

**SOUL
CITY+**

INSTITUTE

**HEALTH & DEVELOPMENT
COMMUNICATION**

29 October 2012

Background

NGO – in operation since 1992

2 flagship campaigns:

 **Phuza Wize**

 **One Love**

Soul City Vehicles

 **Soul City**

 **Soul Buddyz**

 **Kwanda**

 **Soul Buddyz Club**



**VIOLENCE AGAINST
WOMEN IN
SOUTH AFRICA**

A RESOURCE FOR
JOURNALISTS



**STOP VIOLENCE
AGAINST WOMEN**

Mass Media

- Important factor in shaping social norms, & is a powerful tool for social change
- Often a negative influence on health and development e.g. alcohol advertising

Effective Use of Mass Media

One Needs:

MAXIMUM ACCESS TO POTENTIAL AUDIENCE

MAXIMUM IMPACT

PRIME TIME

EDUTAINMENT

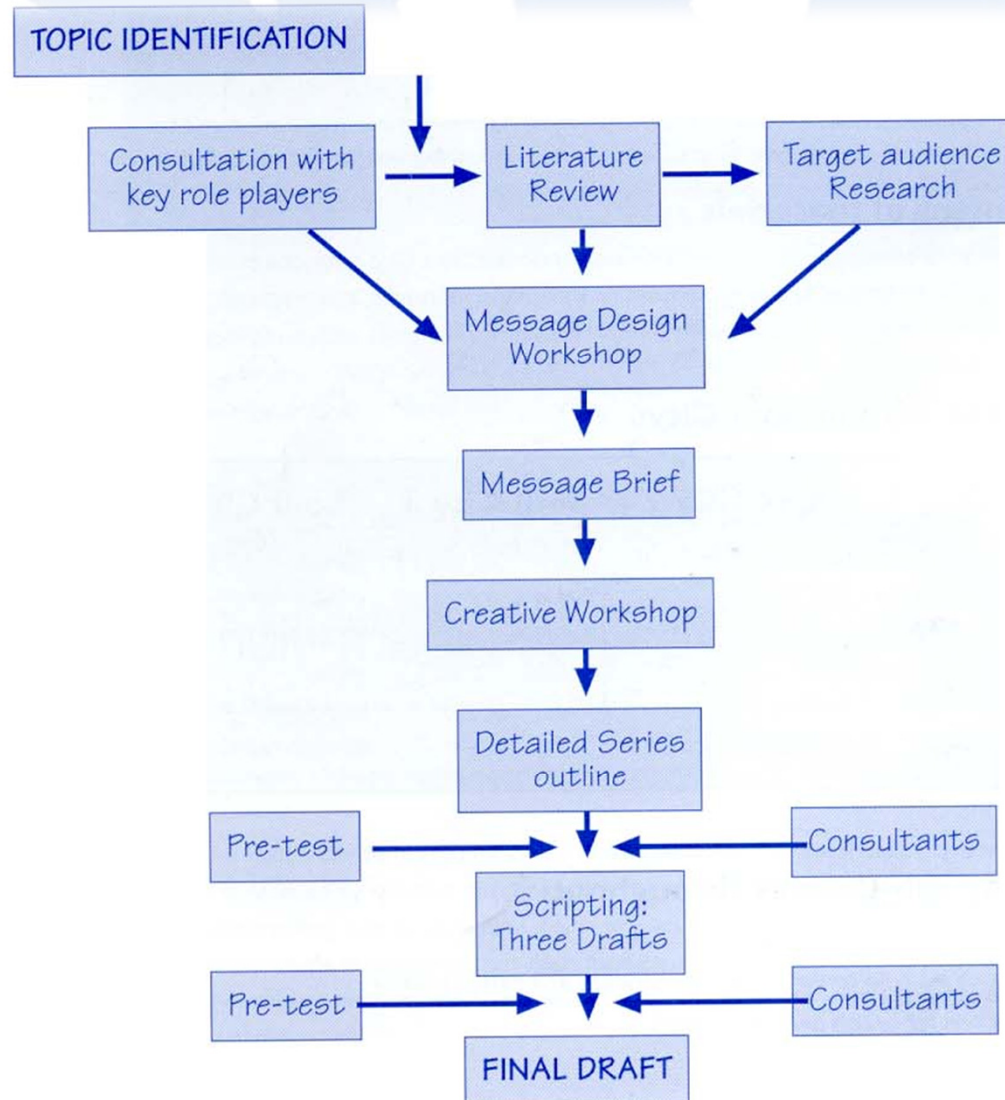
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Why Drama

- People have learnt through drama for centuries
- Every one loves a good story - popular
- Can deal with complex issues over time
- People identify with the characters (para-social interaction)
- Can give the epidemic a human face

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Research and development process





- Launched in 2009
- Reached 61% of national population in first 5 months
- Soul City TV/Radio
- Books
- Dialogues
- NW partnership

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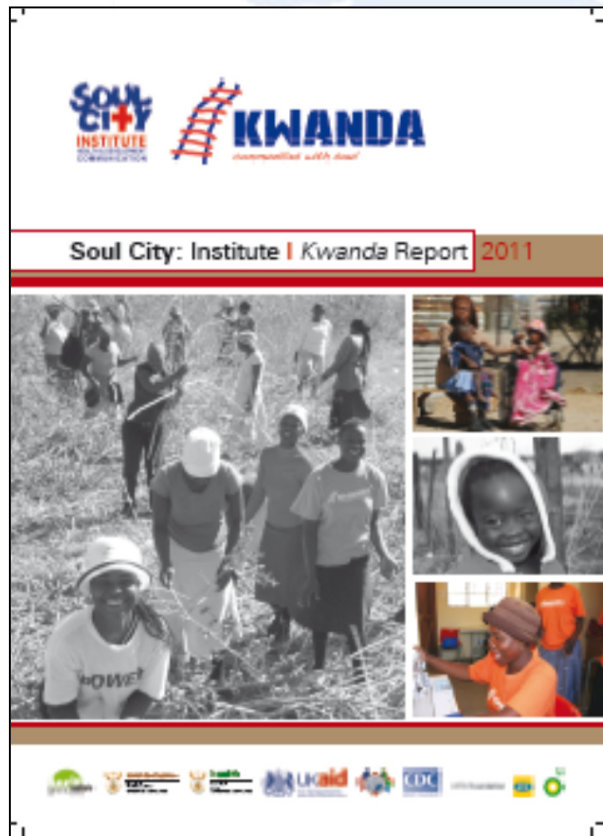
Phuza Wize



- Soul City
- Radio
- Booklet
- 42 communities – taverns and shebeens
- Advocacy campaign
 - Policies / laws/ advertising
- Alcohol Free Schools

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Kwanda



- Reality community development make over show
- 5 communities
- 1 winner
- Followed by Kwanda Talk (on air from 1 Nov at 9pm SABC1)
- Making communities look better, feel better and work better

Actions related to HIV/AIDS

Lephephane	uMthwalume	Pefferville	Tjakastad	Kwakwatsi
Home-based care – Home based care for HIV / AIDS patients.	²⁴ Home-based care – Visits to sick.	Home-based care – Door-to-door visits.		Home-based care – Door-to-door visits.
Community activities: – Working groups for men and women in the community. – Distribute female condoms. – HIV / AIDS awareness day. ²⁵ – ²⁶ Encourage the church to speak about HIV / AIDS.	Community activities: – School awareness raising.	Community activities: – March regarding HIV prevention.	Community activities: – School awareness raising. – Meeting with women and men from the community. – Memorial candle light event. – Youth dancing activities – Performance of HIV / AIDS plays. ²⁷	Community activities: – ²⁸ HIV campaign (voluntary testing, pap smear) – Hosted the One Love campaign and community dialogue with the Fezile Dabi district municipality.
	Partnerships: – Engage with social workers to help the elderly.			²⁹ Partnerships: – Hosted workshops with partners. – Highlighting vulnerable people to municipality.
		³⁰ Community support systems: – HIV / AIDS support centre. – Feeding scheme.		Community support systems: – HIV / AIDS support group (“Eya rona Kwanda”).

Table 14: Scope of activities undertaken by the Kwanda teams with regard to HIV / AIDS

Print



- 4 languages
- 32 pages full colour
- Build on the series characters



PMTCT: Prevention of
mother-to-child transmission



soul city initiatives are supported by:





- Over 8000 clubs with 140 000 children nationally
- Meet every week
- Use guides and newsletters
- Trained facilitators
- Emphasis on children's rights and responsibilities
- Emphasis on empowerment and gender

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Achievements

- Real change through addressing real issues
- Active Kwanda teams in 5 communities
- Active Phuza Wize teams in 42 communities
- Active Soul Buddyz Club in every education district
- People talking about difficult issues – like sex and culture

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Series 12

- Challenge – to build on past success without being stale
- Dealing with Primary health care and issues of community accountability

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