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Health and Education in South Africa

# A Multi-Level Communication Program to Address Concurrency in South Africa

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# Know Your Epidemic

## Country Program Development

- Qualitative and Quantitative Research (2006 - 2008)
- Experts consultation and meetings 2007 - 2008
- Briefing of partners & their staff on the key drivers of the epidemic in SA so that they align their programs (2008)
- Development of materials, tools and resources (2008)
- Working in partnership with other partners including Khomanani, Soul City; CHMT (Siyayinqoba Beat-It); Mindset; ABC Ulwazi (Community Radio); SABC; Matchboxology; DramAidE; Wits University and the University of KwaZulu-Natal.

# Know Your Epidemic - Key Findings

- 50%+ of people under 40 not married or cohabitating
- 13% of men and 4% of women report having concurrent partners
- Only 5% of South Africans see multiple partners as a risk for HIV infection
- Faithfulness = main partner not finding out about the other partners
- Concurrence linked to previous liaison; alcohol; transactional; peer pressure; low self-esteem (loneliness); Mobility/Migration
- Condom scandal dented public confidence in Choice Condoms and evidence of inconsistent and incorrect usage



# What Needs to be done

- Increase risk perceptions in relation to sexual behaviors and partnerships
- Position partner reduction as a viable strategy to reduce the risk of HIV infection
- Increase awareness around sexual networks
- Increase understanding of the “window period” so that people can put their behaviours in context
- Reposition CHOICE condoms as safe and of the highest international standards
- VCT to emphasize prevention with negatives and positives & encourage people to test in relation to behaviours



# Objectives - By 2013...

- Increase the delay in the onset of sex amongst young people
- Increase people's perception of risk to HIV infection in relation to multiple and concurrent partners
- Reduce the number of multiple and concurrent partners
- Promote correct and consistent condom usage with all partners
- Increase the number of people who test for HIV on regular basis



# JHHESA Approach

- Individual behaviour embedded within social networks (peers and friends), community (community leaders) and societal influences (policy and services)
- Combination of communication approaches required to bring about change - change at one level can impact on the others
- Mass media forms the backdrop and creates the buzz upon which interpersonal communication can expand
- Advocacy to promote discussions that aim to bring about a change in the status quo in particular around policy, services, cultural norms and values.



# Target Audience

## Primary Audience

- Young people 18 – 32 as this is where most new infections are taking place.
- Older men aged 24 - 45+

## Secondary Audience

- Women in their reproductive health years
- Parents
- Community & traditional leaders,
- Decision makers
- Health care workers.



# Scrutinize Development

- One Component of Country Program
- Animation initially funded by Levis and pre-tested in 3 different locations for acceptability
- 7 Animerts of 30 – 60 seconds each pre-tested in 3 different locations



*"Victor the taxi driver" the lead character in the Scrutinize series*



# Media Buy-in and Support



# Scrutinize Reach and Exposure

Total Jun-Sept

- Reach%: 92%
- AvFreq: 24

## One Love

- Reach%: 63%
- AvFreq: 6

## Condomwise

- Reach%: 70%
- AvFreq: 4

## What's My Risk

- Reach%: 84%
- AvFreq: 9

## Ninja HIV

- Reach%: 83%
- AvFreq: 10



# Audience Reception Analysis: Phase I

- The animerts seen as relevant, educational and depicting contexts and situations which viewers are familiar with and which they identify with.
- Two primary messages were identified, (i) having multiple and concurrent sexual partners increases risk of HIV and (ii) inconsistent condom use with all partners increases the risk of HIV infection.
- Animerts have resulted in self reflection and questioning of personal sexual behaviours.



# Audience Reception Analysis: Phase I

- ‘Scrutinize’ is being appropriated within everyday language to denote concepts such as ‘condomise’, safer sex and not having multiple partners. Flip HIV into HI Victory’ is similarly valued as positive message that gives people hope that HIV can be overcome.
- People within the community who are identified with Scrutinize have become brand agents or “Scrutinizers”
- The animerts contributed to successfully repositioning Choice Condoms back into the market as a safe product, need to shift focus to correct usage.



# Scrutinize Live: Tools

- **Facilitators Guide** – summarises evidence - uses participatory approach to reinforce message.
- **Community Guide** to Making Scrutinize Live in Your Community. – Creative ideas that can be tailored to suit community based efforts.
- **Animert DVD's** – featuring all 7 animerts- used to spark discussion
- **Merchandising** - T-shirts, umbrella's, stickers, sporties



# Scrutinize Live: A Tool for Community Action

- **Interpersonal communication activities**
  - Outreach efforts in universities/FET institutions/Schools
  - Workshops in communities with target audiences
  - Awareness events in communities etc.
- **Partners to embark on activities most relevant to their communities.**



# Scrutinize Live: Campus Outreach

- DramAidE, ABC Ulwazi and Matchboxology
- Undertaken on 5 Campus's and a further 10 with Levis
- Key themes:
  - Risk and HIV
  - Multiple and concurrent partnerships
  - Transactional intergenerational sex
  - Alcohol, sex & HIV
  - Consistent correct condom use



# Scrutinize Live: Campus Outreach

- Over 100 Peer Educators trained
- 3 days comprising workshops using arts, drama, song and dance etc.
- Scrutinize Live Event featuring South African Celebrities and Musicians who interact with audience.
- Campus based Radio DJ's trained and Scrutinize magazine program developed and broadcast over 5 days. (Listenership of approx 400 000)
- Counselling and Testing provided by New Start.
- Over 15000 students reached through interpersonal dialogue.



# Scrutinize on-line

- Website developed draws upon animerts and shows how communities are scrutinizing.
- Join Victor Scrutinize as a friend on Facebook - a social networking site frequented by a large number of South Africans.
- Cell phone - using events to collect cell numbers so that regular campaign updates can be provided.



# Monitoring and Evaluation

- 2nd National HIV & AIDS Communication Survey, 2009 will measure exposure and message recall.
- On-going audience reception analysis to gauge audience reaction and message take out.
- Monthly reports by partners on outreach activities including numbers of people reached in relation to PEPFAR indicators.
- All events evaluated using an evaluation form to check for audience take out and reception.



# Lessons Learnt to date

- Know your epidemic – Review epidemiology, literature, involve experts and do qualitative research
- Know your audience - Draw upon the language and symbols that the audience uses in everyday life and know their media consumption
- Pre-test to check for format, unintended meanings and adapt without diluting the message
- Short messaging allows for a rapid response to emerging issues, spread accross channels and repeated over time
- Involve local celebrities they have more influence than the politicians, bureaucrats or technocrats



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