



Soul Buddyz

evaluation design

working document

february 2001



The Soul City Institute for Health and Development is a national multi-media "edutainment " project. It aims to impact positively on people's quality of life through integrating health and development issues into prime time television and radio dramas, backed up by full colour easy to read booklets. Soul City has developed and aired four previous series of Soul City and dealt with a variety of topics including AIDS, Youth Sexuality, Tobacco, Tuberculosis, Violence, Hypertension, Small Business Development, and Violence Against Women.

Soul City also has a number of offshoot projects including life skills materials and a children's edutainment vehicle called "Soul Buddyz" - a co-production with SABC Education. Soul Buddyz was launched in August 2000. The 6-month television series went on air shortly after the launch. Soul Buddyz deals with issues such as children's rights, AIDS, youth sexuality, accidents, disability, road safety, gender equality and bullying. Soul Buddyz was developed in close consultation with the Department of Health and the Department of Education. It consists of a television series, a radio series, a sex education video, a parenting booklet and lifeskills booklets distributed (through schools) to all Grade 7 pupils nationally.

More detailed information is available from
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evaluation

Soul City is in the process of conducting a retroactive evaluation of Soul Buddyz - externally contracting out. The evaluation consists of a qualitative component (contracted to Hope Madikane-Otto & Associates) and a quantitative component, appropriately adapted in the context of doing research with children (contracted to DRA- Development).

Evaluation Research Objectives:

Soul Buddyz has a largely formative evaluation research agenda, with some impact evaluation component. The evaluation is designed to measure or capture:

- Reach
- Audience Evaluation / Reception
- Impact
- (Some) Partnership Processes

Research is targeted at:

The research results will be disseminated to:

- Soul City and the larger production team
- Peers in the Health and Development Communication Community
- Funders, for further fundraising purposes

Intervention components evaluated are:

- 1) Edutainment multi-media (Reach, Audience Reception, Impact):
 - TV series, and Sex Education Video
 - Radio series
 - Print- Grade 7 Lifeskills Booklet and Parenting booklet
- 2) Partnerships: NCRC & Childline (Process Evaluation)
- 3) Advocacy component (limited focus)

Research Respondents / "data sources":

- *Children, *Parents, *Teachers, *Schools (through teachers),
- *(Some)Partnerships in the process, *(Some) Advocacy / Policy process

outcome - selectively focusing on information obtained from respondents mentioned above.

information needs prioritised

Reach & Audience Evaluation / Audience Reception

- Reach / Exposure -to multi-media
- Popularity / credibility / trust
- Utilization of material; patterns / habits around utilization of material (how / in what context do people view / read / use print material / listen to Soul Buddyz etc.)
- Audience Evaluation of material: audience likes & dislikes
- Saliency / relevance of Soul Buddyz?
- Identification with characters / role models?
- Message recall
- Understandability of messages
- Appropriateness of language
- Evaluation of format(s)

Impact - Children:

Knowledge & Awareness of ...

- ... childline number
- ... children's rights
- ... gender equality
- ... self-efficacy / sense of self
- ... reflectors / the importance of (wearing) reflectors
- ... what to do in case of a road accident
- ... what to do in case of drowning
- ... what to do in case of bleeding
- ... where to get information on HIV / AIDS
- ... wet dreams / menstruation
- ... the link between sex and pregnancy
- ... conflict resolution (what to do...)

Attitudes & Norms...:

- ...towards sex
- ...towards disability
- ... towards road safety

Behaviour:

- Talk about [...] to friends / teachers / parents (what do they talk about?)
- Support seeking behaviour
- Problem solving strategies
- Peer interaction

Impact - Teachers / Schools & Parents:

- Extent to which the intervention succeeded in mobilizing a more supportive environment for children - Teachers / Parents?
- Impact on parenting
- Impact on support giving / support seeking behaviour?
- Impact on relationship / communication / communication patterns (re children)?
- Does Soul Buddyz material make a difference? What?
- Road safety: support / started / thinking about starting scholar patrols...?
- Road safety: support Reflector Campaign? How?
- Access around disability?

Impact - Advocacy Strategy:

- Awareness amongst stakeholder groups / pressure groups
- [Media advocacy]
- Longer term:
 - Lobbying for legislation: reflectors as part of school uniforms / school wear



qualitative audience reception

research and impact evaluation

The qualitative component of the Soul Buddyz Evaluation consist of ethnographic studies, utilizing appropriate qualitative methods and techniques at each of three schools: one school in the Johannesburg metropolitan area, one school in a peri-urban area in the North West Province, and one school in a deep rural area in the Northern Province.

In each school group discussions, depth interviews and observation amongst children, parents, schools, and teachers are conducted. Data collection also includes appropriate documentation of relevant aspects of the areas surrounding the schools, and of the community in which the schools are situated. In addition to the above, in-depth studies are conducted with 12 children, their families (parents / caregivers and siblings), their teacher(s) and their friendship groups.

Where relevant, data collection methods have been appropriately adapted for children: data collection with children is very interactive, playful and uses various forms of visual stimuli.

Fieldwork takes place in 2 stages: the first round coincided with the end of the Soul Buddyz TV series; the next round of fieldwork is scheduled to take place 2 months later, well into the Soul Buddyz Radio broadcast period.

Constructs captured through qualitative interviews and observation are:

- **Gender equality**, gender roles, gender stereotyping, "power" relations between boys and girls; differential expectations / treatment etc.

- ❑ Awareness of, and integration of **children's rights** into one's attitudes, values, conduct; understanding of children's rights;
- ❑ Opening-up of sensitive issues through various forms of discussion and debate; are people **talking about** the issues? To whom are they talking? About what?
- ❑ Sense of **self-efficacy**: the perception that one can affect change in one's life, do something about issues that crop up; not being the victim of circumstances.
- ❑ Related to the above - **sense of self**: ability to resist / stand up against negative peer pressure
- ❑ **Problem-solving** attitudes and behaviour (in the broad sense of the word): how approach problems; what strategies are employed to solve it; ARE attempts made to solve it? How?
- ❑ **Support seeking** behaviour - what? How? Directed at whom?
- ❑ **Support giving** behaviour - what? How? Directed at whom?
- ❑ **Peer interaction**, and tolerance for diversity: gender, race, ability etc.
- ❑ **Parenting**: quality of relationship parent/child - communication patterns? Integration of awareness of children's rights in parenting / teaching? Disciplining - how? (Teachers: corporal punishment)
- ❑ **Accurate knowledge** ...;
- ❑ ... **awareness, attitudes, norms, perceptions** as per Soul Buddyz themes / messages

All interviews are transcribed / translated, and some components are video-recorded. All raw data (transcripts, video material and observation sheets) will be analysed thematically. Evaluation results will be available in July / August 2001.

(Study contracted to Hope Madikane-Otto & Associates)



quAntitative audienCe reCeptiOn

research and impAct evaluation

This study is designed to measure Soul Buddyz reach, and to provide the "scope" dimension of the overall evaluation.

The study consists of an interlinked series of national surveys at household and school levels, i.e. amongst parents / care givers and teachers in 50 schools. The sampling design will ensure generalisability to the national, school-going Soul Buddyz target audience. An appropriate data collection instrument (for children) is in the process of being developed and will be used to measure audience reception and impact of Soul Buddyz amongst children, accessed through the 50 schools sampled. Standardized interviews will be conducted with a total of 50 teachers, 2000 children, 1500 parents / care givers, and 50 representatives of School Governing Boards.

Constructs measured are as outlined in the "information needs prioritised" section presented earlier. Research results will be available in August 2001.

(Study contracted to DRA-Development)

Supplementary data:

- Audience Ratings
- Content analysis of Childline monitoring
- Analysis of letters and competitions ...

More information, and detail about instruments are available from
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