



The OneLove Campaign in South Africa:

What has been achieved so far?

Interim Evaluation



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Contents

ACRONYMS	2
EXECUTIVE SUMMARY	3
BACKGROUND	5
The Soul City Institute and HIV Prevention	5
Why the OneLove Campaign?	5
<i>Campaign Objectives</i>	6
<i>Key Messages</i>	6
<i>Target Audience</i>	7
<i>Campaign Components</i>	7
<i>Campaign Partners</i>	8
Interim Evaluation	9
<i>Data Sources</i>	10
ONELOVE SOUTH AFRICA: INTERIM EVALUATION FINDINGS	11
Reach	11
<i>Messages in Print Media</i>	12
<i>Other Messaging</i>	12
<i>Community-based Activities</i>	13
<i>Community Dialogues</i>	14
Advocacy Components	15
Target Audience Reception	16
Target Audience Reception: Love Stories Films	17
Impact	19
<i>Partner Reduction</i>	19
<i>Condom Use</i>	20
<i>Transactional Sex</i>	21
<i>Debate and Discussion</i>	22
<i>Community Action</i>	24
<i>Spontaneous Activities</i>	24
DISCUSSION OF FINDINGS	26
CONCLUSION	28
APPENDIX I: RESEARCH DESIGN AND SAMPLING	29
APPENDIX II: AUDIENCE RATINGS	31
REFERENCES	32

Tables

Table 1	OneLove Campaign Elements.....	8
Table 2	OneLove Training by Province and Sex.....	13
Table 3	Community Dialogues by Province.....	14
Table 4	Advocacy Activities for the OneLove Campaign.....	15
Table 5	OneLove Community Action Plans Reported as a Result of the OneLove Community Dialogues.....	24
Table 6	Focus Group Discussion Breakdown.....	30
Table 7	Audience Ratings of the Target Market for <i>Soul City 9</i>	31
Table 8	Audience Ratings of the Target Market for <i>Love Stories</i>	31

Figures

Figure 1	Overall Reach of Programming Components.....	11
Figure 2	Reach of <i>Soul City 9 TV</i> by Age and Number of Episodes.....	13
Figure 3	Toolkit Distribution by Type and Organisation.....	13
Figure 4	Breakdown of Male and Female Participants of the OneLove Community Dialogues.....	14
Figure 5	Impact of Increased Exposure to <i>Soul City 9</i> on People Discussing Content with their Sexual Partner.....	22
Figure 6	Impact of Increased Exposure to <i>Soul City 9</i> on People Discussing Content with their Children.....	23

Acronyms

AIDS	Acquired Immune Deficiency Syndrome
HIV	Human Immunodeficiency Virus
KZN	KwaZulu-Natal
MCP	Multiple and Concurrent Partnerships
NCS	National HIV and AIDS Communication Survey
NGO	Non-governmental organisation
SADC	Southern African Development Community
STI	Sexually Transmitted Infection
VCT	Voluntary Counselling and Testing
UNAIDS	Joint United Nations Programme on HIV/AIDS

Executive Summary

Background

Soul City Institute for Health and Development Communication (SC: IHDC) implements Social and Behaviour Change Communication (SBCC) programmes to promote health and development and in so doing, contributes to the achievement of the Millennium Development Goals. In 2009, SC: IHDC launched the **onelove** HIV prevention campaign to contribute to the reduction in HIV incidence. Through an extensive research and consultation process, key campaign messages were developed and integrated into the three core components of the campaign, namely mass media, social mobilisation and advocacy. The campaign is being extended through partnerships with the NGO, government and business sectors.

This report provides an overview of the interim evaluation of the **onelove** campaign in South Africa. By drawing on different data sources, it describes and quantifies the key activities of the campaign in the first 18 months, and reports on the results of three evaluation studies conducted. By documenting what has been achieved thus far, the evaluation provides an opportunity to measure the reach and reception of the campaign, as well as identify any impacts to date. It further enables reflection on gaps and areas for focus going forward.

Key objectives

The interim evaluation set out to:

- determine levels of exposure to media components of OneLove
- describe participation in OneLove community level activities
- quantify the advocacy elements of the OneLove campaign
- explore the audience's overall impression of OneLove campaign materials, including relevance, reception and appropriateness of the campaign materials and messages
- determine the impact of OneLove on HIV and AIDS-related knowledge, attitude and behavioural outcomes that the campaign addresses
- explore whether audience members exposed to OneLove behaved differently as a result of the campaign
- explore whether OneLove sparked debate among peers, families and community members; and the nature of the debates
- source audience suggestions for improving the OneLove campaign

Methods

Mixed methods using several sources of data have been used to monitor and evaluate the **onelove** campaign to date.

A nationally representative household survey, as part of the 2009 National Communications Survey

This was conducted five months after the launch of the campaign and included approximately 10 000 respondents, aged 16 to 55 years, across all nine provinces of South Africa. The questionnaire covered socio-demographic characteristics, exposure to AIDS communication programmes, including **onelove**, and HIV and AIDS knowledge, attitudes and behaviour indicators.

Two Qualitative Studies

One assessed the reception and self reported intended behaviour related to the **onelove** campaign conducted in three provinces, and a second that explored target audience responses to the *Love Stories* film series.

Routine Data Collection

This included media monitoring data from the South African Advertising Research Foundation (SAARF), registers of HIV community training and **onelove** community dialogues; toolkit distribution data, reports on campaign partner activities and review of print media newsclippings on **onelove**.

Results

The **onelove** multimedia campaign reached an estimated 61% of the adult target population, or 17 million people, within the first five months of the launch. *Soul City 9 TV*, which carried strong **onelove** and HIV prevention messaging, reached 51% of the population and was the second highest performing programme in terms of viewership for the three months that it aired. In the first 18 months of the campaign, over 16 000 adults attended **onelove** HIV community-based training nationally, and over 4 000 people attended 55 community dialogues. Some 91 newspaper articles and 37 magazine articles addressing **onelove** were published.

Qualitative data revealed that the target audience found the messaging to be relevant and realistic, as well as educational and entertaining. Good story and message recall was demonstrated. The *Love Stories* series, comprising ten films from across the southern African region which conveyed the **onelove** message, also succeeded in building a sense of regional cohesiveness.

The quantitative and qualitative studies provided evidence of some impact of the campaign on knowledge, attitudes and behaviour or intended behaviour. The campaign was associated with increase in knowledge about partner reduction and 'gap length', and a decreased likelihood of increased number of partners compared to the preceding year among single women. These findings were supported by the qualitative data. Other areas of impact were increase in condom use overall, decrease in reported transactional sex amongst men, and greater debate and discussion with partners and children associated with watching *Soul City 9 TV*. The campaign was not found to be associated with a decrease in the proportion of people who reported more than one partner in the past month.

Community action plans were documented following community dialogues – approximately 35% of these related to holding local HIV awareness campaigns and/or **onelove** community dialogues. Spontaneous activity initiated within communities such as **onelove** community and student marches, were initiated within the first phase of the campaign, and a strong partnership was formed with North West Province to implement the campaign provincially. Advocacy efforts raised the profile of the campaign in the media and at public debates.

Conclusion

The interim evaluation has shown that the campaign has been successful in terms of reach and reception in the first 18 months of implementation. In terms of impact, significant gains have been shown related to knowledge of MCP as well as knowledge and behaviour change related to condom use. Impact on partner reduction amongst single women and reductions in transactional sex amongst men, have been measured. Future opportunities for the campaign include strengthening and expanding provincial partnerships for implementation, as well as facilitation and follow-up of community action plans.



Recent statistics in South Africa show that, in the sexually active age group of 15–49 years, there is an increase in multiple sexual partnerships from 5.5% in 2002 to 10.6% in 2008.

Background

The Soul City Institute and HIV prevention

Soul City Institute for Health and Development Communication is a non-governmental organisation established in 1992 to promote health and development in South Africa. It engages and informs audiences of adults and children by integrating education and entertainment into popular television and radio edutainment drama programmes, and print booklets. To bring about social change, the media programmes are supported by social mobilisation and advocacy activities that target communities, opinion leaders and policy makers.

Soul City Institute initiatives focus on major public health and development priorities that contribute to achieving the Millennium Development Goals. Given that southern Africa remains the epicentre of the HIV and AIDS epidemic, a key concern is to contribute to HIV prevention in the region through social and behaviour change initiatives. One significant driver of the HIV epidemic in southern Africa is the high level of multiple and concurrent sexual partnerships (MCP), in the context of incorrect and inconsistent condom use and low levels of male circumcision.¹

In South Africa, where multiple partnerships – including those that overlap in time – are accepted as a social norm, little attention is given to addressing the associated health risks. Recent statistics in South Africa show that, in the sexually active age group of 15 to 49 years, there is an increase in multiple sexual partnershipsⁱ from 5.5% in 2002 to 10.6% in 2008.² This has prompted calls by both experts and practitioners to intensify communication messages aimed at reducing MCP as a way of reducing HIV incidence in southern Africa.³



i i.e. having more than one sexual partner in the past 12 months

Why the OneLove campaign?

In 2006, the Southern African Development Community (SADC) recognised MCP as an important driver of the HIV epidemic in the region,⁴ and recommended that reducing MCP be a key objective for social change interventions in the next five years. In response, the Soul City Regional Programme embarked on an HIV prevention campaign aimed at reducing MCP among youths and adults in southern Africa.

The campaign design was informed by multi-country formative research on MCP and HIV conducted across ten countries in the region. The research included literature reviews, stakeholder consultations and audience qualitative research. The aim was to gain insights into the attitudinal and behavioural dynamics of MCP among the youth and adult population.

In South Africa, the research showed that MCPs are indeed common among youths and adults. Culture and gender were found to reinforce the practice of MCP where, for instance, it is often considered normal for a man to have many sexual partners.⁵

The campaign identity  **onelove** was created, tested with target audiences across the region and launched in South Africa in January 2009. All the information below relates specifically to the OneLove campaign in South Africa.

In South Africa, research showed that MCPs are indeed common among youths and adults. Culture and gender were found to reinforce the practice of MCP where, for instance, it is often considered normal for a man to have many sexual partners.

Campaign Objectives

The goal of **onelove** is to support the National Strategic Plan for HIV in South Africa by contributing to the reduction in new HIV infections in South Africa.⁶ The following specific objectives were formulated to achieve this goal:

- popularise the OneLove campaign
- reinforce positive behaviour without blaming or labelling people who engage in risky sexual behaviour
- role model safer sexual behaviours
- challenge men and women to change their lifestyles to ensure happy fulfilling relationships
- encourage a paradigm shift that supports the idea that single, monogamous relationships can be happy and fulfilling
- inform and empower target groups to make positive lifestyle choices concerning their sexuality
- spark national discussion and debate on gender issues and culture, and the role these play in relationships, without being critical or judgemental.

Key Messages

The following key messages were identified after extensive research and consultation:

- Having concurrent partners hugely increases the risk of getting HIV and puts loved ones at risk.

- Sex is an important part of life and can be rewarding and fulfilling. It can also be harmful to an individual and their loved ones.
- Open and honest communication between steady partners about their sexual needs can result in fulfilling and enjoyable sexual lives.
- Always or consistently use condoms with all partners. This means a new condom with each partner every time and every round.
- Both men and women can control their sexuality.
- Testing for HIV gives people information on their HIV status; it does not protect them from getting HIV.
- Testing negative is an opportunity to examine sexual behaviour and ensure ongoing negative status.
- Transactional and intergenerational sex are very risky. The difference in power in these relationships means people are not able to negotiate safe sex.
- Ensuring women's rights does not mean taking away men's rights.

The goal of OneLove is to support the National Strategic Plan for HIV in South Africa by contributing to the reduction in new HIV infections.

Target Audience

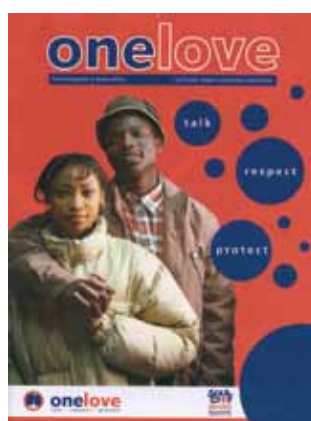
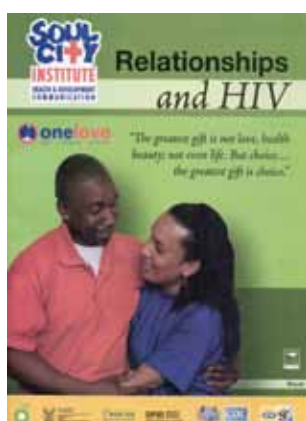
The primary target audience of **onelove** is South African men and women in the age range of 16 to 55 years. Children form a secondary target audience since early intervention – prior to sexual activity – is an important aspect of HIV prevention. Early intervention encourages delayed sexual debut and healthy sexual choices. This evaluation covered audiences in the youth and adult groups. Advocacy activities have primarily targeted the media sector and traditional leaders, while the public has been targeted via a range of media and public debates.

Campaign Components

onelove uses all Soul City Institute vehicles to carry the messages of the campaign, particularly emphasising the risks of MCP. These include:

- mass media: TV, radio and print booklets
- social mobilisation: adult training in communities, community dialogues and school-based programmes
- advocacy to promote public debate.

Table 1 provides detail on **onelove** campaign elements to date.



Mass Media	TV	RADIO	PRINT MATERIAL
	<ul style="list-style-type: none"> ● <i>Soul City 9</i>: 13-episode, prime-time television drama series ● <i>Love Stories</i> in a time of HIV and AIDS – 10 short films from southern Africa 	<ul style="list-style-type: none"> ● <i>Soul City 9</i>: radio drama series – 30 episodes in 9 languages ● Community radio talk shows: aired on 12 community radio stations in 7 provinces, following each TV episode 	<ul style="list-style-type: none"> ● <i>Relationships</i> booklets: <i>OneLove – preventing HIV in South Africa</i> – HIV prevention training material ● <i>Soul Sex</i> – to encourage a fulfilling sex life and stable relationships
Social mobilisation	<ul style="list-style-type: none"> ● Education and Training programme: Community HIV training-course for adults – 6-day, level 1 accredited course ● Community dialogues nationally to discuss and debate HIV with a diverse range of community members ● onelove toolkits distributed via campaign partners ● Soul Buddyz Clubs in 6 000 schools nationally, facilitated by teachers using guides designed by Soul City Institute 		
Advocacy	<ul style="list-style-type: none"> ● Lobbying key traditional, community and media personalities to advocate for onelove in their communities ● Media round tables to discuss HIV and MCP ● Opinion articles by Soul City published in print media ● TV and radio interviews with Soul City onelove campaign managers ● Advocacy training campaign for all staff including partners 		
Other	<ul style="list-style-type: none"> ● onelove website ● onelove CD and video ● World AIDS day race ● onelove team in 702 Walk-the-Talk, Johannesburg 		

Table 1 OneLove Campaign Elements

Campaign Partners

Campaign partners have been key to the launch and roll-out of **onelove**. There are approximately 80 **onelove** partners in business, government and non-government sectors implementing various activities of the campaign. Partners include the AIDS Consortium, loveLife, Aurum, North West Department of Health and Social Development, the National Treasury, the National Department of Correctional Services, South African Police Services and the Durban University of Technology.

These partners conducted events such as community dialogues in communities, schools and universities in their provinces and displayed and distributed **onelove** materials at events including conferences and concerts that they organised.

Campaign partners have used the toolkits and integrated **onelove** messages into their work, thus extending and reinforcing the **onelove** messages. Partner initiatives include:

- *loveLife* devoted a series of talk shows to OneLove messages, which aired on 11 radio stations in ten South African languages.
- *Kagiso TV and Communication* trained peer educators on OneLove.
- *SASCO* student movement integrated OneLove into the campaign **Graduate Alive** which promotes the 'one girlfriend, one boyfriend' principle at tertiary institutions.

- *NewStart* is a major HIV testing initiative that includes the OneLove messaging in its programme.
- *Show Me Your Number* focuses on ex-footballers – they have received OneLove training with a view to cascading further training to peers.

onelove exhibitions were held at launches and conferences of a number of partners.

Interim evaluation

As **onelove** South Africa approached its mid-point, Soul City Institute sought feedback on how audiences received and perceived **onelove** communication materials and the impact of the campaign thus far. Specifically, the evaluation aimed to:

- determine levels of exposure to media components of OneLove
- describe participation in OneLove community-level activities
- quantify the advocacy elements of the OneLove campaign
- explore the audience's overall impression of OneLove campaign materials
- assess the relevance and appropriateness of campaign materials, interventions and messages
- explore the messages that the audience received from OneLove
- determine the impact of OneLove on HIV and AIDS-related knowledge, attitudes and behavioural outcomes that the campaign addresses





- explore whether audience members exposed to OneLove behaved differently or sustained desirable health behaviour-change as a result of the campaign
- explore whether OneLove sparked debate among peers, families and community members; and the nature of the debates
- understand further barriers to social change around MCP
- source audience suggestions for improving the OneLove campaign.

Data sources

Several sources of data have been used to monitor and evaluate the **oneLove** campaign to date. This has allowed Soul City Institute to consider various elements and levels of the campaign. These include:

- A nationally representative household survey (as part of the 2009 National Communications Survey). This was conducted five months after the launch of the campaign and did not include an assessment of the *Love Stories* film series screened in 2010.^{7,8}
- A qualitative audience reception study of OneLove in three provinces.⁹
- A qualitative audience reception study of the *Love Stories* film series.¹⁰
- Media monitoring data from the South African Advertising Research Foundation (SAARF).¹¹
- Review of routinely-collected data and reports of adult community training in HIV prevention and OneLove community dialogues.
- Review of toolkit distribution to OneLove campaign partners.
- Documentation of OneLove partner activities.
- Media monitoring data of print-media newsclippings.

Details of the methods are contained in the original reports and summarised in Appendix I.

Overall reach of **onelove**, including *Soul City 9 TV* and *Love Stories* was high and maintained the position of Soul City Institute as one of the leading health-promotion interventions in South Africa.

OneLove South Africa: Interim Evaluation findings

Reach

Overall reach of **onelove**, including *Soul City 9 TV* and *Love Stories* was high and maintained the position of Soul City Institute as one of the leading health-promotion interventions in South Africa. After just five months, the campaign had reached approximately 17 million people – or 61% of South Africans. *Soul City 9 TV*, which focused on messages related to **onelove**, reached 51% of South Africans (Figure 1). Reach was highest in the 16 to 29 year age group (see Figure 2). Although radio reach was lower overall, reach was highest in rural areas where 15% or approximately 1.5 million adults listened to *Soul City* radio. This is significant as rural audiences have low levels of TV access and are particularly hard-to-reach.

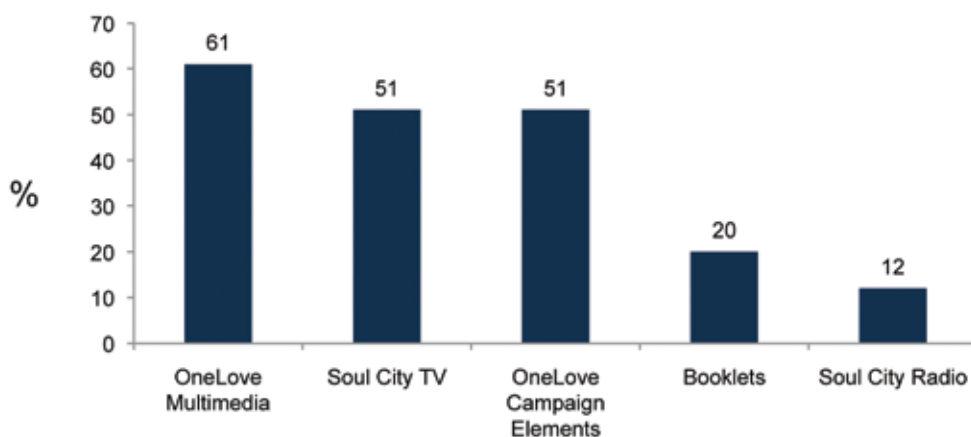


Figure 1 Overall Reach of Programming Components

A substantial proportion – 27% – of those who watched *Soul City 9 TV* watched six or more episodes, indicating viewer loyalty and suggesting that the full impact of messages that are reinforced frequently and developed through the 13 episodes could be received by viewers. Figure 2 shows reach by age.

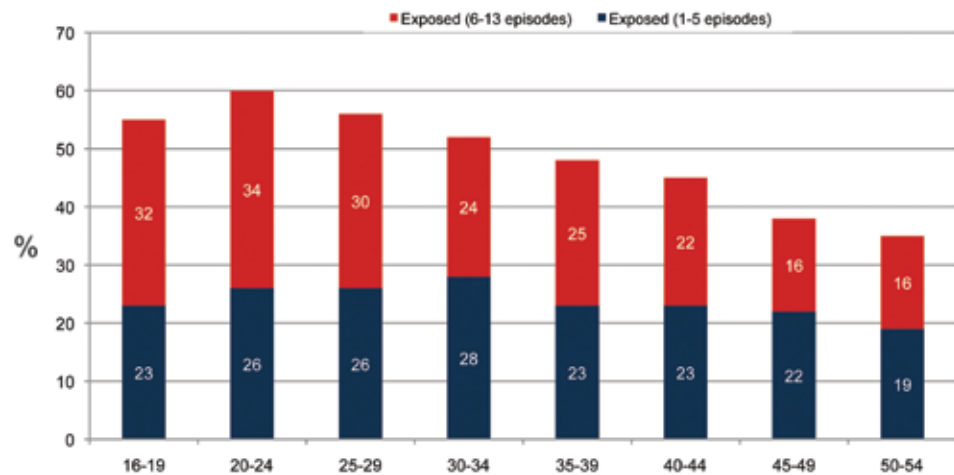


Figure 2 Reach of Soul City 9 TV by Age and Number of Episodes

Soul City 9 TV and Love Stories Audience Ratings

Soul City 9 TV series was the second-highest performing programme, in terms of viewership, for the three months that it aired. Audience ratings (ARs) from SAARF were obtained to estimate weekly viewership. Based on these estimates, on average nearly six million people watched each episode of Soul City 9 TV (582 847 450 people) and more than five million watched each Love Stories drama (525 063 720 people) on SABC 1 (see Appendix II).

Messages in Print Media

From January 2009 to June 2010, approximately eight million booklets with **onelove** messages were distributed:

- Relationships and HIV: a total of 945 000 booklets distributed nationally in Afrikaans, English, Sesotho and isiZulu.
- OneLove – Preventing HIV in South Africa: a total of about 1.2 million booklets distributed nationally in Afrikaans, English, Sesotho and isiZulu.
- HIV prevention training material: a total of 1 184 186 copies distributed nationally.
- Soul Sex booklets: a total of 510 587 distributed nationally.
- General HIV and AIDS related booklets: a total of 3 984 437 distributed nationally.

These distribution numbers can be used as a proxy for the numbers reached by booklets, but are likely to underestimate actual reach since each booklet would likely have more than one reader.

Other Messaging

- OneLove promotional materials (including T-shirts, branded pens, bracelets, bandannas, lanyards and shopping bags) were distributed nationally.
- OneLove toolkits were distributed to a total of 1 062 campaign partners, training partners and at outreach events (see Figures 3 & 4). Each toolkit consisted of OneLove booklets, posters, bangles and T-Shirts.

Soul City 9 TV series was the second highest performing programme, in terms of viewership, for the three months that it aired.

- Large numbers of toolkits were distributed by Soul City Institute and OneLove partners across the entire country following the launch of the campaign in January and around the World AIDS day in November. The majority were distributed to other NGOs (see Figure 3).

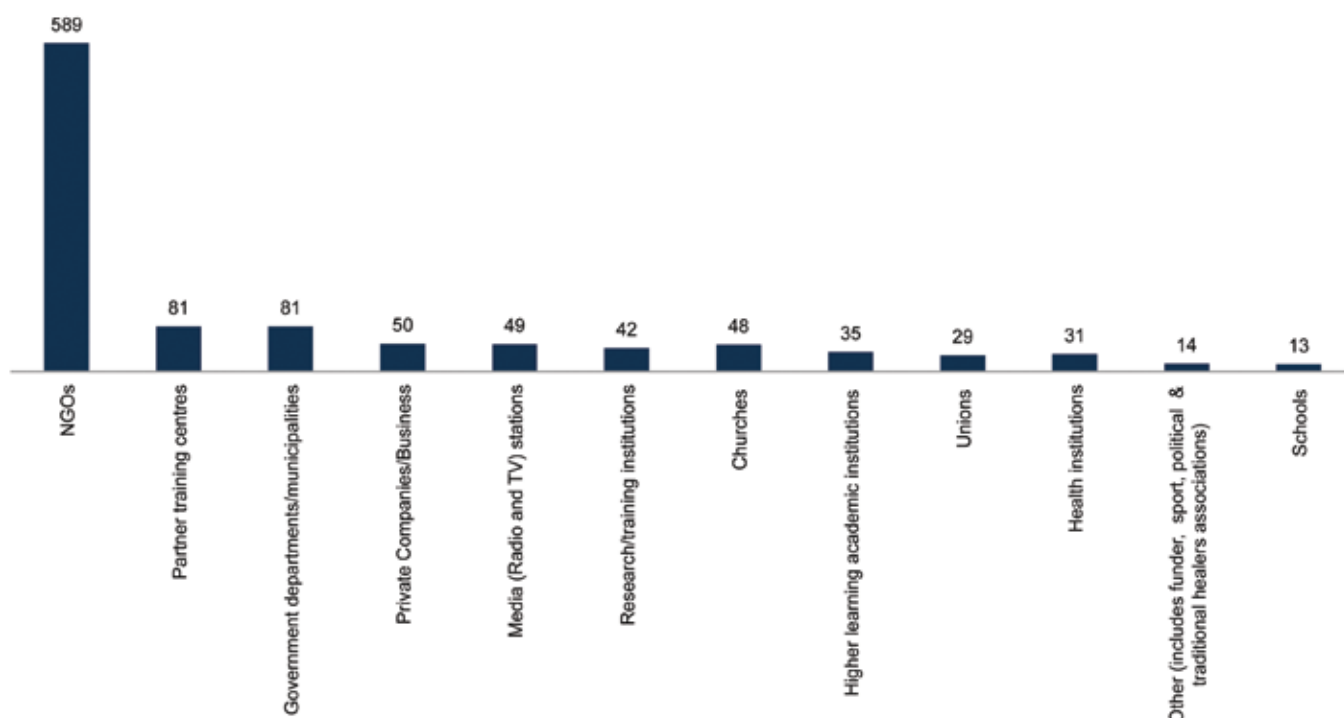


Figure 3 Toolkit Distribution by Type of Organisation

Community-based Activities

Community training in HIV prevention

Over 16 000 adults attended training in OneLove HIV prevention nationally between February 2009 and June 2010 as indicated in Table 2. While training occurred in all provinces, more than half of those trained were based in Gauteng, Free State or Limpopo provinces.

PROVINCE	NUMBER OF TRAINING SESSIONS	TOTAL NUMBER OF MALE PARTICIPANTS	TOTAL NUMBER OF FEMALE PARTICIPANTS	TOTAL NUMBER OF TRAINING SESSION PARTICIPANTS
Eastern Cape	70	307	1 339	1 646
Free State	60	1 000	1 521	2 521
Gauteng	119	1 763	2 300	4 063
KwaZulu-Natal	69	307	1 349	1 656
Limpopo	104	390	2 245	2 635
Mpumalanga	26	125	502	627
North West	50	507	1 279	1 786
Northern Cape	35	156	682	838
Western Cape	17	81	392	473
Total = 9	Total = 550	Total = 4 636	Total = 11 609	Total = 16 245

Table 2 OneLove Training by Province and Sex

Community dialogues

A total of 55 **onelove** community dialogues, with 4 038 participants were conducted from January 2009 to June 2010 (see Table 3). This excludes **onelove** dialogues that were held by campaign partners, or those run on request for government departments including the Department of Home Affairs, the Department of Correctional Services, the Treasury and the South African Police Services.

PROVINCE IN SOUTH AFRICA	NUMBER OF DIALOGUES HELD IN PROVINCES	TOTAL NUMBER OF MALE PARTICIPANTS	TOTAL NUMBER OF FEMALE PARTICIPANTS	TOTAL NUMBER OF COMMUNITY DIALOGUE PARTICIPANTS
Eastern Cape	9	74	244	318
Free State	14	346	531	877
Gauteng	4	182	341	523
KwaZulu-Natal	8	72	160	232
Limpopo	11	*286	*695	1 376
Mpumalanga	2	47	88	136
North West	4	†126	†259	445
Northern Cape	1	14	57	71
Western Cape	1	14	46	60
Total = 9	Total = 55	Total = 1 161	Total = 2 421	Total = 4 038

Table 3 Community Dialogues by Province

*The total number of male and female participants consists of the available gender data for 9 out of 11 dialogues. Gender is unknown for the 395 participants from the dialogues held in the Limpopo Province.

†The total number of male and female participants consists of the available gender data for 2 out of 3 dialogues. Gender is unknown for 60 participants from the dialogues held in the North West Province.

The majority of community members who participated in dialogues were female. This could represent a lack of interest on the part of men or a lack of availability of men during the times the dialogues were held.

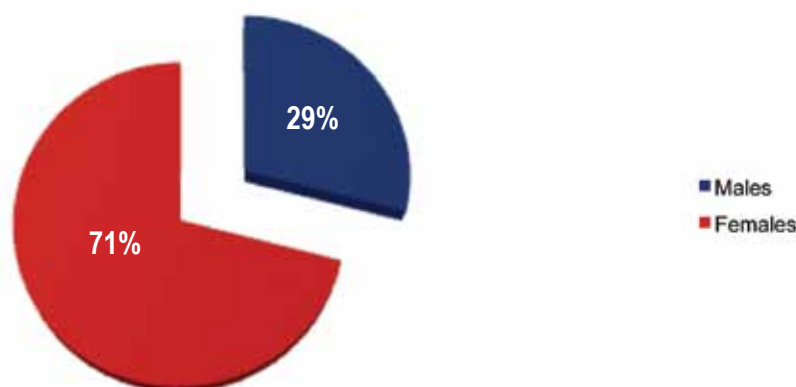


Figure 4 Breakdown of Male and Female Participants of the OneLove Community Dialogues

Advocacy components

onelove aimed to advocate for a safer and healthier HIV environment. This was achieved by creating public debates that used media and key cultural leaders to shift public opinion and facilitate a supportive social context for change. The debates focused on moving towards a more open, responsible approach to MCP and challenging and shifting cultural norms that silence and perpetuate concurrency. Table 4 below documents activities that were successfully scheduled and delivered as part of the **onelove** advocacy initiative.

ADVOCACY ACTIVITY	NUMBER	DESCRIPTION
Round tables/workshops	3	<i>HIV prevention and Concurrency</i> : a round table with political leaders. <i>Sex and Soapies</i> : a round table with producers of television soap operas. Workshop with agony aunts and columnists of various magazines to engage with Soul City Institute research on the topic.
Print media: newspaper articles	91	28 articles were in-depth, the remainder were letters, interviews and TV reviews. One third (32) were in national newspapers, the remainder in provincial newspapers in Gauteng, KZN, Western Cape, Eastern Cape and Free State. No newspaper articles about onelove were published in newspapers in Limpopo, Mpumalanga, North West or Northern Cape provinces.
Print media: magazine articles	37	All except two had national distribution, the majority (20) were interviews with actors from <i>Soul City 9</i> TV series.
Radio interviews, debates and discussions	27	Interviews on commercial radio stations on multiple partners, transactional and intergenerational relationships.
Media advocacy training	1	Training held with onelove partners and Soul City Institute staff on understanding and speaking with the media, 40 people attended.

Table 4 Advocacy Activities for the OneLove Campaign

Target audience reception

Overall, the primary target audience had a positive response to the **onelove** campaign and campaign materials. They found **onelove** messaging to be relevant, realistic and appropriate, as evidenced by the quotes below. Those reached indicated that the **onelove** campaign addressed the realities of their communities.

... it affects us all because it talks about things happening. ... I think it is because it talks about things that happen everyday... it might not be me, but my neighbour or someone in the village is doing that.

FEMALE 26–40 YEARS, RURAL, LIMPOPO

It's talking to us because we are the ones who get involved with Sugar Daddies and we get drunk and we do not even use protection. It's something that is happening ... It's real.

FEMALE 18–25 YEARS, TOWNSHIP, GAUTENG

DAILY SUN
Friday, 13 March 2009, p. 35

Soul City has a positive influence

I believe the true stories are ignored.
Thank you SABC and *Soul City*.
You show the true colours of the country. And you teach us with this drama.
It shows that there are some people who care about us. People, stop fooling yourselves – Aids is not your friend, it kills and it is real!
Aids is around you, be careful! Please ladies and gentleman, keep watching TV, there's a good news story that fits your life. Thank you *Soul City* for your lovely heart and thank you SABC.
■ Sam Sibiya, Lillydale Trust



It builds – you get to know things. They show things that make you happy to watch. They teach you things. They give information, they are a pleasure to watch, you understand when watching it. It gives you ideas; you look at it and see that these are the things that really happen.

FEMALE 18–25 YEARS, TOWNSHIP, KZN

Furthermore, target audience feedback was that people liked the materials and found them to be educational and to have a mix of pleasant, entertaining and moving emotional appeal.

What made me sad and stuck in my mind was the fact that the boy couldn't get his bursary because he was HIV positive and the fact that he was a clever boy. Maybe if he could have protected himself but now they didn't, did they?

FEMALE 26–40 YEARS, INFORMAL SETTLEMENT, KZN

Mh ... You are telling the truth ... this message is so eh, so eh, so important that I was very glad when I heard it, glad for the message that says, stick to one partner so that you can be able to live longer ...

MALE 41–55 YEARS, RURAL, LIMPOPO

The story on TV was painful. Lebo was faithful to her husband and hardworking at the end of the day she became HIV positive.

FEMALE 18–25 YEARS, TOWNSHIP, GAUTENG

Participants also had good story and message recall and their reflections indicated that they had effectively received the messages conveyed.

There is also a problem of daddies (older men) who have money now in December. Our girls will leave us for them and see us in January when they are gone. They go fetch disease from abodaddy (sugar daddy). This is actually what happened in the Soul City drama. I watched that episode when the boy realised that he got the disease from the father, it was sad what happened there.

MALE 26–40 YEARS, RURAL, KZN

There is also a problem of daddies (older men) who have money now in December. Our girls will leave us for them and see us in January when they are gone.

MALE 26–40 YEARS, RURAL, KZN

I heard it on radio. It was the story of a girl who left home and went to college and found that she could not afford her living and she found a sugar daddy – the sugar daddy had a wife at home. So you see both these people are not faithful. The girl had left her boyfriend at home and the man has a wife at home. The man tells his wife lies that he is going on a business trip while he is going to the girl. One day they got involved in an accident and when they were examined in hospital they were found to be sick (HIV). The wife blamed the husband that he has infected her too. The boyfriend also blamed the girl for his infection. In hospital it was found the girl was pregnant, the child died but it was not known who the father of the child was – the boyfriend or the sugar daddy.

MALE 41–55 YEARS, TOWNSHIP, GAUTENG

The way I understand it is that it is about relationships – that partners should respect each other. Also, you should respect yourself and your partner should respect herself. It means you should not go out with other people and your partner too should not have more than one lover. For instance I might be sick and then I have sex with one partner and then go to another and leave my infection there – spread it.

MALE 41–55 YEARS, TOWNSHIP, GAUTENG

So you see both these people are not faithful. The girl had left her boyfriend at home and the man has a wife at home. The man tells his wife lies that he is going on a business trip while he is going to the girl.

MALE 41–55 YEARS,
TOWNSHIP, GAUTENG

Target audience reception: *Love Stories* films

People generally had a good impression of the films. They indicated that the stories were interesting, easy to watch and easy to follow because of the subtitles. They also found them to be relevant and appropriate for southern African audiences, and observed that the scheduling during prime time meant that people were likely to be watching TV. In addition to conveying the **onelove** message, the series succeeded in building a sense of regional cohesiveness and understanding.

It was nice that they were played in their original languages and that no attempt was made to dub them into Zulu. The fact that there were sub titles made them original and preserved their genuineness.

FEMALE 22–33 YEARS, URBAN, SOWETO

*I remember when I was watching the *Zambian* story at the very beginning while still trying to figure out what was going on I received a call from this friend of mine, a *Zambian* lady and she said ‘you know I am so happy – so excited – I am jumping up and down because they are showing our movie. It makes me feel I am so welcome to stay here in South Africa’ ... It felt good to be South African and to be complimented in that way by my friend.*

FEMALE 23–36 YEARS, URBAN, MIDRAND



Participants commented on the range of issues covered in the *Love Stories* films, and spoke of the mixture of emotional responses they had to the different stories.

They gave you different emotions every week, like the one of the preacher who was strict in his house and in love with a widow, made me very angry. Then the following week there could be a very painful one that made you feel down and some ended up well and you would feel happy like there is hope.

FEMALE 23–36 YEARS, URBAN, MIDRAND

The University film touched me. Forcing a life that you cannot afford because you want to fit in and end up with the diseases because you are sleeping around to afford a good life. It taught me not to do that.

FEMALE 23–36 YEARS, URBAN, MIDRAND

Generally, people said they liked the South African film *Umtshato* (The Wedding), which prompted discussion with peers.

I liked the woman who left her husband a day after their marriage – when she discovered that her husband had impregnated his ex girlfriend/another girlfriend when they got married. I liked her because she stood for the truth and did not just die inside because of what happened.

FEMALE 23–36 YEARS, URBAN, MIDRAND

As guys we talked about it - it was like, 'did you see what Jason did, left a girl he has a child with and married another one?' I wished he had married the one he was expecting the child with. We agreed that parents can disorganise you.

MALE 22–33 YEARS, URBAN, SOWETO

As guys we talked about it – it was like, 'did you see what Jason did, left a girl he has a child with and married another one?' I wished he had married the one he was expecting the child with. We agreed that parents can disorganise you.

MALE 22–33 YEARS, URBAN, SOWETO

*We talked about the stories with my friends a day after they played. The specific one we talked about is the one where the woman left the man a day after their wedding (*Umtshato*).*

MALE 22–33 YEARS, URBAN, MIDRAND

Participants also had some criticisms of the *Love Stories*.

The way they end was sometimes like a story that is still going on. Sometimes we were left wondering what happened. We do not know if a person eventually died, got sick or what happened to him/her at the end.

MALE 22–33 YEARS, URBAN, SOWETO

They should be longer than 30 mins. They leave you with a question mark each time they play, it is as if something has not happened, they are not finished yet. Maybe they should play them for an hour.

FEMALE 22–33 YEARS, URBAN, SEBOKENG

Impact

Both the quantitative and qualitative data showed that **onelove** has already been successful in achieving several outcomes. These include partner reduction, condom use, transactional and intergenerational sex, discussion and debate, and community action. Participants of the audience reception studies provided testimonies about specific behaviour changes or intended behaviour changes attributed to **onelove** exposure.

Partner Reduction

After just four months of the campaign, the National Communications Survey confirmed that exposure to **onelove** was associated with changes in knowledge, attitudes and behaviour related to partner reduction.

OneLove campaign elementsⁱⁱ were associated with a 6% increase in knowledge of partner reduction – this translates to approximately 1 644 600 adults, aged 16 to 55 years. Furthermore, **onelove** campaign elements were associated with a 5% attributable increase (1 370 500 people) in knowledge of ‘gap length’ – the period soon after a person is infected with HIV – when they are most likely to transmit HIV to their sexual partners.

While the quantitative findings did not show a reduction in number of partners in the past month, a reduction in the number of partners amongst single women associated with onelove compared to the preceding year was found. Specifically, single women with high exposure to **onelove** were 42% less likely to have more sexual partners compared to those not exposed to **onelove** in the last year.

The qualitative study also revealed that participants gained knowledge about HIV transmission-dynamics and intended to stick to one partner.

I have decided to stay with one partner seeing that things are as they are out there and that when we have problems we should sit and talk about them. I should not do as he does in order to revenge because we'll end up sick.

FEMALE 22–33 YEARS, URBAN, SOWETO

*As you can see (referring to the **onelove** logo) they are showing us two people, a man and a woman. It means that we should restrain ourselves and only keep one partner. I think if people kept one partner there would be a lot of difference.*

MALE 26–40 YEARS, INFORMAL SETTLEMENT, GAUTENG

ⁱⁱ OneLove Campaign Elements: Recall of at least one of ten OneLove items (Heard of OneLove, could complete the slogan, aided recall of OneLove logo (respondents were shown OneLove logo), spontaneous recall of OneLove from TV, radio, clinics, radio, posters, booklets, billboards and schools)

I have decided to stay with one partner seeing that things are as they are out there and that when we have problems we should sit and talk about them.

FEMALE 22–33 YEARS, URBAN, SOWETO





They taught us about relationships and HIV/AIDS. They showed us how you can get HIV, they showed us the chain. You are dating sugar daddy, you don't know who else sugar daddy dates and sugar daddy is someone's husband.

FEMALE 23-36 YEARS, URBAN, MIDRAND

The evaluation of Soul City Institute in 2006/2007 similarly found that exposure to Soul City Institute products led to increased use of condoms, suggesting that Soul City Institute interventions have led to sustained change over the years in relation to influencing condom use by South Africans.

I have also learnt that we should be satisfied with what we have in a marriage husband be satisfied with your wife and wife be satisfied with your husband. ... We must just learn from when we are young, from when we start relationships that just one is enough, not two.

FEMALE 23-36 YEARS, URBAN, MIDRAND

Condom Use

The **onelove** campaign led to an increase in condom use – there was a 4% (approximately 1 096 426 people) difference in condom use at last sex between people exposed to both **onelove** campaign elements and **onelove** multimediaⁱⁱⁱ and a matched control group.

In the multivariate analysis, the people exposed to **onelove** campaign elements were significantly more likely to report condom use as compared to those not exposed.^{iv} There were significant differences by gender, where females were 32% less likely to report condom use than males. There was also significantly higher reporting of condom use among male, highly educated, young, student and single respondents.

The evaluation of Soul City Institute in 2006/2007 similarly found that exposure to Soul City Institute products led to increased use of condoms, suggesting that Soul City Institute interventions have led to sustained change over the years in relation to influencing condom use by South Africans. The qualitative research findings supported this – where participants reported knowledge gains, self-efficacy and intended behaviour change in relation to condom use.

iii OneLove Multimedia: This was the combined effect of *Soul City* 9TV, radio and print media and did not include the OneLove campaign elements described above

iv [OR 1.17, 95% CI(1.04, 1.32) P=<0.05]] controlling for other variables

Ja, because us girls were not keen on using condoms because we felt that we did not feel the man when he is wearing a condom, but now I use it because I know I can also use it for contraception as well as protection. So we have changed.

FEMALE 18–25 YEARS, INFORMAL SETTLEMENT, GAUTENG

Some have changed. I saw a man, an elderly man, buying condoms at our local Spaza shop. So can you see that things are no longer the same.

FEMALE 18–25 YEARS, INFORMAL SETTLEMENT, GAUTENG

That you should always ask your partner to use a condom if he decides for some reason not to use it. I have learnt that you should have a condom with you when you go drinking. But doesn't that mean you assume that when you are drunk you are going to sleep around? It is a safety thing ...

FEMALE 18–25 YEARS, TOWNSHIP, KZN

Males exposed to *Soul City* TV 9 and **onelove** multimedia, were significantly less likely to report transactional sex as compared to those not exposed.

The community training also had an impact on condom use, as this quote reflects.

I am a changed man since after the workshop. Do you know that I was the regular customer at the clinic to treat the Sexual Transmitted Infections? Now I use a condom whenever I engage in sexual activities.

MALE PARTICIPANT AT SOUL CITY INSTITUTE HIV & AIDS TRAINING

Transactional Sex

There was no significant difference in the number of females reporting having transactional sex (*provision of sex in exchange for money*) in the last 12 months. However, significant differences among males were observed. Males exposed to *Soul City* 9 TV and **onelove** multimedia, were significantly less likely to report transactional sex as compared to those not exposed.^v *Soul City* 9 TV, which had a strong transactional-sex message, was responsible for a 2% (548 213 people) decrease in the number of males reporting having transactional sex, as was **onelove** multimedia. Males exposed to **onelove** multimedia were 42% less likely to report transactional sex as compared to those not exposed.^{vi}

The qualitative data revealed that young females intended not to have a sugar daddy and wait for the right partner, after getting the **onelove** message.

v [OR: 0.63, 95%CI (0.44, 0.92), P=0.02]

vi [OR: 0.58, 95%CI (0.40, 0.85), P=0.005].

I thought about how poverty, not having things, can lead to you just throwing yourself at anyone.

FEMALE 26–40 YEARS, INFORMAL SETTLEMENT, KZN

Just like I said earlier, I have decided not to have a sugar daddy. I will wait until I get someone who is right for me. If someone proposes to me I cannot just say 'yes' there and then just because he has done something for me. ... and you end up drinking and finding yourself having slept with him. ... I would rather wait for someone who understands me. You must have pride.

FEMALE 18–25 YEARS, TOWNSHIP, GAUTENG

I thought about how poverty, not having things, can lead to you just throwing yourself at anyone.

FEMALE 26–40 YEARS, INFORMAL SETTLEMENT, KZN

It is important because when you think about getting a sugar daddy because you need money you think twice because you feel that you might end up like Lulu and get the disease.

FEMALE 18–25 YEARS, TOWNSHIP, GAUTENG

Debate and Discussion

The following findings are noteworthy as they illustrate behaviour change at the community level. Exposure to *Soul City 9* led to debate and discussion amongst viewers. Watching more episodes of *Soul City 9* led to more discussion. This was supported by the qualitative data.

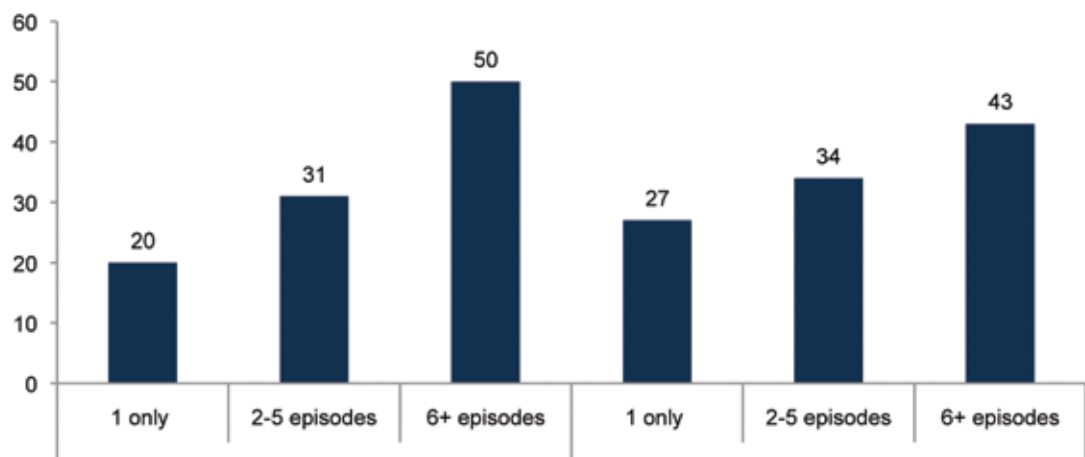


Figure 5 Impact of Increased Exposure to *Soul City 9* on People Discussing Content with their Sexual Partner

Viewers reported that they discussed the content with their sexual partner:

*There is a change because I have noticed that some couples have become closer to each other than they used to be and they are keeping to each other. It means that they must have heard about **one love**. Nowadays you hardly hear people bragging that they are in love with so and so and so and so. The changes might be small but they are there.*

MALE 41–55 YEARS, TOWNSHIP, GAUTENG

After watching the story on TV I suggested to my girlfriend that we should look for a place and stay together so that we can be faithful to each other ... I discovered that I was sick (HIV) and she too is sick. So, I suggested that we stick to each other and look after each other.

MALE 41–55 YEARS, TOWNSHIP, GAUTENG

Viewers also reported that they discussed the contents with their children.

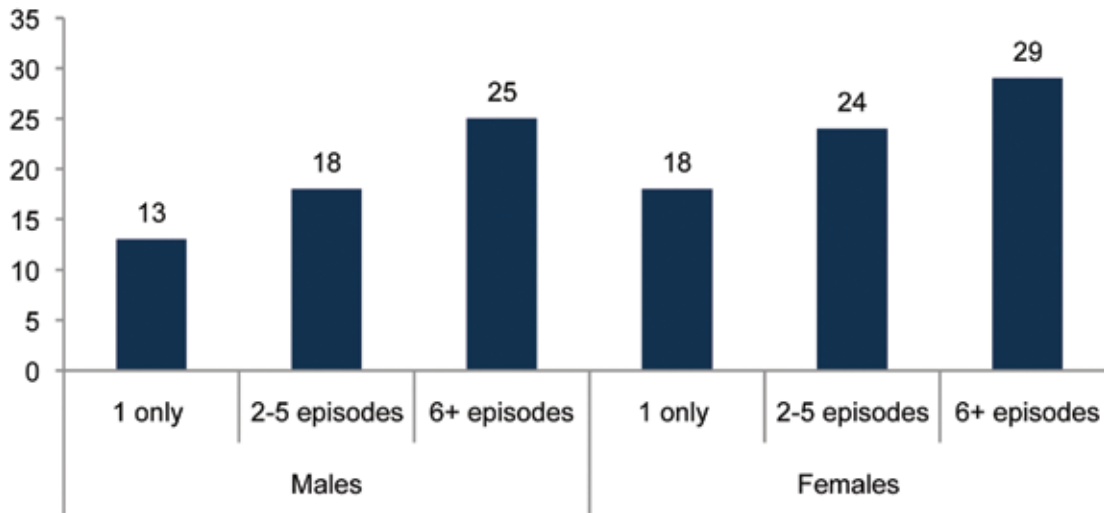


Figure 6 Impact of Increased Exposure to Soul City 9 on People Discussing Content with their Children

I have noticed that since **onelove** our parents are now open with us ... They are now able to sit you down and give you advice and say: 'Did you see on TV what happens to people who behave like you? (It could be that you are pregnant.) In some cases you would be thrown out of the home ... Parents now understand and are supportive.

FEMALE 18–25 YEARS, INFORMAL SETTLEMENT, GAUTENG

Participants indicated that **onelove** materials also sparked debate about sex and AIDS with peers and friends.

... In gatherings like, parties, weddings, funerals and just everywhere ... you find that women would meet and start talking about issues as a group, so the message is spread that way.

FEMALE 26–40 YEARS, RURAL, LIMPOPO

We talked about the stories with my friends a day after they played. The specific one we talked about is the one where the woman left the man a day after their wedding (Umtshato).

MALE 22–36 YEARS, URBAN, MIDRAND

In gatherings like, parties, weddings, funerals and just everywhere...you find that women would meet and start talking about issues as a group, so the message is spread that way.

FEMALE 26–40 YEARS, RURAL, LIMPOPO

Community Action

Following each community dialogue, facilitators were asked to complete a report that included a list of any actions that dialogue participants had resolved to take in their communities. HIV prevention campaigns and community workshops/dialogues were the main actions planned, but several plans not related to HIV were also generated (see Table 5).

HIV RELATED PLANS	TOTAL NUMBER OF PLANS MADE BY COMMUNITIES (%)
Awareness campaigns focussing on MCP, condom use, VCT	16 (20.8%)
Community workshops and/ or OneLove community dialogues	12 (15.6%)
School-based training workshops and support for children	7 (9.1%)
Extending local hospital and clinic services (including training workshops, establishing a VCT centre and mobile clinics for accessing ART)	6 (7.8%)
Peer education on HIV-related matters	5 (6.5%)
Support for HIV infected people	5 (6.5%)
OneLove marches	4 (5.2%)
Training courses in communication in relationships and/or parenting	4 (5.2%)
Promoting condom availability at local taverns, shops and clinics	2 (2.6%)
Virginity testing	2 (2.6%)
Other (non-HIV related plans): include responses to substance abuse and sustainable livelihoods	14 (18.2%)
TOTAL	77 (100%)

Table 5 OneLove Community Action Plans Reported as a Result of the OneLove Community Dialogues

Spontaneous activities

As the **onelove** campaign was implemented by Soul City Institute and its partners, several complementary initiatives emerged. A sample of these is described below. These additional initiatives are a measure of the ripple effect of the **onelove** campaign in its early months.

North West Department of Health and Social Development OneLove partnership

The North West Province Department of Health and Social Development approached Soul City Institute with a view to intensifying the implementation of the **onelove** campaign in the province. The official launch of this intensified provincial campaign was held in June 2010 and was attended by 5 000 people including the MEC. Implementation activities included **onelove** training, community dialogues, marches and materials distribution.

Venda students OneLove action and March

Following **onelove** training in Limpopo Province, local Soul City Institute trainers came up with the idea of extending the campaign to target students at tertiary educational institutions in the province. **onelove** dialogues, talks and a march were held in May 2009 in collaboration with the educational institution officials, drawing substantial numbers of students. According to the co-ordinator, 'The **onelove** concept has taken the Province by storm. Even our Buddyz schools are determined to play a part in spreading the message.'



Boschplaats Primary School OneLove March in Limpopo Province

A **onelove** march in the village brought together around 1 400 learners carrying placards and ululating community members. It was organised by the Boschplaats Primary Soul Buddyz Club facilitator and club members from Boschplaats Primary School who invited other schools and clubs in the area. The march ended at the school and culminated with a range of **onelove** activities. The Soul Buddyz Club had raised funds to cover catering costs for the day.

Ntuzuma OneLove March in KwaZulu-Natal

Five hundred community members marched from Ntuzuma township to highlight the **onelove** message and empower women against gender based violence. **onelove** booklets were distributed en route.



Discussion of findings

The findings of the interim evaluation have shown that the **onelove** campaign has had excellent reach and reception within South Africa. After just four months of the campaign, approximately 61% of the adult population had been exposed to at least one of the **onelove** multimedia vehicles (TV, radio and print); while around half had been exposed to one or more campaign elements carrying the **onelove** logo. Qualitative data confirmed that the target audience found the campaign messaging was relevant, realistic, educational and had strong emotional appeal. Messages were accurately received. Moreover, the target audience recognised the regional scope and relevance of the campaign and the issues it addresses.

The campaign has triggered debate and discussion at national and community level as well as between sexual partners, parents and children, and peers.

The quantitative and qualitative data show that the campaign achieved its main objectives in the first 18 months of implementation. In particular, **onelove** has achieved broad popularity; while successfully role modelling safer sexual behaviours and reinforcing positive behaviour choices. The campaign has triggered debate and discussion at national and community level as well as between sexual partners, parents and children, and peers. Specific impacts of **onelove** – measured quantitatively and supported by the qualitative data – include improved knowledge about partner reduction as an HIV prevention intervention, improved knowledge of increased HIV transmissibility in the period soon after HIV infection, increased condom use, increased partner reduction amongst single women and decreased transactional sex amongst men. The qualitative data further testified to the impact that **onelove** had on shifting intended behaviour amongst young women to resist transactional sex. Future messaging may need to target adults who are married/living together to improve shifts in partner reduction.

While the campaign was launched and led by Soul City Institute, organisational partners were involved from the outset. Toolkits have been widely distributed via campaign partners, and several



have initiated community dialogues in the communities where they work. Hence, these partnerships have succeeded in extending the campaign and, at the same time, the campaign has provided resources and created a focus around which NGOs have aligned their HIV priorities.

At a community level, HIV training and **onelove** dialogues have been held nationally. Numerous communities have developed very specific plans to action **onelove** messages. Follow-up with these communities to establish what action has been taken, and what, if any, barriers have been encountered is important and will form part of forthcoming monitoring and evaluation. Strategies to increase male participation in community dialogues are required going forward. Encouragingly, there are already numerous examples of spontaneous action taken at grassroots level, some of which have been recognised by the press media. This suggests that communities are ready and receptive to local-level behaviour change communication. Community dialogues have also been held in response to requests from five separate government departments. Promoting equity in the geographical distribution of HIV training will strengthen the potential of community-level impact of the campaign nationally.

A measure of the success of the campaign to date is the partnership that the North West Province Department of Health has entered into with Soul City Institute to implement an intensified **onelove** campaign at provincial level. This demonstrates government confidence in the campaign and a commitment to extend and strengthen implementation. It also exemplifies how the NGO and government sectors can synergise energy and effort to reach a common goal. The initial investment in the **onelove** campaign in terms of resources, expertise, media and social mobilisation vehicles is adding value to the North West Department of Health programme, and optimising campaign cost-efficiencies. A similar model could be fruitfully explored in other provinces.



Conclusion

As has been shown above, the **onelove** campaign has achieved extensive reach and has been generally well received by the target audience. The outcome measures are promising and form the basis of positive behaviour change that will be assessed in the final evaluation to be conducted at the end of the campaign. Implementation of the **onelove** campaign needs to continue and be intensified to ensure maximum behaviour change.

SOWETAN (Late Final)
Friday, 17 April 2009, p. 14

Well done Soul City, you're da bomb

I would like to congratulate *Soul City's* writers, producers and actors.

The drama has brought new meaning to reality shows.

I would like to request other writers and producers to do the same. Write something educa-

tional and real, so that the youth can relate to it and learn from it.

Soul City you're da bomb. Hope that you'll have another series soon.

Congratulations guys. You deserve an award.

Buli Norushu, Brooklyn



Appendix I: Research design and sampling^{7, 8, 9}

Quantitative Aspect

The quantitative survey used questionnaires administered through an interview to gather data. A multi-stage, stratified sampling approach was used to draw a sample size of 9 728, in 398 small enumeration areas (SEA) recruited across all nine South African provinces in urban and rural geographical locations. The participants consisted of males and females aged from 16 to 55 years who were randomly selected within a household utilising the KISH grid method.

Key Features of the Evaluation Survey

- Interviewed 9 728 participants during June to August 2009.
- Included persons aged 16 to 55 years across all provinces and language groups.
- A structured questionnaire was designed in a consultative manner with the members of the project team, including external advisors. The questionnaire was translated into Afrikaans, isiNdebele, isiSwati, isiXhosa, Sepedi, Sesotho sa borwa, Setswana, Tshivenda and Xitsonga.
- At each selected household, personal at-home interviews were conducted by trained interviewers using a structured, pre-tested questionnaire.
- The questionnaire covered socio-demographic characteristics and various HIV and AIDS knowledge, attitude and behaviour indicators.
- Interviews were conducted in the home language of the respondent.
- The interview was approximately 1.5 hours in duration.
- A 10% validation check was undertaken in person or telephonically to review the work of each interviewer and ensure validity

Qualitative Aspect

Convenient and purposive sampling strategies were used to recruit participants in three provinces ensuring a spread of age, sex and geographical location. The provinces are Gauteng, KwaZulu-Natal (KZN), and Limpopo. KZN was particularly selected because it is the epicentre of the epidemic in South Africa.^{vii} Ten focus

vii Estimates in 2008 indicate that KZN has the highest HIV prevalence rate with the 15–49 age group reaching 25.8%. See Shisana, O et al (2009) Op. Cit. p35

group discussions (FGDs) were used to collect data, with 9 to 12 participants in each. Males and females were in separate groups further segmented into three age categories; 18 to 25 years, 26 to 40 years and 41 to 55 years. Table 6 shows the breakdown of FGDs by province, age, sex and geographical location.

AGE	GAUTENG		KZN			LIMPOPO
	INFORMAL	TOWNSHIP	INFORMAL	TOWNSHIP	RURAL	RURAL
18-25	1 female	1 female		1 female		
26-40	1 male		1 female		1 male	1 female
41-55		1 male	1 male			1 male

Table 6 Focus Group Discussion Breakdown

Data from **onlove** partners as well as from interviews conducted with trained community members were also used to gain more information around community action (events including community dialogues). *Goldmine Corporate Edition Version 7.5 (2008)* computer software used by Soul City Institute as a database to store its social mobilisation data was used to draw up information concerning community action around **onlove** from its outset.

Data processing and analysis

A statistical package, *STATA Version 11* was used to analyse the quantitative data. The main method of analysis used to assess impact is propensity score analysis, which is considered to be a highly appropriate method of assessing the impact of national coverage communication programmes.¹² This approach was used to construct statistically matched treatment (exposed to **onlove**) and control (not exposed **onlove**) groups of respondents from the population-based survey. Chi-square tests of association and logistic regression were also used to assess the overall impact of the campaign and to ensure that the impact measured is attributable to **onlove** and not related to confounding variables such as age, sex, socio-economic status, and education level.

Qualitative data was electronically recorded and translated into English (where interviews were conducted in local language other than English) and transcribed verbatim. The transcripts were coded and thematically analysed using *ATLAS.ti* computer software and manual analysis before compiling a report.

Appendix II Audience Ratings

Day	Date	From	To	Station	Title	All Individuals 4+ AR	Age 25-49 LSM 8-10 Metro AR	Age 16-34 LSM 6-10 Black AR	Age 16-34 LSM 3-8 Black AR	Adults LSM 6-10 Black AR	Adults LSM 3-8 Black AR
Wed	31/03/2010	2040	2109	SABC1	Love Stories	19.2	6.9	27.9	27.2	27.2	26.9
Wed	07/04/2010	2033	2103	SABC1	Love Stories	20.3	6.6	25.4	26.9	27.6	28.3
Wed	14/04/2010	2033	2101	SABC1	Love Stories	20.1	9.3	26.8	27.4	27.6	28.6
Wed	21/04/2010	2032	2100	SABC1	Love Stories	17.9	6.9	22.9	22.4	25.1	24.5
Wed	28/04/2010	2235	2304	SABC1	Love Stories	3.3	0.8	5.7	5.3	5.2	5.2
Wed	05/05/2010	2033	2102	SABC1	Love Stories	14.7	9.6	21.5	20.5	22.8	20.5
Wed	12/05/2010	2033	2102	SABC1	Love Stories	14.5	9.0	22.9	20.9	23.4	19.8
Wed	19/05/2010	2033	2102	SABC1	Love Stories	15.1	7.7	20.1	21.2	20.7	21.0
Wed	26/05/2010	2033	2102	SABC1	Love Stories	16.7	12.2	23.2	21.4	25.0	22.7
Wed	02/06/2010	2033	2102	SABC1	Love Stories	15.4	6.8	21.6	20.5	21.2	21.9

Table 7 Audience Ratings of the Target Market for Soul City 9

Day	Date	From	To	Station	Title	All Adults 4+ AR	Age 25-49 LSM 8-10 Metro AR	Age 16-34 LSM 6-10 Black AR	Age 16-34 LSM 3-8 Black AR	Age 7-12 Metro AR	Age 7-12 AR
Mon	19/01/09	2031	2101	SABC1	Soul City	21.0	6.4	33.5	30.0	14.6	17.2
Mon	26/01/09	2030	2100	SABC1	Soul City	20.0	7.9	28.0	26.3	14.1	17.9
Mon	02/02/09	2030	2100	SABC1	Soul City	19.8	6.9	32.5	26.5	13.5	14.5
Mon	09/02/09	2031	2100	SABC1	Soul City	21.0	5.5	32.3	29.2	14.4	16.0
Mon	16/02/09	2031	2101	SABC1	Soul City	19.5	6.9	32.2	28.4	16.6	15.9
Mon	23/02/09	2030	2100	SABC1	Soul City	21.4	7.2	32.2	28.5	17.4	20.2
Mon	02/03/09	2031	2103	SABC1	Soul City	21.8	7.0	32.5	30.6	17.9	19.0
Mon	09/03/09	2030	2100	SABC1	Soul City	24.1	7.8	33.1	30.4	18.6	25.1
Mon	16/03/09	2029	2059	SABC1	Soul City	24.2	8.8	35.4	32.9	17.7	21.3
Mon	23/03/09	2031	2101	SABC1	Soul City	23.5	8.1	33.6	32.3	18.8	17.9
Mon	30/03/09	2032	2102	SABC1	Soul City	23.4	5.7	36.6	32.3	18.2	21.0
Mon	06/04/09	2031	2101	SABC1	Soul City	22.4	7.3	34.7	33.3	13.8	19.7
Mon	13/04/09	2033	2104	SABC1	Soul City	20.9	6.4	35.3	30.3	16.3	18.5

Table 8 Audience Ratings of the Target Market for Love Stories

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