

SOUL CITY

"It is so real it is like it is happening to you"



EVALUATION OF SOUL CITY SERIES 5

Focusing on the distribution and use of booklets

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Focusing on the distribution and use of the booklets

The Soul City 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.

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BACKGROUND

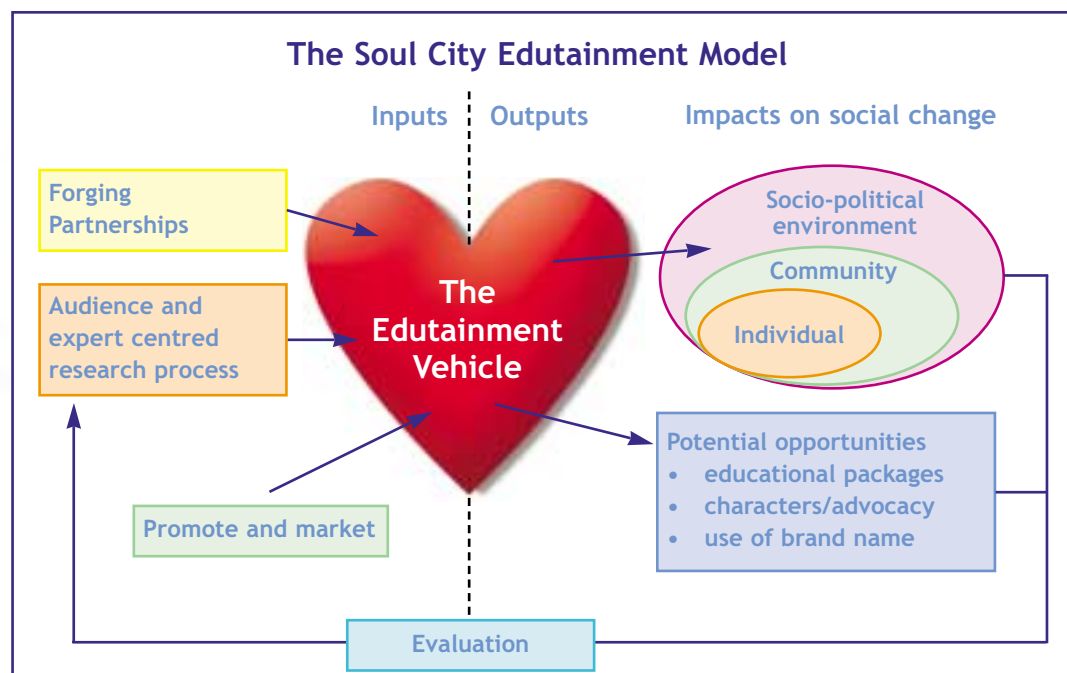
Soul City is a dynamic and innovative multi-media health project. Through drama and entertainment Soul City reaches about 20 million South Africans and many other people in the Southern African region. Soul City makes information popular and accessible. It examines many different health issues, and empowers learners to make healthy choices, both as individuals and as communities.

The Soul City project is made up of:

- A prime time television series
- A daily radio drama
- 3 Booklets on the health topics covered in the broadcast media
- A publicity campaign which keeps people talking and thinking about Soul City
- Adult education and youth life skills materials

Soul City is a South African NGO that has been internationally recognised for the way in which it harnesses the power of the mass media for health promotion and development.

In a country that is ideally placed to use the mass-media, Soul City integrates education and entertainment in the form of popular drama, to attract, hold and educate its audiences. The model developed by Soul City is illustrated below:



The fifth series of Soul City dealt with the following issues:

- HIV and AIDS: from the perspective of caring and supporting people living with HIV or AIDS.
- Disability
- Rape
- Small business development

Just over half a million copies of each of three booklets were distributed through the Sunday Times, a weekly with national circulation. The three booklets were: "Living Positively" "Disability Rights are Human Rights" and "Starting your own business". In addition, these booklets were distributed as inserts in three newspapers with a more regional focus: The Sowetan (Gauteng focus, although available nationally in metro areas), Ilanga (KZN focus) and Die Burger (Western Cape focus). Finally, half a million booklets were made available (on request) to clinics, schools and organisations. These were distributed by the distribution company, Viva Books. Total distribution figures of:

- Living positively - 1 500 000
- Disability rights are human rights - 1 018 000
- Starting your own business - 1 073 000

THE EVALUATION

The main purpose of this evaluation was to assess the distribution and usage of the Soul City booklets, which provide further information about the messages incorporated in the TV and radio series, and are serialised in some of the major newspapers.

A secondary purpose was to explore qualitatively the impact of the series on two issues HIV/AIDS and rape.

The objectives of the evaluation were defined as follows:

- To map out the distribution of the Soul City booklets
- To understand how the booklets are read and used
- To understand the impact, if any, that the booklets have had since the series
- To gain insight into people's reception of the competitions and marketing
- To qualitatively assess and document the extent to which Soul City 5 impacted on attitudes and social norms towards rape and living positively with HIV.





METHODOLOGY

NATIONAL SURVEY

The evaluation of the distribution and use of the booklets was conducted via a syndicated survey.

The fieldwork, conducted by Markinor, surveyed the national adult population (age 16 upwards). The total sample of 3 500 included two distinct sampling frames - one for metropolitan areas, and the other for non-metro areas.

METROPOLITAN AREAS:

A probability sample of 1000 interviews amongst black respondents, stratified according to province and community size and metro area.

A quota sample of 1000 interviews amongst coloured, Indian and White respondents (quotas applied to race, province, community size, metro area, age, gender and working status).

NON-METRO AREAS:

A probability sample of 1500 interviews, stratified according to province and community size.

Results were weighted up to the national population.

FOCUS GROUPS

Five focus groups were convened to qualitatively investigate the impact of Series 5 around HIV and Rape.

DISTRIBUTION & COMPOSITION OF GROUPS

The focus groups were spread across three provinces: North West, Limpopo (previously Northern Province), and the Free State

Groups consisted of 10 black participants, of matched gender and similar age. The gender of the facilitator was matched to that of the participants, to encourage openness and allow for sensitive handling of the issues.

The sample was constructed as follows:

Area	Area type	Gender	Age group
North West: Mabopane	Peri-urban	Male	26-40
North West: Mabopane	Peri-urban	Female	16-25
Free State: Thaba Nchu	Rural	Female	26-40
Limpopo: Pietersburg	Urban	Male	16-25
Limpopo: Pietersburg	Urban	Female	26-40

RECRUITMENT

Participants were defined as being individuals who watched the TV series between August and October 2001 and/or those who listened to the daily radio series between September and December 2001. The minimum required exposure was as follows:

- TV only: at least 5 out of the 7 episodes about HIV/Rape or
- Radio only: "almost always" or "often / most episodes" or
- TV + radio (minimum of 3 TV episodes PLUS minimum of "sometimes" radio)

Key dramatic moments rather than issues dealt with were used to gain information about which episodes had been watched.

CONDUCTING THE GROUPS

Focus groups were facilitated by experienced facilitators.

Focus groups were conducted in the main African languages spoken in the respective areas. Participants were collected at agreed points before each group and brought to the venue. Groups were held in private homes, and refreshments were provided.

On completion of each group interview, all participants were given cash as a token of appreciation for their attendance, respondents did not know about the incentive beforehand.

DATA PROCESSING

All interviews were recorded using two recorders. The tape recordings were transcribed and translated into English by the facilitator. As an extra quality control measure, these transcriptions were checked against the original tapes by another researcher.





RESULTS

ACCESS TO THE BOOKLETS:

42% of the adult population (over 16 years) saw at least one of the three booklets distributed during series 5. In real population figures, this translates to 11.7 million adults . On average, each booklet was seen by 3 people .

Those most likely to have accessed any of the booklets were:

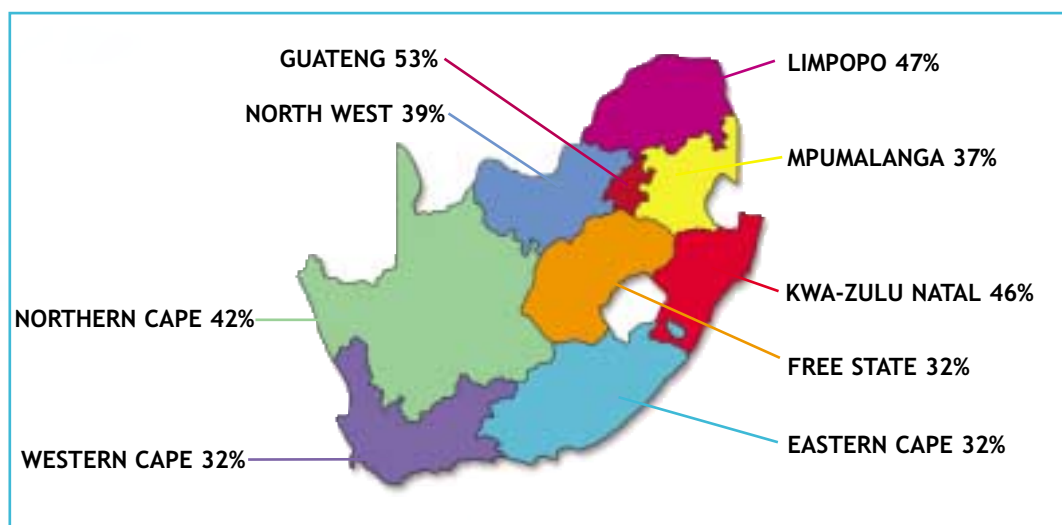
- Black and Indian people (over 45% exposure in each group)
- Teenagers and young adults
- Students and unemployed people
- People living in large towns and metropolitan areas
- Gauteng residents
- LSM* groups 4-7

Those least likely to have accessed any of the booklets were:

- White people (20% accessed them)
- People over 60 years
- Retired people and housewives
- People living in villages and rural areas
- Residents of the Free State, Eastern and Western Cape
- LSM groups at both extremes (1 and 10)

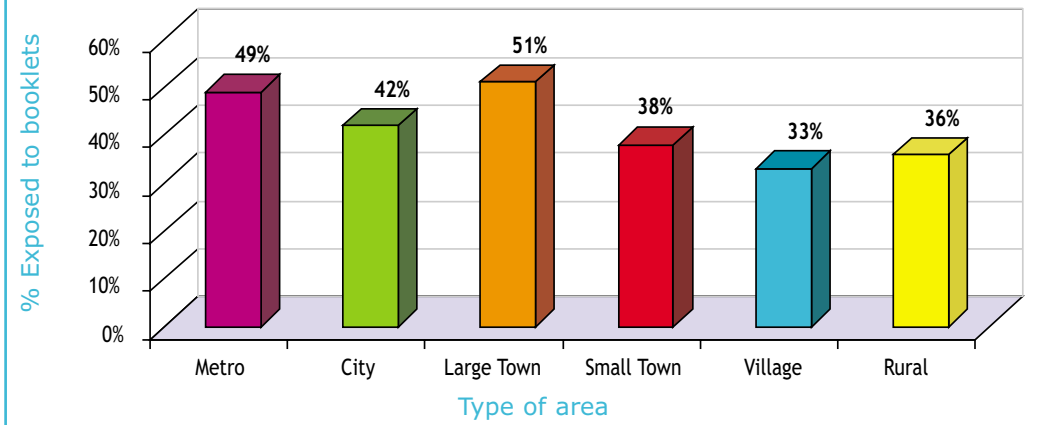
There was no significant difference in exposure between men and women.

GEOGRAPHICAL REACH OF BOOKLETS:



*LSMs are the Living Standards Measures used by the South African Advertising Research Foundation and is a measure of socio-economic status based on a number of criteria: income, ownership of various items, education level etc.

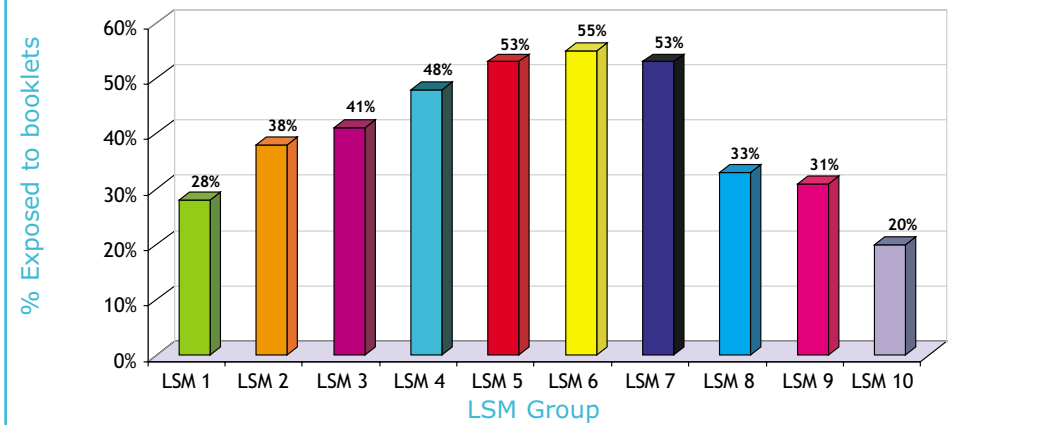
Fig 1: Exposure to Series 5 Booklets - by Area Type



People living in large towns and metropolitan areas were the most likely to have seen any of the booklets, while those living in rural areas and villages were least likely. Given that rural conditions would offer a relatively unfavourable environment for the distribution and reception of print media it is remarkable that over a third of the rural population did access the booklets. Results show that distribution through clinics was the crucial strategy in reaching rural people

In terms of socio-economic profile, those most likely to have accessed the booklets were found to be within the LSM² 4-7 range. This implies the greatest reach amongst an urban population which is reasonably well educated (up to matric, and sometimes slightly higher), with access to electronic and print media, and a monthly household income between R1 500 and R5 500. Together, these groupings represent about 45% of the adult population.

Fig 2: Exposure to Series 5 Booklets - by Socio-Economic Type



² LSM's are the Living Standards Measures used by the South African Advertising Research Foundation and is a measure of socio-economic status based on a number of criteria: income, ownership of various items, education level etc.

Fig 3: Exposure to Series 5 Booklets - by Age Group

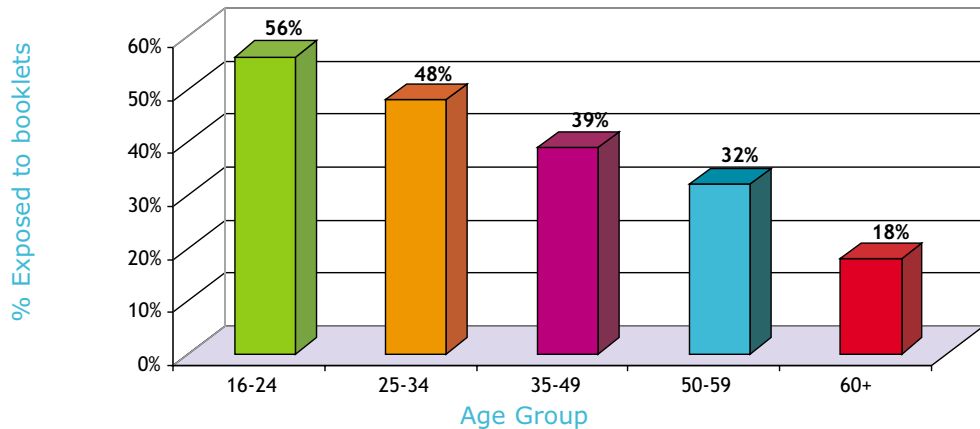
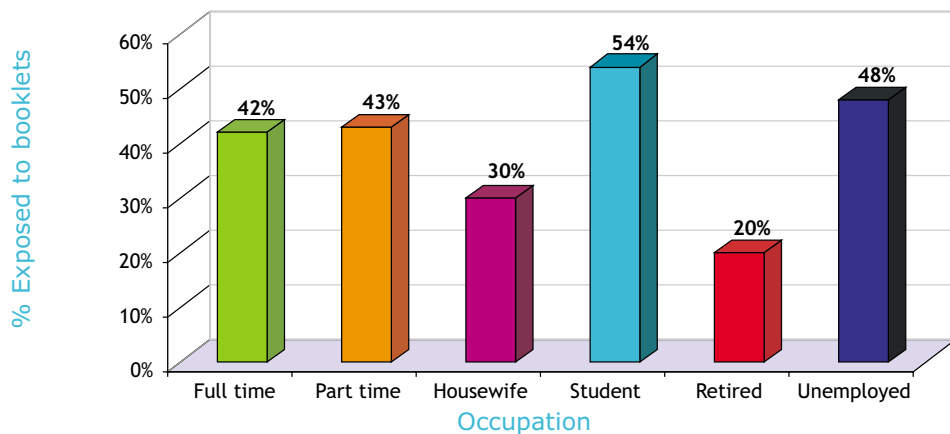


Fig 4: Exposure to Series 5 Booklets - by Occupation



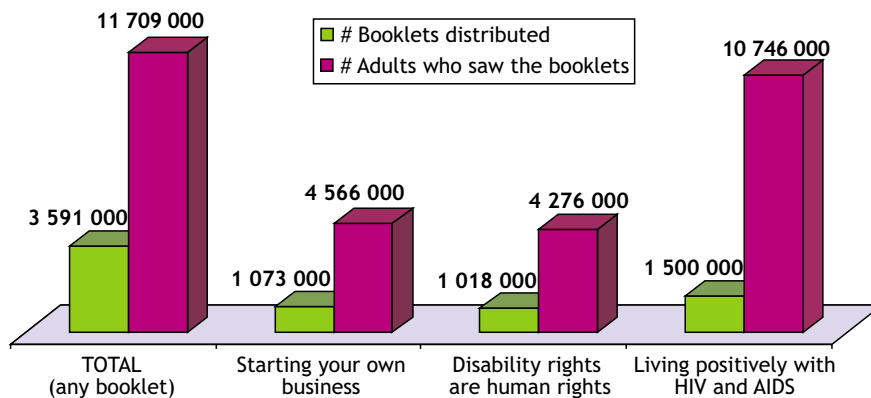
REACH OF INDIVIDUAL BOOKLETS

- *"Living positively with HIV and AIDS"* - Reached a massive 38.5% of the adult population.
- *"Starting your own business"* - Reached 16% of the adult population.
- *"Disability rights are human rights"* - Reached 15% of the adult population.

One and a half million black people had seen the booklets at a friend's house. The fact that books are visible in people's homes indicates a positive outcome in relation to one of the key aims of the Soul City strategy - to bring issues into a more public arena and catalyse interpersonal communication about the health and social issues it addresses.

The chart below reflects actual figures for exposure to the individual booklets (note that these combine exposure to any language version)

Fig 5: Exposure to Series 5 Booklets (Aided) - by Type of Booklet

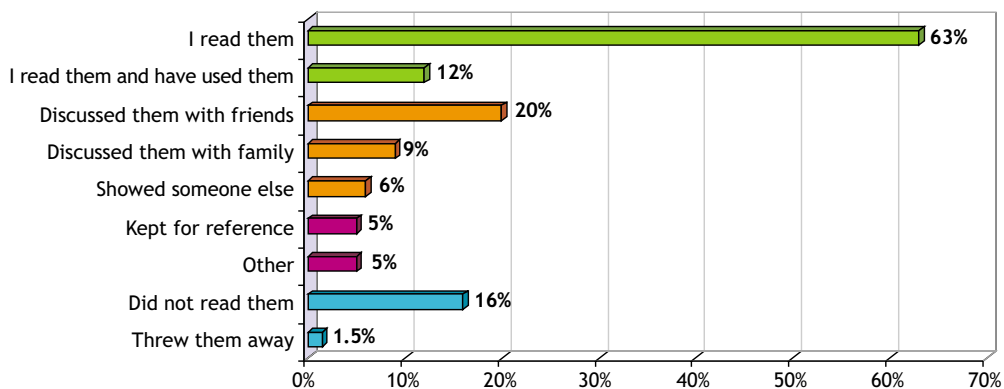


The distribution of the booklets was remarkable successful with reach far beyond the actual numbers o booklets produced. A particularly valuable distribution mechanisms seem to be through clinics. An exciting result is that 48% of unemployed people in the study had accessed a Soul City 5 booklet.

USE OF THE BOOKLETS:

Fig 6: "What did you do with the booklets that you saw?"

(Base: Black adults who saw any Series 5 book)



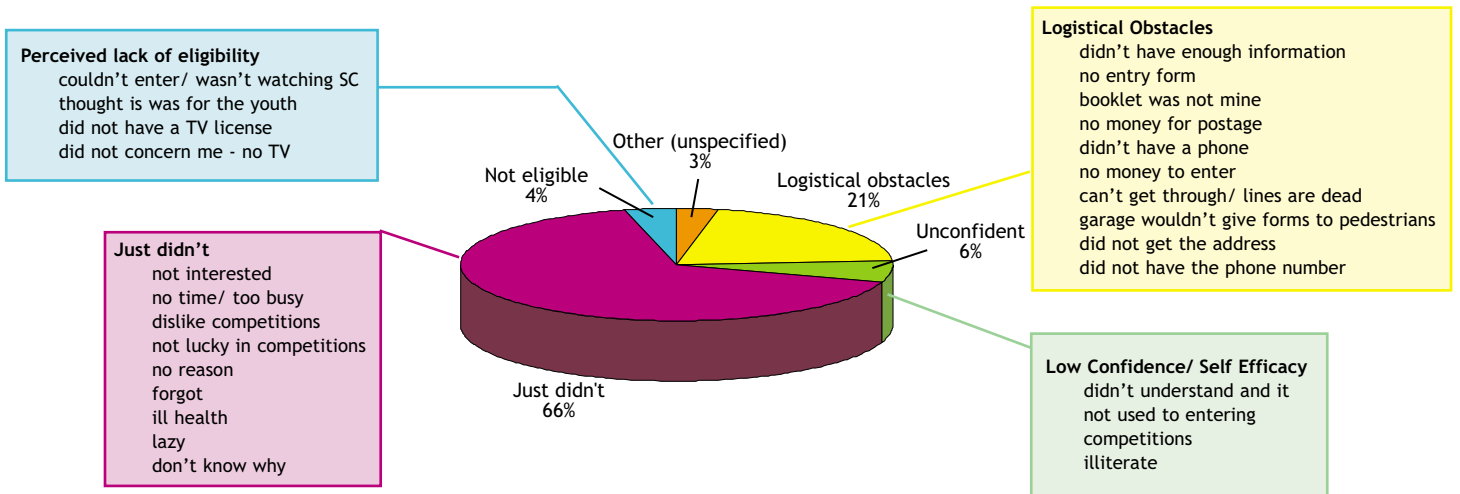
COMPETITIONS AND MARKETING

88% of the black population said they had not heard about the Soul City Series 5 competition, despite the fact that there were competitions linked to both the TV and radio series, and that advertising for these competitions occurred within the same prime-time slot as the drama, as well as in the press.

Of the 9% of black adults who did remember the competition, 18% said they had entered it. More than half of these people were under 24 years old.

Fig 7: "What was the reason that you did not enter the competition?"

(Base: Those who knew about it but did not enter)

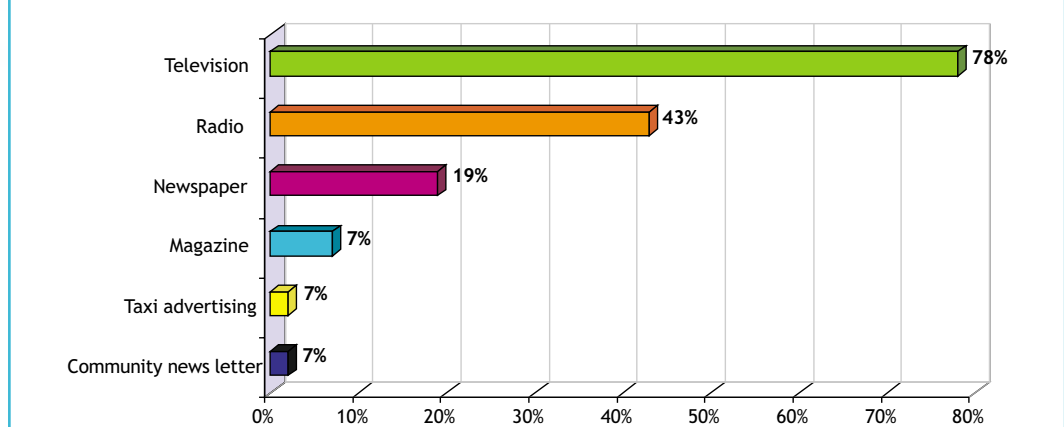


ADVERTISING

A quarter of the adult black population had seen or heard some kind of advertising for Series 5. This was accessed mainly via the electronic media.

Fig 8: "Where did you read or hear the advertising for Soul City Series 5?"

(Base: Black respondents who saw/heard any advertising)



SELF-REPORTED IMPACT AND AUDIENCE RECEPTION

Themes, which arose in the analysis of the focus group discussions, were:

HIV/ AIDS

REALITY OF THE EPIDEMIC

Soul City serves as a reminder to people that the AIDS epidemic is real and that discrimination against people living with HIV or AIDS is wrong.

"Soul City clarifies on AIDS that indeed AIDS is there and that we live with it, and that we should not forget it." [Male 25-40, peri-urban]

"AIDS is real and it is here." [Female 25-40, rural]

DISCLOSURE

The theme of disclosure was a dominant one with people saying that there are advantages to disclosing one's status. Firstly that disclosure is a step towards getting help from others, and secondly that it removes the burden of secrecy.

*"In Soul City I have learnt that, as I have seen, it has dealt with many things such as diseases like AIDS. It has taught me that as a person one has to be honest, one has to speak out what one is in. like now, I had a terrible fear about the AIDS disease. I had sworn to myself that even if I contract it, it would be my secret. Now, what I have seen in Soul City is that one has to speak out so one may live freely and be like everybody else who doesn't have AIDS, and that one should feel that we are all the same, there is no difference. That is the lesson I may say Soul City has taught me."
[Male 25-40, peri-urban]*

In the rural women's group, a participant described the main message of Soul City as being about disclosure, and positive living:

"Go for tests and disclose your status so that you can get help from people who deal with it, and the right diet and medication which prolong your life."





Some people still talk about disclosure ensuring that the disease is not spread, that is implying that if they know a person's status then they will not put themselves at risk. This is not an attitude that is useful, as it does not fit well with the universal precautionary approach, and further may put people at risk

"It has shown me that if you are HIV-positive you have to be honest and not spread the disease. It has taught me to be honest because that girl was honest, that is why the new guy did not reject and she got support and love for being honest and talking about it."

DISCRIMINATION AND STIGMA

An understanding that anyone can get AIDS impacted on people's attitudes towards others living with HIV/AIDS:



"I will never point a finger again to a person with AIDS. They need to be accepted and loved so that they don't feel rejected and decide to commit suicide like Sol once did." [Female 25-40, rural]

"It taught me not to reject people with HIV because I don't know if I too am HIV or could get it - and that shows me we have to accept people with HIV." [Female 25-40, rural]

"I used to think that people who are HIV-positive deserve to be because of their bad behaviour, but as time went on with things like Soul City I realised I am mistaken and also wrong because I could also get it without behaving badly." [Female 25-40, rural]

Respondents suggested that fear, caused by lack of knowledge, contributed to stigma and discrimination. Soul City provides information and shows that those who care for or come into contact with HIV-positive people are not in danger of contracting the virus.

"I did not want people with AIDS, I did not want to meet them ... I was afraid they would infect me." [Female 25-40, rural]

"I also had a negative attitude towards people with AIDS up to the point where I could not be close to a person that I was absolutely sure they had this virus, but now I know that I will not get the disease from being close to them, and I am now able to give support." [Male 16-24, urban]

"I had a friend who was diagnosed with HIV and I had a baby - then when she used to come to my home I would keep her away from the baby... until I realised that you don't get HIV from touching." [Female 25-40, rural]

Some of the characters in Soul City have enormous influential power - Sister Bettina is a particularly powerful figure and her voice lends authority to information or messages.

"It changed me especially when it comes to discriminating against people with AIDS.... It is the part where Sister Bettina was preaching in church and told us not to discriminate against people with AIDS... I have now learned that a person with AIDS is just like any other person..." [Male 16-24, urban]

LIVING POSITIVELY

People understood the positive living messages and felt that they had an impact on how they thought of living with HIV and AIDS.

"Like that couple, they supported each other and they took vows that the man must go on with life even after she passes on - so there is still life after HIV, you must just look forwards and stop being depressed and thinking of dying. You must just accept." [Female 25-40, rural]

"There is life after HIV - it does not mean that you cannot have a partner or you won't get married. There is still life, and you can go on with your life, you are still human with feelings." [Female 16-24, peri-urban]

"I thought when you are HIV there is no love and you can't marry - so Sol and Lizzie ended up married and that is where they proved me wrong" ..."I also thought like that, and I thought they don't live for a long time so there is no point in them getting married." [Male 16-24, urban]

"Life goes on - it doesn't mean if you are positive... like that couple, they supported each other and they took vows that the man must go on with life even after she passes on - so there is still life after HIV. You must just look forward and stop being depressed and thinking of dying ; you must just accept." [Male 16-24, urban]





*"It changed my mind because it showed me that even if you are like that [HIV-positive] you can still show your talent or do something with your life."
[Male 16-24, urban]*

"A person with AIDS can do anything that you can do except when they are in their last stage." [Male 16-24, urban]

*"[Soul City] showed us how to take care of ourselves and that there is life after HIV - so for me Soul City has everything; it has taught us a lot."
[Female 25-40, rural]*

RAPE

The stories about rape seemed to impact upon people in a number of ways:

SHIFTING WOMEN'S SENSE OF THEIR OWN AUTHORITY

"As a woman it has taught me to be proud of being a woman, and a man has not authority over me. My body is my body, especially when it comes to rape and sex." [Female 25-40, rural]

SPEAKING OUT

"If you are raped you must not keep it a secret or else it will eat you away and cause you heartaches, and talking about it sets you free and you are able to get help." [Male 16-24, urban]

*"When it happens it will be difficult to report it but you have to do it."
[Female 16-24, peri-urban]*

ROLE-MODELLING RESPONSIBLE ACTION

"If you witness a wrong thing do not protect that person just because you know them, but think of the victim and their feelings." [Male 16-24, urban]

"... Do not be afraid to come out and be a witness." [Male 16-24, urban]

"Like that part where they were raping that girl - it is because most of the time people see these things happen to other people and they keep quiet about them, yet if they talk about them it could help a lot of people." [Female 16-24, peri-urban]

RESPONSIBLE BEHAVIOUR

"It taught me that No means No." [Male 16-24, urban]

"With me there is a part this guy takes a girl to the movies. The lesson there is that taking a girl to movies doesn't mean that she owes you. So such things, we read them and realise that it is true." [Male 25-50, peri-urban]

"So, since you watched that scene, once she starts to tell you 'No, no, no' it begins to click on your mind that: 'By the way, I don't have to force because this person, taking her out or buying her drinks doesn't mean she owes me.'" [Male 25-40, peri-urban]

Older men talked about the way in which Soul City challenged traditional feelings about sex within a relationship. They felt Soul City had shown that men do not have a right to expect and force sex, no matter what their relationship with the woman. An important realisation for some was that forced sex, even within a marriage, constitutes rape.

"Back then we used to think that a woman, if she is your wife, she has no right to refuse to have sex with you. If I force her to have sex with me, it means I am raping her, even if she is my wife. So, that is something I have learnt about rape." [Male 25-40, peri-urban]





RAPE IS NOT YOUR FAULT

*"I know that you are not to be blamed if you are raped."
[Female 16-24, peri-urban]*

"As women when your boyfriend wants to sleep with you and you do not want to... if he forces himself on you it is rape because he does it against your wish - and that means rape is not your fault." [Female 25-40, rural]

RECOGNITION THAT NOT ALL RAPE IS STRANGER-RAPE

*"It showed me that you could be raped by someone you know like that episode where that girl is raped by people she knows and trusts.... It is important because we have female friends and it might happen to them."
[Male 16-24, urban]*



UNINTENDED MESSAGES:

An unintended message, which emerged in both male groups, is that men need to be careful of raping women because you can contract HIV/AIDS (both male groups). In other words, the risk of infection operates as the main deterrent, and in some instances is regarded as the reason why men should refrain from raping.

*"It showed that it is not right to rape because you can get AIDS"
[Male 16-24, urban]*

Another unintended outcome was the extension of the message that rape can occur with families and relationships - to the extent that some women reported a total breakdown of trust don't trust anyone - because even someone close to you can rape you (females)

"So when I saw Soul City it taught me never to trust anyone - even my own father, boyfriend and neighbour." [Female 25-40, rural]

DISCUSSING THE ISSUES

"You should hear how people talk about each episode afterwards. You will see that people out there they do care about it, and because sometimes it's happening in your houses, and you see that it's true." [Female 16-24, peri-urban]

One young woman talked of the establishment of an AIDS group in her community and described this reflecting the change in community attitudes since Soul City.

"In our community we never used to talk about AIDS because it was regarded as a private matter, but now when you start talking about AIDS and rape, we always refer back to what we saw on TV." [Female 16-24, peri-urban]

One woman, a teacher, felt that Soul City had had a direct impact on her teaching because it provided her with reliable information to disseminate to young children and include in dramatic productions.

SOUL CITY FACILITATES INTERGENERATIONAL DISCUSSION ABOUT SEX AND RAPE:

"Most of the time after each episode you will find our parents trying to coach us about this and that - so if it is happening to most families it means they are contributing something." [Male 16-24, urban]

"It has changed the people around me in that at first it was not easy for my parents to talk about sex with me, but now they have changed." [Male 16-24, urban]

"I am able to talk to my mother, and the fact that she used to watch Soul City - I am able to go to her with any personal problem I might have." [Female 25-40, urban]

"[Soul City] has helped me a lot - as I said, I live with my sibling's daughter. I used to be afraid when she watched TV and there were scenes of sex, rape - I would change the channel. but then I watched Soul City and she was not around, and I saw this woman tell her child about sex. Now I am able to talk to her about sex and relationships" [Female 25-40, rural]

Soul City also enables children to initiate discussion with their parents.

"In our community we never used to talk about AIDS because it was regarded as a private matter, but now when you start talking about AIDS and rape, we always refer back to what we saw on TV." [Female 16-24, peri-urban]



SMALL BUSINESS DEVELOPMENT

The portrayal of the process of establishing a small business - and the tenacity of the entrepreneur, despite competition - was inspirational for some. One participant claimed that Soul City had given him the confidence to go ahead and start his own small business:

"Whatever you do you must trust in yourself and have confidence, and do not concern yourself with what people will say.... I was a little bit shy, because I wanted to start my own business... a spaza shop - and I was afraid of what people will say, but since then [Soul City] I told myself I will do it, and I did, and I have one up and running as we speak." [Male 16-24, urban]

"[It showed that] you don't have to be educated or employed to earn a living - you can start your own business and live." [Male 16-24,urban]



DISABILITY

The theme of disability emerged spontaneously in the groups - particularly portrayal of the challenges of being disabled, which lead people to have greater respect for people in wheelchairs. Respondents suggested that, having seen how people with disabilities were treated in Soul City, they are now more patient with people with disabilities and are more willing to assist them. Some explained the change further, saying that having seen Soul City, they could imagine how it felt to have a disability, and so started treating people with disabilities the way they would want to be treated if they were themselves had a disability.





ENDURANCE OF OLD THEMES

There was frequent reference to themes from previous Soul City series - particularly Series 4 - in the context of discussion about Soul City's impact. There were a number of references to the theme of domestic violence, and participants specifically referred to the Matlakala / Thabang story on a number of occasions. In this context, the messages that endured were:

- Domestic violence is damaging to children who witness it, and male children might learn to perpetuate it when they grow up
- Victims of domestic violence have recourse
- Woman abuse is a serious crime, and you can get arrested for it

Although the focus of Series 5 was on living with HIV and acceptance and care for people with HIV, there was frequent reference in the groups to HIV messages around transmission and prevention, which were mainly addressed in Series 4.

Some of the younger males discussed the story where Vusi suffered a stroke and was cared for by Sister Bettina - the messages they remembered were about being a good caregiver and the importance of adopting a healthy lifestyle.



"It is so real it is like it is happening to you." [Female 16-24, peri-urban]

THE MULTI-MEDIA VEHICLE

"I could say it is the contributing factor - amongst all the other dramas it is the only one that has a booklet and if you are bored you read the booklet and other stories don't have booklets." [Male 16-24, urban]

"It is not only on TV but also on radio and they had booklets and workshops - so I think that is how it succeeded, they could cover a lot of people." [Male 16-24, urban]

CONCLUSION

This evaluation should be read in conjunction with the evaluations of the first 4 series of Soul City and the evaluation of Soul Buddyz (available on our web page: www.soulcity.org.za).

This evaluation confirms for us that the extensive process that goes into developing partnerships and the materials of Soul City ensure that the materials are effective, accessible and that they have an impact.



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