

**SOUL CITY INSTITUTE: YOUNG WOMEN'S CLUBS (YWC) TV TALKSHOW
JULY 2014
TERMS OF REFERENCE**

1. CONTRACTING AUTHORITY

Soul City Institute for Health & Development Communication.

2. DURATION OF THE CONTRACT AND DELIVERY DATE

This contract is for the development and production of a television talk show to support Soul City Institute's Young Women's Clubs project. The scope includes developing and finalizing a concept for the show, writing and producing the programme. The contract will be effective from **August 2014** and will end on 30 **September 2015**.

3. RELEVANT BACKGROUND

This talk show will be part of a Social and Behaviour Change Communication Programme that aims to significantly reduce new HIV infections among young women of 15 to 24 years of age by March 2016.

The Soul City Institute for Health and Development Communication (SCI) has been delivering innovative, exciting and well received HIV prevention programmes for 20 years, leading the way in promoting health through 'edutainment' linked with social mobilisation programmes. SCI has two decades of experience in the field of Social and Behaviour Change Communication (SBCC).

There are 6.4 million people in South Africa living with HIV, 23.3% of women are infected. However, only 33% of infected women and 27% of infected men are on treatment. Social and economic power imbalances between men and women in South Africa leave young women especially vulnerable to infection and limit their ability to negotiate safer sex and protect themselves from HIV.

SCI is in the process of establishing and maintaining Young Women's Clubs which will provide a platform for young women to support each other, to learn together and build social capital and social cohesion to create a safe and healthy future – particularly in relation to preventing HIV infection. The programme will work in high incidence focus areas in 6 high incidence provinces with a total of 19500 young women.

The club work will be amplified through a ground breaking television talk show featuring iconic South African women who will visit clubs and mentor them, and a tailored social media package. The show will give voice to young marginalised women as the club structures enable and support them to find solutions to the challenges they face. The television show will aim to reach at least 3.5 million young women who are not a part of the core club network.

The HIV prevention programme will focus on the 3 aspects of combination prevention: biological prevention which includes condoms, the prevention of mother to child transmission, and pre-and post-exposure prophylaxis. It will also focus on behavioural determinants of HIV transmission including safer sexual practices and reproductive health, as well as some of the structural drivers of the epidemic such as alcohol misuse, gender based violence and lack of access to sustainable livelihoods. The programme will aim to decrease intergenerational sex, and transactional sex, empower young women to control their reproduction and health through dual contraception, decrease alcohol

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misuse, link young women to services and create a local and national supportive environment in which having safer sex for young women is the easier choice.

4. YOUNG WOMEN'S CLUBS (RISE)

The objectives of the clubs are to build social cohesion, work as a group to do projects, support each other, build self-efficacy and resilience, to ultimately prevent HIV, mitigate its impact and enable safer choices. To this end the following topics will be covered: female and male condom use, enhancing risk perception of transactional and intergenerational sex, increasing access to HCT and contraceptive services, promoting school retention and completion, tackling alcohol misuse, addressing gender based violence and supporting career and enterprise development and sustainable livelihoods. (a full curriculum is in appendix 1) The skills and knowledge gained, and the self-efficacy built will be amplified at local level through collective community actions. The programme will target vulnerable young women especially those residing in informal settlements and will be funded by the Global Fund and the CDC (in different areas).

Principles underlying the activities include:

- A human rights based approach;
- Participation;
- Evidence informed;
- Partnerships building (including with men and boys);
- Strong and courageous leadership

SCI's communication model (see appendix 2) is one of action and reflection, with community level action reflected in the media and media role modelling, and problem solving reflected on the ground.

A mixture of 'edutainment' is core to the programme, which includes the popular Soul City TV drama, interactive social media and a South African first – a women's reality, mentoring, peer-engagement television show. Hosted by iconic South African women sharing their experiences the show will travel to the Women's Clubs in the five provinces, supporting, leading and mentoring them. The Clubs on television will give voice to the struggles and triumphs of the ordinary young woman, motivating, supporting and enabling other young women to have safer sex and plan their futures. This vehicle will also assist in attracting the private sponsorship critical for sustainability.

Rise Clubs, built on a positive peer pressure and support model, will back up the mass media. Clubs – groups of 20 young women – will meet regularly and learn skills through mentoring and skills development focused on ensuring safer sex and building sustainable livelihoods. Clubs will have fun, alcohol-free contraception and safer sex parties; collective saving, budgeting and financial literacy training; career counselling; and 'watching groups' – where women come together to watch the TV show and discuss the issues it raises.

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Start-up packs and a bi-monthly magazine will support the clubs that will be linked to the existing support services available to meet the needs of young women/girls. The Clubs will be showcased on the television show.

5. Brief

This tender is to conceptualise, and produce 2X13 episodes 24 minute TV talk shows with an in-studio component and a component that will travel to the Rise clubs to feature young women in real situations.

The target audience is young women 15-24 years old primarily in informal settlements, but particularly those poorer young women who are highly vulnerable to HIV infection.

The proposal should not be longer than 4 pages and should contain:

1. Concept
2. Team involved in the production
3. Experience in talk shows
4. Experience in "edutainment"
5. High level budget
6. Possible time frames

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**Appendix 1:
Curriculum**

- a) Contraception information and demonstration with services link
 - b) HIV testing with visit to services
 - c) Alcohol misuse and mapping
 - d) Career guidance, CV development and visit to local/nearest FET college
 - e) Financial literacy
 - f) Female condom demonstrations
 - g) Gender based violence workshop (rape (sexual assault); sexual abuse;-include PEP and intimate partner violence; linkage to care)
 - h) Enterprise development
 - i) Assertiveness training;
 - j) Communication skills training
- Perhaps add relationship skills (including negotiation skills for condom use; communication in relationships);
- k) Sexuality training; this will need to be unpacked to be specific on what clinical topics will be addressed-including unplanned pregnancy
 - l) Culture and gender (what does this entail?);
 - m) HIV Risk Perception

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Appendix 2

SoulCity's theory of social and behaviour change

Effective social and behavior change communication interventions tend to be based on sound theory (often a range of theories or models, Jepson et al., 2006) that grounds the strategic framework whilst allowing enough flexibility to allow implementation in different contexts (Airhihenbuwe et al., 2000).

Soul City's model of social and behaviour change has evolved over time, driven by critical reflection on the intervention and the broader context in which it is implemented; international debate on effective social and behaviour change communication; and evidence of programme impact. The foundation of Soul City's theory of change has always been the synergy between a health promotion model (Nutbeam, 2000) and a societal model: Soul City aims to impact positively on health and social outcomes by addressing the broader social and community environments, the social-interpersonal environment and individual determinants of health.

Soul City understands that theories and models are developed in the context of specific behaviour and that a single generic theory will not explain all behaviours in all contexts equally well. Thus in the context of broader health promotion- and societal-level frameworks (where macro-societal factors are understood to shape individual behaviour from higher levels of scale), the main components of Soul City's theory of social and behaviour change comprise the dynamic integration of a number of models of behaviour and theories of change. With reference to theories of change, SoulCity bases its intervention on Bandura's Theory of Social Learning, Lewin's Theory of Change and Paulo Freire's notion of Critical Consciousness. Soul City draws on the following models of behaviour: Social Identity Theory; Cialdini's Focus Theory of Normative Conduct; Information-Motivation-Behaviour-Skills model; Theory of Interpersonal Behaviour and Gibbons and Gerard's Prototype/Willingness Model. Soul City's intervention is further influenced by Complexity Theory as meta-theory as it recognizes the dynamic, emergent nature of change emanating from the interaction of a multitude of components in the broader system.

The essence of the different dimensions of Soul City's theory of social and behaviour change can be summarized as follows:

Behavioural patterns and trends more often than not seem to be resistant to change and are sustained through various mechanisms, such as habits, routines, social norms and expectations, dominant cultural values, incentive structures, institutional barriers, inequalities in access, restricted choice etc..

Health and behavior are influenced at multiple, interacting levels of **macro-societal factors**: socio-economic influences (e.g. class and poverty), socio-cultural influences (e.g. gender), public policy and legislation, physical environmental factors, societal structures (e.g. health services, education, the church) etc. The synergistic interaction among all these influences - if supportive - results in sustained behaviour change.

Theories of Social Learning tie in with this perspective insofar as they place the individual within a social or cultural context and elucidate how people influence their environment and vice versa in a process of reciprocal determinism. Empirical evidence supports the assertion that Social Learning is a powerful avenue for behaviour change (Jackson, 2005). Bandura's Social Learning Theory

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states that people learn through observation, imitation and modeling. Self-efficacy influences behaviour in that people are more likely to engage in certain behaviours when they believe they are capable of successfully modeling the behaviour.

Lewin's Theory of Change adds the role of emotion, dialogue and debate to an understanding of how behaviour change takes place: behaviour (often resistant to change) is lifted up for scrutiny (sometimes through an "emotional stir-up") and reconfigured through a process of discursive elaboration (dialogue and debate) of new and preferable alternatives. This process is not altogether unrelated to Paulo Freire's concept of **critical consciousness** which emphasizes awareness raising and the exposure of social, economic and political contradictions, together with taking action (individually and / or collectively) against the oppressive elements of society. The notion of learning-through-action-and-reflection underlies SoulCity's community based work. As in the case of individual behaviour, collective efficacy is important in that communities are more likely to take action if they believe their action will make a difference.

The following models may not be explicit about the *process of change* per se, but they do explain what constitutes behaviour and how it is maintained; and as such they inform key aspects of Soul City's interventions:

Many behaviours are strongly influenced by perception of group membership and consequent group dynamics and –norms. **Social Identity Theory** presents an explanatory account of the importance of social norms in determining behaviour. Social identification with a reference group is a key component of identity. "Social identity" refers to the individual's knowledge that he/she belongs to certain social groups and this group membership has emotional significance and value. Positive social identity keeps groups together and at the same time regulates individual behaviour. **Cialdini's Focus Theory of Normative Conduct** elaborates on the role of norms in determining behaviour. The theory distinguishes between descriptive¹ and injunctive norms². How a person responds to a descriptive or injunctive norm when they contradict each other, is determined by which kind of norm is salient (or in focus) at the time. The saliency of the norm is influenced by situational factors such as the social group around the person; the importance of the action; and the circumstances which accompany the situation. **The Information–Motivation–Behaviour Skills model** is a learning based model that acknowledges the role of social norms and peer modeling, and highlights knowledge, attitudes, generic self efficacy and instrumental behavioural skills in bringing about behaviour change.

The **Theory of Interpersonal Behaviour** is an expansion of the Theory of Reasoned Action but is less deliberative in that it includes the notion of habitual behaviour in the model. It states that the three most important factors determining the probability of behaviour are habit, intention and facilitating conditions. The theory further explains the role of beliefs, anticipated outcomes, norms, roles, self-concept, emotions, and attitudes in determining behaviour.

¹perceptions of how other people are actually behaving ("how people behave")

²behaviors which are perceived as being approved of by other people ("how one should behave")

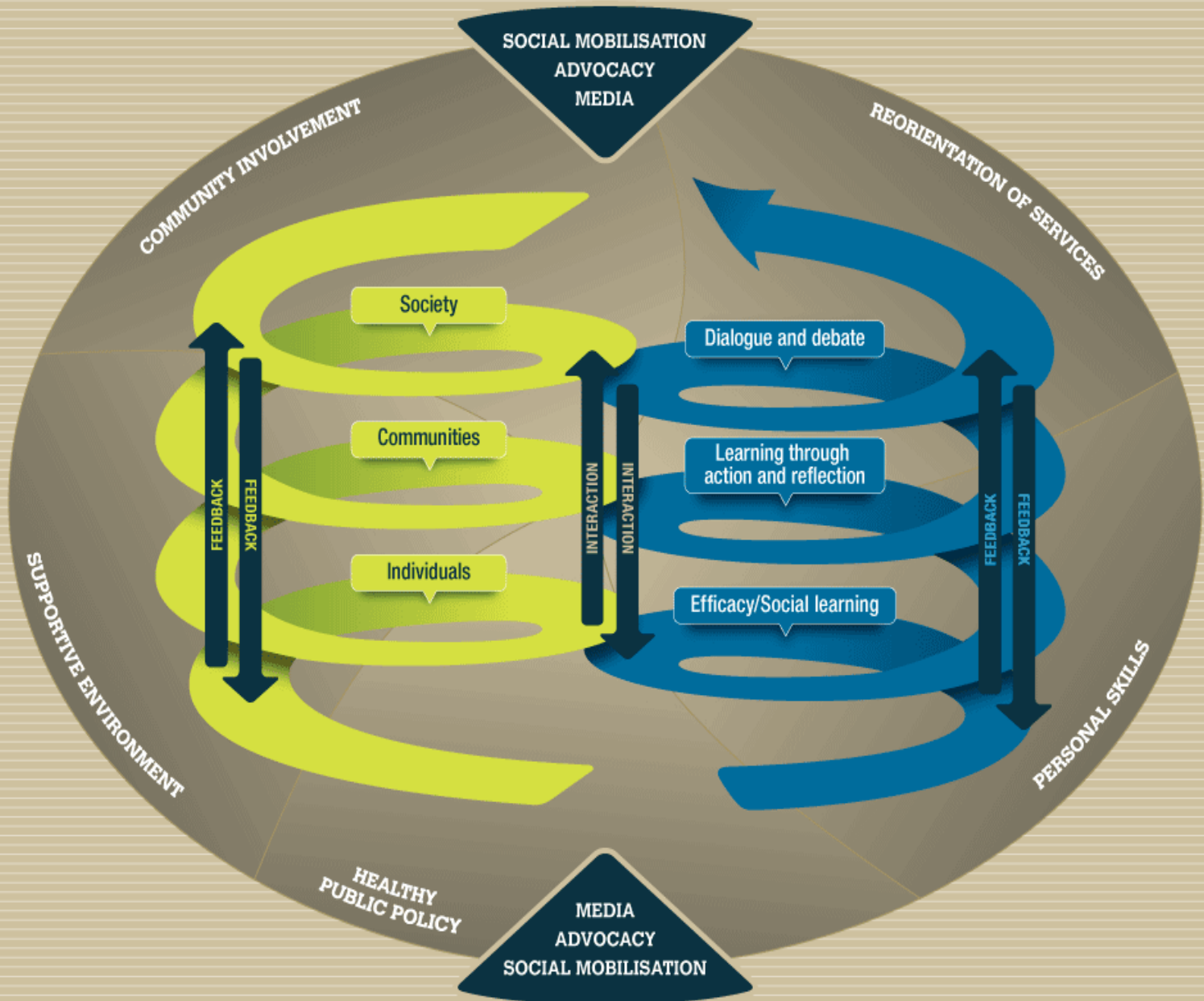
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Gibbons and Gerard's Prototype/Willingness Model "specializes" in risk behaviour. It introduces the concepts of "risk images" and "social comparison" and has been used to understand the process whereby young people in particular move from initial risky behaviours (based on "behavioural willingness" to established risky behaviours (based on "behavioural intention"). However, the theory is applicable to diverse behaviours which are "less appropriate" for people of all ages and compliments intention-based models that do not explain why people engage in "less appropriate" behaviour.

From a meta perspective, Soul City's interventions are influenced by a **Complexity Thinking Approach** in that behaviour is seen as the product of interactions between components of a whole system and that these interactions create effects (often unforeseen) which the components could not have generated singly (i.e. the whole is more than the sum of its parts). Informed by an understanding of Complexity Theory, SoulCity's interventions aim to facilitate a process whereby options and solutions peculiar to a particular context can emerge. Thus through advocacy, social mobilization and media, SoulCity facilitates the capacity to learn and models the direction of change whilst addressing many of the barriers to change.

Whereas the psycho-social- and ecological models and theories described above provide a lot of texture, the overarching framework within which Soul City operates remains **the five pillars of health promotion**: supportive environments; healthy public policy; reorientation of services; community involvement; and lastly – personal skills and healthy choices as outlined by the Ottawa Charter.

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