

SOUL CITY 3 MESSAGE BRIEF

Introduction

Soul city 3 is dealing with HIV/AIDS, Alcohol, Violence, Housing and Energy. All these topics are the locust of major public health issues for South Africa. With the exception of HIV/AIDS, however. None of the topics are ones that in a lay person's mind are immediately associated with health, despite the fact that they all have profound connections with the health and well being of individuals and communities. Thus the message brief for the third series of soul city is slightly different from the previous two in that there is less medical/factual information which we wish to impart, and more emphasis upon intervening in the arena of attitudes and skills.

A second major issue which needs to be taken into account is that the epidemiology for mortality and morbidity statistic in relation to alcohol and violence demonstrate that the so called 'coloured' community is at great risk of harm from both alcohol and violence. We need to plan carefully how we can incorporate this in Soul City 3 and explore the implications, especially around use of language.

Thirdly, high levels of alcohol misuse and violence, and high levels of HIV seropositivity are all in part attributable to underlying causal factors. These factors are well known (racial harassment, forced removals, unemployment. Poor housing, lack of access to clean water and appropriate energy sources etc) and relate to particular history of this country which has created conditions of enormous disparity and injustice. Thus Soul City needs to continue to address issues of community control, non-racism and the valuing of appropriate African traditions, with a view to strengthening the community's resolve and ability to carry on pushing for change in their living and working conditions.

Core Issues

The qualitative research on these topics that Soul City has undertaken with its target audience of low income black and so called 'coloured' communities has identified a number of key issues common to most of the topics, which are discussed below. With regard to the seeming lack of communications, parenting and negotiation skills, it is clear that the organised destruction of traditional communities, families and support structures has eroded skills and mechanisms which were in place for maintaining healthy communities.

Communication

Expectations of communications between men and woman and between adults and young people are very low. There seems to be almost no expectation that men and women will share mutual interests or provide friendship and support for one another.

Negotiation and conflict resolution skills

Skills for solving conflict without resorting to violence seem underdevelopment. This is coupled with high levels of exposure to personal and TV violence in which violence is used frequently and successfully to achieve the protagonist's ends.

Parenting skills

For many parents this seems to be significant lack of support to enable them to provide the emotional and physical Environment which is conducive to young people growing up healthily. Devastating socio economic conditions underpin the difficulties experienced by parents. Which are manifested in high level of child abuse, both sexual and otherwise, and strong feeling on the part of many young people that they are not able to talk to their parents. There appearance to almost no expectation on the part of either men or women that man will play an active or positive role in parenting.

Development

A sense of passivity, in which communities appear to feel profoundly disempowered about taking initiatives which will improve their social conditions, seems to exist. There Is an expectation that the government should, and maybe even will, provide (perhaps based on the historical experienced of white people who were privileged by previous governments and given housing, schooling and health care.)

Gender Inequality

The effect of unequal power relations between men and women, and the necessity for the involvement of women in taking action in almost all of the topics, is highlighted again and again by our research. The patriarchal nature of traditional African culture, reinforced by a heavily patriarchal white society contributes to the gender imbalance. As women slowly gain emancipation gender inequality becomes a source of much conflict between men and women at an individual and a community level. Tension are exacerbated by the legacy of racism and apartheid in which black men are emasculated and denigrated in a variety of settings, and their sense of themselves as 'successful' men is profoundly undermined, reinforcing a need to dominate in the personal sphere. With regard to the Soul City 3 topics gender inequality result in women experiencing serious difficulty in negotiating safe sex; in high levels of domestic violence and date rape; and in high level of abuse and rape at the hands of men who have consumed alcohol.

Furthermore, women end up assuming disproportionate level of responsibility for childcare, and domestic issues generally. There are also considerable numbers of household where women are the sole head of that household. The greatest numbers of household headed by women tend to be concentrated in the poorest sections of society. It is because of this that there is such necessity to ensure the involvement of women in development issues around housing and energy.

ALCOHOL MESSAGES FOR SOUL CITY 3

Goals:

1. Stimulate alcohol to curb alcohol misuse both at an individual and community level
2. Encourage safe drinking

Goal 1: Stimulate action alcohol to curb alcohol misuse both at an individual and community level

This goal is extremely important and addresses the feeling of lack of control which was felt by anyone, although especially by women, in relating to the almost overwhelming effect that alcohol consumption is having on people's lives. The messages are intended to encourage a belief on the part of the community that they can be more in control of what sort of behavior are condoned; and that women do not have to tolerate alcoholic abuse from men. It is also intended to provide some sort of awareness of advertising and how it works as well as some skills in decoding advertisements.

Community control

- The community can set limits as to what they will tolerate, and what is acceptable behavior, re alcohol consumption and drunken behavior; and the community can influence:
 - Licensing of liquor outlets and hours of sale
 - Citing of liquor outlets
 - Sales of alcohol to under 18's
 - Local advertising of alcohol, especially where young people are likely to be exposed to it

It's possible to attain recreation facilities for young people where alcohol is not the focus of activity (youth group succeeding in getting a recreation centre built in their area)

Gender

Woman can take control

Say no

- Get boundaries as to what is acceptable, women don't have to tolerate drunk, man/boyfriend
- Alcohol can not be used as an excuse for bad behavior

Role Modeling

- Life without alcohol can be fun; and there are many different ways of having fun for boys and girls in alcohol free environment. (think longer terms, get away from immediate gratification syndrome)

Negotiation Skills

Some ways to say no – coping with peer pressure
Broken records: repeat the same phrase over and over;
Walk away:

“Would you like some of this?”

Say “no” and walk away

Goal 2: Encourage safe drinking and reduce consumption of alcohol

This goal is designed to impact upon the high levels of alcohol misuse which are combined with relatively low levels of knowledge about the differing alcoholic content of different beverages, and the internationally recommended ‘safe’ levels of drinking.

Information

- Alcohol has more effect than you see advertised ; it will affect your judgement with regard to:
 - Unsafe sex
 - Link with violence (people who drink alcohol are more likely to be victims, as well as perpetrators of violence)
 - Sexual performance (message targeting young men about this)

Limit your drinking; count your drinks

- problems with alcohol can come about from any kind of alcohol (its not just spirits which lead to alcohol problems, beer, wine etc can cause problems too)

For some people drinking is unsafe, and it is possible for anyone to develop problems from alcohol

There are times when you should not drink any alcohol at all

Don't drink when you're pregnant

Don't drink and drive

Try to drink in a place where you will be safe

ALCOHOL BACKGROUND DOCUMENT

- Between 75% and 90% of the population uses alcohol
- Up to 80% black African men and 61% of black women use alcohol
- Between 25% and 35% of black African male population are binge drinkers or regular medium to heavy drinkers
- More than 30% of men and 15% of women in towns and informal settlements are likely to have been involved in a fight or quarrel after drinking. Half of all victims and perpetrators of homicides have consumed alcohol; and reported violence rates among men who use alcohol are between two and fifteen times higher than rates among abstainers.
- About 40% of patients admitted to the Johannesburg Gen for trauma admitted using alcohol just prior to the trauma .
- Alcohol consumption is on the increase particularly in informal settlements and in rural areas, and among women
- Around 20% of drinkers in informal settlements and metropolitan centres have their first drink before midday
- Levels of drinking among young people are very high with more than 20% binge drinking certain population and gender groups

Why do people drink?

To feel happier; to relax; its because of problems loneliness and boredom to relieve stress to overcome shyness; its widely available and accepted its advertised and its everywhere.

People would offer you alcohol but they would never offer you food self esteem goes a long way – people think they beer promotes self-esteem – when going to a party you find a girl

At least half of young who drink do so for enjoyment fun and entertainment for others alcohol is consumed as a result of peer pressure.

“Drink because don’t want to be second class”

“Like my friends I would drink to please then not myself because I want to be part of the group”

Context of Drinking

Place: in shebeens, taverns, bottle stores; at kitchen parties and stokvels

When: for some its limited to Friday to Sunday; for others its anytime; and for others its while the drink of the money lasts.

“We drink all the time”

“It’s everyday before people used to drink on weekends but now people just drink”

“We drink any amount as long as it is still there in front of me I’ll keep drinking”

“Even if you fell you are drunk you carry on drinking because you see the liquor is there”

What: drinking trends suggest that African communities are drinking more “western” alcohol including beer, wine or brandy. Some people still drink home brewed beer.

Where do people get alcohol from? it seems as if one of the major contributing factors to high levels of drinking is the easy availability of alcohol, with lots of informal sales of alcohol. An additional contributory factor is the selling of alcohol on credit and the fact that alcohol is often only sold in nips nor in tots.

with whom: Most people drink in the company of others often friends for some men drinking without women is preferred, while for others its fine to drink with women in certain situations .

“I don’t allow my girlfriend to come to the same drinking place where I go”

Socio-economic Consequences of Drinking

The positive benefits of drinking are seen as providing relaxation and as opportunity to socialise selling alcohol also provides a means of income generation and this is especially true for women for whom the sale of alcohol provides their only source of income

“It’s an easy way to make money”

The negative effects seem to far outweigh the positive effects and they include

Money gets used that was intended for other things

You have R3.00 and you find yourself buying alcohol rather than a loaf of bread for the kids

Alcohol use results in violence – rape family violence fights and crime for some people

Alcohol is blamed as being the cause of their unacceptable behavior

“Think of the violence we have just because people claim that they are drunk”

“That’s where the problems start when we are drunk we fight each other”

“A man can go around in the night he won’t be raped like me ... if you are a woman you’ll be raped”

Loss of physical control often resulting in accidents – household pedestrian and car

“They can’t think clearly judgment is impaired”

Judgement is impaired which may lead to unintended pregnancy STD/HIV infection

“The problem when you are drunk won’t be thinking of a condom when you are with a woman”

“Young girls become pregnant because they sleep around when they’re drunk”

Abuse (sexual and non-sexual) and neglect of children

“Babies get given alcohol to drink”

“You find children left on their own while parents go out and drink”

Actions that are later regretted loss of dignity and respect false feelings of bravery

“It makes you do things without thinking you regret the following day “

“Because you are drunk you say bad things in front of your kid’s friends then your kids end up not respecting you”

Physiological Consequences of Drinking

liver diseases; trauma; cancer; especially oesophageal cancer for which south African has the highest rate in the world; cardiovascular problems, including high blood pressure and heart disease; risk to pregnant women and their foetus; nutritional deficiencies. all these have been shown to be related beyond doubt to alcohol in addition there are diseases caused by chronic long term alcohol use like neurological diseases

Knowledge About and Attitudes towards Drinking

Drinking very large quantities of alcohol is considered to be normal behavior by many and in some cases admired

Many recognise the potentially harmful effects of alcohol to the individual the family and the community and have much knowledge about the effects of alcohol misuse there is also considerable knowledge about the harmful effects of drinking during pregnancy

Responses to Alcohol Misuse in South Africa

Rehabilitation programmes comprise the bulk of services around alcohol misuse in South Africa little attention and funding is given to primary prevention

Alcohol advertising permeates many sporting events

The supposedly glamorous nature of alcohol is widely perpetrated with little dissent there is no

Enforcement of age restrictions of the sale of alcohol

Community outlets for the sale of alcohol do not operate under enforced licensing hours

No warnings are placed on bottles or cans of alcohol

Thus prevention needs to address issues at a structural and community level and well as at an individual level.

Major issues for soul city

Major issues which we would like to address as a result of our research include:

- The availability of alcohol and the quantities consumed

- The use of alcohol as an excuse for irresponsible or harmful actions

- Gender partners of selling and drinking alcohol and the effects of these upon family relations and others

- Advertising and sales of alcohol to young people

Possibilities for community action in soul city 3 can be around developing the communities skills in decoding advertisement and in showing a community making an intervention by achieving recreation facilities for young men and women in which alcohol is not the main focus.

ENERGY MESSAGES FOR SOUL CITY 3

Aims:

- 1. Encourage cost effective and safe energy use**
- 2. Promote a climate in which thermal insulation is considered to be important and the norm**
- 3. Reinforce the messages about paraffin from soul city 1**

1. encourage cost effective and safe energy use

- its cool and suited to use a range of fuels
 - electricity is very good for lighting media and refrigeration but it can be more expensive than other fuels for cooking heating homes and heating water
(Unless you use a kettle to heat the water)
- gas is a good source of energy for cooking and it's clean convenient and safe

* There are affordable ways of getting energy appliances:

When you are buying an appliance consider how much it will cost to run⁽¹⁾

- Be very careful of buying appliance on hire purchase (HP)²; if possible use community saving schemes to purchase appliances

* Be very careful when buying second hand appliances:

- Always check that the appliance is working before you buy it ³
- Check that the seals on fridge and oven doors are still good

2. promote a climate in which thermal insulation is considered to be important and the norm

Thermally efficient dwelling enrich the quality of life

They are more comfortable – they keep the cold out and the heat in winter (and the heat out in summer) ⁴

They are more healthy as they can lessen damp and condensation

They save a family money in the long term ⁵

There are a variety of ways in which ceiling (and wall and floor insulation) can be created in informal dwelling ⁶

3. Reinforce the messages about paraffin from Soul City 1

Paraffin needs to be used carefully as it can be the cause of accidents which may result in fires, burns or poisoning

Keep paraffin out of reach of children and store in a bottle which children cannot open

- don't try to put out electric or paraffin fire with water – keep a tin of sand in the house to put out fires, you can also use a blanket to smother the fire
- stop, drop and roll if your clothes are on fire

Treatment of burns from SC1

Notes

1. Here a simple comparative message would work :a small oven uses much less energy than a big oven
2. It costs about 31% more to buy on HP retailers make 3 to 4 times more than what they bought the appliance for if they sell it on HP
3. We decide that the issue of “cheap” appliances is too much of a minefield, especially until labelling legislation comes in
4. This later point about “the heat out in summer” is important to make AS WELL because apparently a lot of resistance to thermal insulation originates in people thinking that thermal insulation makes the house HOT in summer
5. Saving between 60 – 74% of household heating bills can be made by installing ceiling (60% = makeshift cardboard ceiling and 74% = commercial ceiling) ALSO reduced indoor pollution and respiration illness because less fuel is used for indoor heating. In SA respiration illness is the second most common cause of infant mortality, mortality from pneumonia is 270 times higher than in western Europe (which is much colder, wetter etc)
6. In shacks both ceiling and wall covering are important – almost any materials can be used – best scenario is if an air gap is created between the outside wall/roof and the inside material to create an insulating still air space between the outside and the inside.

ENERGY MESSAGE FOR SOUL CITY 3

Note: this information is applicable primary to urban household and focuses particularly on informal unplanned (squatter) and informal planned (site and service/upgrading) settlement.

1. encourage cost effective and safe energy use

1.1 Everyone has a right to safe, affordable and appropriate energy services.

Energy is essential for cooking lighting and heating a household cannot survive below a certain minimum energy input. Significant amount of money and/or time are required to meet these essential daily needs. A household in an urban informal settlements likely to spend 30% of a monthly income of R400 on meeting its energy needs in addition the energy sources on which this household must rely are likely to be inefficient, expensive, inconvenient, unsafe and unhealthy even if it has access to electricity.

Low income household energy use patterns are complex. The majority of households make use of a variety of fuels (multiple fuels), they use different fuels for the end use (paraffin in the morning for heating water because its convenient wood in the evening for heating water cooking and warming the house) because it can do all these things simulation and a fire is sociable) and they use energy multifunctional (they use energy for more than one end use - eg a coal stove is used for cooking and warming the house). The management of energy in the households also highly gendered as women bear primary responsibility for managing the household and therefore its energy requirements the energy need s and problems for house holds are hidden because women's work is "hidden"- it is not seen as bearing an opportunity cost it is not paid.

Inadequate or inappropriate household energy sources or ways of meeting energy serviced need thus undermines sustainable development by consuming income tine an health in addition home production an small business development is inhibited if thy are unable to meet their energy needs

If household

- Have Moore information about the best ways to meet their energy service needs – which fuels efficiency safety – an d
- Get better access to the best mix of fuels ((more affordable efficient safer)

Their lives can be significantly improved as their

- Expenditure on energy will be reduced
- Energy use will be safer an healthier
- Homes will be warmer and less damp
- They may be able to encourage in or stimulate small business and home production activities.

This neglect of the energy needs of households and more broadly development projects has its roots in a number of reasons

- Energy inputs to development are 'hidden'
- The energy needs of the low-income sector have received little recognition from the government;
- Development advisor receive little training and thus have a poor understanding of the energy supply use patters and energy needs of community based development projects

- The hidden nature of women's work.

Integrating energy into project planning from the outset can contribute significantly sustainable development and improving the quality of lives

Getting better access to energy is also about getting better information strategising and knowing who to lobby – knowledge is power!

- 1.2 Electricity is a good complement to other fuels (paraffin, gas, wood, coal etc) this is because there are some services (particularly cooking and housewarming) for which electricity is not very effective (expensive and unifunctional) and other for which it is excellent (particularly lighting, TV and radio)

While there is a major RDP programme to electrify households electricity is not an affordable or appropriate way to meet all the energy needs of low income urban and rural households, even if cheaper and better quality electric appliances were available, using electricity for cooking and space heating is expensive and inefficient. Although electrification has become a general political demand and an indicator of access to “development”, there is widespread ignorance of its real costs and limitations.

Expectations

Households which are not electrified anticipate that electricity will solve all their energy problems. However the majority of electrified poor households continue to use a range of fuel (multiple fuels use) and only use electricity for lights and for TV and radio. Expectations about electricity

are so high because:

- households receive a lot of “misinformation “ about electricity – there has been no institution or programme to provide unbiased and contextualised information
- Electricity is part of a political demand - the RDP programme is to electrify 1,8million households by 2000. Only about 40% of households are electrified at the moment

Electricity does not and cannot meet these expectations because:

1. Electricity is an “invisible” energy source so people find it hard to “understand” / monitor and so cannot use it optimally. There have been no information strategies which really address this issue
2. People cannot afford to use electricity optimally. While the connection fee is usually very low there are a number of other barriers:

HOUSE WIRING

Electricity connections to low income houses are usually done via a ‘ready board’

This ready board consists of a prepayment meter (card system) a light bulb socket and some plugs (about 3). Many households cannot afford to wire the rest of the dwelling and / or do not know how to do it cheaply , in addition the ready board are often poorly located ie not in the room which is most used – kitchen or living area . Housing subsidies do not

Appliance costs

They cannot afford to buy new appliances and/or have little incentives to “retool”

There is no finance available for appliance purchasing except for hire purchase a trap which many newly electrified households fall foul of – they invest in “white goods” particularly refrigerators, as

these have an enormous amount of status associated with them, on hire purchase and then cannot afford the repayments and the white goods are reclaimed. Stokvel savings groups would be a much better source for such purchases.

[Note: I think that, as SC3 is dealing with housing, warning messages about the hire purchase trap and proposals about access to other sources of finance are very important.]

3. People find that other fuels are better for certain uses (particularly cooking and housewarming). Electricity can be more expensive than gas, coal, wood or paraffin for these services; people already own appliances which use other fuels (e.g. Paraffin or coal stoves); and, probably most important, electrical appliances cannot meet “multiple end-uses” – this means that it cannot cook and warm the house at the same time in the way that a coal stove or a paraffin heater can.
4. Paraffin can be obtained on credit from the local spaza or borrowed from a family or a friend – thus a household which has an intermittent or weekly income can manage by obtaining fuel on credit or by borrowing. Vital survival mechanisms/networks seem to function around paraffin. Electricity, by comparison is very ‘individualistic’ fuel.

Households need information on:

- * How electricity works, how to understand an electricity bill – credit and prepayment meters.
- * What end uses electricity is best for and how to use it optimally (efficiently, safely and at least cost...)
- * Electricity compared with other fuels to meet the same end uses: For example – cooking: the comparative costs (taking into account cost of the energy source, cost of the appliance, convenience, efficiency, safety etc)
Of using paraffin/gas/electricity/hot box. Eskom’s TRI divisions have done some comparative costing.
- * Appliance acquisition:
 - The range of cost for different appliances using different fuels – pros and cons;
 - quality issues: what you need to look out for and where to get information about quality;
 - how to use appliances efficiently
 - sources of finance for buying appliances: stokvels and HP, the dangers of HP
- * House wiring:
 - options (from extension cords to full wiring, the pros and cons of each option)
 - the cost of each option
 - how to do it and / or
 - where to get help and further information (local electrical handy person, electrician, Eskom)
 - source of finance for house wiring: savings, stokvels

1.3 Energy appliances need to be carefully looked after; they can be dangerous if they are not or if they are badly made.

Fires are one of the greatest threats to informal settlement, particularly in windy parts of the country such as the Eastern and Western Cape. They bring enormous economic and social costs

To people. In addition to the fact that paraffin and candles are unsafe fuels, fires are also often caused by the unsafe use of fuels and/or appliances (i.e. practice). This may happen for a number of reasons

1. appliances themselves are unsafe because:
 - appliances are poorly designed as there are no regulated standards which appliances must meet
 - the appliances are cheap and poor quality as people cannot afford better quality ones / they do not prioritise investments in appliances / they lack information about appliances
 2. appliances are mismanaged due to:
 - a lack of information about correct/safe appliances use
 - wrong information and myths about appliances us (for example, in the WC there is a belief that methylated spirit mixed with the paraffin reduces smoking)
 3. Children operate appliances without adult supervision as they (girl children) are responsible for the domestic chores and/or adults are at work.
- 2. promote a climate in which thermal insulation of housing is considered to be important and the norm**

Housing in all types of settlements (from very formal to very informal) are not thermally efficient – they are not built for thermally efficiency, nor do the inhabitants fit them with materials which will make them more thermally efficient. there has never been a tradition of thermal efficiency in this county even though some regions are very cold in winter and suffer from terrible pollution (Alex and Soweto, for example) and associated respiratory illness as a result of people warming their home s with combustible fuels.

Apart from the lack of prioritising of thermal efficiency by the state, other reasons for low thermal efficiency are:

- people do not want to make the extra investments in shacks which they see as temporary dwellings
- shack construction (no cross beams or wall posts) makes it difficult to attach materials
- the thermal material which people have access to (primarily cardboard) are a fire hazard
- lack of knowledge about thermal efficiency of materials which have thermal properties
- makeshift ceilings ruin the appearance of a house
- housing subsidies do not cover thermally efficient construction
- developers cut costs by not building for thermal efficiency

Interventions

I have information on different ways of building a thermally efficiency house or making as existing dwelling i.e.

- * Education of the public about the benefits of thermally efficient dwelling (incl. Walls, ceilings and floors) and about thermally efficient material

- national media programme e.g. Soul City
- demonstration projects

- educate developers and builders about thermally efficient building methods and materials
- government to legislate thermal efficiency for new houses and increase subsidy to include thermally efficient building materials
- building industry encouraged to make thermally efficient materials
- improved security of tenure will mean that people are more inclined to invest in their dwellings
- identify cheaper materials and materials which are not flammable
- convince govt. that thermal efficiency is marketable through demonstration projects

2.1 there are a variety of ways in which ceilings and wall insulation can be made in informal dwellings (and formal)

See above

3. Reinforce messages about paraffin from Soul City 1

3.1 Paraffin needs to be used and stored carefully as it can be the cause of accidents which can result in fires burns and poisonings

Some of the information here is covered in the above points

Research is showing that fires and burns are the priority issues here particularly in windy areas of the country – the Western and Eastern Cape

These accidents happen because:

- appliances (wick and Primus stoves) are not made to be very stable and fall over
- people find the wick stoves are difficult to put out – people put a metal cap on top – they say this causes the flame to go down and then the stove explodes (don't know if this is true)
- Primus stoves are not very user friendly – they only work at high pressure (i.e. high heat)
- the pots used on the stoves are too big
- people sometimes try to add fuels while the stove is alight
- People add meths to the paraffin to stop it smoking – this can cause explosion (don't know if this is true)

Messages need to focus on putting out fires and non treating burns

- keep a tin of sand in the house to put out fires
- do not pour water on burning paraffin
- stop, drop and roll if your clothes are on fire

See the attached messages from the paraffin safety Association

HIV/AIDS MESSAGES FOR SOUL CITY 3

Goals

- 1. care, support and information around living positively with HIV**
- 2. Encourage treatment of STD'S and increase knowledge about them**
- 3. Encourage prevention**
- 4. To lessen the role that gender plays in HIV transmission**
- 5. To reinforce the goals of soul city 2**

Goals 1: Care, Support and information around living positively with HIV

Communication

- You have a choice (you may need more information before making this choice)
 - to carry on with your pregnancy
 - to disclose or not
 - to be tested or not
 - to have safe sex

Community control

- The community can create an environment which encourages disclosure, and which safer sex as the norm
The community can develop an ethos in which care for, and support of , people within HIV is the norm

Goal 2: Encourage treatment of STD'S as well as increased knowledge

Information

STD'S can be treated; go early for treatment; symptoms of STD'S

Gender

- Both HIV and other STD'S are spread by male as well as female partners

Goal 3 – Encourage prevention – Targeting Youth

Communication

Safe sex is normal, cool and desirable, especially as it prevents pregnancy as well as STD'S

Gender

Men and boys will not come to any physical or emotional harm if they become sexually aroused and do not reach orgasm

Negotiation Skills

- It's ok to stop – you have a right to say no! (even in marriage)

Parenting

- its not only fine to talk to your children about sex, its your responsibility to ensure that your children are educated

Goal 4 – Gender

Covered in other messages

Goal 5 – Reinforce Soul City 2

Anyone can get aids

People with HIV and AIDS have rights

Not everyone is doing it

HIV/AIDS BACKGROUND INFORMATION

Latest Epidemiology

Pregnant women have become a key HIV sentinel surveillance group as they are reasonably representative of the 2.-35 age group and they provide blood for routine medical tests during pregnancy. A representative sample of approximately 15,000 specimens of blood is anonymously tested for HIV antibodies in September/October of each year. This has been done since 1990. This survey is one of the most important trend indicators of the HIV epidemic in South Africa.

The table below outlines the HIV prevalence among pregnant women attending public health services in South Africa in 1994 and 1995. It also provides the percentage increase in HIV infection in the twelve months between 1994 and 1995. In addition the doubling time (the number of years the current prevalence would be expected to double) has been calculated as a measure of the dynamic of the epidemic.

	1994	1995	Increase	Doubling time in years (at current rate)
National	7.50%	10.44%	39%	2.6
Western cape	1.16%	1.66%	43%	2.3
Eastern cape	4.52%	6.00%	33%	3.1
Northern cape	1.80%	5.34%	197%	0.5
Free state	9.10%	11.00%	21%	4.8
Kwazulu natal	14.30%	18.20%	27%	3.7
Mpumalanga	12.10%	16.10%	33%	3.0
Northern province	3.00%	4.80%	60%	1.7
Gauteng	6.40%	12.00%	88%	1.1
North west province	6.71%	8.30%	24%	4.2

From the data above it can be seen that the national epidemic has increased by 39% in the previous year and is likely to double in about 30 months. There has been a significant increase in all the provinces. The highest rate of increase over the year was in the Northern Cape (197%) and gauteng (88%). The data in the Northern Cape must be read with caution as the sample size was very small, and this trend will need careful monitoring. The Gauteng data is however from a very large sample. Kwazulu Natal and Mpumalanga still have the highest prevalence but the current rates of increase in Gauteng suggest that this province will catch up with Kwazulu Natal in a few years

The very high national prevalence amongst the 15-29 year age group (9.5% - 13.1%) is also very significant, especially the prevalence among teenage girls (9.5%)

The result of the survey confirms some of the worst predictions and indicates the development of a massive epidemic. According to this data it can be estimated that current prevalence is likely to be about 12% with 2.4 million infections, expected to double in the next 30 months

The South African epidemic is now one of the fastest growing in the world. The following table outlines the prevalence of HIV infection among pregnant women in various other African countries

<u>Country</u>	<u>Year</u>	<u>% HIV prevalence pregnant women</u>
Burkina Faso	1994	11
Malawi (rural)	1994	10.7
Malawi (urban)	1994	30.2
Rwanda	1995	23
Tanzania	1994	5-17% (depending on region)
Uganda (Kampala)	1994	21.6
Zimbabwe (Harare)	1995	32
Coite d'Ivoire (Abidjan)	1995	8-13%
Kenya (Nairobi)	1994	19.8
Moz (Maputo)	1994	27
Zambia (rural)	1994	12.7
(Urban)	1994	27.9

(Ref.: International Programme Centre, US Bureau of Census 1996)

Social and economic issues play a major role in contributing to the spread of the epidemic. In the interviews with pregnant women done by Soul City many of the women felt a general sense of powerlessness and fatality about lives, and this was reflected in relation to their attitude to the disease. For some women this translated into accepting that they were HIV positive for a period of time, and then when no symptoms developed, carrying on life as if they were not sero-positive. Thus the importance of the message about choice in relation to HIV.

As HIV testing in ante-natal clinics is the most common way in which an individual/family will discover that they are HIV positive, using pregnancy at the 'hook' on which to hang the HIV are seemed as if it would allow Soul City to explore situations which are very real for many HIV positive people.

HOUSING MESSAGES FOR SOUL CITY 3

Goals:

1. **Encourage community action on housing.**
2. **Support community involvement, and especially the involvement of women in housing planning and design.**

Goal 1: Encourage community action on housing

Having the right to vote doesn't necessarily lead to getting better housing

Better housing means a better life

Goal 2: Support community involvement, and especially the involvement of women in housing planning and design

The community themselves can find the right solutions to their housing needs, and for these solutions to be most effectively implemented the community needs to be in control of the development process.

Women carry most of the responsibility for domestic work, and because of this they know best what design requirements they have for their housing.

Quite simple design considerations could have a significant impact on housing quality, and the community needs to ensure that they find ways of accessing the necessary information about design choices, and set up structures which will enable them to make choices which suit them.

- Type, size and layout of house/flat
- Self build or not
- Painting roofs white reflects the heat
- The direction in which the house is facing will affect heat loss
- Planting trees considered part of house design

The community has a right to help from their EHO regarding a range of housing and health issues, and the EHO may be a useful resource on such issues.

HOUSING BACKGROUND INFORMATION

There are 6 stages in the housing delivery process. (These have been identified by the Development Action Group, DAG). These stages are:

1. Mobilisation

The community must decide what the project is and what they are aiming to achieve.

2. Land Assembly

The community must be in a position to make informed choices with regard to what options they have with regard to the land and its location.

(In Soul City 2 we have covered both of these stages.)

The following stages remain for the 'Soul City' housing group:

An ongoing community mobilisation programme needs to underpin the entire process.

This programme includes:

- Building democracy
- Leadership building
- Community engagement with local authority
- Mobilising community resources

3. Planning

There must be explicit recognition that there are a range of different needs within any community, and these must be addressed during the planning stage so that broad community consensus can be built on the range of available options for addressing needs i.e. tenure and house form (design) options. A model show village may be crucial to demonstration the available options regarding house design in a way that is meaningful.

Building skills around the needs assessment process

4. Finance

Community should be involved in exploring and understanding all the affordability issues early in the project. This should include understanding the short and long term options.

Attention should be given to strengthening internal fund-raising i.e. saving group and fund-raising efforts.

5. Legal

The community must be aware of different contracts:

- Things which will directly affect individual's household
- Cost implications

6. Implementation plan

There will be limited opportunity for community control once construction starts if the following have been built in:

Self/mutual help

Mobilise around consolidation – identify new issues/implement new skills

Money

Jobs and career opportunities

Small business development

Spin offs – service – shops – creches

Community should be involved in deciding on the different construction methods, and need to be aware of the implications of these decisions.

Construction skills training should be established

Physical delivery must maximise employment opportunities and link enterprise development.

VIOLENCE MESSAGES FOR SOUL CITY 3

Goals:

1. **Encouraging Prevention of Violence**
2. **Raising awareness about the extent of violence in our society, especially private violence and the myriad effects of violence**
3. **For people to recognise that they can do something about violence on an individual as well as a community level**

Goal 1 Encouraging Prevention of Violence

Parenting

- Violence is learned and effective parenting can reduce it. Making it clear to your children that you love them, communicating with them and listening to what they are saying, role modelling positive disciplining, being consistent with rules and demands you make of your children, avoiding mixed messages about behaviour you expect, can all contribute to building your child's sense of worth, and giving them the skills to avoid violence.
- Men can be lovely fathers; it's good for the children, and good for the family.

Communication

- Good and plentiful communication can reduce conflict. It's important to discuss problems and not avoid or suppress them.

Goal 2. Raising awareness about the extent of violence in our society, especially private violence

Information

Violence is about keeping people powerless but doesn't ensure sustainable power (this needs an example)

- Violence includes many more things than we take for granted, for example domestic violence, violent language, and bullying, emotional violence. There is therefore a need to begin to redraw boundaries around behaviour and demarcate all forms of violence from other non-violent behaviour.

Gender

- Violence is not glamorous or manly; real men do not abuse women; nor do they use alcohol as an excuse to be violent and aggressive.

Healthy relationships are based on mutual respect and interdependence and not on control and domination, conflict is resolved without oppressing the other.

3. For people to recognise that they can do something about violence on an individual as well as a community level

Community Control

- Men, women and young people can work together to combat and confront violence; to show that violence is not acceptable; to find alternative and effective ways of conflict resolution.

Gender

There are ways in which women can resist violence

Information

- Where it is possible, try to engage with the police and see them as allies against violence- encourage community policing forums

If you are hurt in a violent incident, get medical care as soon as possible and do not be afraid to tell the health worker how you were injured

VIOLENCE: BACKGROUND INFORMATION

“Wars prolonged conflicts and state repression lead to a flood of social and economic problems that affect well-being. The assault on communities disrupts the production of food, transportation services and economic infrastructure; the loss of food and income leads to increased poverty and malnutrition. An additional stress on the economic base results from increased spending on arms. The violence committed against health workers often causes a severe lingering stress on health services. People are forced to leave their homes and communities; the dislocation breaks ties of reciprocity and sociality increases their marginal (or illegal) status of refugees and leads to additional trauma, the inability to mourn and a further deterioration of standards of living. Families break up and children are orphaned or abandoned.

Alongside the loss of life, the fragmentation of families, the displacement of populations and the disruption of social and economic institutions exists a range of trauma. The problems include fear, pain, loss, grief, anxiety, hatred, sadness and the dissolution of everyday forms of sociality, language and experience. In turn the breakdown in economic, social and political systems and the weakening of society's moral fabric often co-exist with domestic, civil and ganglike conflicts.” (WHO, world mental health – problems and priorities in Low income countries)

- In SA the highest rates of violent death and injury appear to cluster within the poorest and least stable of SA'S communities.
- The SA rate for violent death, an annual incidence rate of 56.8 per 100,000 population, is nearly 6 times as high as the US, and when compared with other countries for which violent death rates are available, SA is the most violent country in the world
- Major metropolitan areas have far higher violence related mortality rates than the national average: 90 per 100,000 in Johannesburg, and 68 in Cape Town
- There are nearly 3,000 cases per 100,000 of non-fatal injury in Soweto, half of which are due to inter-personal violence.
- Young blacks and 'coloured' men are at greatest risk of injury and death from violence
- Estimate suggests that as many as 50- 60% of all South African marriages involve battery. Rape crisis in Cape Town has estimated that 1 in 6 women are regularly beaten by their partners and that in nearly half of these cases the men involved also abuse the children of the women concerned.
- There are approximately 1058 women being raped every day in South Africa, or 44 every hour. Of these 96% are black and 4% white.

Distribution of Violence

Violence in South Africa takes many forms and includes criminal, domestic, and 'political' violence. Criminal and political violence are the two forms of violence which receive most attention through the media, and much of the discourse around what the government should do to make an impact on the levels of violence in South Africa relates to high profile crimes such as car hi-jacking and violent burglaries and mugging. With the exception of Kwazulu/Natal, ongoing political violence has by and large subsided, and attention that is given to political violence refers to events which have taken place in the past, and the need to deal with the legacy of these acts of brutality, for example the truth and reconciliation commission.

Violence against women and children. Including domestic violence, rape, sexual harassment and child abuse receives comparatively little attention and this becomes especially marked when the high incidence of violence against women and children is recognised. There may be a number of explanations for why this is the case. Our research has highlighted a number of issues which are crucial in this regard.

Firstly, many people seem to have experienced such high levels of violence that unless an event is potentially life threatening it is often not considered to be violence:

'there is very serious violence out there, like being taken out of your car at gunpoint, that is violence that people never forget, that affects people very badly, the violence in the home is not what I can say has affected me'

'not like when someone points a gun, that is between life and death and is very terrifying, but if your father comes with a shambok, you don't feel it is between life and death'

Additionally, there seem to be a resignation in the face of pervasive and high levels of violence:

"Violence affects everybody; it can happen to you at any time"

"Just the way people provoke one another over minor things can start a fight"

It also seems to be the case that violence in the home becomes almost routine and incorporated into everyday life:

"You see your father beating your mother, she cries but the following day everyone is happy again, that makes you accept this violence as being normal, and as a society we are sometimes influenced in the same way."

Violence is also used in relationships as a means of the man asserting his power over a woman:

"I used to be beaten by my boyfriend whenever I told him I don't want him anymore"

"When you are involved with him he'll beat you if you do things he doesn't want you to do. When he tells you to stop doing something and you keep on doing it he'll beat you"

Causes of Domestic Violence

Explanation for the causes of domestic violence may be found in historical, societal and familial relationships. With regard to historical forces, the structured and institutionally validated violence of the apartheid regime is well known. Major societal forces are twofold: patriarchal notions of masculine identity, coupled with an acceptance of masculine violence.

“Much of the violence is best understood in terms of unconstrained masculine identities (and experience of emasculation) on the part of male perpetrators.” (Simpson)

“we live in a society that condones violence, particularly male violence, that believes that male violence is ‘natural’ particularly for men and that, therefore, we cannot control it very much, ...because women are considered legitimate objects of aggression, wife abuse has been tacitly condoned” (Caplan)

“as young men we have been made by society to accept that I don’t have to show my feelings, I don’t have to show that I feel hurt, this creates an emotional violence within myself”

In the family, poor communication and lack of positive parenting contribute to levels of *“my parents had a problem of communication, they never discussed issues, and they would blame each other”*

“Those that were abused as children when they grow up they take it out on anyone

“the problem is they never discuss with me and I try telling them how I feel and they’ll tell you not to talk because you are a child, so in the end I’ll just avoid them and keep to myself.”

Another major issue, especially since we are dealing with alcohol as well as violence is the link between alcohol and violence.

“alcohol is associated with domestic and social violence. That is the kind found more in the community

“alcohol is causing much more violence than other drugs”

The role of imported American culture also seems important:

“the other things we overlook are the films from America. Just watch those drugs lords, in most cases their lifestyle in these stories is put in a perception that anything is possible when you have the drugs and the money”

Other areas of violence which we may wish to explore in Soul City 3 include violence stemming from development, or violence between young people that has maybe spilled over from violent home situation.

Prevention of Violence

Policy

Healthy public policy in the area of violence prevention would include:

- Gun control
- Gun control
- Control of alcohol advertising and price regulation
- Outlawing of weapon carrying in public domains
- Banning of corporal punishment in schools
- Surveillance devices and strategic lighting in high risk spaces
- Increasing police accountability

Educational Interventions

Successful prevention programmes in the USA have included:

Parent Support

- Pre-school programmes where the experimental children attended daily pre-school programmes backed up by weekly home visits, usually lasting two years. (Covering 3-4) the aim of the programme was to provide intellectual stimulation, to increase cognitive abilities (especially in regard to planning), and to increase later school achievements.
- Parent training in effective child rearing methods, namely noticing what a child is doing, monitoring behavior over long periods, clearly stating house rules, making rewards and punishment contingent on behavior, and negotiating disagreement so that conflicts and crises do not escalate.

The international child development programme has identified eight rules for good interaction between parents and children:

1. Show positive feeling-show that you love your child
2. Adjust to the child and follow its lead
3. Talk to your child about what it is concerned with and try to get a “conversation” going by means of emotional expression, gestures and sounds
4. Give praise and affirmation for what the child manages to do
5. Help the child to focus its attention so that you have mutual experience of things in your own environment
6. Make sense of child’s experience of the outside world by describing (giving a name to) what you experience together and by showing feeling and enthusiasm
7. Amplify and give explanation about what you experience together with your child
8. Help your child to control itself by setting boundaries for it in a positive way – by guiding it, by showing positive alternatives and by planning things together

Support for young people

- Training designed to foster social skills and self control in young people re ‘what to do when I’m angry’ and ‘how to react to teasing’
- anti-bullying programmes in schools – violence in schools monitored alongside teacher interventions including developing explicit rules about bullying

Community Interventions

Plays and community events denouncing violence

Activities to train women to resist violence

Support groups for victims of violence

Workshops and support groups for men who have been violent

Planning for safety when developing new housing ie safe cities initiatives

MEDICINE MESSAGE

Medicine is prescribed for a specific person to treat a specific ailment

Most medicine are designed and indicated for one specific condition only. General purpose medicine does not exist. We must never use medicine that was prescribed for another person.

Take your medicine correctly. In order to do this you need to know the following about the medicine, and you have the right to ask the doctor or nurse to make sure you have this information:

How must you take your medicine and for how long?

What foods, drinks, medicines or activities should be avoided while taking the medicine?

This message is not intended to be a major are of soul city 3. It is anticipated that it can be incorporated in the clinic, perhaps in relation to the HIV/AIDS message re treatment of STD's