



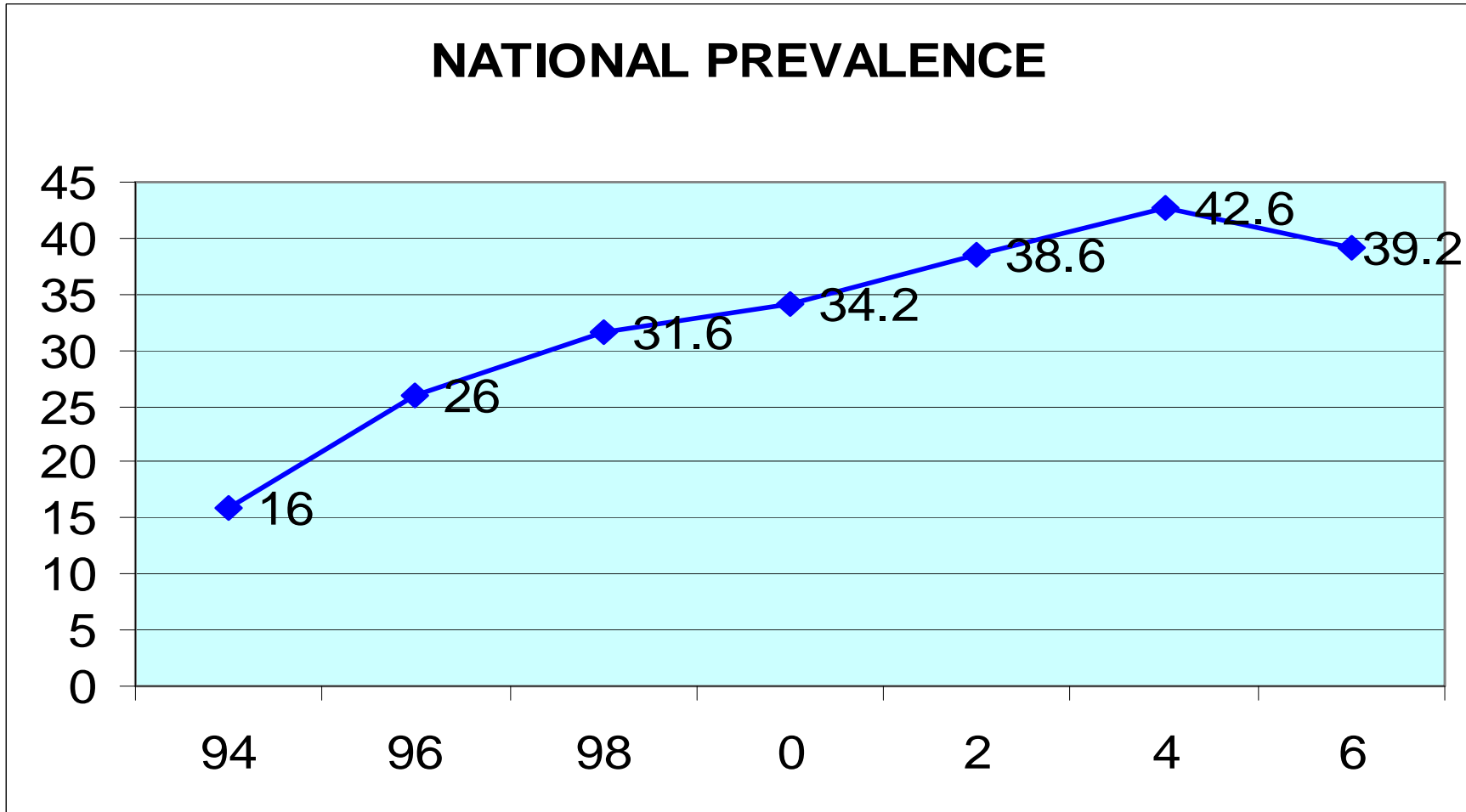
NATIONAL HIV/AIDS CAMPAIGN TO REDUCE MULTIPLE CONCURRENT PARTNERSHIPS IN SWAZILAND

Washington DC. USA
October 2008

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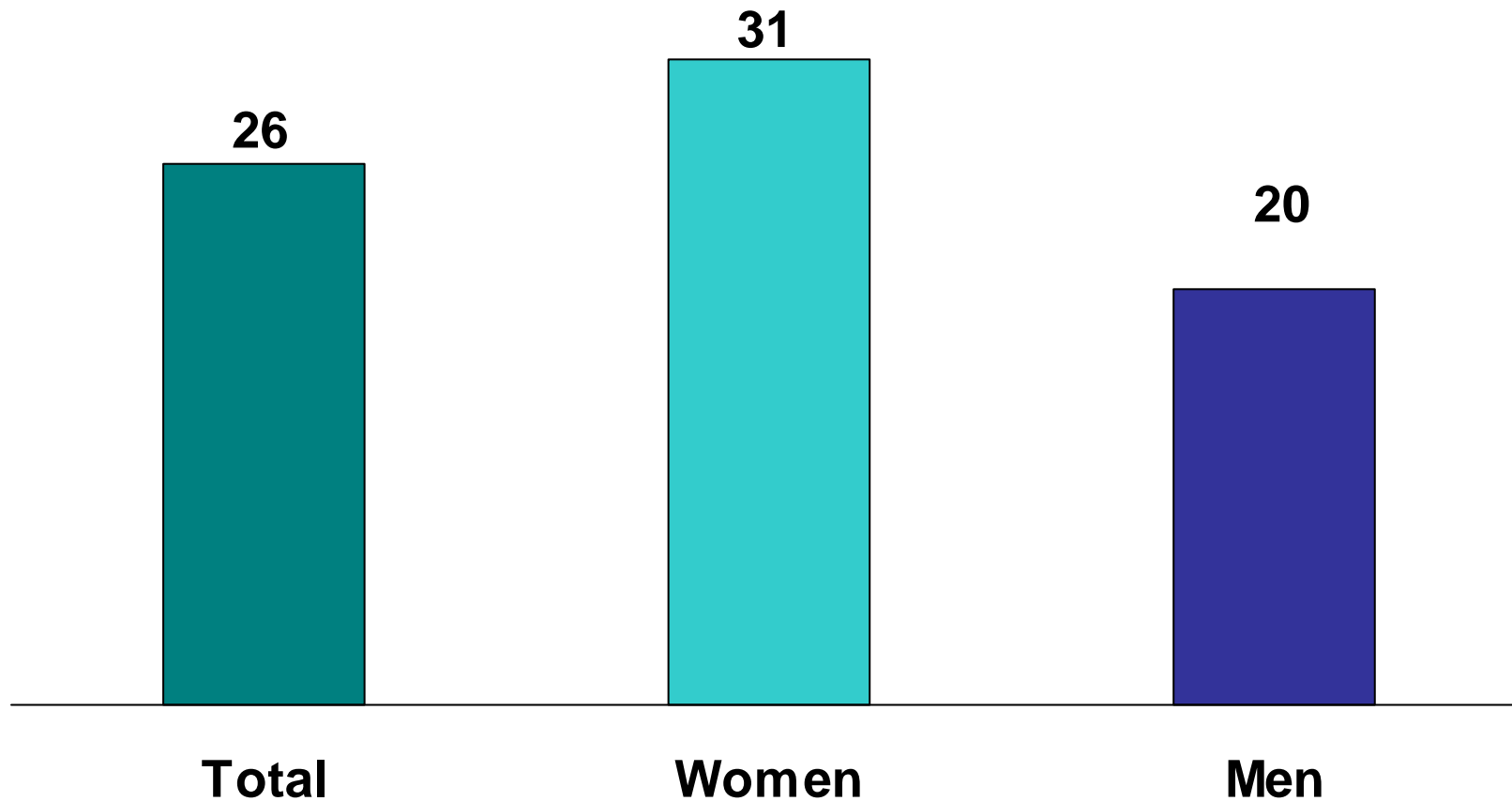
ANC Prevalence



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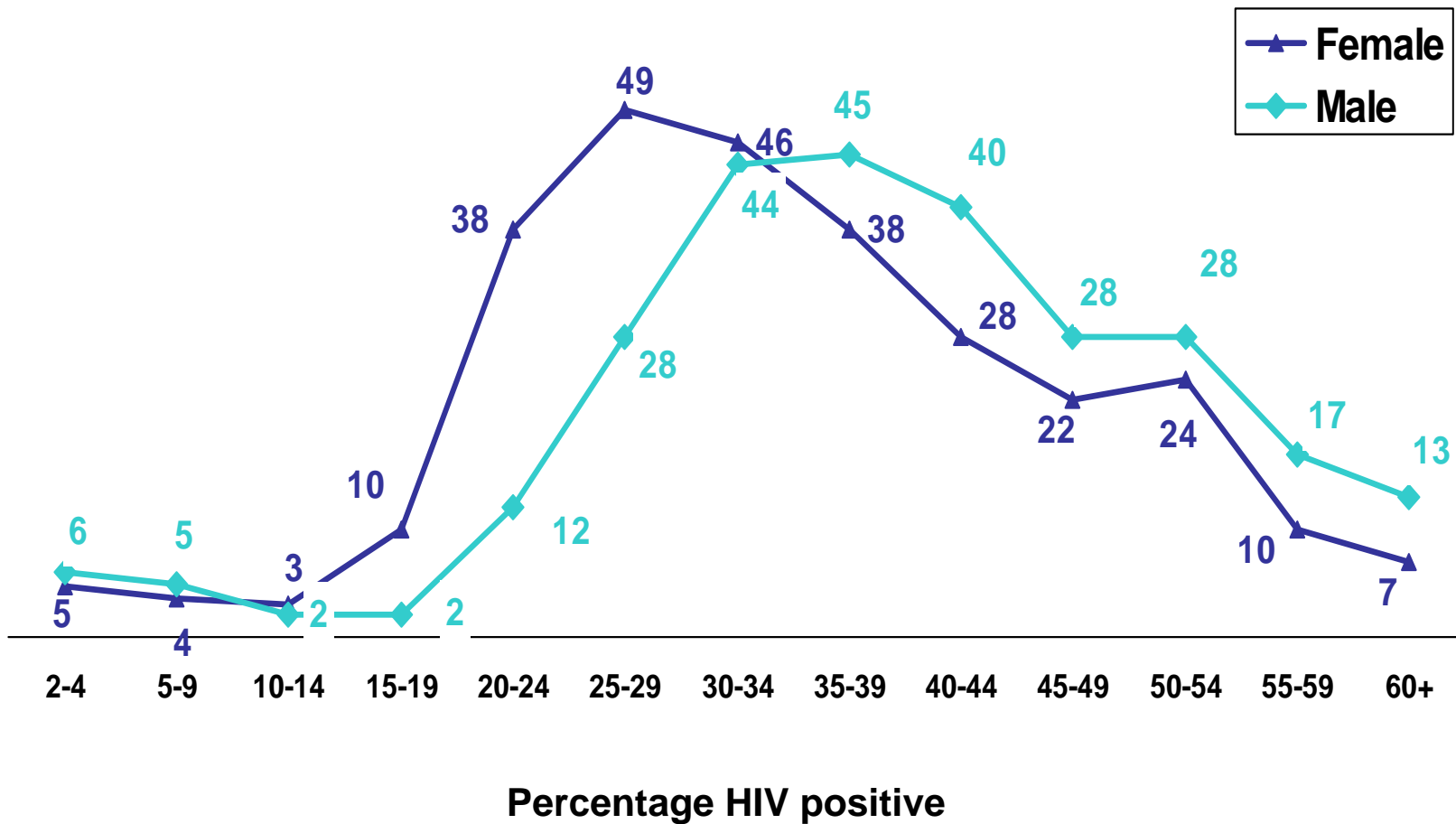
HIV Prevalence Rates among the Population Age 15-49 by Sex (DHS)



Percent HIV positive among population age 15-49



HIV Prevalence among Population Age 2 and Older by Age and Sex (DHS)





Recognizing The Problem

- **Sex is the driver of the epidemic**
- **Societal norms/value changes**
- **Multiple concurrent partners very common**
- **Intergenerational sex a reality**
- **Gender inequity**
- **It is common practice especially among males to have MCP**



Objective & Principles

BCC objective:

Cause for social movement for behaviour change

Principles:

- **Evidence driven**
- **Clearly defined targeted audience**
- **Local socio-cultural context**
- **Commercial approach**



BCC CAMPAIGNS

- 2002/3: 1st – Leadership campaign – “I HIV yindzaba yetfu sonke” (HIV is everybody’s problem)
- 2004/5: 2nd – Individual/personal focus – Likusasa ngelami (the future is mine)
- 2006: 3rd – MCP -Makwapheni (secret lover)
- 2007: 4th – Ngitawutfolani (you can get HIV)



Formative Assessment

- Reviewed literature on drivers of the epidemic with a focus on MCP
- CIET study of 2005
- FDGs conducted to define what concurrency and MCP is, define target for the campaign and
- Interviews conducted on general public using a questionnaire



Strategy

- Within the broader framework of the Likusasa Ngelami campaign, the national MCP was initiated campaign targeting sexually active adults, including youth, to stop the practice of multiple sexual partnerships. The campaign, titled “MAKHWAPHENI UYABULALA”, seeks to draw attention to the dangers of practicing multiple concurrent partnerships.



Strategy

Campaign objectives

- To encourage positive and responsible sexual behaviour.
- To discourage multiple concurrent sexual partnerships among sexually active adults, including youth.
- To influence public debate on the issue of multiple concurrent sexual partnerships
- To encourage sexual active persons to reduce sexual partners.
- To encourage faithfulness among partners.



'MAKWAPHENI'

(THE SECRET LOVER-MCP 3rd campaign)

- **Targeting sex with m.C.P.**
- **'Makwapheni uyabulala'**
- **TEXT / VOICE MESSAGE CONCEPT**
(cell/mobile phone)
- **'Temptation'**
- **'Consequence'**
- **'The fear factor'**
- **Radio main medium**
- **Supported by print media**



'MAKWAPENI CAMPAIGN'

he's workin
late, cum
work on me

Options

**why kill
your family**

makhwapheni uyabulala

nercha



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PHASE 3

'A DECISION'

- **SAME MESSAGE CONCEPT**
- **'TEMPTATION'**
- **'POSITIVE RESOLUTION'**
- **'THE FEAR FACTOR'**

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DECISION TO CHANGE

she's workin
late, cum
work on me
Options

**i'm no longer
available 4 this**

casual sex is dangerous. HIV Kills **nercha**



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DECISION TO CHANGE

i'm all
alone, cum
4 a quicky
Options

**sorry, i'm
over that**

Hha, i-HIV ibhokile nercha

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COMMUNITY CAMPAIGN 'LIKUSASA'

'KUDLA' INHLOKO' DRAMA



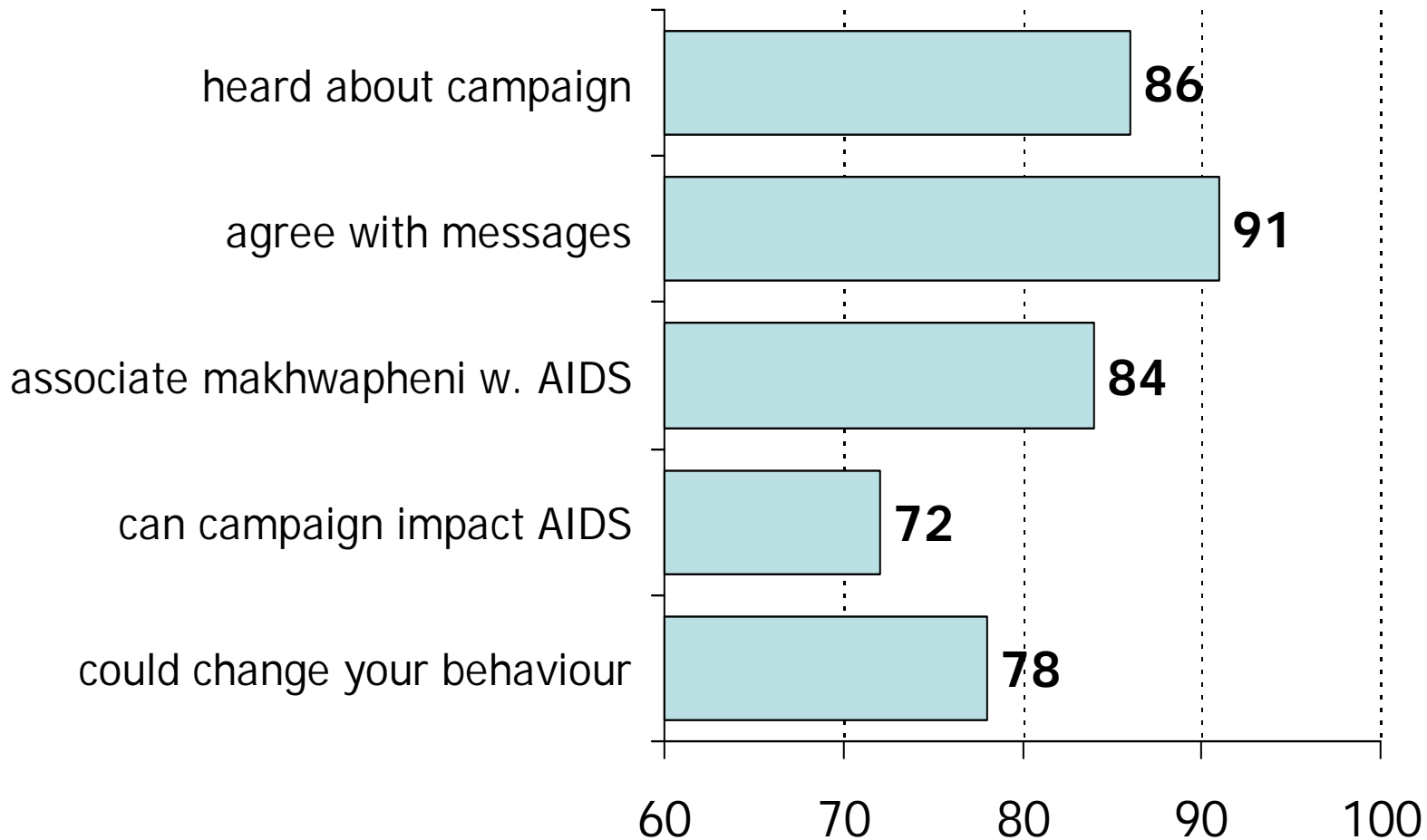
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EVALUATION OF THE CAMPAIGNS BY CIET

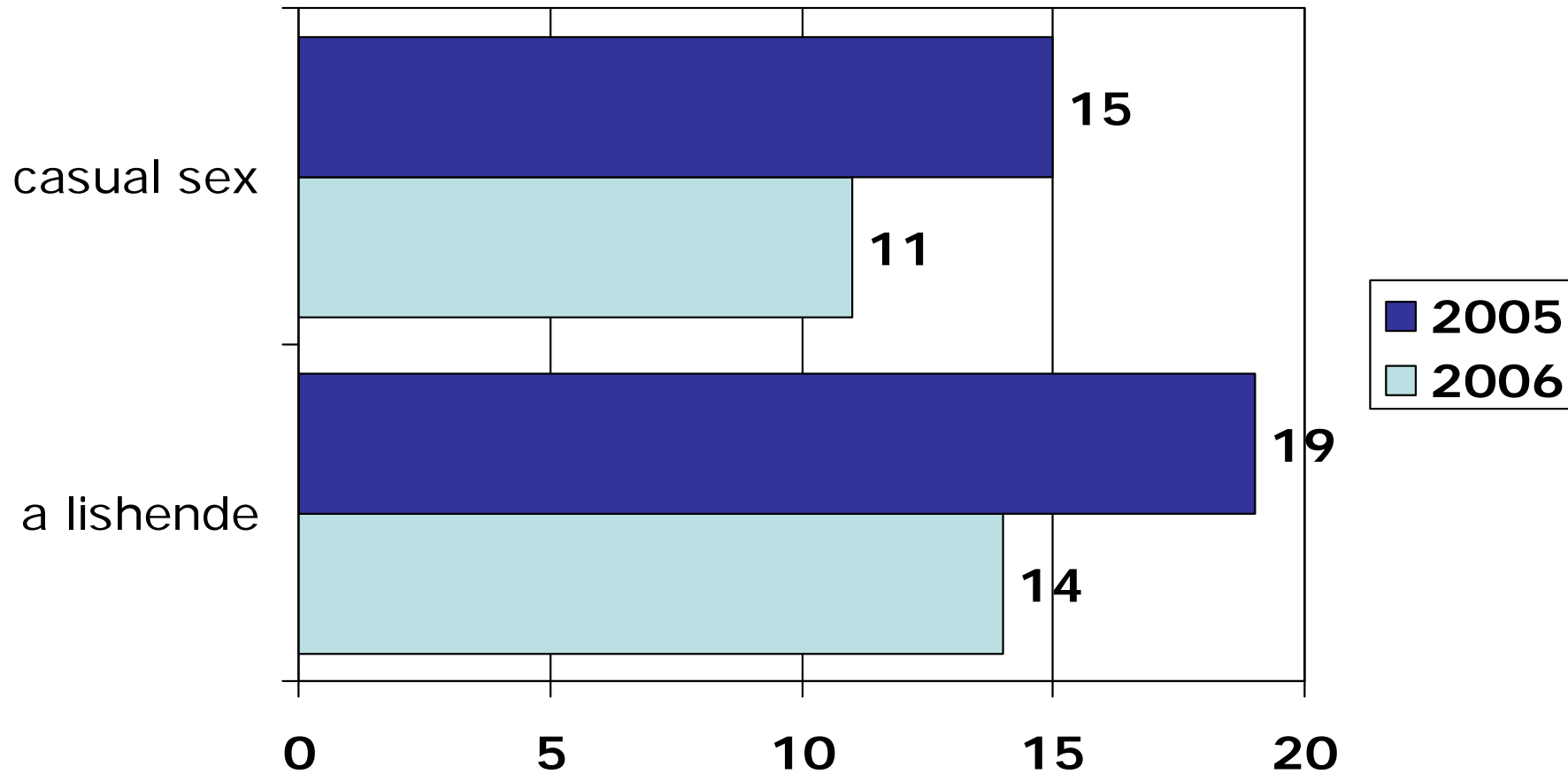
- **12 sites (random sample, stratified U/R)**
- **2120 adults (July 2005) and 2112 (July 2006) interviewed households**
- **Average age 28 years (both cycles)**

2006: Exposure to Makhwapheni ("secret lover") campaign (% who answered yes)



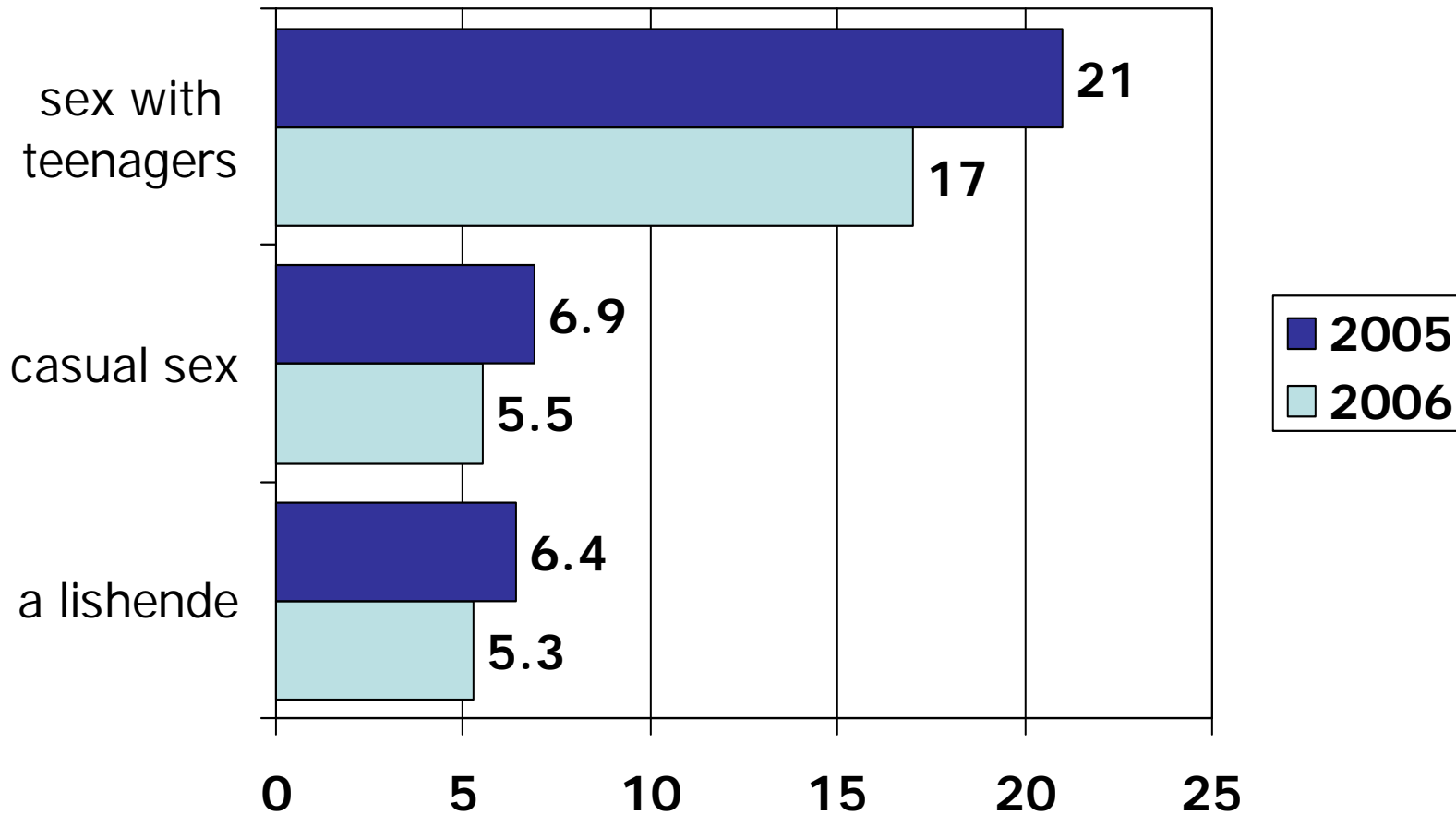


Subjective Norms: "People around here think it's okay to have" (in %):



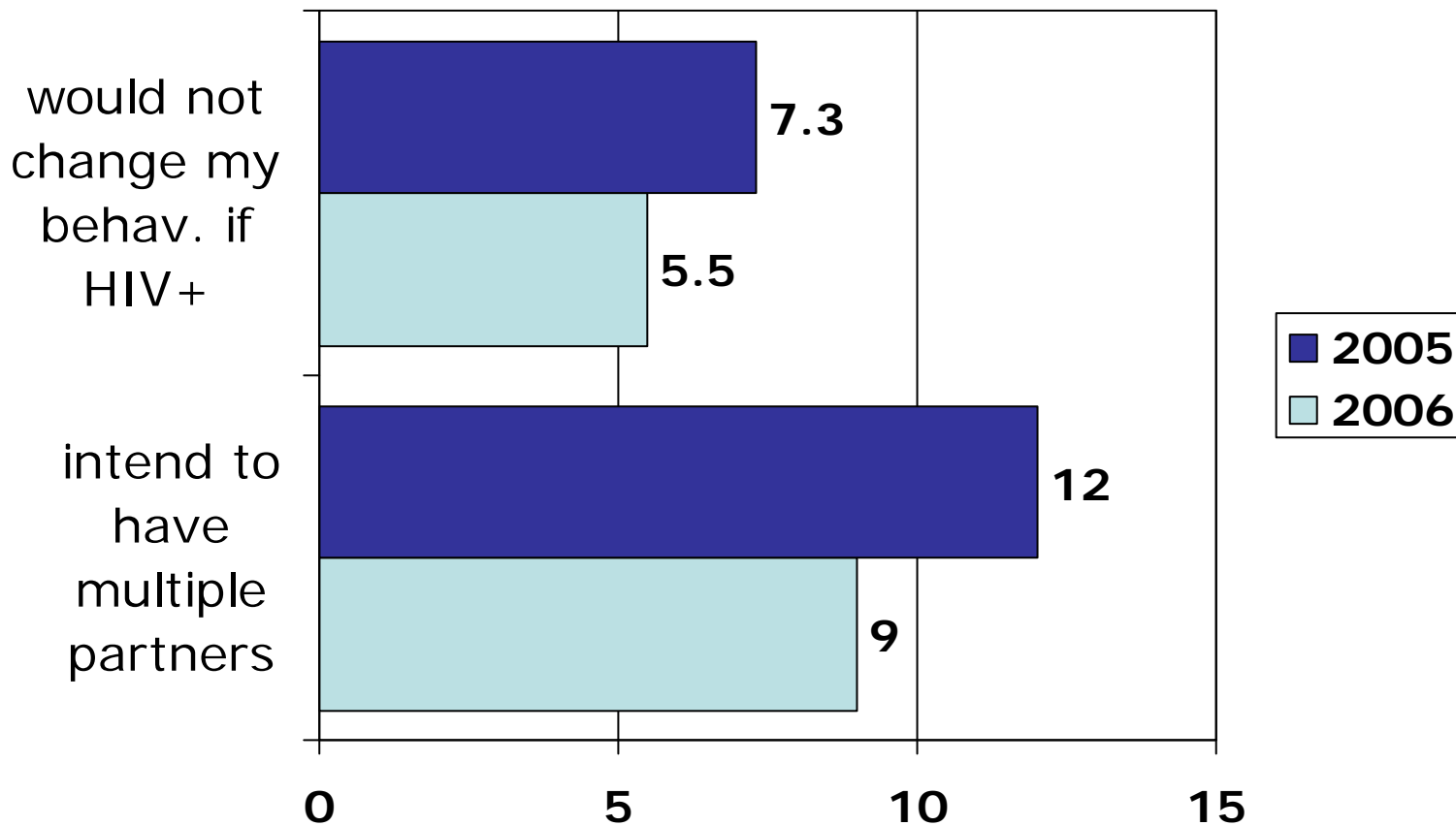


Attitudes: "I think it's ok to have" (in %):



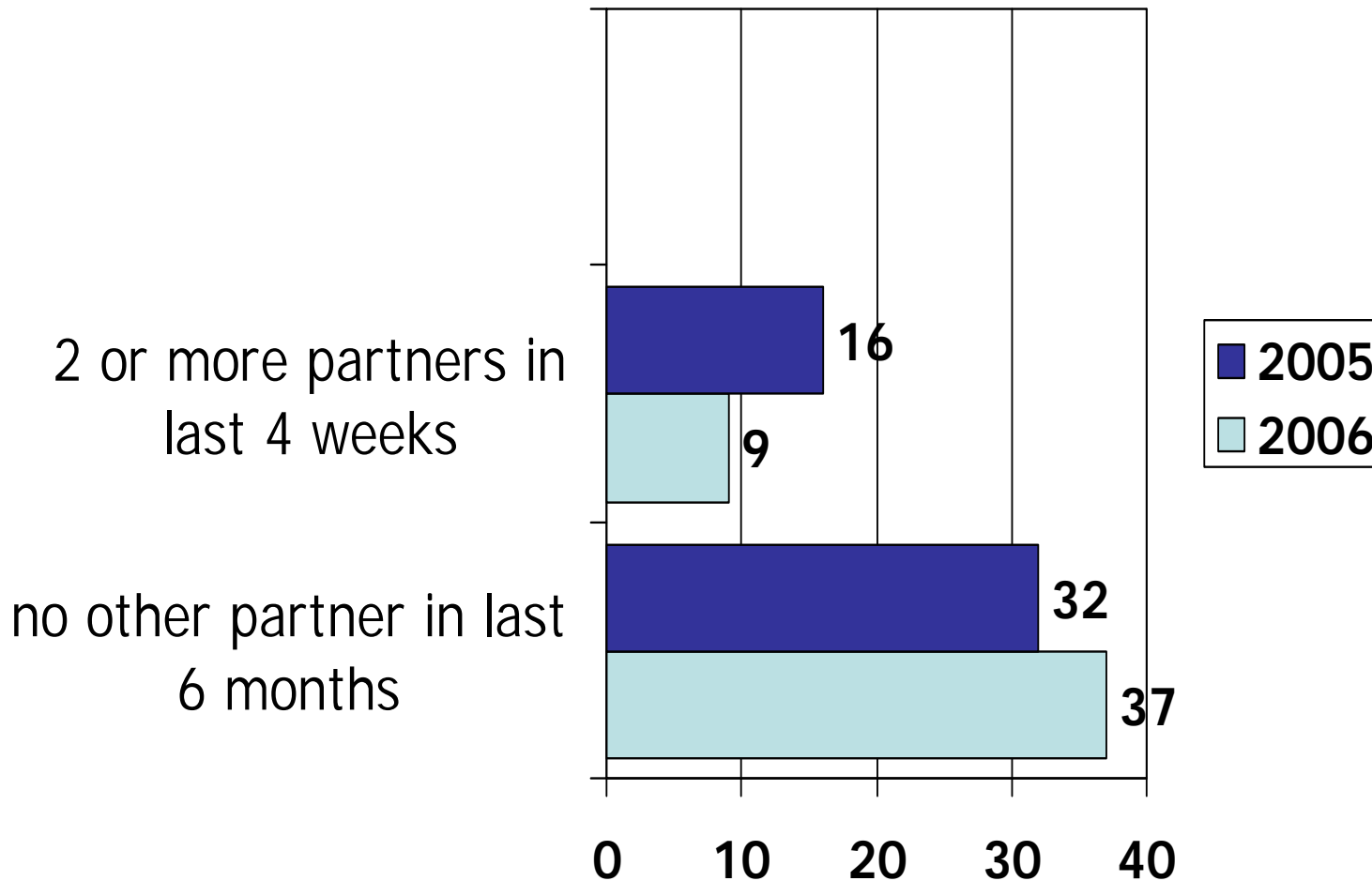


Intentions... (in %)





Practices:





MCP campaign

Outcomes/Achievements

- National dialogue created by the campaign
- Suggestive changes in attitude/norms and behaviour
- Media leadership embraced the campaign



Achievements

Buy-in from the media in support of the campaign resulted in widespread debate that was not driven by financial support.

- Print media published opinion polls on people who agree or disagree with the campaign issues.
- News and current affairs on radio and television voluntarily opened the matter to public debate.



Challenges

- Inadequate interpersonal communication platforms to reinforce the mass media component.
- Men forums (Sidla Inhloko) were unable to reach many communities at a time.
- There were also no established forums for other risk groups, including men in urban settings and women and girls.



Challenges

- The campaign was not adequately mainstreamed into various key sectors for further exploration of issues; notably Faith Based Organisations, Private Sector, Traditional Sector and Civil Society.



Challenges

- Mass media campaign relied on short and transient messages – which only spark interest and create awareness but are not to explore issues in-depth.
- However, there were radio talk shows which proved to be effective judging the number of listener responses (telephone, sms, letters).



Lessons learnt

- Importance of inclusive planning with other sectors - The civil society was not included in the planning stages of the campaign hence the campaign was felt to be stigmatizing PLHIV and negatively directed to other groupings which was unintended and regrettable .



Recommendations/Next Steps

- Inclusive planning is important
- Inclusion of Interpersonal communication is important to ensure sustainability
- Mainstreaming campaign at all levels and all target age-groups
- Follow-up campaign to ensure constant reminder of the messages
- Importance of assessments & evaluations before and after mounting campaigns



CONCLUSION

- **HUGE NATIONAL DEBATE PRECIPITATED**
- **> 90% AWARENESS OF CAMPAIGNS**
- **>80% UNDERSTOOD THE MESSAGE**
- **PARTNER REDUCTION - SUSTAINABLE???**



Thank You

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