sectors, helping young people understand why and how the Constitution has shaped these sectors and why it makes our Constitution one of the best in the world," says provoke manager at Activate!, Malusi Mazibuko.

Engaging youth on critical issues

"This online conversation comes at a critical time where the world is facing a pandemic that threatens the lives and the wellbeing of all people globally, but that has not deterred the youth in South Africa from standing up and engaging on critical issues that affect their lives. Through this Youth Month campaign, we will provide a platform for young people to engage on the significance of their voice in the country's democracy and inspire a sense of pride and patriotism that will drive positive change and instill hope," says general manager for stakeholder relations at Brand South Africa, Mpumi Mabuza.

The campaign will be launched online on Friday, 5 June, at 11am via Facebook Live from the Brand South Africa and Activate! Change Drivers pages.

For more, visit: <https://www.bizcommunity.com>