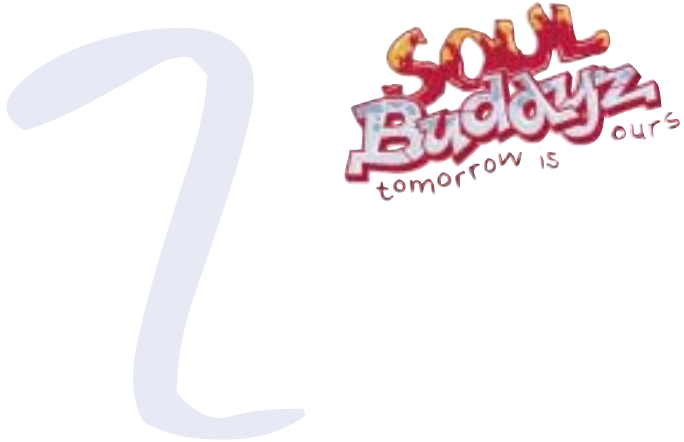




EVALUATION
SOUL BUDDYZ
SERIES 2

SOUL
Buddyz
tomorrow is ours

EVALUATION OF SOUL BUDDYZ – SERIES 2

The Soul Buddyz team has played a critical role in the production of these materials through their administrative support, research and editorial input. Their dedication and expertise is valued and appreciated.

The research was conducted by MarkData. This report is a summary of the report entitled: "Soul City 6 and Soul Buddyz 2 Impact Evaluation Report" prepared by Soul City and MarkData.

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EVALUATION OF SOUL BUDDYZ SERIES 2

SUMMARY

The second series of Soul Buddyz consisted of television drama, radio drama and print materials dealing with the issues of AIDS: caring and supporting children affected, racism and xenophobia, the environment, substance abuse and learning disability.

The evaluation was a national before and after panel study with a national sample of 1500 adults and 1500 children. The data were analysed using a variety of methods including multiple logistic regression models. In this way various demographic variables such as age, education, access to media, sex, area and race were controlled for as well as access to other possible large media interventions which could be confounders.

RESULTS

Recognition and reach of Soul Buddyz 2

Two out of three children watched Soul Buddyz on television and approximately one in three listened to it on radio. Approximately one in three adults were exposed to Soul Buddyz on television and radio.

Twenty eight percent of fourteen to sixteen year olds had read the grade 7 book, and twelve percent of adults had read the Soul Buddyz parenting booklets.

Slightly more boys than girls watched Soul Buddyz on television and listened on radio but more girls had read the Soul Buddyz grade 7 booklet. More urban children had watched Soul Buddyz on television (74%) but still over a half of children in rural areas had watched Soul Buddyz TV (52%).

When asked in an open ended question what their favourite programmes on television were, Soul Buddyz and Dragon Ball-Z (8.2%) were the most popular. Of those that watched Soul Buddyz 43% watched most or all episodes. Ninety two percent of children liked or loved Soul Buddyz.

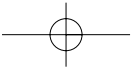
Parents also appreciated Soul Buddyz and 80% said they liked or loved it. Parents particularly liked that Soul Buddyz educates children (30%)

IMPACT

The environment

The results are mixed, but Soul Buddyz 2 did seem to play a role in changing children's attitudes towards the role they play in caring for the





EVALUATION OF SOUL BUDDYZ SERIES 2

environment and changing attitudes towards recycling, and in stimulating discussion about the environment

Disability

With some exceptions Soul Buddyz 2 seems to generally have had a positive impact on awareness and attitudes towards children with disabilities, particularly the Soul Buddyz 2 radio intervention.

Racism and Xenophobia

Overall Soul Buddyz 2 seems to have impacted positively on children's attitudes towards people who are different to themselves. Soul Buddyz television seems to have had most impact.

Substance use

The effect of Soul Buddyz seems to be largely positive. Though there is a worrying association between high exposure to Soul Buddyz TV and ever having tried to smoke, and ever having had alcohol. It is not clear why this is so, but there is also an association between these indicators and having watched Yizo Yizo and Gazlam. Exposure to Soul Buddyz media does however have a positive impact on children's knowledge and behaviour intention.

Youth sexuality and AIDS

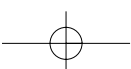
Soul Buddyz seems to have had a positive impact on a number of knowledge, attitude, self efficacy and interpersonal discussion items relating to preventing HIV and AIDS as well as in supporting people affected.

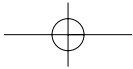
Soul Buddyz & Soul City impact on Parenting

There was an increase in the discussion of various topics relating to Soul Buddyz such as discussions about AIDS, death and dying, alcohol, prejudice and discrimination associated with Soul City and Soul Buddyz media.

CONCLUSION

Soul Buddyz 2 reached substantial numbers of children in South Africa, and was enjoyed and appreciated by its audience, and their parents. The impact of Soul Buddyz was not even across the various topics but was particularly successful in the HIV and AIDS topic where change has been shown not only in awareness, knowledge, attitudes, and interpersonal discussions.





EVALUATION OF SOUL BUDDYZ SERIES 2

1. INTRODUCTION

Soul City: Institute for Health and Development Communication which produces Soul City and Soul Buddyz, believes strongly in evaluating the impact of our interventions. Every series of Soul City and Soul Buddyz have been evaluated in different ways. Soul Buddyz 2 evaluation methodology is a result of learning from past evaluations. The evaluation was performed and analysed by MarkData, this summary report was written by Soul City: Institute for Health and Development Communication.

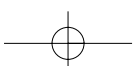


SOUL BUDDYZ 2

Soul Buddyz 2 consisted of a 26 episode half hour drama, broadcast at children's prime time on SABC1 between October 2002 and April 2003. The drama targets children in the 8-12 year age group. Soul Buddyz radio magazine programme was broadcast in 9 languages weekly from July to December 2003. For each radio station there was a launch where, in partnership with ACCESS, a child rights network,¹ and the departments of home affairs and social development community members could apply for children's grants and ID books. The Soul Buddyz grade 7 book (covering all the topics) was distributed to primary schools nationally, and the parenting booklet was distributed with the grade 7 books as well as through insertion into national weekly newspapers. A marketing campaign, including mural painting and competitions to popularise the series accompanied the electronic media.

The topics that were dealt with were: AIDS (care and support of vulnerable children), substance use, xenophobia, learning disabilities and the environment.

¹ Association for Children's Entitlement to Social Security



2. AIM OF THE EVALUATION

The primary aim of the evaluation was to determine the reach and impact of Soul Buddyz 2

The objectives of the evaluation were:

1. To determine the reach of the Soul Buddyz vehicle
2. To measure audience reception of Soul Buddyz
3. To determine change in a variety of behavioural indicators relating to the topics dealt with in Soul Buddyz in relation to:
 - impact on individuals
 - impact on interpersonal/social processes
4. To determine, where possible the factors associated with the changes detected

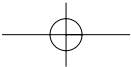
3. METHODOLOGY

Soul Buddyz 2 was evaluated through a national representative pre-intervention (October 2002) and post-intervention (October 2003) survey with the same individuals (i.e. a panel design was used). To ensure national representativeness a disproportionate stratified clustered multi-stage probability sample was drawn and weighted back to the correct proportions based on census data. Individual face-to-face interviews amongst 8 to 65 year olds were conducted in the home language of the respondent, using a standardised questionnaire.

In order to investigate change over time, the percentages of the 2002 survey were compared with those from the 2003 survey, using Chi Square Analyses, Test for Proportions and Time Models. Associations between outcome variables and the intervention were investigated using multiple regression analysis, modelling outcome variables, demographics (including age, sex, area, education, race, employment) and confounding interventions and the various Soul Buddyz intervention components. Results are reported at a significance level of $p \leq 0.05$ unless otherwise stated.

The adult and children's samples were representative of the general South African population.





EVALUATION OF SOUL BUDDYZ SERIES 2

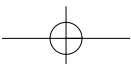
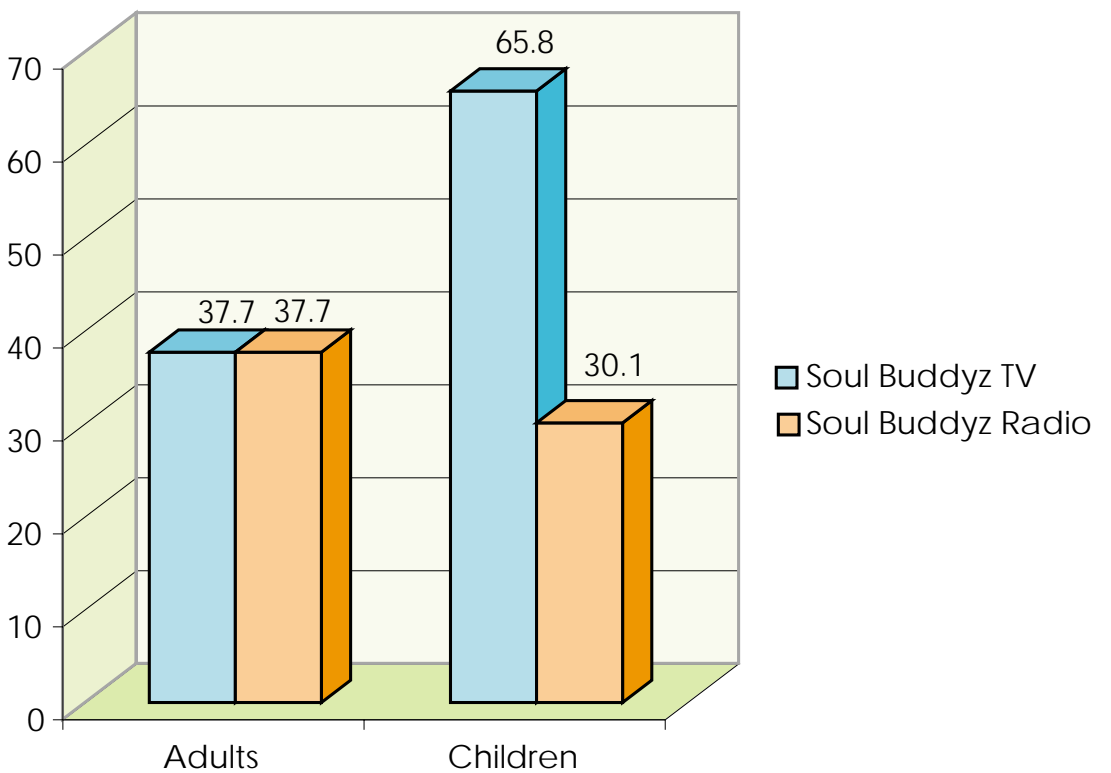
4. RESULTS

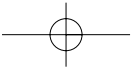
RECOGNITION AND REACH

SOUL BUDDYZ TELEVISION AND RADIO

Two out of three children watched Soul Buddyz on television and approximately one in three listened to it on radio. Approximately one in three adults were exposed to Soul Buddyz on television and radio.

Figure 1: Reach of Soul Buddyz radio and television





EVALUATION OF SOUL BUDDYZ SERIES 2



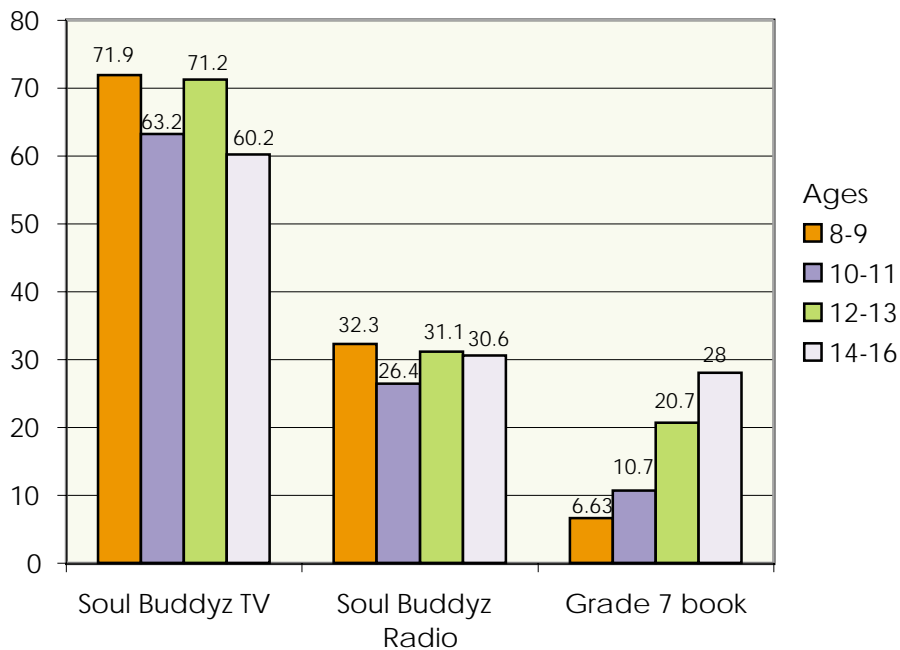
SOUL BUDDYZ GRADE 7 AND PARENTING BOOKLETS

Eighteen percent (1,4 million) of children and 4.6% (1,26 million) of adults reported having read the Soul Buddyz grade 7 materials. Eighteen percent of children (1,4 million) and 12% of adults (3,3million) said that they had read the Soul Buddyz 2 parenting booklet .

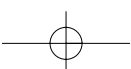
WHO IS THE SOUL BUDDYZ AUDIENCE?

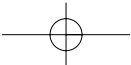
More than 60% of children from 8-16 years watched Soul Buddyz on television, while approximately 30% of children 8-16 years old listened on radio. The grade 7 book as expected was read more by older children 28% of 14-16 year olds.

Figure 2. Access to Soul Buddyz materials by age



Slightly more boys watched Soul Buddyz television and listened to Soul Buddyz radio but the difference was not significant. However more girls had read the grade 7 book. Children in urban areas access Soul Buddyz television more than those in rural areas. Soul Buddyz radio access within the Venda-speaking part of the population seems comparatively low, where as access by Tsonga-speaking children seems comparatively high.





EVALUATION OF SOUL BUDDYZ SERIES 2

Figure 3 Access to Soul Buddyz by sex

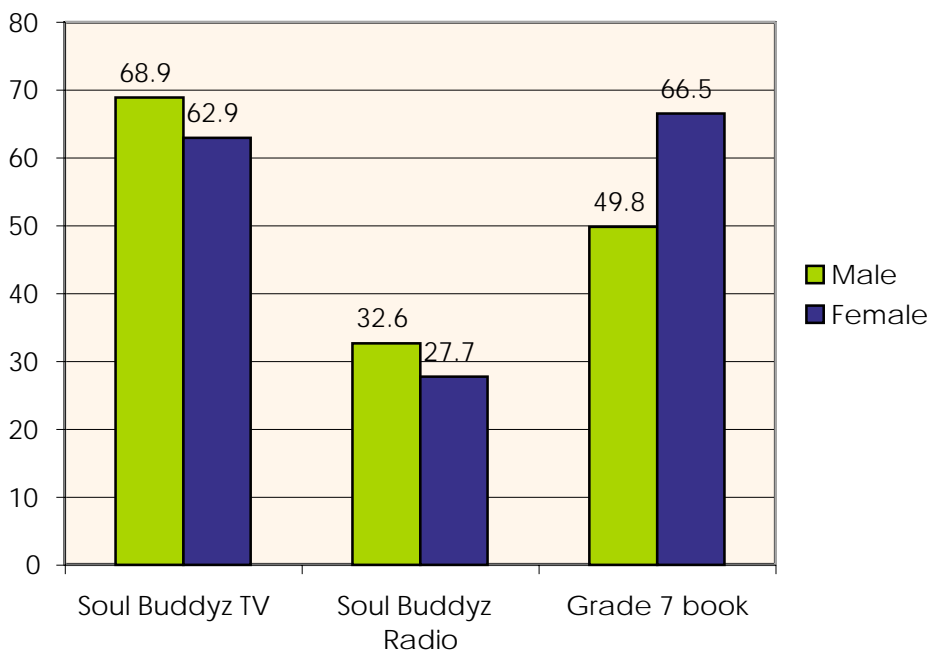
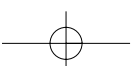
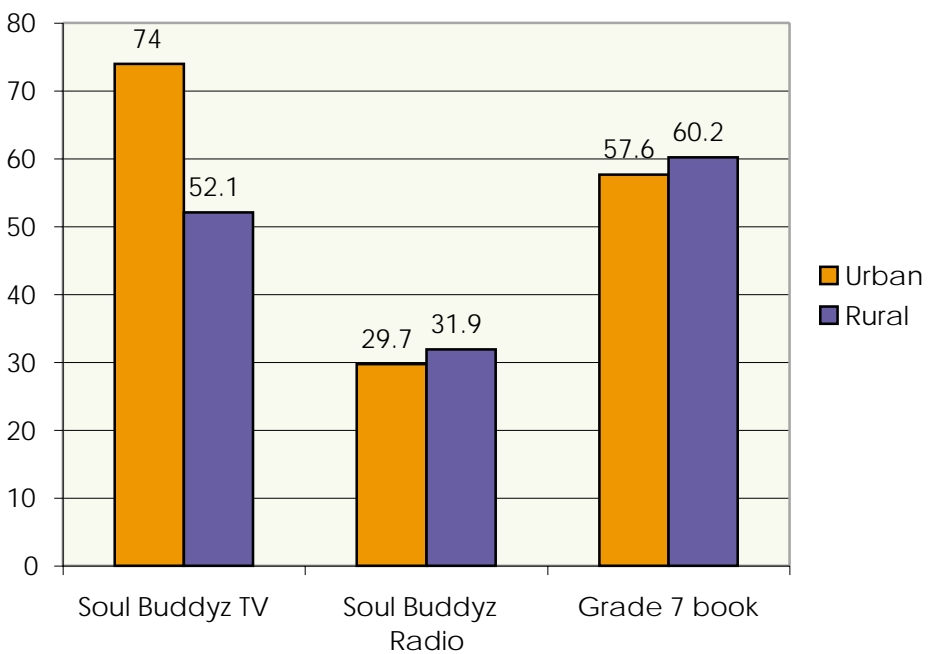


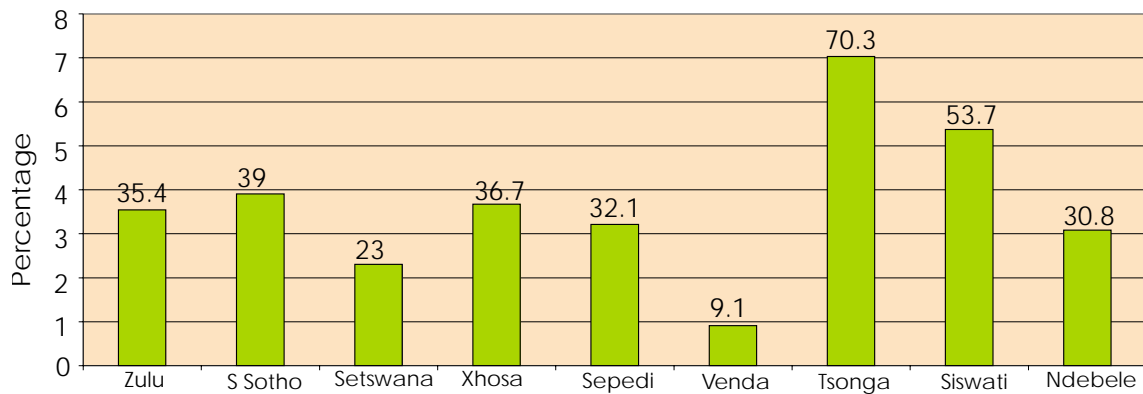
Figure 4. Access to Soul Buddyz by area



EVALUATION OF SOUL BUDDYZ SERIES 2



Figure 5. Access to Soul Buddyz radio by language



The radio stations Ukhozi (26.4%), Umhlobo Wenene (21.2%), Thobela (12.6%), Lesedi (11.8%) and Mungana Lonene (9.3%) were mentioned as the radio stations on which the respondents listened to Soul Buddyz most often.

Table 1. On which stations have you listened to Soul Buddyz this year?

	n	%
Ukhozi	121	26.4
Umhlobo Wenene	98	21.2
Thobela	58	12.6
Lesedi	54	11.8
Mungana Lonene	43	9.3
Ligwalagwala	21	4.6
Ikwekwezi	16	3.5
Motsweding	15	3.3
Phalaphala	1	.2
Other station	7	1.6
Don't know/cannot remember	25	5.5
Total	460	100

EVALUATION OF SOUL BUDDYZ SERIES 2

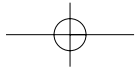
AUDIENCE RECEPTION OF SOUL BUDDYZ: CHILDREN

When asked in an open ended question what their favourite programmes on television were, Soul Buddyz and Dragon Ball-Z (8.2%) were the most popular followed by Generations and Backstage. Soul City was mentioned by 1.4% of children.

Table 2 What are your favourite Television programmes?

First mention	n	%
Soul Buddyz	114	8.2
Dragon Ball-Z	115	8.2
Generations	110	7.9
Backstage	96	6.9
Wrestling/WWE/Raw/ Smackdown/ Velocity	94	6.8
Yo TV	78	5.6
Takelani Sesame/SABC Education	74	5.3
7de Laan	73	5.2
Emzini Wezinsizwa	39	2.8
Yizo Yizo	33	2.4
Movies/Movie Magic	33	2.4
Sponge Bob square pants	31	2.2
Cartoon/Cartoon Network	29	2.1
Craz-E	25	1.8
Wildroom	23	1.7
Transformers	22	1.6
Soul City	19	1.4
Comedies	19	1.4
Take five	18	1.3
Tiana	18	1.3
School TV	15	1.1
Days of our lives	14	1
Soccer Zone	14	1
Isidingo	12	0.9
Half & Half	12	0.9
Muvhango	12	0.8
Cha-Cha	12	0.8
Gazlam	9	0.7
Zola	8	0.6
Super sport/Mabaleng/Sport	7	0.5
My wife and kids/My wife's kids	7	0.5





EVALUATION OF SOUL BUDDYZ SERIES 2



Just more than half (53.9%) of the respondents who had watched Soul Buddyz on TV indicated that they had watched some episodes, while 43.4% had watched most or many episodes.

Table 3. How many episodes of Soul Buddyz on TV did you watch?

	n	%
All/most/many episodes	437	43.4
Some/a few/not many	542	53.9
Uncertain/don't know	27	2.7
Total	1005	100

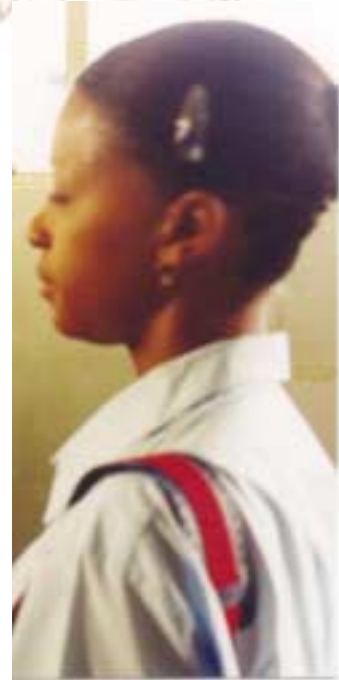


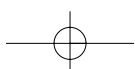
Table 4. What do you think about Soul Buddyz? (Appreciation Index: 85.3)²

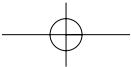
	n	%
I love it	543	50.1
I like it	454	41.9
I don't really care about it	52	4.8
I don't like it	15	1.4
I hate it	6	0.5
Don't know	13	1.2
Total	1083	100

Most children found Soul Buddyz easy to understand (87.8%).

When asked if Soul Buddyz reminded them of anything in their lives – 25% agreed that it did. The things that children mentioned most when asked what reminds them in Soul Buddyz of their own life was taking care of people (6.6%) and children getting together to do fun things (6.4%).

² The appreciation index is the mean of all the responses on items related to how enjoyable and interesting Soul Buddyz 2 was calculated as a percentage. Extremely interesting and/or enjoyable is given a weight of 4, Very interesting and/or enjoyable is given a weight of 3, Fairly interesting and/or enjoyable is given a weight of 2, Not very interesting and/or enjoyable is given a weight of 1, and Not at all interesting and/or enjoyable is given a weight of 0. The mean is calculated by adding the weighted percentages and dividing it by 4.

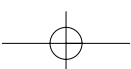


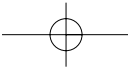


EVALUATION OF SOUL BUDDYZ SERIES 2

Table 5. What reminds you of your own life?

	n	%
Taking care of people	18	6.6
Children getting together and doing fun things	18	6.4
Bullying or abuse	18	6.6
Littering	12	4.3
Relationships	10	3.8
Getting along with people with AIDS	10	3.8
Sharing with friends	10	3.5
Being offered drugs, tobacco, alcohol	7	2.7
Being helpful to the community	7	2.5
Education is very important	7	2.4
Respecting each other	7	2.4
The problems that I have	6	2.3
Advising my friends to live normal lives	6	2.2
Misuse of alcohol	6	2.2
Racism or Xenophobia	6	2.2
Puberty	6	2.1
When other people steal my things	5	1.9
About the child whose mother died of HIV	5	1.8
When Zandi said no to sex	5	1.8
Friends invite you to steal	4	1.6
Always wear a condom	4	1.6
Sick children – to care for them	4	1.4
School play with people with disabilities	4	1.4
Someone who is sinking in the water	4	1.4
Help people that suffer with school fees	4	1.4
Karabo’s visit to her grandparents	4	1.3
About the kid, didn’t want to go to school	3	1.2
When they dance	3	1.1
Teach me how to handle bullies	3	1.1
When they talk about AIDS	3	1
The grandmother who was ill	3	1
Reminds me what can possibly happen in the future	3	1





EVALUATION OF SOUL BUDDYZ SERIES 2

When asked whether there was anything the children would like to say to the makers of Soul Buddyz just over a third (34.3%), said that they should carry on and keep up the good work. Slightly fewer respondents (33.5%) indicated that they had no comments or remarks to make. Other mentions of note were to put Soul Buddyz back on TV (9.1%) and to have more episodes (5.3%) which both indicate that these respondents would like it to continue.

AUDIENCE RECEPTION OF SOUL BUDDYZ: ADULTS

The overall appreciation of Soul Buddyz by adults was 77 (compared to Soul Buddyz 1 which was 77.3). Of those who watched or listened to Soul Buddyz, 18.4% (n=105) indicated that they watched most or many episodes of Soul Buddyz on television, while 8.4% (n=33) reported that they listened to most or many of Soul Buddyz episodes on the radio.

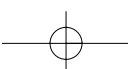


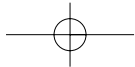
Table 6. Approximately how often did you watch Soul Buddyz on TV?

	n	%
Rarely/seldom	135	23.7
Occasionally/sometimes	330	57.9
Often/most of the time	105	18.4
Total	571	100

Table 7. Approximately how often did you listen to Soul Buddyz on the radio?

	n	%
Rarely/seldom	109	28
Occasionally/sometimes	248	63.6
Often/most of the time	33	8.4
Total	390	100





EVALUATION OF SOUL BUDDYZ SERIES 2

Soul Buddyz 2 was evaluated very positively, with more than 80% of respondents reporting that they “loved or liked” it.

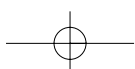
Table 8. How would you describe Soul Buddyz on TV/radio this year?

	n	%
I love it	186	27.9
I like it	356	53.4
I do not really care about it	111	16.6
I do not like it	13	1.9
I hate it	1	0.2
Total	667	100

Eighty one percent of respondents agreed (42.9%) or strongly agreed(38%) that Soul Buddyz gave them a new understanding of the issues that children face, 3.2% disagreed with the statement, while 75% agreed (38.1%) or strongly agreed(36.6%) that Soul Buddyz makes it easier for them to discuss difficult issues with their children.

Almost eleven percent said that they did not want their children to watch Soul Buddyz as they disapproved of Soul Buddyz while 76% disagreed or strongly disagreed with this statement. The main things that they did not like were that a child was raped or abused - in Soul Buddyz 1 (2.2%); that it is shown too late (2,2%) and that it shows teenagers in relationships (1.7%).

Adults appreciated the educational aspect of Soul Buddyz 2, with almost half of the sample mentioning that they liked Soul Buddyz because it educates children, it teaches children to relate to each other and prepares them to make informed decisions.



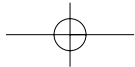
EVALUATION OF SOUL BUDDYZ SERIES 2



Table 9. What I liked about Soul Buddyz

	n	%
It educates children	193	30.6
It teaches good relations towards each other	59	9.4
It prepares children to make informed decisions	50	7.9
It discusses problems children face	45	7.2
It is a good program to watch	33	5.2
It teaches children to clean and help their communities	34	5.4
I get a better understanding about how to handle children	26	4.1
It is about HIV/AIDS	26	4.1
It teaches children not to use drugs and alcohol	24	3.8
I like the things they talk about	23	3.7
It's fun	23	3.7
It shows how to deal with discrimination	19	3.0
It teaches children about racism	11	1.7
It communicates at children's level	11	1.7
The Soul Buddyz work together as a team	10	1.6
It teaches children to show respect to elders	9	1.4
It teaches children to interact with disabled children	9	1.4
It teaches children not to steal	6	1.0
It encourages the use of condoms	4	0.6
It shows how to deal with abuse	4	0.6
It teaches children not to get involved in gangs	4	0.6
It says that no matter how old you are, you can make a difference	3	0.5
It teaches youth to handle pressure	3	0.5





EVALUATION OF SOUL BUDDYZ SERIES 2

IMPACT OF SOUL BUDDYZ 2

This section only deals with the impact of Soul Buddyz on children.

ENVIRONMENT

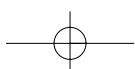
The messages in Soul Buddyz about the environment aimed at encouraging children to become active in protecting the environment. Children were encouraged to recycle, and to understand their right to a clean environment, and how their actions today affect the environment in the future.

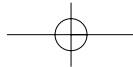
Awareness: children’s role in protecting the environment

There was no significant change from before Soul Buddyz 2 (90.7%) to after Soul Buddyz 2 (86.6%) in children’s awareness of their role in protecting the environment. However in the post-intervention sample, exposure to Soul Buddyz 2 television was associated with children agreeing that children have a role to play in protecting the environment.

Table 10. I have a role to play in protecting the environment

	Soul Buddyz Television					
	High {n=437}		Low {n=569}		None {n=521}	
	n	%	n	%	n	%
Agree	337	77.3	443	77.9	345	66.2
Partially agree	64	14.6	57	10	74	14.3





EVALUATION OF SOUL BUDDYZ SERIES 2



Table 11. Exposure to Soul Buddyz media: agreeing with the statement "We have a role to play in protecting the environment"

Television exposure (n=1526)			
	High (n=437) %	Low (n=569) %	None (n=521) %
Within the Rural Segment (p= 0.007)	98.9	87.7	76.7
Within the African segment (p = 0.000)	98.8	90	81
Within the coloured segment (p = 0.048)	93.3	93.3	84
Within the 14 - 16 year segment (p = 0.035)	99	94	86.8



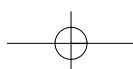
Attitude towards recycling

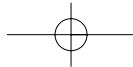
Comparing responses before Soul Buddyz 2 with those after Soul Buddyz 2, there was a 31% increase in the likelihood to agree that "people must re-use or recycle things like paper and glass". Before Soul Buddyz: 80.9% agreed and after Soul Buddyz 85.9% of the respondents indicated that they agreed or partially agreed with the statement.

Soul Buddyz radio was associated with the positive attitude:

Table 12. Exposure to Soul Buddyz Radio: agreeing with the statement "people must re-use or recycle things like paper and glass"

	Soul Buddyz Radio			
	High		None	
	n	%	n	%
Agree	91	74.8	750	70.3
Partly agree	18	15.1	115	10.8
Disagree	9	7.8	114	10.7
Partly disagree	2	1.3	18	1.7
Don't know	1	1	70	6.5
Total	122	100	1067	100





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Discussion of issues

Talking about the environment did not change significantly from baseline (47.5%) to evaluation (46.5%). However, Soul Buddyz 2 television was associated with talking about the environment, though there was no dose response.

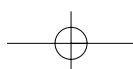
Table 13. Exposure to Soul Buddyz 2 TV: saying yes when asked “Do you sometimes talk to anyone about looking after the environment or recycling”

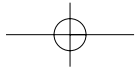
Overall Soul Buddyz 2 TV exposure {n=1526}						
	High {n=437}		Low {n=569}		None {n=521}	
	n	%	n	%	n	%
Yes	218	50	316	55.6	176	33.7

Table 14. Exposure to Soul Buddyz 2 TV: saying yes when asked “Do you sometimes talk to anyone about looking after the environment or recycling”

Television exposure {n=1526}			
	High {n=437} %	Low {n=569} %	None {n=521} %
Within the segment 14 - 16 years (p = 0.000)	53	60.4	34.8
Within the segment 12 - 13 years (p = 0.000)	63.7	52.8	29.7
Within the segment 8 - 9 years (p = 0.000)	41	70.5	39.5

Although the results are mixed Soul Buddyz 2 did seem to play a role in changing children’s attitudes towards the role they play in caring for the environment and changing attitudes towards recycling, and in stimulating discussion about the environment.





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DISABILITY

The messages about disability for Soul Buddyz 2 were about making disability visible particularly learning disability. The message also dealt with the fact that children have impairments but that society disables them. The third message was that children with disabilities have the same rights as other children.

Awareness

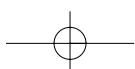
In 2002, before Soul Buddyz 57.6% of the respondents agreed or partially agreed that "children with disabilities can often do many of the things other children can do". In 2003, after Soul Buddyz 70.6% of the respondents agreed or partially agreed with the statement. No exposure to Soul Buddyz multimedia decreased the likelihood of agreeing that children with disabilities can often do many of the things that other children can do by 41% and medium access to Soul Buddyz multimedia increased the likelihood of agreeing by 31%.

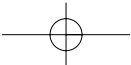


Attitudes

There was negative change in attitude towards inclusion of children with learning disabilities in school. When respondents were asked whether children who find it difficult to learn should be in a special school, 63.6% agreed before Soul Buddyz 2, while 70.3% agreed after Soul Buddyz 2. Soul Buddyz 2 radio increased the likelihood of agreeing with the statement by 115%.

However, there was a significant increase in the percentage of children willing to be friends with someone who finds it difficult to learn. Before Soul Buddyz, 69.4% were willing to be friends with someone who finds it difficult to learn, while after Soul Buddyz 2 80.7% agreed. Although there is no consistent dose response effect, this positive shift was associated with Soul Buddyz media: exposure to Soul Buddyz 2 television increased the likelihood of being willing to be a friends with someone with a disability by 48%; high Soul Buddyz radio increased it by 115% and high Soul Buddyz multimedia by 29%.





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Table 15. Exposure to Soul Buddyz 2 radio: saying yes when asked “Would you be willing to be friends with: someone who finds it difficult to do school work”

Overall radio exposure {n=1526}						
	High {n=122}		Low {n=338}		None {n=1067}	
	n	%	n	%	n	%
Yes	102	83.5	202	59.8	819	76.8

Table 16. Exposure to Soul Buddyz 2 multimedia: saying yes when asked “Would you be willing to be friends with: someone who finds it difficult to do school work”

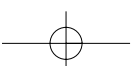
Multimedia exposure {n=1526}								
	High {n=223}		Medium {526}		Low {n=374}		None {n=404}	
	n	%	n	n	n	%	n	%
Yes	166	74.2	374	71.1	319	85.4	264	65.5

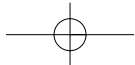
Talking about disability

Before Soul Buddyz 2, 30.1% of children said they sometimes talk about what it must be like to have a disability, while after Soul Buddyz 2 34.4% did. The difference was not statistically significant. In the post-intervention sample though, exposure to Soul Buddyz radio increased the likelihood of talking about disability by 81%.

Table 17. Exposure to Soul Buddyz radio: saying yes when asked “Do you sometimes talk to anyone about what it is like to be disabled”

Overall radio exposure {n=1526}						
	High {n=122}		Low {n=338}		None {n=1067}	
	n	%	n	%	n	%
Yes	69	56.9	138	40.9	318	29.8





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With some exceptions Soul Buddyz 2 seems to generally have had a positive impact on awareness and attitudes towards children with disabilities, particularly the Soul Buddyz 2 radio intervention.

XENOPHOBIA AND RACISM

The messages in Soul Buddyz 2 about xenophobia were that prejudice and discrimination are wrong, and encouraged children to celebrate differences and similarities.

Attitudes

Before Soul Buddyz 2, 61% of the respondents agreed or partially agreed with the statement that people from other countries stole their parents' jobs. After Soul Buddyz 2, 62.2% agreed or partially agreed with the statement that people from other countries stole their parent's jobs. The difference was not significant.

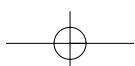
When asked whether you can be friends with children with a different colour skin there was a significant improvement from before Soul Buddyz 2, (83% agreed) to after (88.5% agreed). High access to Soul Buddyz TV increased the likelihood of agreeing that you can be friends with a child with a different colour skin by 329%, and Soul Buddyz print increased it by 88%.

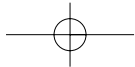


Table 18. Exposure to Soul Buddyz TV: agreeing with the statement "You can be friends with children with a different colour skin"

	Soul Buddyz TV exposure (n=1526)					
	High (n=437)		Low (n=569)		None (n=521)	
	n	%	n	%	n	%
Agree	383	87.6	449	79	364	70
Partially agree	39	8.9	36	6.4	67	12.8

When asked if they would be willing to be friends with a person of a different colour, there was not significant change from before Soul Buddyz 2, (81.5%) to after Soul Buddyz 2 (87.8%). However, in the post-intervention





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sample high exposure to Soul Buddyz television increased the likelihood of a positive response by 196% . Soul Buddyz print and multimedia were also associated with positive responses.

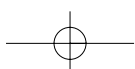
Table 19. Exposure to Soul Buddyz TV: saying yes when asked "Would you be willing to be friends with: a person of a different colour"

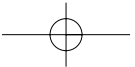
Overall TV exposure {n=1526}						
	High {n=122}		Low {n=338}		None {n=1067}	
	n	%	n	%	n	%
Yes	395	90.5	465	81.8	390	74.8

Table 20. Exposure to Soul Buddyz media: saying yes when asked "Would you be willing to be friends with: a person of a different colour"

Television exposure {n=1526}			
	High {n=437} %	Low {n=569} %	None {n=521} %
Within the rural sample (p = 0.000)	93.2	82.7	65.3
Within the urban sample (p = 0.000)	89.2	81.4	82.8
Within the African sample (p = 0.000)	90.3	79	73.3

When asked if they agree with the statement "different cultures make the world an interesting place" before Soul Buddyz 2, 83.3% agreed while after Soul Buddyz 2 90.9% agreed. Having watched Soul Buddyz 2 television increased the likelihood of agreeing that different cultures make the world an interesting place by 98%.





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Table 21. Exposure to Soul Buddyz TV: agreeing with the statement “Different cultures make the world an interesting place”

	Soul Buddyz TV exposure {n=1526}					
	High {n=437}		Low {n=569}		None {n=521}	
	n	%	n	%	n	%
Agree/ Partially agree	396	90.8	470	82.7	419	80.5

When asked if they would be willing to be a friend with someone who is from a different country, before Soul Buddyz 2, 71.8% agreed, while after Soul Buddyz 2, 77.7% agreed. The difference was statistically significant. Exposure to Soul Buddyz multimedia increased the likelihood of agreeing that they would be willing to be friends with a person from a different country.

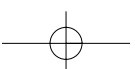
Table 22. Exposure to Soul Buddyz multimedia: willing to be friends with someone from a different country.

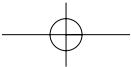
	Multimedia exposure {n=1526}			
	High High {n=223}%	Medium {n=526}%	Low {n=374}%	None {n=404}%
Within the African sample (p = 0.000)	91	86.7	72.7	63.5

Overall Soul Buddyz 2 seems to have impacted positively on children’s attitudes towards people who are different to themselves. Soul Buddyz television seems to have had most impact.

SUBSTANCE USE

The messages about substances in Soul Buddyz 2 encouraged children to choose not to use drugs, but to find other ways to deal with stress. Children were encouraged to ask for help if they have problems. Other messages were that it is important to know the facts about cigarettes, drugs and alcohol; you can make friends even if you don’t use alcohol, cigarettes or





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drugs and that advertising make drinking look so ‘cool’, but they don’t tell you what will happen after drinking for a while.

Knowledge

In response to the question as to whether drugs such as cigarettes and alcohol use can lead to addiction, before Soul Buddyz 2, 79.9% agreed while after Soul Buddyz 2, 85.2% agreed. The increase was statistically significant. High exposure to high Soul Buddyz 2 television increased the likelihood of agreeing by 237%.

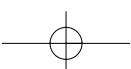
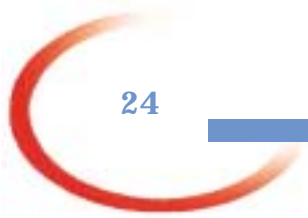
Table 23. Exposure to Soul Buddyz TV: agreeing when asked “If you use drugs like cigarettes or alcohol you can become addicted to it – you can feel that you cannot do without it”

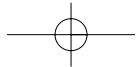
	Soul Buddyz 2 TV exposure (n=1526)					
	High (n=437)		Low (n=569)		None (n=521)	
	n	%	n	%	n	%
Agree	342	78.4	395	69.5	400	76.8
Partially agree	44	10.1	35	6.1	35	6.7

Behaviour Intention

When asked what they would do if one of “the cool” children offered them a cigarette at school, before Soul Buddyz 2, 83.8% said they would tell them they didn’t want it, while after Soul Buddyz 2, 83.3% said this. The difference is not statistically significant. A few items measured a variety of possible responses, resulting in children not smoking the cigarette.³ In the post-intervention sample, high exposure to Soul Buddyz multimedia increased the likelihood of a response that resulted in not smoking the cigarette by 280%.

³ Such as “... take the cigarette but don’t smoke it”; “throw it away / run away”.





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Table 24. Exposure to Soul Buddyz media: any response that results in not smoking the cigarette

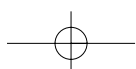
Multimedia exposure {n=1526}								
	High {n=223}		Medium {n=526}		Low {n=374}		None {n=404}	
	n	%	n	n	n	%	n	%
Take the cigarette, but not smoke it	26	11.6	45	8.6	27	7.4	31	7.7
Don't take it	6	2.8	21	4	1	0.2	4	1
Throw away/run away/stay away	1	0.4	8	1.5	1	0.1	2	0.6

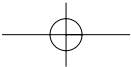


Table 25. Exposure to Soul Buddyz multimedia: any response that results in not smoking the cigarette

Multimedia exposure {n=1526}				
Age Group	High {n=223}	Medium {n=526}	Low {n=374}	None {n=404}
14 – 16 (p = 0.036)	96	94.3	83.8	92.4

A similar trend was observed when looking at the use of alcohol at a party: respondents were asked what they would do if somebody offered them alcohol at a party. No significant difference was present between answers received during the two surveys. Before Soul Buddyz 2, 83.3% said they would say no while after Soul Buddyz 2; 85.1% said they would say no. Again, a few items measured a variety of responses resulting in children not drinking the alcohol. In the post-intervention survey, high exposure to Soul Buddyz radio increased the likelihood of an answer that results in not drinking by 184%.





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Table 26. Exposure to Soul Buddyz radio; any response that results in not drinking the alcohol

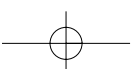
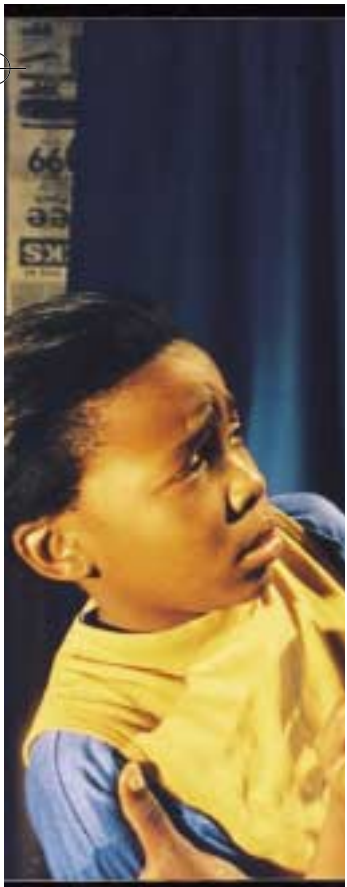
Overall radio exposure {n=1526}						
	High {n=122}		Low {n=338}		None {n=1067}	
	n	%	n	%	n	%
Say he/she does not want to drink alcohol	112	92.1	284	83.9	898	84.2
Take the alcohol, but only pretend to drink it	8	6.5	29	8.6	63	5.9
Take the alcohol and drink it	2	1.4	17	4.9	87	8.2

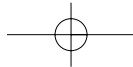
Behaviour

When asked if they had ever had any alcohol, there was not a statistically significant change in answering “yes” from before Soul Buddyz 2 (6.1%) and after Soul Buddyz 2 (10.1%). The association with Soul Buddyz is difficult to interpret: no exposure to Soul Buddyz multimedia increased the likelihood of saying yes when asked have you ever had any alcohol by 176%. High exposure to Soul Buddyz multi-media decreased the likelihood of ever having had alcohol by 81%. However, high exposure to Soul Buddyz TV increased the likelihood of saying yes by 91%.

Table 27. Exposure to Soul Buddyz multimedia: saying yes when asked “have you ever had any alcohol?”

Multimedia exposure {n=1526}								
	High {n=223}		Medium {n=526}		Low {n=374}		None {n=404}	
	n	%	n	%	n	%	n	%
Yes	21	9.3	78	14.9	69	18.6	76	18.7





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When asked about alcohol consumption in the past year there was no significant difference from before Soul Buddyz 2 (13.4%) and after Soul Buddyz 2 (16.1%).

However, exposure to Soul Buddyz media seems to be associated with positive behaviour: no exposure to Soul Buddyz 2 radio increased the likelihood of reporting alcohol use in the past year by 87% and high exposure to Soul Buddyz radio decreased the likelihood of alcohol use by 61%.

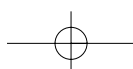
Table 28. Exposure to Soul Buddyz radio: saying yes when asked "Since you started grade____, have you had any alcohol?"

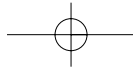
Soul Buddyz 2 radio exposure (n=1526)						
	High (n=122)		Low (n=338)		None (n=1067)	
	n	%	n	%	n	%
Yes	5	4	49	14.6	190	17.8



Smoking

When asked if they had ever smoked or tried smoking there was no significant change in answering yes from before Soul Buddyz 2 (4.7%) to after Soul Buddyz 2 (5.8%). High Soul Buddyz television was associated with an increased likelihood of agreeing that they had ever smoking or tried to smoke. Exposure to the Soul City adult series decreased the likelihood of having ever smoked by 53%.





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Factors associated with ever having smoked are shown in the table below:

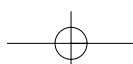
Table 29. Predictors of saying yes when asked "Have you ever smoked, or tried to smoke a cigarette?"

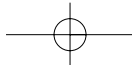
		% Increase	% Decrease
Sex	Male	62	
Race	White	115	
Soul City	High		53
	None	73	
Yizo Yizo	High	162	
Gazlam	Yes	92	
Soul Buddyz TV	High	71	

The effect of Soul Buddyz seems to be largely positive. Though there is a worrying association with high Soul Buddyz TV and ever having tried to smoke, and ever having had alcohol. It is not clear why this is so, but there is also an association with having watched Yizo Yizo and Gazlam. Exposure to Soul Buddyz media does however have a positive impact on children's knowledge and behaviour intention.

YOUTH SEXUALITY AND AIDS

Soul Buddyz 2 AIDS messages dealt with knowledge about AIDS encouraging children to find out the facts, and to talk openly about HIV and AIDS. The messages also aimed to increase children's perception that they can avoid getting infected with HIV. The message further discouraged discrimination and stigma towards people living with HIV and AIDS.





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Knowledge

There was a significant increase in children reporting that they knew what AIDS was from before Soul Buddyz 2 to after Soul Buddyz 2. Before Soul Buddyz 2 (2002), 78.3% of respondents said that they knew what AIDS was, while after Soul Buddyz 2 (2003), 81.9% said they knew what AIDS was. High exposure to Soul Buddyz multimedia increased the likelihood of knowing what AIDS is by 365%.

Table 30. Exposure to Soul Buddyz multi media: saying yes when asked "Do you know what AIDS is?"

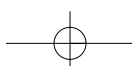
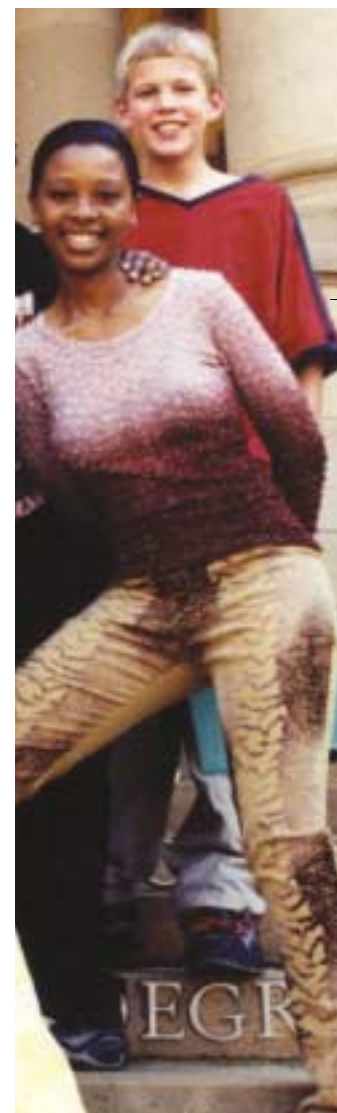
Multimedia exposure (n=1419)								
	High (n=185)		Medium (n=165)		Low (n=734)		None (n=335)	
	n	%	n	n	n	%	n	%
Yes	161	86.6	138	83.7	554	75.5	203	60.6

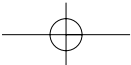
There was a general increase from 2002 (61.7%) to 2003 (64.1%) in the percentage respondents that agreed or partially agreed that people with HIV can look healthy, but this was not statistically significant. High access to Soul Buddyz TV increased the likelihood of a correct answer by 71% and access to Soul Buddyz print increased the likelihood of a correct answer by 58%.

Table 31. Exposure to Soul Buddyz media: agreeing that people with HIV can look healthy

Soul Buddyz 2 Print Exposure (n=1438)				
	Exposed (n=268)		Not exposed (n=1170)	
	n	%	n	%
Agree	182	67.8	572	48.9

Soul Buddyz 2 TV Exposure (n=1438)						
	High exposure (n=429)		Low exposure (n=548)		No exposure (n=462)	
	n	%	n	%	n	%
Agree	268	62.5	269	49	217	47





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Table 32. Exposure to Soul Buddyz television: agreeing that people with HIV can look healthy

Television exposure {n=1438}			
	High {n=429} %	Low {n=548} %	None {n=462} %
Within the male segment (p = 0.000)	70	50.6	54

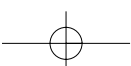
Table 33. Exposure to Soul Buddyz print: agreeing that people with HIV can look healthy

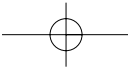
Print exposure {n=1526}		
	Exposed {n=271} %	Not exposed {n=1255} %
Within the male segment (p = 0.004)	77.2	54.2
Within the female segment (p = 0.014)	61.9	48.8

Knowledge about prevention

There was a significant difference from before Soul Buddyz 2 (31.8%) to after Soul Buddyz (43.3%) in knowing that abstaining from sex will prevent one from getting HIV/AIDS. Exposure to Soul Buddyz media was positively associated with knowing that abstaining will prevent one from getting HIV/AIDS.

There was a significant difference from before Soul Buddyz 2 (48.5%) to after Soul Buddyz (57.2%) in knowing that always using condoms will prevent one from getting HIV/AIDS. Exposure to Soul Buddyz TV was positively associated with knowing that always using condoms will prevent one from getting HIV/AIDS.





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Table 34. Exposure to Soul Buddyz Television: Spontaneously indicating that a person can prevent getting HIV/AIDS by always using a condom

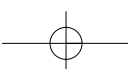
Soul Buddyz 2 TV exposure (n=1526)						
	High (n=437)		Low (n=569)		None (n=521)	
	n	%	n	%	n	%
Always use a condom	251	57.3	372	65.4	251	48.3

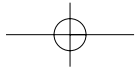
There was a significant increase from before Soul Buddyz 2 (12.3%) to after Soul Buddyz 2 (24.5%) in the total percentage of respondents that said that a person could prevent getting HIV/AIDS by not sharing needles with others.

High access to Soul Buddyz radio was associated with increased likelihood of saying that a person could prevent getting HIV/AIDS by not sharing needles with others.

Table 35. Exposure to Soul Buddyz 2 radio: Spontaneously indicating that a person can prevent getting HIV/AIDS by not sharing needles with others

Soul Buddyz 2 radio exposure (n=1438)						
	High (n=120)		Low (n=330)		None (n=987)	
	n	%	n	%	n	%
Spontaneous mention of not sharing needles with others	99	82.5	220	66.8	744	75.4





EVALUATION OF SOUL BUDDYZ SERIES 2

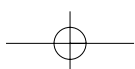
There was a significant increase in mentioning that a person can prevent getting HIV/AIDS by avoiding contact with other people’s blood. Before Soul Buddyz 2, 22.8% and after Soul Buddyz 2, 34.3% indicated that one can prevent getting HIV/AIDS by avoiding contact with other people’s blood. Seventy four percent of respondents with high exposure to Soul Buddyz radio mentioned this method of prevention as opposed to 60% of respondent with no exposure to Soul Buddyz radio

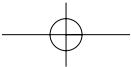
Attitudes

In the sample there was a general increase from before Soul Buddyz 2 (9.1%) to after Soul Buddyz 2 (11.7%) in the percentage respondents that agreed or partially agreed that "you must have sex with your boyfriend/girlfriend to show that you love him/her". Soul Buddyz 2 multi-media, however was associated with the more positive attitude of disagreeing that you must have sex with your boyfriend or girlfriend to show that you love him or her. High exposure to Soul Buddyz multi-media decreased the undesired response by 65%.

Table 36. Exposure to Soul Buddyz multimedia: agreeing with the statement "You must have sex with your boyfriend/girlfriend to show that you love him/her"

Multimedia exposure (n=1526)				
	High (n=223)	Medium (n=526)	Low (n=374)	None (n=404)
Within the rural sample (p = 0.000)	5.5	29.6	11.6	21.6
Within the urban sample (p = 0.022)	2.3	8.3	11.1	6.7
Within the African sample (p = 0.000)	2.9	14.2	13.2	18.1
Within the 12 - 13 age group (p = 0.021)	0	14	16	9.1
Within the 10 - 11 age group (p = 0.002)	0	22.4	4.9	11.2
Within the 8 - 9 age group (p = 0.000)	0	5.1	0	20.5





EVALUATION OF SOUL BUDDYZ SERIES 2



Before Soul Buddyz 2, 64% of the respondents would be willing to be friends with someone who has HIV/AIDS; and after Soul Buddyz 2, 76% of the respondents indicated that they would be willing to be friends with someone who had HIV or AIDS.

Exposure to Soul Buddyz television was associated with this item: within an urban sub-sample, 52% of respondents with high access to Soul Buddyz 2 television were willing to be friends with someone who is HIV positive, whereas 58% with low access and 20% with no access were. Soul Buddyz television did not have the same effect in a rural sub-sample though.

Table 37. Willing to be friends with someone who has HIV/AIDS

Exposure to Soul buddyz 2 TV	High	Low	None
Within the Rural sample (p= 0.002)	47.8	41.5	79.7
Within the Urban sample (p = 0.012)	52.2	58.5	20.3
Within the 10 - 11 age group (p = 0.019)	39.1	20.9	21.7
Within the 8 - 9 age group (p = 0.000)	26.1		21.7

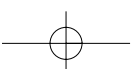


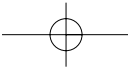
Before Soul Buddyz 2; 70.8% of respondents said they would be willing to be friends with a child who had a parent with AIDS; after Soul Buddyz 2 this increased to 83.1% .

High access to Soul Buddyz radio increased the likelihood of willing to be friends with someone whose parents has AIDS by 237%

Table 38. Exposure to Soul Buddyz 2 radio: saying yes when asked "Would you be willing to be friends with: a child who has a parent with AIDS"

Radio Exposure {n=1438}	High {n=120}	Low {n=330}	None {n=987}
Within the African sample (p = 0.001)	86.6	79.1	73
Within the 14 - 16 age group (p = 0.028)	92.5	74.9	82
Within the 8 - 9 Age group (p = 0.000)	94.1	94.8	49.3





EVALUATION OF SOUL BUDDYZ SERIES 2

There was a general increase in respondents agreeing that boys and girls are equal from before Soul Buddyz 2 (56.7%) to after Soul Buddyz 2 (65.4%). High exposure to Soul Buddyz television increased desired answers on this item by 177%. Exposure to Soul Buddyz Grade 7 material increased the desired response by 86%.

Table 39. Exposure to Soul Buddyz 2 print: agreeing with the statement "boys and girls are equal"

Soul Buddyz 2 Print Exposure (n=1526)				
	Exposed (n=272)		Unexposed (n=1255)	
	n	%	n	%
Agree/partially agree	186	68.4	775	61.7

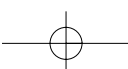
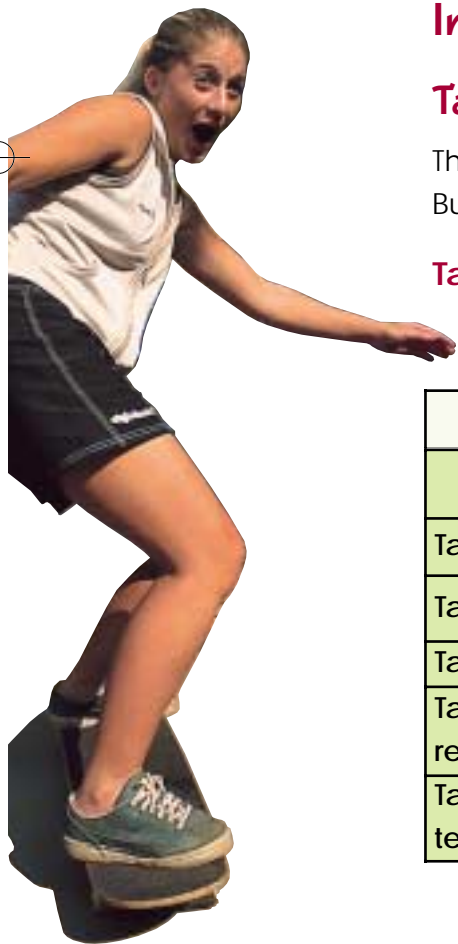
Interpersonal communication

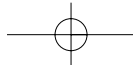
Talking to somebody when worried about something

There was a significant difference between answers received before Soul Buddyz 2 and after Soul Buddyz 2

Table 40. Comparison 2002/2003 – When something bothers you or when you are worried about something, what do you usually do about it: talk to somebody

	2002 (n=1579)		2003 (n=1520)	
	n	%	n	%
Talk to friends	414	26.2	604	39.7
Talk to siblings	149	9.5	173	11.4
Talk to parents	1094	69.3	1101	72.5
Talk to other relatives/grandparent	176	11.1	159	10.5
Talk to teacher/counsellor	323	20.4	228	15





EVALUATION OF SOUL BUDDYZ SERIES 2

Soul Buddyz television was associated with this change: low and high exposure to Soul Buddyz television decreased the likelihood of not talking about worries by 42% and 16% respectively, whereas no exposure to Soul Buddyz television increased not talking about worries by 104% .

Talking to anyone about relationships between boys/girls?

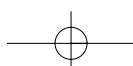
There was a significant difference between answers received before Soul Buddyz 2 and after Soul Buddyz 2 surveys with a higher percentage of respondents indicated that they talked to someone about relationships between boys and girls after Soul Buddyz. In 2002, nearly half of the respondents (49.7%) indicated that they sometimes talked to somebody about relationships between boys and girls. In 2003, nearly two-thirds (62.5%) of the respondents indicated that they did sometimes talk to someone about relationships between boys and girls. Soul Buddyz Radio was associated with a positive response – however the effect of Soul Buddyz radio is difficult to interpret, with no and low exposure increasing the likelihood of a positive response, yet high exposure decreases the likelihood of a positive response.

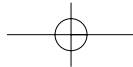
Do you sometimes talk to anyone about HIV/AIDS?

Before Soul Buddyz 2, 57.4% of respondents indicated that they sometimes talked to somebody about HIV/AIDS, while after Soul Buddyz 2, 69.5% said that they sometimes talk to someone about HIV/AIDS. They mostly talked to teachers or counsellors (56.2%, n=509), friends (34.4%, n=311) and their mothers (30.7%, n=278). High exposure to Soul Buddyz multimedia increased the likelihood of saying this by 71% and high access to Soul Buddyz radio by 53%.

Table 41. Exposure to Soul Buddyz multimedia: saying yes when asked “Do you sometimes talk to anyone about HIV/AIDS”

Multimedia exposure (n=1526)				
	High (n=223)	Medium (n=526)	Low (n=374)	None (n=404)
Within the African sample (p = 0.000)	88.6	77.2	68.9	54.7
Within the Coloured sample (p = 0.014)	85.6	80.4	62.6	46





EVALUATION OF SOUL BUDDYZ SERIES 2

Do you sometimes talk to anyone about illness, death and dying”

There was no significant change from before Soul Buddyz 2 (44.7%) to after Soul Buddyz 2 (44.7%) in children agreeing that they sometimes talk to someone about illness, death or dying. However, in the post-intervention survey, high access to Soul Buddyz radio was associated with an increased likelihood of talking about illness, death or dying.

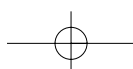
Table 42. Exposure to Soul Buddyz 2 radio: saying yes when asked “Do you sometimes talk to anyone about illness, death and dying”

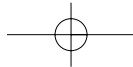
Overall radio exposure {n=1526}						
	High {n=122}		Low {n=338}		None {n=1067}	
	n	%	n	%	n	%
Yes	80	66.2	204	60.4	397	37.2

When presented with the statement that if a boy/girl wants to kiss you, or wants to have sex with you, you cannot say no, there was no significant change from before Soul Buddyz 2 (16.9%) to after Soul Buddyz 2 (19.5%). However, in the post-intervention survey Soul Buddyz multimedia increased the likelihood of disagreeing with the statement.

Table 43. If a boy/ girl want s to kiss you or wants to have sex with you, you cannot say no.

Multimedia exposure {n=1526}								
	High {n=223}		Medium {n=526}		Low {n=374}		None {n=404}	
	n	%	n	%	n	%	n	%
Agree /partly agree	26	11.9	119	22.7	56	15.1	88	21.9
Disagree partly disagree	196	88.1	397	75.4	311	83.4	295	72.9
Don't know			10	1.9	6	1.6	21	5.2
Total	222	100	526	100	373	100	404	100





EVALUATION OF SOUL BUDDYZ SERIES 2



Soul Buddyz seems to have had a positive impact on a number of knowledge, attitude, self efficacy and interpersonal discussion items relating to preventing HIV and AIDS as well as in supporting people affected.

SOUL BUDDYZ & SOUL CITY IMPACT ON PARENTING

Parenting attitudes were measured in the adult survey.

Boys and girls must have the same opportunities in life

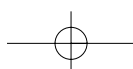
There was a significant increase from before Soul Buddyz and Soul City (91.4%) to after Soul Buddyz and Soul City (92.9%) in the percentage of respondents that agreed or strongly agreed that boys and girls must have the same opportunities in life.

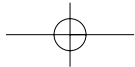
High exposure to Soul City TV increased the likelihood of a positive response by 48%.

Table 44. Exposure to Soul City TV: Boys and girls must have the same opportunities in life

Soul City 6 TV exposure {n=1455}								
	High {n=367}		Medium {n=207}		Low {n=196}		None {n=686}	
	n	%	n	%	n	%	n	%
Strongly agree /agree	345	94.2	176	84.9	180	92	612	89.3
Disagree/ disagree strongly	18	4.9	27	13	12	5.9	44	6.3
Total ⁴	363	99.1	203	97.9	192	97.9	656	95.6

⁴ Missing values were neutral answers or don't know.





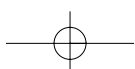
EVALUATION OF SOUL BUDDYZ SERIES 2

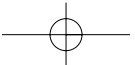
Discussing some topics, like sexuality and contraception, will make children promiscuous

There was a negative shift in the percentage of people agreeing that discussing some topics, like sexuality and contraception, will make children promiscuous. Before Soul Buddyz and Soul City (2002), 42% agreed while after Soul Buddyz and Soul City (2003) 59.7% agreed. High exposure to Soul City television decreased the likelihood of agreeing with the statement that “if you discuss some topics like sexuality and contraception it will make children promiscuous” by 49%.

Table 45. Exposure to Soul City TV: Agreeing that discussing some topics, like sexuality and contraception, will make children promiscuous

Soul City 6 TV exposure (n=1455)								
	None (n=686)		Low (n=196)		Medium (n=207)		High (n=367)	
	n	%	n	%	n	%	n	%
Strongly agree /agree	349	51	109	55.5	112	54.6	146	39.9





EVALUATION OF SOUL BUDDYZ SERIES 2



Parental discussion of issues

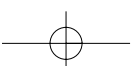
Table 46. Comparison of discussion of issues – 2002 vs. 2003

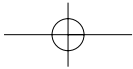
Often or very often talked to their children about...	2002	2003	Positive association with Soul City or Soul Buddyz media
About relationships between boys and girls	32.6%	36.8%	Soul City radio
About puberty	24.0%	26.4%	Soul City adult education materials
About sexuality/sex	26.7%	31.2%	Soul City adult education materials , booklets
About HIV/AIDS	29.9%	37.6%*	Soul City multimedia
About illness, death and dying	18.8%	21.9%*	Soul City, multimedia, adult education and Soul Buddyz
About prejudice and discrimination	17.9%	21.0%	Soul City print and adult education materials, and Soul Buddyz
About relationships with people who are different from you	16.3%	20.7%	Soul City multimedia
About alcohol or drugs	38.7%	39.0%*	Soul City adult education materials
About smoking/tobacco/cigarettes	38.9%	42.5%*	Soul City radio, adult education materials
How to behave towards people with disabilities	23.0%	25.3%	Soul City multimedia, adult education and Soul Buddyz
About how to look after the environment, or recycling	17.9%	21.5%	Soul City multimedia and adult education materials



Excluding all non-specific responses like don't know, uncertain or not applicable

** Significant difference according to Chi Square $p <= 0.05$*

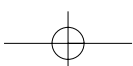


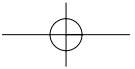


EVALUATION OF SOUL BUDDYZ SERIES 2

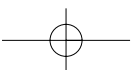
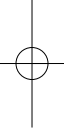
5. CONCLUSION

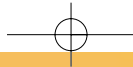
Soul Buddyz was effective in changing knowledge and attitudes about a number of issues relating to the environment, xenophobia and substance use. In some cases there were inconsistent results but the general overall pattern was positive, particularly in the field of HIV and AIDS.





EVALUATION OF SOUL BUDDYZ SERIES 2





SOUL
Buddyz
tomorrow is ours

