



# CORPORATE COMMUNICATION

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**TO: AL MEDIA**  
**DATE: 15 NOVEMBER 2006**  
**EMBARGO: FOR IMMEDIATE RELEASE**

## **ALPHA OPERATIONS LAUNCH IN ETHEKWINI DISTRICT** **“You are safe in our hands”**

The MEC for Health in KwaZulu-Natal, Mrs. Peggy Nkonyeni will on Friday officially launch the Alpha Operations plan in Ethekwini District. The aim of the campaign is to ensure rapid and effective medical emergency response to all incidents.

The theme adopted for the day” You are safe in our hands” is not only to increase the current number of ambulances on major routes but to have 100% operation and visibility in order to provide effective safety to our communities especially the ones who will be embarking on holidays throughout the festive season.

This is part of the Alpha Operations Plan initiated by the department’s Emergency Medical Rescue Service (EMRS). The aim of the Alpha Operations plan is to provide rapid response to all incidents on all roads within Ethekwini and it’s immediate borders, to display visibility of EMRS vehicles at strategic points and bring excellent services to the people.

The strategic areas to be covered include the N3 from Durban to CatoRidge, the N2 from Durban to Umgababa, the N2 from Durban to Umvoti and the M4 from the North and South. The targeted period for this Operation plan is from 1 to 31 December 2006 and 1 to 15 January 2007.

“We are living in a crucial and unpredicted world and as the department we have taken it upon ourselves to play a meaningful role in ensuring rapid and effective medical response to our visitors and locals requiring emergency care,” says the MEC for Health, Mrs. Peggy Nkonyeni.

The media is invited to attend and report on this event. The details of the launch are as follows.

**DATE : 17 NOVEMBER 2006**  
**TIME : 09H00**  
**VENUE : John Langalibalele Dube Stadium (Ohlange)**

**ENDS**

For more information please contact Leon Mbangwa on 083 459 8695

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