



2016

Annual Report



Soul City Institute at a glance

Soul City Institute (SCI) for Health and Development Communication was established in 1992 and became a well-recognised brand respected in South Africa and internationally.

The context within which Soul City Institute had been operating had significantly changed and in order to remain relevant the organisation had to reassess and realign its work. The organisation reviewed the past 21 years and mapped out an effective and resilient path for its next phase.

On the 11th of August 2016 Soul City Institute relaunched itself as a Social Justice organisation that focusses on young women and girls and the communities they live in.

Why Social Justice?

Despite legislative efforts, South Africa remains a patriarchal society, where women are discriminated against and where black women in particular experience the triple oppression of race, gender and class.

In terms of socio-economic empowerment and gender equality, women have not advanced rapidly and remain the worst affected by inequality, poverty and unemployment. Furthermore, serious gender-related challenges persist, including unacceptable levels of gender-based violence.

Mission

- To be a social justice organisation for young women and girls and the communities they live in.
- To be an organisation that ensures that young women and girls enjoy equality, which enables them to access opportunities, and ensures that they reach their full potential.
- To be an organisation that promotes a just society, which challenges injustice and ensures equitable treatment, where all people share a common humanity, and respect for their human rights, and a fair allocation of resources.

Vision

- To create a just society in which young women and girls are safe, and have the opportunities to enable them to reach their full potential.

Values

- Social Justice
- Equity
- Respect
- Ubuntu (Humanity)
- Compassion
- Support
- Working together

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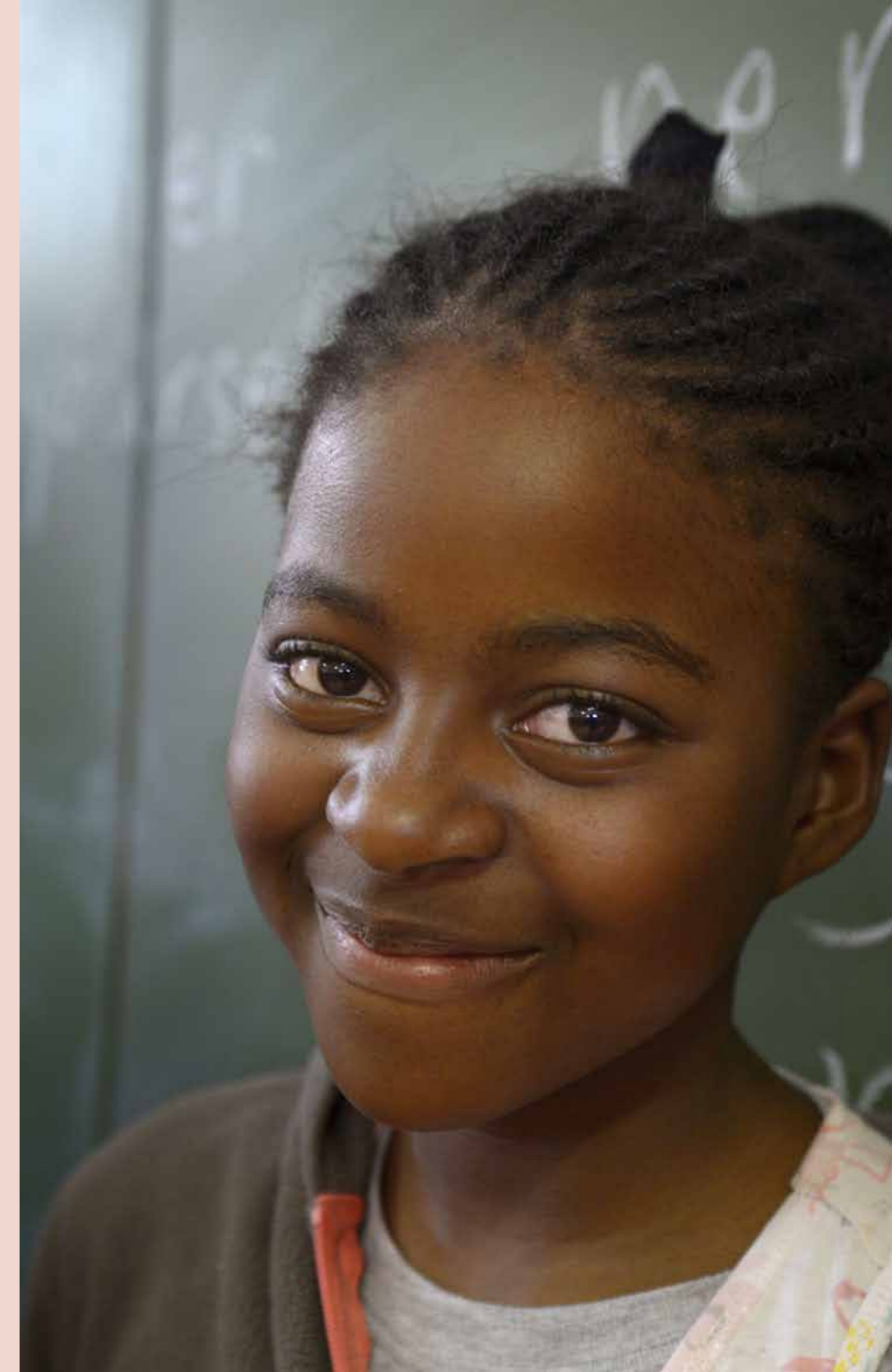
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Programmes Report



Soul Buddyz Clubs

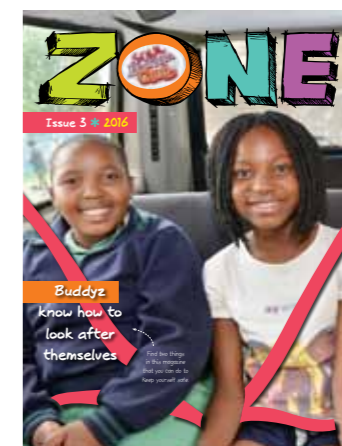
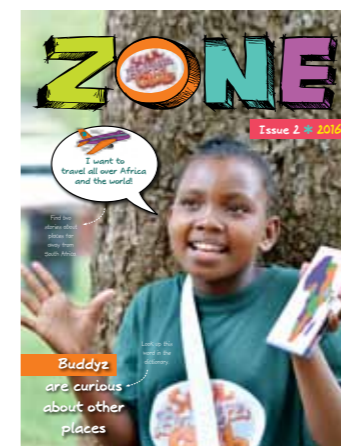
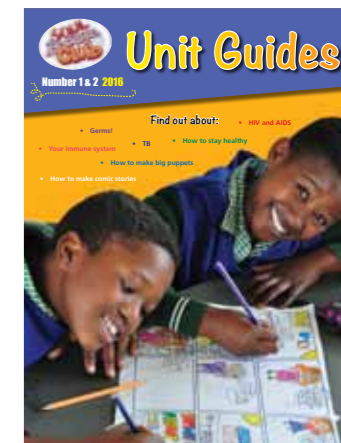
The Soul Buddyz Clubs (SBC) programme has been running in primary schools in South Africa since 2004, targeting vulnerable school children between the ages of 8 and 14.

In 2016 an impact evaluation of the Soul Buddyz Clubs was done which found that being an SBC member improved participation in community events, educational attainment and likelihood of employment. It also impacted on a number of key sexual risk behaviours. This was especially true for young women who were less likely to engage in risky sexual behaviours and to be HIV positive.

In the study, 95% of ex-SBC members said that being a part of SBC had an impact on their life. Examples of what respondents said they did differently:

“Being sexually safe”, “Care for others’ safety”, “I don’t drink, I don’t smoke”, “Know how to communicate with others”, “Give back to the community”, “Have high self-esteem and confidence”, “Help me focus in life” and “I didn’t get pregnant at an early stage.”

The programme was supported in 2016 by the Global Fund and the Department of Basic Education.



Rise Young Women's Clubs



The RISE programme targets vulnerable young women between the ages of 15 and 24 residing in informal settlements and rural areas where HIV prevalence is high. The programme is funded by the Global Fund and the Centres for Disease Control in different districts in South Africa.

The RISE programme supports young women to initiate RISE Clubs in their communities with the focus on sharing information and discussing sexual and reproductive health and rights (SRHR) issues, as well as other topics relating to their personal development and goals and undertaking community projects and interventions.

Each club is supported by a Soul City fieldworker and district-level events bring the girls from different clubs together and provide orientation and building life skills sessions. They also provide space where other organisations (including municipalities and the Department of Health) deliver information sessions to the participants.

Implementation of the Young Women and Girls Programme

Soul City Institute was appointed as one of the five primary recipients (PRs) to manage the Global Fund grant for the implementation of the Young Women and Girls (YWG) programme for the period April 2016 to March 2019 to address the HIV and AIDS and TB epidemic in select districts.

Appointment and training of Sub-Recipients

In May 2016 Soul City Institute appointed seven non-governmental organisations

and community-based organisations as sub-recipients (SRs) of the Global Fund grant, to implement the YWG Programme. These were Childline SA, Positive Women's Network, Show me Your Number, Zakheni Training and Development, Blueberry Institute, Foundation for Professional Development (FPD) and the South African Business Coalition on Health and AIDS (SABCOHA).



Content training was conducted during July and September 2016 on RISE, Soul Buddyz Clubs and Hands on Parenting programmes.

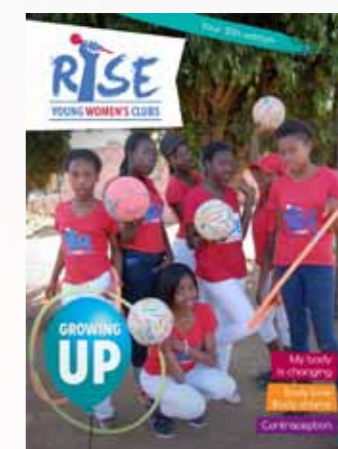
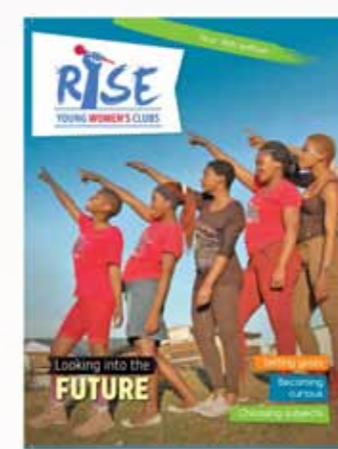
An SR manual assisted in orientating the SRs on the implementation of the YWG programme and to enhance their understanding of the Global Fund's programmatic and operational procedures.

Media, materials and training tools developed

The core programme messages were supported by the RISE Young Women's TV Talk Show broadcast on SABC television. Issues such as sex, friendship, alcohol abuse and financial independence featured regularly on the show. The talk show had an associated Facebook page that included posts about the show, and issues pertaining to women's empowerment and the development of self-esteem. The page had 14 643 "likes" (or followers/users) by August 2016.

Rise magazine

In order to support club discussions, Soul City developed and distributed the quarterly RISE Young Women's magazine. Each issue of the magazine is pre-tested with a sample of the target audience and feedback incorporated into the final version of the magazine that is published.





Teen Parenting training

The Parent Centre did a Train-the-Trainer course in the third quarter with the SR responsible for this intervention, which is Childline in Gauteng and North West. Childline started conducting the master training in December with the target group for this training – Rise club members who had children and other young women who were not in clubs, but came from the same targeted communities.

Keeping Girls in School (KGIS)

Due to delayed agreements with the Provincial Department of Education the KGIS programme had not started in Tshwane and Bojanala. Each district recruited and registered the girls who would participate in the programme. Parallel sessions were run when the schools re-opened.

Child Protection Services

This is a seven-day therapeutic camp for girls who have experienced gender-based violence or abuse. There is also a camp for boys who have displayed sexually inappropriate behaviour. This programme was implemented in Tshwane and Bojanala and the target was 120 girls and 40 boys for both districts. This is a three-year programme and funded by the Global Fund.

HIV Testing services

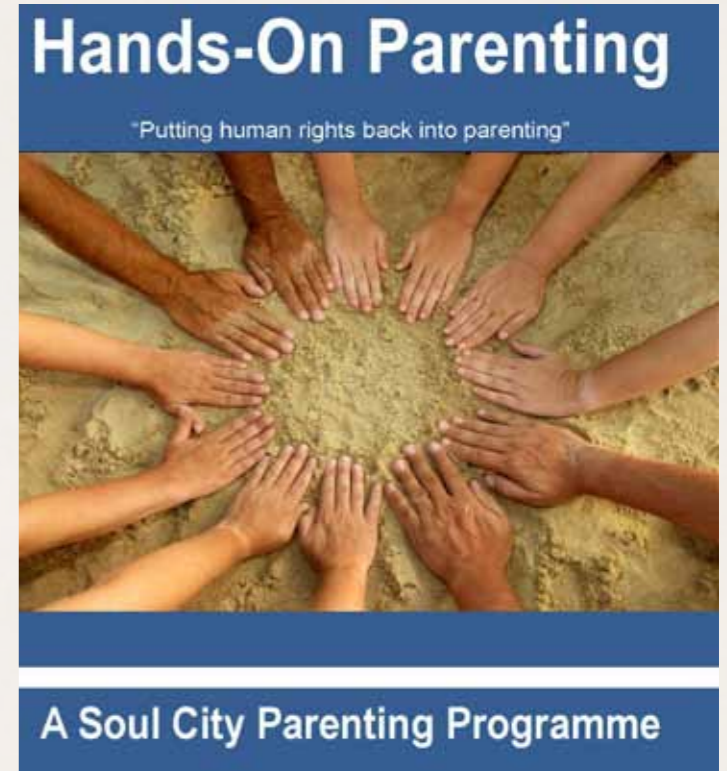
The SR for providing this service is the Foundation for Professional Development (FPD) and they signed the contract in August 2016. All test kits were provided by the different DOH facilities in the areas where the testing was being conducted. Two mobile vans were purchased and the SR was started with the testing services in September 2016. This is also a three-year programme funded by the Global Fund.

Hands on Parenting training

Hands On Parenting (HOP) is an evidence-based parenting skills and support programme for parents, guardians and any other primary caregivers for teenagers and adolescents. The programme equips parents with parenting skills which enable them to be more effective, responsible and nurturing mothers and fathers. The programme aims to enhance protective parenting practices associated with reduced sexual risk among teenagers and adolescents. HOP also promotes parent-child communication about sexuality and sexual risk reduction. The programme is being implemented in Khayelitsha, in the Western Cape. It targets parents, guardians and caregivers of Soul Buddyz Club and Rise members. The programme is funded through the Sexual Violence in Schools in South Africa (SeViSSA) programme.

The trainings are structured into 2.5 hour sessions 5 days a week for 6 weeks. There are 30 parents catered for session.

The Parent Centre was appointed to conduct the training to the target audience.



Stigma Reduction Campaign

Another programme funded by the Global Fund is the Stigma Reduction campaign. This is a 2-year campaign to address HIV and TB stigma in communities and among young people (especially those born with HIV) and creating links to the Legal Aid helpline.

The campaign is implemented in five selected districts through local community-based organisations (CBOs). Six CBOs were identified and trained in the methodology to coordinate the roll out of the campaign in the communities.

Between September and December 2016 SCI worked on adapting the social mobilisation toolkit through a process led by the Aids Consortium. The toolkit was designed and finalised in December 2016. More than a thousand copies were printed by January 2017.

Between December 2016 and January 2017, SCI advertised for organisations to apply to be appointed implementing partner organisations (IPOs) for the implementation of the Stigma campaign. Shortlisted organisations were invited to the interviews however no suitable organisations were appointed. The IPO recruitment strategy was changed in February and SCI recruited a consultant to liaise with local, district and provincial Aids Councils to nominate organisations within their membership and networks who work with People Living with HIV (PLHIV) and with people living with TB (PLTB).

The IPOs are responsible for assisting communities to conceptualise interventions related to the rolling out of the campaign. These interventions include:

- On-going community dialogues
- Establishing support groups for PLHIV to address internal stigma
- Distribution of posters, leaflets and pamphlets
- Organising anti-stigma walks
- Holding anti-stigma fairs, which will include drama, theatre, poetry and other Arts in communicating critical messages about stigma.
- Street festivals using campaign ambassadors and linking to community radio
- Developing a bi-monthly community stigma index bulletin (coordinated by the Stigma reduction steering group) to share community stories



Training

Reducing sexual violence

Soul City developed a training manual with the Media Diversity Development Agency (MDDA) for radio stations on how to develop content aimed at reducing gender-based violence (GBV).

The community radio training was linked to radio campaigns in efforts to encourage victims to access services. Follow up training sessions with different organisations helped to create awareness about GBV and how the communities and the schools could access support and services from various structures.

Community Jamborees and community dialogues

In November 2016 in Loeriesfontein, as part of the 16 Days of Activism of No Violence Against Women and Children, Mainstream Renewable Power and Khobab Wind Farms, in association with Soul City, hosted a community health and wellness day to help drive awareness regarding GBV and substance abuse.

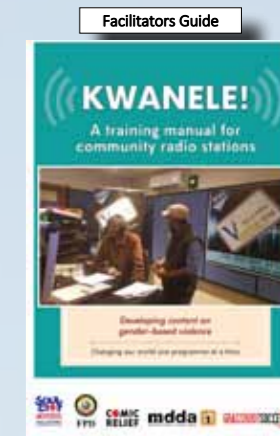
Wellness Days build social cohesion in communities and provide opportunities for marginalised communities to benefit from health and social services that are often difficult to access.

Phuza Wise in Vredenburg

Three community dialogues covered different topics on alcohol in the community such as crime, foetal alcohol syndrome, domestic violence and sexual reproductive health. The dialogues were conducted in partnership with different stakeholders such as Siyabonga Care Village FCM, FARR, South African Police Services (SAPS), Elru, Mfesane and Department of Justice.

Tavern patrols with the Phuza Wise volunteers were conducted to address issues with tavern owners such as selling alcohol to under age children, pregnant women and drunk people and better lighting at the taverns, security and violence.

The programme held a Human Rights Day Door-to-Door Campaign in partnership with Mfesane, Elru, Msat, SAPS and the West Coast Disability Forum (WCDF) in Ward 9 of the Steve Tshwete area.



Advocacy

Alcohol advocacy



SCI made a submission on the new National Liquor Amendment Bill and supported the new South Africa Alcohol Policy Alliance (a structure to bring together the voice of civil society on alcohol policy) through radio interviews, articles and letters to newspapers.

In September, the advocacy unit presented at an international webinar for the Strive network on 'Building Alliances for Alcohol Policy Change'. A photo voice study was led by Lebohang Letsela on youth alcohol advertising and availability and HIV.

SCI presented on experiences of lobbying for the alcohol marketing bill via a video recording at a Norwegian conference on Divesting Norwegian Pension Funds from alcohol companies in September.

Savera Kalideen who led the advocacy team left us after a number of years. She contributed hugely to building the advocacy unit. With the reorientation of the organisation, advocacy will mainly be concentrating on social justice issues relating to women.

Substance abuse



The advocacy unit commissioned a literature review on drugs and young women and this was presented to the media at a briefing in October. Eleven different media outlets attended the briefing with follow up interviews with Alex FM, Safm, The Citizen, The Voice of the Cape and The Sowetan. Increased communication with Rise Club members meant that their voices and perspectives were included in the interviews.

Social media advocacy

The advocacy unit and colleagues at Soul City have worked closely on content for our various social media platforms on alcohol, drugs and violence against women and we are seeing traction in terms of increased traffic.

Kwanda programme

Between March 2016 and February 2017 SCI implemented the Kwanda programme supported by the National Department of Social Development (DSD). Soul City was contracted to provide ongoing support to the socio-economic development and enterprise development in particular Kwanda sites. This included providing linkages to local technical support services such as microenterprise and cooperatives initiatives.

Site visits were conducted and AGMs facilitated at the following Kwanda sites.

UMthwalume in KwaZulu-Natal, Tjakastad in Mpumalanga, Lephepane in Limpopo, Kwakwatsi in Free State, East London in Eastern Cape.



Keep it 100

The Gauteng City Region Substance Abuse project, Keep it 100, was launched in November 2016 by the DDG of the Department of Social Development, Mr Onkemetse Kabasia during a media launch held in Sandton in Johannesburg. The HOD Ms Shoki Tshabalala gave a message of support for the campaign on behalf of the entire Gauteng Provincial Government.

The launch was attended by various media houses, campaign ambassadors, the likes of Kabelo Mabalane, Andile Gaelesiwwe of Khumbul'Ekhaya fame and MacDonald "KK" of the popular sopie Muvhango.

The Soul City research unit conducted formative research with adults and primary and high school learners which informed the development of the campaign. The research unit also tested the GCR logos.

Marketing and Publicity

Soul City produced a radio advert which was flighted on METRO FM; UKHOZI FM; 5FM; LESEDI FM as well as community radio stations: Jozi FM; Voice of Tembisa; Eldos FM; TUT FM; Kasie FM; Alex FM; Westside FM; Thetha FM; Diepsloot FM; Soshanguve FM.

12 Community Dialogues were conducted in all regions soon after the media launch in. A total of 1026 people have been reached through these dialogues.



Monitoring & Evaluation

Four studies were completed on the Rise programme: a process evaluation; an impact evaluation; a series of case studies and an end line review documenting successes and lessons learnt.

The Soul Buddyz Club ten-year retrospective evaluation was completed and the results were excellent demonstrating that belonging to a Soul Buddyz Club, a member was almost three times more likely to have completed grade 12, and that a female Soul Buddyz Club member had less than half the risk of becoming infected with HIV compared to the control group.

The Global Fund did an audit of our monitoring systems and although they were impressed by our innovative reporting application and databases they suggested tighter systems which resulted in many Standard Operating Procedures being developed or updated. This was a very useful exercise and it also led to a series of improvements for both the SCI Apps for data collection.

Social Laboratory

The Violence Against Women (VAW) Social Laboratory, convened by the Soul City was rolled out in February 2016. The social laboratory approach is to uncover transformative solutions to problems that have complex structural roots which cannot be solved through individual stakeholders working in silos.

Social Labs create powerful platforms that bring people together from across the 'system' to seek root causes behind the social challenge and then collaborate on devising and testing solutions.

Twenty-three dialogue interviews drew out current thinking, attitudes, perspectives, issues and dynamics within the VAW system.

These views were synthesised into a report and diverse stakeholders were invited to a workshop where they mapped the current reality of issues, based on the perceptions and concerns raised during the interviews. The workshop took place in June 2016 with 25 attendees from various backgrounds including civil society, government, youth representatives and funding organisations.

Learning Journeys were conducted to deepen understanding and catalyse ideas for innovation.

A follow up workshop in October raised a number of painful issues, particularly related to the intersectionality of race, patriarchy and gender in the causality and perpetuation of VAW in South Africa.

The laboratory is grappling with ways to deal with these complexities as part of the emerging innovations. Support and coaching is given to teams as they prototype selected innovations. Seed funding will be provided to the selected innovations to support this process.