

Formative Assessment for a Regional Campaign to Address Multiple Concurrent partners



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HIV in Southern Africa

- SADC: epicentre of global HIV pandemic - adult prevalence rate 11% compared to 1% globally
- 39.5 million people living with HIV/AIDS worldwide
- 63% in sub-Saharan Africa
- 37% of new infections in 2005 occurred in the region
- 6,000 people in Southern Africa become infected with HIV every day
- People under 25 years = half of all new HIV infections worldwide

Source: UNAIDS (2006)

Soul City

- **South African based Regional NGO**
- **16 years old**
- **Operational in 10 countries.**
- **Regional programme: Largest Development Communications intervention in Africa**



Regional Programme country partners

Botswana		Lesotho	
Malawi		Mozambique	
Namibia		South Africa	
Swaziland		Tanzania	
Zambia		Zimbabwe	

Soul City Regional Programme

- ❑ The adaptation of Soul City materials (print, TV, radio) for local use & development of new materials including advocacy & social mob.
- ❑ Building local capacity for social change communication through formal and informal training
- ❑ Creating a regional experience sharing network and community of practice



Evaluation; Measurable reach and impact
(Cross sectional studies; 8 countries; sample size 71 979 children
and youth; 18 852 adults)

Soul City Institute Regional Programme

2002 – 2007

Impact Evaluation Summary

May 2008



Regional programme

Evaluation Results: Highlights

- Extensive reach across countries - >60% of youths were exposed to local brand
- Among others, the following were associated with exposure to regional programme interventions across countries
 - Correct knowledge e.g. on HIV prevention and treatment
 - Reduction in stigma
 - Consistent condom use
 - Notable increase in HIV testing between 2002 and 2007

Why Regional?



- Strong historical & cultural interconnection between SADC countries
- High mobility & communication among SADC residents
- Expert Think Thank, Maseru Declaration 2006 recommended regional response
- Various opportunities for collaboration – increased impact across the region
- Shared languages and cultures

Why local?

- Cultural and social relevance
- Identification
- Accessibility
- Language
- Combine regional and local for maximum impact, to getting message across

Planning Process

- June 2007: Research design
(common approach/
country specific)
- July–Oct 2007: 10 countries research
- Nov 2007: Country research analysis
Message + campaign
design

1. *What is research telling us re working regionally/ locally?*
2. *What is it telling us about social change communication campaign on MCP?*

- Feb 2008: Establish regional
steering committee
- Feb – Oct 08: In-country audience
and stakeholder
consultation
- Oct 2008–2009: Campaign roll out



Research



- **To gain insight into audience's understanding, attitudes and practices** in relation to MCP in the context of HIV prevention.
- **Research Methodology**
 - In-country literature reviews.
 - In-country stakeholder and expert consultations.
 - In-country Audience research (focus & in-depth)
 - 10 country research teams

FOCUS GROUP INTERVIEWS

Country	15-20	20+	15-20	20+	Total
	Females		Males		
Botswana	4	3	4	2	12
Lesotho	2	4	2	4	12
Namibia	2	10	3	7	22
Malawi	6	8	5	8	27
Mozambique	3	6	3	6	18
South Africa	5	11	4	10	30
Swaziland	2	8	2	8	20
Tanzania	2	3	3	2	10
Zambia	1	7	1	7	16
Zimbabwe	1	5	1	5	12
Totals	27	65	28	59	179

In-depth Interviews

Country	15 -20	20+	15-20	20+	Total
	Females		Males		
Botswana	4	-	4	-	8
Lesotho	1	1	1	1	4
Namibia	-	-	-	-	-
Malawi	2	7	2	7	18
Mozambique	3	3	3	3	12
South Africa	-	6	-	4	10
Swaziland	-	12	-	12	24
Tanzania	6	7	7	6	26
Zambia	-	4	-	4	8
Zimbabwe	-	2	-	4	6
Totals	16	42	17	41	116

Country Data Processing & Analysis

- Interviews recorded on tape, transcribed verbatim.
- ATLAS.ti and NUD*IST used to analyse data.
- Thematic analysis.
- Data analysed in segment audience. (age, sex, rural/urban/informal settlement)
- Individual country analysis and reports.
- Combined Meta- analysis (regional)

Meta-Analysis

- Meta-analysis across countries:
 - manually
 - ATLAS ti computer software.
- Themes identified from each country report.
- Within themes – common and unique trends identified.
- 3 country case studies from in-depth interviews.

Results: Emerging themes across all countries

- MCPs are common practice
- Sexual dissatisfaction
- Emotional and physical dissatisfaction
- Culture and social norms influence MCPs
- Money and material possessions
- Alcohol and MCP
- Men cannot control sexual desire
- Pressure
- Male domination and abuse
- HIV and AIDS risk and fatalism

Form of MCPs

■ *'Steady' Partner and 'other' Partners e.g.*

- *'small houses'* e.g Zimbabwe, Tanzania
- *'Nyatsi'* – Lesotho & South Africa

“You may have a wife at home at the same time have a girlfriend who is unknown to her but to you only. You will be supporting her. At times you may even have children with this woman while it remains a secret and unknown to your wife at home.” ...

Intergenerational Sexual Relationships

- Teacher learner – Swaziland***
- Sugar daddy / mummy***

“It’s the relationship between teachers and students yet the teacher has got a wife or girlfriend and at the same time the student has got a boyfriend.”

[Elulakeni 20- 29 years female - Swaziland]

Transactional Relationships

“And as young people we love money and when you think of getting your hair done you start thinking that if he can only give me fifty rand and Lesilo also give me fifty rand it is already R100 and I can go and get my hair done. You see.”

[Women Urban Mpumalanga 21-28]

“ You can link it to poverty in the sense that you may have some money for example, M40.00 and you want to go some place then you realise that you do not have enough money you might engage in sex so that you have more money to meet your needs.”

[Quthing Rural 36 – 45 - Lesotho]

Sexual dissatisfaction

“As we told you that if this other one does not satisfy you (sexually), you then get satisfaction from the other one.”

(North West informal girl 16-20 - SA)

“You may not be intending to have sex outside your steady relationship but the type of sexual styles you want may force you to go out (and have sex)...” (Male, 21-30 years, urban, Tanzania)

Culture and social norms

- Common theme throughout research is that MCP occurs in the context of gender inequality, male dominance and female submission.
- Men are inclined to have more than 1 partner
 - Supported by religious groups and culture (e.g. institution of polygamy)
- Men in MCP get respect
 - You are a “Real man”; “a bull”.
- Women are attracted to men who have MCPs
 - “A bull can be seen by its wounds”

Culture and social norms

“In our Herero culture it is accepted for a man to have many sexual partners; a man can marry ten wives and they will build their houses randomly and the husband house will be in the middle.”

[Namibia Female participant: 21-29 urban]

‘The saying that says ‘Monna ke selepe wa a adimanwa’ [It literally means ‘a man is an axe and can be borrowed.’ meaning ‘a man can just have as many partners as he wishes and it is not a crime’]’

[Botswana Urban Out-Of-School Boys]

‘Men cannot control sexual desire’

“I do agree with the gentleman. I am a weak person. If I see someone with admirable figure honestly I can't hold back I have to get close to her, I get attracted very easily.”

[Lesotho Urban 16-25]

“

Alcohol and MCP

- When drunk people want sex.
- Trade: Women get drinks and men get sex.
- Access to alcohol is easy.
- Alcohol is associated with no or incorrect condom use.

Alcohol and MCP

“And when you are drunk, at the club but you know you don’t have condoms, when things start heating up, you definitely not going to hold yourself back.”

[Male 24-28 years Kwazulu South Africa student]

“Alcohol drives them to have sex, after drinking they go for sex. If they can cut down on the rate of alcohol consumption because when you are drunk you end up forgetting to use a condom even though you still have it in your pocket. Moreover, it is the illness of young generation they are heavy drinkers.”

[Lesotho Qacha, Ha Rooijane, Rural 46 and above]

Findings consistent. Some country specific emphasis

- **Culture** In analysis we found harmful cultural norms that promote MCPS particularly prominent in Swaziland. e.g sleeping with an in-law and wife inheritance.
 - **Fatalism** (we are all going to die anyway) came out particularly strongly in South Africa, Zambia, Zimbabwe
 - **Some unique cultural practices t hat promote MCPS.** e.g. In Zambia initiating women into adulthood (fathers sleeping with girls)
 - **Polygamy.** More embraced in Swaziland , Malawi and Lesotho.
- “...our forefathers have been marrying many wives before even though it was done respectfully. So you cannot tell me that we will leave this behaviour now, we only have to use condoms when we visit our mistresses to avoid diseases.” [Rural, 36 – 45 – Lesotho]

Discussion

- MCP is the norm for many men and women in all countries in the region.
- Strong peer pressure to conform.
- HIV prevention knowledge is not matched by practice.
- Fatalism with regards to HIV.
- Major drivers: sex and sexual satisfaction; desire for material possessions.
- Lack of communication between partners.
- Male domination stemming from cultural and social norms.

Core campaign message

Having multiple and concurrent relationships puts you and your loved ones at risk. A safe relationship means:

- ❑ There are no secrets and lies**
- ❑ Communicating effectively with each other**
- ❑ Challenging cultural practices that support MCP**
- ❑ There is respect and equal rights for and between men and women**
- ❑ Societies must support and encourage safe relationships.**

Campaign Positioning



- A positive campaign.
- Get people **talking** about sexual choices they make.
- Create awareness of risky sexual behaviour without blame or shame.
- Create a conversation about social norms and MCP
- Challenge gender stereotypes and cultural norms that reinforce MCP, and put people at risk.

Advantages of a common campaign and name

- Possibility to share resources
- More impact. Mobile populations access common messages across borders.
- Common identity of purpose
- Less confusion
- Decrease stereotypes (common regional identification)
- Forge a regional identity (e.g Caribbean Live Up campaign)

Country based campaigns

- National MCP Campaigns and messages agreed under OneLove Banner

- Tanzania

- Malawi

- Swaziland (Nercha)

- Lesotho

- South Africa

- National MCP Campaigns and messages agreed— Consultation on name in process

- Zambia

- Zimbabwe

- Mozambique

- Namibia

Tanzania:
Oct 08

Lesotho:
Oct 08

South
Africa:
Feb 2009

Malawi:
May 09

Zambia
Zimbabwe
May 09

Namibia:
June 09

Swaziland
Mozambique
July 2009

Regional Elements January – Oct 2009

Rolling mass campaign



Country campaign elements

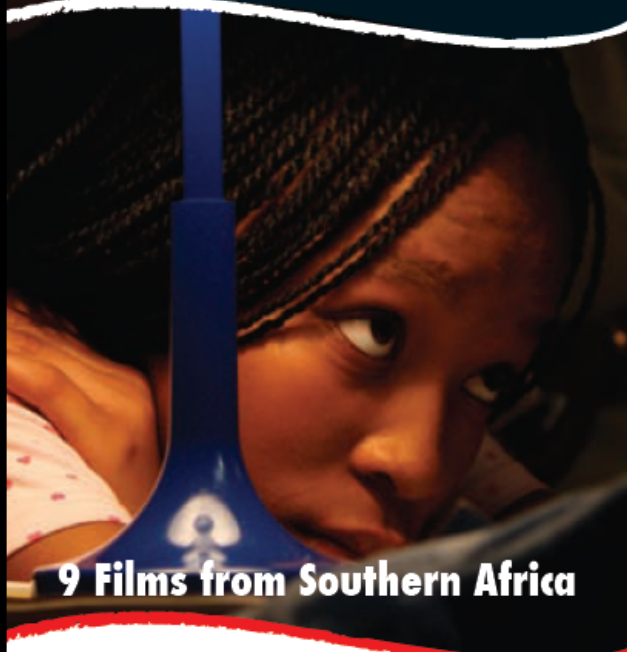
- Mass media communication (radio, print, TV)
- Social mobilisation (community dialogues)

Regional elements

- Borders and transport corridors (IOM)
- Advocacy (harmful cultural practices) (SADC)
- Regional TV and radio PSAs (ABMP)
- Publication of MCP 10 country research report
- Love stories from the region (10 x ½ hour dramas)

UNTOLD

Stories in a time of HIV & AIDS



9 Films from Southern Africa



Koninkrijk
der Nederlanden

DFID
Department for
International
Development
British development co-operation



Irish Aid
Government of Ireland
Klárka na hÉireann

SECRETS AND LIES



UNTOLD
UNTOLD
UNTOLD
UNTOLD
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UNTOLD
UNTOLD
UNTOLD

What you don't know *will* hurt you.

Transport corridors

- SADC established in 1992 to promote economic integration, transport harmonization and HIV/AIDS policies throughout its 14 Member State
- Targeted countries are at epicentre of epidemic and along major transport corridors in the region.
- Trans-Kalahari
- Maputo
- North-South
- Beira
- Tete

Partners: IOM, SAFAIDS, SADC, ABMP, UNAIDS,



pull up banner

Tanzania

Launched campaign:

9 October 2008

Branding

Billboards, t-shirts, posters, *daladala* (bus)

Femina media

Fema Talk Show “One Love” special + vignettes

Fema magazines

Information dissemination

MCP report available in Swahili

Community Mobilisation

Including “One Love” travelling bus

