

EVALUATION  
SOUL CITY  
SERIES 6

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**SOUL  
CITY 6**

HEARTBEAT OF THE NATION



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.

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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# CONTENTS

<b>SUMMARY</b>	<b>2</b>
<b>1. INTRODUCTION</b>	<b>4</b>
<b>2. SOUL CITY 6</b>	<b>4</b>
<b>3. METHODOLOGY</b>	<b>4</b>
<b>4. RESULTS</b>	<b>5</b>
Recognition and reach	5
Who is the audience of Soul City?	9
Breakdown of Access to Soul City by demographics for children	11
Audience reception of Soul City: Adults	12
Likes and dislikes about Soul City	14
<b>IMPACT</b>	<b>16</b>
Adult Basic Education and Training (ABET)	16
Asthma	18
Depression	19
Behaviour	20
Xenophobia	21
HIV and AIDS	21
Interpersonal discussion	22
<b>5. CONCLUSION</b>	<b>31</b>



# SUMMARY

The sixth series of Soul City consisted of television drama, radio drama and print materials dealing with the issues of AIDS and children, Xenophobia, Asthma, Depression and Adult learning.

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 and propensity score analysis. 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 CITY 6

Recognition of the Soul City logo remains high with over 80% of adults and a higher percentage of children recognising it.

53.5% of adults and 61.5% of children had watched the television, while a third of adults and 26% of children had listened to the radio. The various Soul City booklets were recognised by about one third of adults, and read by about half of those who recognised them. This means that Soul City 6 reached over 9 million adults and 2million children.

The Soul City television audience is largely young, with the highest access in the 25-29 age group (66.5%), and lowest in the 60-69 year age group (37.5%).

The distribution of Soul City 6 radio listeners was relatively even from 17-39 years old and then dropped off in the older age groups.

Soul City TV was still very popular and rated 2nd among the most popular programmes. Just over a third of the audience said that they love Soul City and a further half liked it.

## IMPACT

### ADULT BASIC EDUCATION

Results suggest that Soul City 6 succeeded in raising awareness of ABET classes, and in shifting personal and gender attitudes about adult learning.

### **ASTHMA**

The Soul City 6 intervention succeeded in increasing some knowledge about asthma symptoms and decreasing some misconceptions around the quality of life of people with asthma.

### **DEPRESSION**

Soul City 6 succeeded in its core objectives of introducing the concept of depression as an illness, and in improving attitudes and subjective norms which create stigma about depression.

### **XENOPHOBIA**

It seems that Soul City 6 did not succeed in its objectives of improving attitudes and subjective norms towards foreigners in South Africa

### **HIV AND AIDS**

Soul City had an impact particularly in the area of care and support of people living with HIV and AIDS, and also in relation to awareness and increasing interpersonal discussion about how HIV and AIDS affects children. Soul City was also related to increased awareness of community organisations and to participating in community action about HIV and AIDS.

## **CONCLUSION**

Soul City 6 reached substantial numbers of the South Africa population, and was mostly enjoyed and appreciated by its audience. The impact of Soul City was not even across the various topics but was particularly successful in the intended HIV and AIDS topic where change has been shown not only in awareness, attitudes, subjective norms and interpersonal behaviour, but also in action taken to support and care for people with HIV and AIDS, and community action



## 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 has been evaluated in different ways. Soul City 6 and 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.

## 2. SOUL CITY 6

The sixth series of Soul City consisted of 13, 1 hour episodes of television drama broadcast on SABC1 between June and August 2003 at 9pm. The 15 minute radio drama was broadcast in nine African languages between January and June 2003 on the SABC African Language radio stations. Three full colour booklets were distributed at the same time as the television programme (Talking about Asthma, Children and AIDS, and Depression, you can beat it). For each radio station there was a launch where, in partnership with ACCESS, a child rights network<sup>1</sup>, and the departments of home affairs and social development community members were informed about children's grants and could apply for them as well as for birth certificates and ID books necessary to obtain the grants. There was a marketing campaign and competitions run with both the TV and radio programmes.

The topics that series 6 dealt with were: AIDS and children, Xenophobia, Asthma, Depression and Adult Basic Education.



## 3. METHODOLOGY

Soul City 6 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 (such as Tsha Tsha, LoveLife

and Khomanani) and the various Soul City intervention components. In addition “propensity score analysis” was performed on a number of outcome variables. This effectively enables one to control for the factors which increase or decrease the respondent’s propensity to access Soul City 6. These factors include demographic variables such as age, sex, area, education, race as well as some other variables that might influence the propensity to access the medium - such as general access to television and pre-existing knowledge, subjective norms, attitudes, intentions, behaviour etc.)<sup>2</sup>. Propensity analysis increases the strength of inferring that impact reported is indeed related to the intervention evaluated.

Results are reported at a significance level of  $\leq 0.05$  unless otherwise stated.

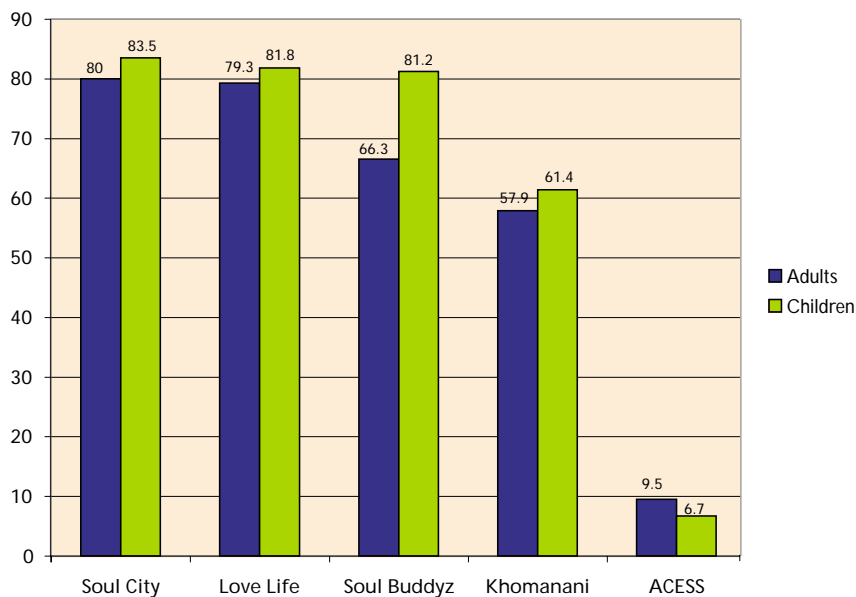
The adult and children’s samples were representative of the general South African population.

## 4. RESULTS

### RECOGNITION AND REACH

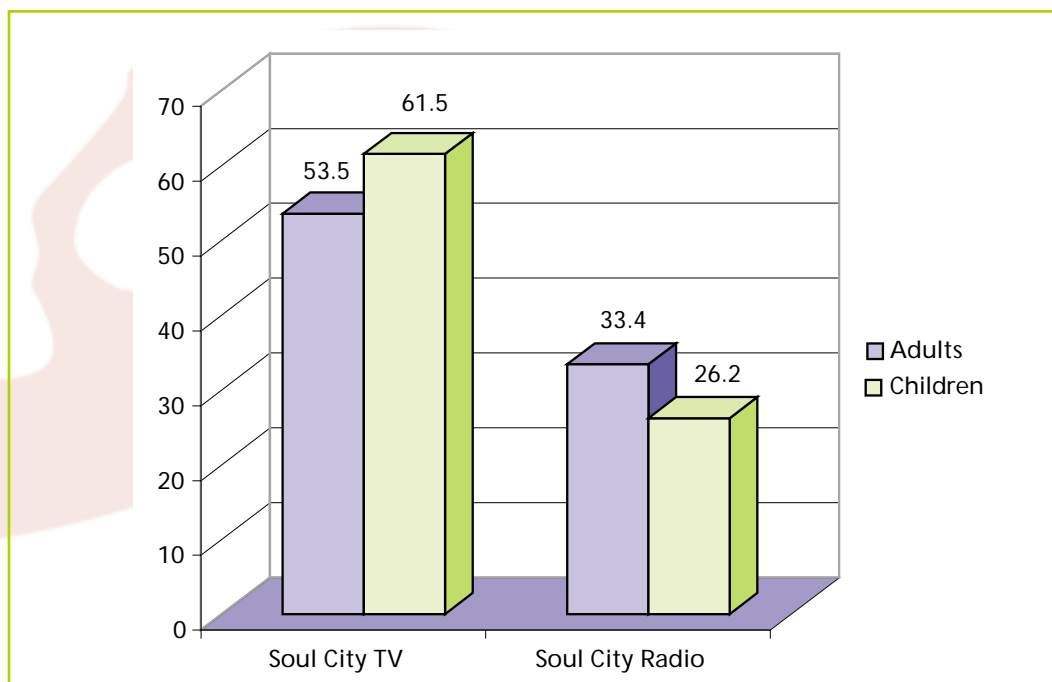
Although Soul City is primarily an adult vehicle we are aware that children are also part of the audience. We did not measure impact of the adult series on children but present that audience reach for children here for completeness sake.

Figure 1: Recognition of logos amongst adults (aged 16 – 65) and children (aged 8-15)



<sup>2</sup> In essence, a case control design is analytically created through this method, thus strengthening the analytical power of a national survey design.

Figure 2: Reach of Soul City Television and Radio amongst adults and children



This means that about 7,3 million adults and 2.1 million children watched Soul City on television and 4.5 million adults and 900 000 children listened to Soul City radio.

**SOUL CITY SERIES BOOKLETS**

The Soul City booklets distributed as part of the sixth series were shown to research participants in the 2003 study. Recognition of the book was recorded as well as whether the person had read the booklet.

Table 1 : Recognition and reading of Soul City 6 booklets

Book	Seen by (%)	Read by – of those who had seen them (%)	Number read <sup>3</sup>
HIV and AIDS Action Now	35.4	49.8	4,8 Million
Asthma	32.6	44.8	4,0 million
Depression	31.2	41.8	3,6 million
Grants for Children	28	41.6	3,2 million
Children and AIDS	23.2	39.3	2,5 million



3.



A breakdown of access to the various Soul City 6 media by adults is presented in table 3. Multimedia is a combination of access of Soul City radio, television and print.

**Table 2. Percentage of the total sample who accessed Soul City media:**

	None	Low	Medium	High
Multimedia <sup>4</sup>	31.4	22.7	27.6	18.3
TV <sup>5</sup>	47.1	13.5	14.2	23.2
Radio <sup>6</sup>	65.6	9.1	13.1	12.3

Forty six percent of people who had watched Soul City 6 TV watched more than 9 episodes. Forty percent watched between 3 and 8 episodes, while 10% watched just 1 or 2.

**Table 3. Thinking about Soul City on TV this year, approximately how many episodes did you watch?**

	n	%
Most (9-13 episodes)	367	46.0
Some (5-8 episodes)	207	25.9
Only a few (1-4 episodes)	196	24.6
Uncertain/can't remember	28	3.5
<b>Total</b>	<b>798</b>	<b>100</b>



<sup>4</sup> This was calculated using the 2001 census, using the relevant number of people per age group. In cases where 5 year groups did not overlap it was assumed that each year had equal numbers.

<sup>5</sup> Cumulative exposure to TV, radio and / or print material, scaled from 0 to 3

<sup>6</sup> Low TV: watched only a few / just 1 or 2 episodes; Medium TV = watched some episodes; High TV = watched almost all / most episodes  
 Low radio: listen to some episodes, listen occasionally, almost never; Medium radio = listen often / to most episodes; High radio = listen almost always / to every episode

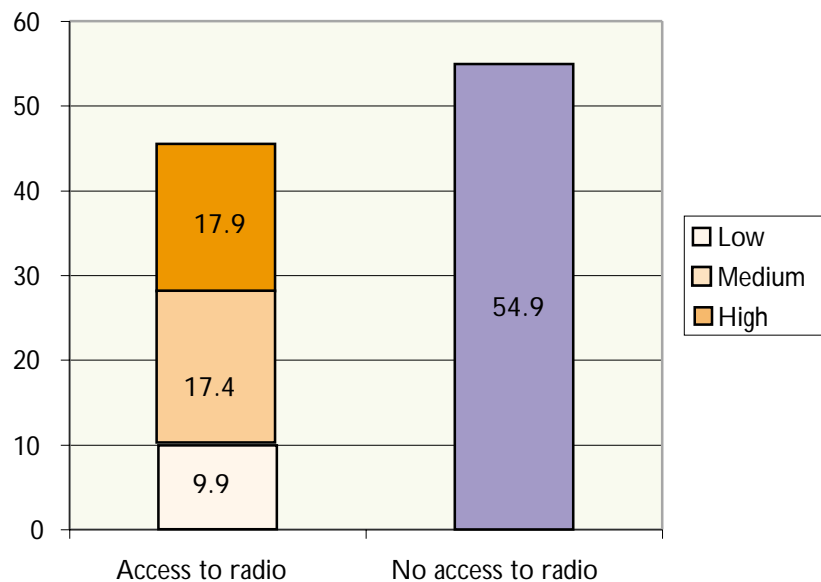
Of those who listened to Soul City 6 radio 36.2% listened to most episodes, while 52.2% listened to a few or some episodes. 6.1% listened to just one or two.

**Table 4. Thinking about Soul City on radio this year, how regularly did you listen to the programme**

	n	%
Almost always/every episode often	182	36.3
Sometimes/some episodes	191	38.0
Only a few episodes	101	20.1
Uncertain/can't remember	28	5.6
<b>Total</b>	<b>502</b>	<b>100</b>

Because the radio programme was flighted in African languages only, the breakdown of access in the African population and by language is described below.

**Figure 3: Access to Soul City Radio within the African sample**



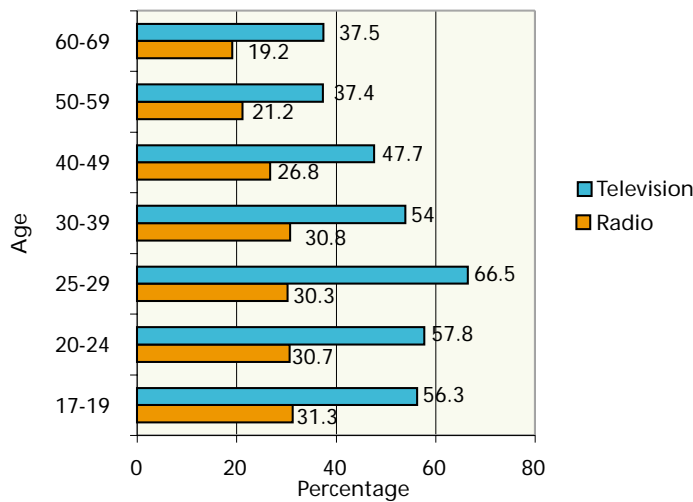
## WHO IS THE AUDIENCE OF SOUL CITY?

### BREAKDOWN OF ACCESS TO SOUL CITY BY DEMOGRAPHICS FOR ADULTS

The Soul City television audience is largely young, with the highest access in the 25-29 age group (66.5%), and lowest in the 60-69 year age group (37.5%).

The distribution of Soul City 6 radio listeners was relatively even from 17-39 years old and then dropped off in the older age groups.

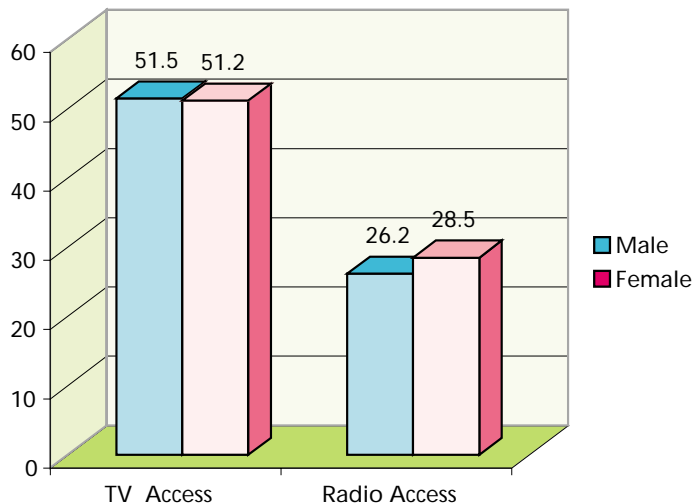
Figure 4: breakdown of the Soul City radio and TV audiences by age.



Men and women accessed Soul City almost equally with radio having a slightly higher female audience. (The difference is not statistically significant though.)

Access to Soul City 6 electronic media is broken down by sex in Figure 5.

Figure 5: Percent access to Soul City electronic media of adults by sex



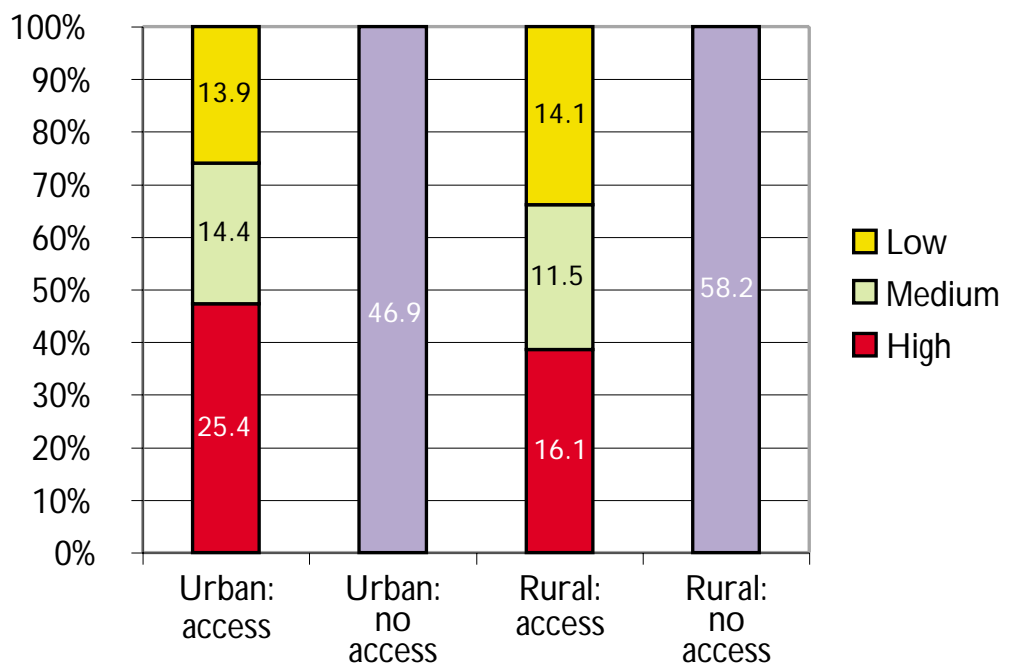
The radio dramas fledged in African languages only. Table 5 shows the access to the various language stations.

Table 5. Percent access to Soul City radio of adults within language

	No Radio	Soul City 6 radio			
		Total	Low	Medium	High
Zulu	47.5	52.5	13.5	20.1	18.9
SSotho	46.5	53.4	5.9	19.8	27.7
Setswana	78.7	21.4	3.4	12.4	5.6
Xhosa	61.6	38.4	10.7	14.5	13.2
Sepedi	57.8	42.2	8.9	14.4	18.9
Siswati	32.6	67.4	11.6	27.9	27.9
Ndebele	54.5	45.5	0	27.3	18.2
Xitsonga	66.7	33.4	0	26.7	6.7
Tshivenda	50	50	25	25	0

As expected more urban people had access to Soul City 6 television, but nevertheless 26.7% of the rural sample had watched many or most episodes of the television.

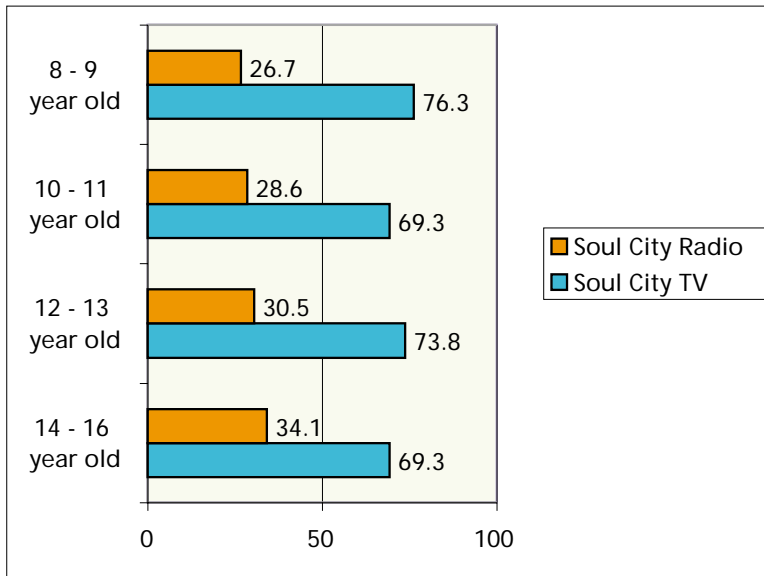
Figure 6: Access to Soul City Television and Radio by area



## BREAKDOWN OF ACCESS TO SOUL CITY BY DEMOGRAPHICS FOR CHILDREN

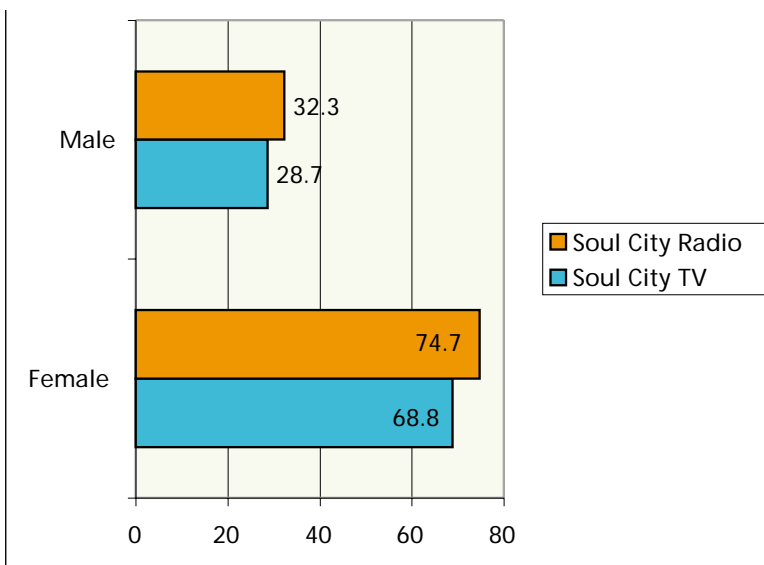
Although it seems that Soul City radio and television were accessed most by the slightly older children (14-16 years) these age differences in access for both television and radio are not statistically significant.

Figure 7. Percent Access to Soul City by age



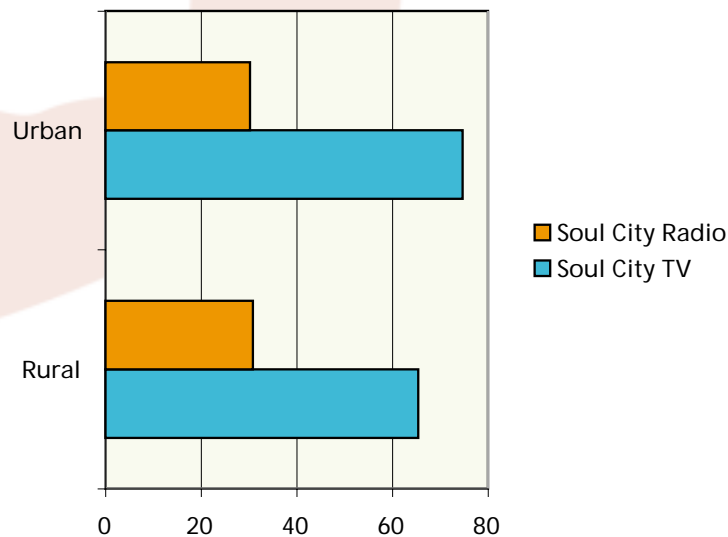
The difference between boys and girls accessing Soul City radio is not statistically significant. Slightly more boys accessed Soul City television. For television, the difference in access between boys and girls is significant.

Figure 8. Access to Soul City by sex



Soul City TV was accessed by more urban children than rural children, but still 65% of rural children accessed Soul City Television. The difference in access to Soul City radio between urban and rural children is not significant.

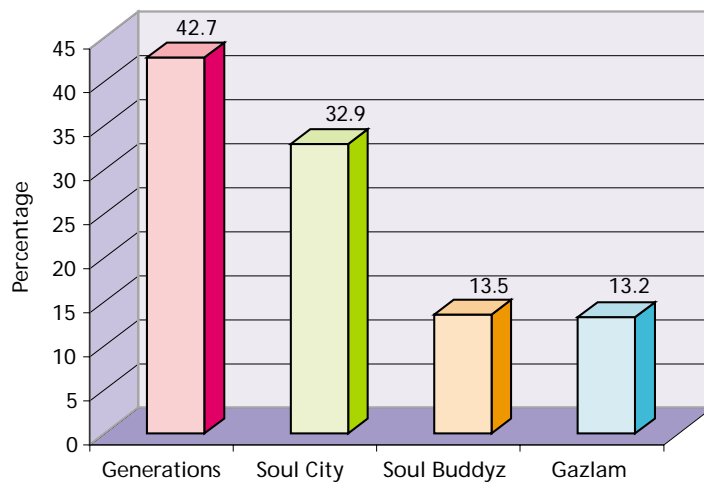
Figure 9. Access to Soul City by area



## AUDIENCE RECEPTION OF SOUL CITY: ADULTS

When adults were asked which were their favourite programmes in the previous year<sup>7</sup> (first and second choice combined) Generations was the most popular (42.7%) followed by Soul City (32.9%). Soul Buddyz was chosen as first or second favourite by 13.5 percent of adults. Gazlam was mentioned by 13.2 percent of adults.

Figure 10: Favourite Programmes



<sup>7</sup> A list of programmes to choose from was provided: Generations, Soul City, Yizo Yizo, Tsha Tsha, Gazlam, and Soul Buddyz

When asked “how do you feel about Soul City this year?”, 35.6% said they love it, while 51.9% said they like it.<sup>8</sup> An appreciation index was calculated at 80.<sup>9</sup> This compared to the appreciation index of the 2002 survey of 80.2, indicating that amongst those who watched, Soul City 6 was regarded as equally interesting and enjoyable than previous series of Soul City.

**REASONS FOR NOT WATCHING OR LISTENING TO SOUL CITY**

The main reasons why respondents did not watch Soul City 6 was that they were busy with other things (28.1%), they didn't have a television or radio any more, it was broken (25.7%) or that the broadcast was too late (17.1%). Only 8.5% reported that they did not like it.

**Table 6. Why did you not watch/listen to it this year?**

REASON	N	%
Busy with other things/no time/watch news	46	28.1
Don't have TV anymore/TV broken/radio out of order	42	25.7
It is too late	28	17.1
Don't like it	14	8.5
Nothing new and exciting to learn–show as in real life	4	2.5
Repeat same storylines and it gets boring	1	0.7
Watch other programmes	1	0.4
Rather watch on television	1	0.3
Don't understand it	0	0.1
No specific reason	0	0.1
Don't know	27	16.4
<b>Total</b>	<b>163</b>	<b>100</b>



<sup>8</sup> Other response categories in the closed ended question was “I do not really care about it”, “I don't like it” and “I hate it”.  
<sup>9</sup> The appreciation index is the mean of all the responses 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.

## LIKES AND DISLIKES ABOUT SOUL CITY

### LIKES ABOUT SOUL CITY

The main things respondents liked about Soul City were that it educates children (21.4%), it resembles reality (17.8%), it teaches the community about AIDS (21.3%) and it helps people solve problems (12.7%). The main reasons why respondents disliked Soul City were the time slot (4%), explicit material such as sexual intercourse and rape (both 1.8%) and violence against women and children (1.6%).

**Table 7. What I liked about Soul City**

	N	%
It educates our children	192	21.4
It teaches the community how to deal with AIDS	191	21.3
It is real	160	17.8
It helps us to solve problems	114	12.7
It shows how people take care of each other	63	7
Everything	54	6
Adult basic education	40	4.4
It teaches children to respect elders and one another	23	2.5
It has a message	18	2
We must not allow abuse	14	1.6
Not to be embarrassed when parents are uneducated	11	1.2
It contributes to psychological growth of people	10	1.1
It eliminates racism	9	1

There were very few dislikes expressed. When asked 76% said that there was nothing that they disliked about Soul City. The next most common dislike was that Soul City 6 was flighted in a late time slot. Other dislikes are listed in table 8.





Table 8. What I disliked about Soul City

	N	%
Too late/time slot	35	4
Sexual intercourse	16	1.8
The exposure on episodes like rape for younger children	16	1.8
Violence against women/abuse against children	14	1.6
Discrimination	12	1.4
The way they treat others	9	1
Always talking about HIV/AIDS	7	0.8
Nothing	668	76



# IMPACT

## ADULT BASIC EDUCATION AND TRAINING (ABET)

The aim of the message about adult education in Soul City 6 was to link adult learning with rights and to motivate and encourage adult learners.

### AWARENESS OF ABET CLASSES

There was an increase in the percentage of people knowing of ABET classes from before Soul City 6 (2002) to after Soul City 6 (2003). Both exposure to Soul City TV and radio was associated with knowing of ABET classes. There was an increased likelihood of knowing of ABET classes of 26% in those exposed to medium Soul City radio and 28 % with high exposure to Soul City radio. Medium and high exposure to Soul City TV increased the likelihood of knowing of ABET classes by 33% and 6% respectively: 53.1% of those with high exposure to Soul City television knew of classes, compared to 30.8% of those with no exposure to Soul City television.

### ATTITUDES

From before Soul City 6 (2002) to after Soul City 6 (2003) there was improvement in a range of attitudes relating to adult education. Soul City radio was a significant predictor of these positive attitudes.

*I feel it is too hard to learn new skills* (Agree: 22% before and 16.7% after). Medium and high exposure to Soul City radio decreased the likelihood of an undesired response by 12% and 31% respectively.

*I feel I am too old to learn new skills* (Agree: 19.6 % before and 14.4% after). High exposure to Soul City radio decreased the likelihood of an undesired response by 35%.

*I believe women have the right to learn* (Disagree: 5.6% before and 3.1% after). Comparing those exposed to Soul City radio with those not exposed, 3.5% more of those exposed agreed that women have the right to learn ( $\leq 0.05$ ).<sup>10</sup>

Although there was no overall change from 2002 to 2003, exposure to Soul City radio was associated with disagreeing that "... *if adults cannot read and write, it is because they were too lazy to learn*". Comparing those who listened to Soul City radio to those who didn't listen there was a 7 % increase in disagreeing for those who listened ( $\leq 0.01$ )<sup>10</sup>.

<sup>10</sup> Propensity score analysis

Table 9. I think if adults cannot read or write they were too lazy to learn as a child

EXPOSURE TO SOUL CITY MULTIMEDIA				
	NONE		HIGH	
	n	%	n	%
Strongly agree / agree	57	12.4	27	10
Neutral	23	5	6	2.4
Disagree / strongly disagree	360	76.5	228	85.9
Total <sup>11</sup>	440	93.9	261	98.3

Results suggest that Soul City 6 succeeded in raising awareness of ABET classes, and in shifting personal and gender attitudes about adult learning.



<sup>11</sup> "Don't know / uncertain" not shown

## ASTHMA

The aim of the Soul City asthma intervention was to increase public knowledge about asthma and its treatment.

### KNOWLEDGE

In general knowledge about asthma was relatively good to start with, with 92% of respondents indicating that they knew what asthma was before the intervention.

Soul City radio and multi media were associated with knowing that a sign of asthma is coughing and wheezing after exercise: there was a 10.5% increase in correct knowledge amongst those exposed to Soul City radio compared to those not exposed ( $\leq 0.01$ )<sup>12</sup>, there was a 76% increase in the likelihood of a correct answer amongst those with high exposure to Soul City multimedia.<sup>13</sup>

There was a significant change before and after Soul City 6 in the percentage of people disagreeing with the statement “people with asthma cannot play sport”. In 2002, 51% disagreed while in 2003, 59.4% disagreed. When comparing those exposed to the Soul City asthma book with those not exposed, a 7.9% improvement in knowledge on this item was observed amongst the exposure group. ( $\leq 0.01$ ).<sup>12</sup>

### ATTITUDES

When asked whether people with asthma can live normal lives there was no significant change in the overall sample before and after Soul City 6, however there was a 15.5% improvement in desired attitudes amongst people exposed to Soul City radio compared to those not exposed. ( $\leq 0.01$ )<sup>12</sup>, and a 5.4% improvement amongst those exposed to the Soul City asthma book compared to those not exposed.



**Table 10. People with Asthma can live normal lives by exposure to Soul City radio**

	NONE		HIGH	
	n	%	n	%
True	710	74.4	159	89.1
False	165	17.3	15	8.5
Unsure	79	8.3	4	2.4
Total	954	100	178	100

Results suggest that the Soul City 6 intervention succeeded in increasing some knowledge about asthma symptoms and decreasing some misconceptions around the quality of life of people with asthma.

<sup>12</sup> Propensity score analysis

<sup>13</sup> Multiple regression analysis

## DEPRESSION

The aim of the Soul City depression intervention was to introduce the concept of depression as an illness to the general population, and to destigmatise depression.

### AWARENESS AND KNOWLEDGE

There was a significant increase in awareness of depression. Before Soul City 6, 59.6% of respondents said they knew what depression was and after Soul City 6, 68% did. Those with high access to Soul City booklets were 3.27 times more likely to say they know what depression was than those with no access.

**Table 11: Do you know what depression is by exposure to Soul City booklets**

	NONE		HIGH	
	n	%	n	%
Yes	453	63.7	41	93.2
No	249	35.0	3	6.8
Don't know	9	1.3	0	0.0
Total	711	100.0	44	100.0

People exposed to Soul City booklets were also more likely to say they knew someone who had suffered from depression in the past 12 months (37.6%), compared to those not exposed (26.4%), suggesting that exposure to the Soul City print material may have improved respondents' awareness or recognition of depression amongst people close to them.

There was no overall shift in knowledge of the symptoms of depression before and after the intervention. However before Soul City 6, 85.9% recognised that depression is an illness, while in 2003 (after Soul City 6), 90.8% did. This shift is not associated with Soul City 6.

There was no change in knowledge of where to go for help with depression from before Soul City 6 (66.9%) to after (68%). However people with high Soul City multimedia exposure were 2.35 times more likely to say they knew where to go for help than those with no exposure.

### ATTITUDES AND SUBJECTIVE NORMS

Soul City 6 media is associated with desired responses (disagree) on the item "most people in my family believe that only weak people get depressed". Exposure to Soul City 6 television improved desired responses by 12% compared to people not exposed ( $\leq 0.01$ )<sup>14</sup>, while exposure to the Soul City depression booklets improved desired responses by 8.3% compared to those not exposed ( $\leq 0.05$ )<sup>14</sup>. Sixty percent of those with no exposure to Soul City 6 TV disagreed or strongly disagreed while 79.8% with high Soul City 6 TV disagreed or strongly disagreed that most people in their family believe that only weak people get depressed. There



was, however, not a shift in the overall sample from before to after the intervention on this item.

A similar trend was observed in the individual belief that “*only weak people get depressed*”: although there was no overall change in this attitude, Soul City 6 media was associated with desired responses: exposure to Soul City 6 TV improved desired responses by 9.8 % compared to those not exposed to Soul City 6 TV ( $\leq 0.01$ )<sup>14</sup>. Exposure to the Soul City depression booklet improved desired responses by 9.1 % compared to those not exposed ( $\leq 0.01$ )<sup>14</sup>.

## BEHAVIOUR

When asked what they did when someone they knew had depression, significantly more people said that they talked to the depressed person after Soul City 6 (48.3%) than before Soul City 6 (35.9%), and significantly more said that they urged the person to seek treatment after Soul City 6 (36.2%) than in before (26.3%). Various components of the Soul City 6 intervention were associated with this behaviour. For example, high exposure to Soul City TV increased the likelihood of talking to the person by 174% and high exposure to Soul City booklets increased the likelihood by 194%<sup>15</sup>. High exposure to Soul City radio increased the likelihood of encouraging the person to seek treatment by 78%<sup>15</sup>.

There was no significant change in the other responses.

Results suggest that Soul City 6 succeeded in its core objectives of introducing the concept of depression as an illness, and in improving attitudes and subjective norms which create stigma about depression.



## XENOPHOBIA

The aim of the xenophobia message in Soul City 6 was to improve attitudes and subjective norms towards foreigners in South Africa.

### ATTITUDES

Between 2002 and 2003 there seems to have been a deterioration of attitudes and subjective norms relating to xenophobia. Key attitudes deteriorated from 2002 to 2003, such as *"I believe that foreigners should go back to their own country"* (59.6% agreed in 2002 vs 66.1% in 2003), *"I believe that foreigners take jobs away from South Africans"* (71.3% agreed in 2002 vs 75.1% in 2003), and *"I believe that foreigners bring crime into South Africa"* (65.6% agreed in 2002 vs 70.5% in 2003). The interaction with Soul City is not clear but in some cases exposure to Soul City is associated with more negative attitudes and norms. For example those with high exposure to Soul City radio were 1.5 times more likely to say that foreigners should go back to their own country than those not exposed.

### SUBJECTIVE NORMS

Similarly, in relation to subjective norms about foreigners, there was a deterioration from 2002 to 2003 of an average of about 5 percentage points on each item. As in the case of personal attitudes, there is some evidence that negative subjective norms were associated with some Soul City media: e.g. high exposure to Soul City radio seems to have increased the likelihood of agreeing with the item "My community believe that foreigners bring crime into South Africa".

It seems that Soul City 6 did not succeed in its objectives of improving attitudes and subjective norms towards foreigners in South Africa.



## HIV AND AIDS

The aim of the HIV and AIDS message in Soul City 6 was to draw attention to the effect of the epidemic on children; it intended to increase the intention and positive caring and supportive behaviours towards affected people and especially children.

### CONTEXT

As the AIDS epidemic matures increasingly more people are known to be affected. There was a significant increase in the percentage of people knowing someone who is HIV positive. Before Soul City 6 (2002), 22.5% of respondents knew someone who is HIV positive, while after Soul City 6, 28.3% knew someone. There was also an increase in the percent of people knowing a person who is sick from AIDS. In 2002, 18% of respondents knew someone, in 2003 this increased to 26%.

### AWARENESS

When asked whether AIDS in a family affects children emotionally, there was a significant change from before the intervention where 74.4% agreed or strongly agreed that AIDS in a family affects children emotionally, while after Soul City 6, 80.5% agreed or strongly agreed. High exposure to Soul City multimedia increased the likelihood of agreeing by 115%.<sup>16</sup>

## INTERPERSONAL DISCUSSION

Talking about HIV and AIDS as well as other issues related to death, illness and dying is an important step in assisting children cope with the trauma of dealing with HIV and AIDS. Parents exposed to Soul City TV and radio were more likely to talk to their children about issues such as HIV and AIDS, and illness death and dying than parents not exposed. Comparing those exposed to Soul City TV and radio with those not exposed, percentage of people talking to their children increased by 12.9 % (TV,  $\leq 0.01$ ) and 9.4% (Radio,  $\leq 0.01$ )<sup>17</sup>. Medium exposure to Soul City print material increased the likelihood of parents talking to children about these issues by 66%.<sup>16</sup>



<sup>16</sup> Multiple regression analysis

<sup>17</sup> Propensity score analysis



Table 12. During the past 12 months, how often have you talked to your child/children about HIV/AIDS by Soul City 6 print

EXPOSURE TO SOUL CITY 6 PRINT				
	NO		YES	
	n	%	n	%
Often	151	15.8	27	26.5
Occasionally	206	21.6	30	29.4
Never	597	62.5	45	44.1
<b>Total</b>	<b>954</b>	<b>100</b>	<b>102</b>	<b>100</b>

Table 13. During the past 12 months, how often have you talked to your child/children about HIV/AIDS by exposure to Soul City 6 Television

EXPOSURE TO SOUL CITY 6 TV				
	NO		YES	
	n	%	n	%
Often	62	11.9	49	20.7
Occasionally	119	22.8	51	21.5
Never	340	65.3	137	57.8
<b>Total</b>	<b>521</b>	<b>100</b>	<b>237</b>	<b>100</b>



**ATTITUDES TOWARDS CARING FOR PEOPLE LIVING WITH HIV/AIDS**

There was an increase in people agreeing with the statement “I believe that the community should care for people living with HIV/AIDS”, between 2002 and 2003. Before Soul City 6, 89.7% of respondents agreed or strongly agreed with the statement while after Soul City 6, 93.4% agreed or strongly agreed.

**Table 14. Soul City television exposure and believing the community must care for people living with AIDS**

SOUL CITY 6 TELEVISION EXPOSURE								
	None		Low		Medium		High	
	n	%	n	%	n	%	n	%
Strongly agree/ agree	565	82.3	171	87.1	190	91.7	342	93.3
Neutral	53	7.7	2	1.2	5	2.5	12	3.3
Disagree / Strongly disagree	51	7.3	21	11	8	3.9	11	2.9
Don't know	18	2.7	1	0.7	4	1.9	2	0.6
<b>Total</b>	<b>686</b>	<b>100</b>	<b>196</b>	<b>100</b>	<b>207</b>	<b>100</b>	<b>367</b>	<b>100</b>

Factors which increased the likelihood of agreeing or strongly agreeing were being 25-34 years old, being African, access to Soul City adult education materials and high access to Soul City television. Of those with no exposure to Soul City 6 television 82.3% agreed with the statement while 93.3% of those with high exposure agreed.

**SUBJECTIVE NORM ABOUT CARING**

In social norm theory, it is believed that if people's subjective norm is the positive behaviour it will pressurise them to behave positively. In response to the statement "most people in my community believe the community must care for people living with AIDS" there was a significant positive shift. After Soul City 6, a significantly higher percentage of respondents agreed or strongly agreed with the statement. Before Soul City 6, 82.1% of respondents agreed or strongly agreed with the statement while after Soul City 6, 91.1% agreed or strongly agreed. Exposure to Soul City radio was the only factor which increased the likelihood of agreeing with the statement, by 116%.<sup>18</sup>

**BEHAVIOUR INTENTION**

When asked if people would care for someone who is sick from AIDS, after Soul City 6 there were 85.6% that answered "yes", while 81.7% answered "yes" before Soul City 6. The difference is not statistically significant. The factors which increased the likelihood of being willing to care for someone who is sick from AIDS were: having some secondary school education; high access to Soul Buddyz and high access to Soul City multimedia.



<sup>18</sup> Multiple regression analysis

Table 15. If the opportunity arises, will you care for someone who is sick from AIDS by Soul City multimedia

SOUL CITY MULTIMEDIA								
	None		Low		Medium		High	
	n	%	n	%	n	%	n	%
Yes	311	68.1	259	78.2	344	85.6	243	91.7
No	87	19.0	40	12.1	35	8.7	15	5.7
Uncertain	59	12.9	32	9.7	23	5.7	7	2.6

**BEHAVIOUR**

Those who answered “yes” to the question do you know someone who is HIV positive (28.3% in 2003 and 22.5% in 2002) were asked if they had helped or supported someone with HIV in any way. When comparing answers received during the 2002 and 2003 surveys, although there was an increase, the difference was not statistically significant. In 2002, 47.7% and in 2003 49.5% had helped or supported someone who is HIV positive in some way.

The factors which increased the likelihood of having helped or supported someone who is HIV positive in some way were: having no education or having tertiary education; high exposure to Soul Buddyz booklets and to Soul City booklets.

The factors which decreased the likelihood of having helped or supported someone who is HIV positive in some way were: having some secondary education and no exposure to Soul Buddyz.

Table 16. Predictors of having helped or supported someone who is HIV positive in some way

		INCREASE	DECREASE
<b>Education</b>	None	55%	
	Some secondary		55%
	Tertiary	212%	
<b>Soul Buddyz</b>	None		61%
	High	113%	
<b>Soul City Booklets</b>	High	140%	



Of all respondents in 2002 7.1% had cared for someone sick with AIDS, in 2003 10.3% had (<=0.05). This increase was largely due to an increased number of people knowing someone sick with AIDS.

Of those who knew someone who is sick from AIDS (18% in 2002 and 26% in 2003), in 2002 40.2% said that in the last 12 months they have cared for someone who is sick from AIDS, and 40.1% said they did in 2003. The difference is not statistically significant. However, exposure to Soul City media is associated with caring for someone who is sick with AIDS: the factors which increased the likelihood of having cared for someone who is sick with AIDS were being a rural dweller; high access to Soul Buddyz, access to Soul City adult education materials.

**Table 17. Predictors of having cared for someone who is sick with AIDS**

		INCREASE	DECREASE
<b>Area</b>	Rural	52%	
<b>Soul Buddyz</b>	None		69%
	High	278%	
<b>Soul City adult materials</b>	Yes	280%	
	No		74%

**CARING FOR VULNERABLE CHILDREN**

When asked if in the last 12 months respondents had in any way supported or helped a child that is looking after other children and maybe also looking after adults who are sick from AIDS, there was a significant increase from 2002 to 2003 in the total sample. This was largely due to an increase in number of people knowing families like this. There was no significant difference between responses pre- and post Soul City 6 in the sub-sample of people knowing such families. In 2002, 45.8% (of the 5.2% who knew such a family) answered yes, compared to 51.4% (of the 7% who knew such a family) in 2003. The only factor which increased the likelihood of having supported a child was knowing the organisation ACESS. This increased the likelihood of supporting such families by 89%. Not knowing ACESS decreased the likelihood.



**COMMUNITY**

In health promotion community response to a health issue is very important. This section looks at a number of community related issues.

Though there was no change from 2002 to 2003, access to Soul City radio increased the likelihood of agreeing that *“my community is committed to dealing with the problem of HIV and AIDS”*. Before Soul City 6, 61.7% of respondents strongly agreed or agreed while after Soul City 6, 60.9% agreed.

Table 18. My community is committed to dealing with the problem of HIV/AIDS by Soul City radio access

	SOUL CITY RADIO			
	None		High	
	n	%	n	%
Strongly agree / agree	396	41.5	123	68.9
Neutral	112	11.8	13	7.3
Disagree/strongly disagree	312	32.8	41	23.2
Don't know/ uncertain	134	14.1	1	0.5
Total	954	100	178	100

Community efficacy is an important community indicator signifying empowerment. When asked if the respondent believed that as a community, they could do something to support people living with HIV/AIDS, there was a significant change between 2002 and 2003. Before Soul City 6, 84.6% of respondents agreed or strongly agreed that the community can do something to support people living with HIV/AIDS, while after Soul City 6, 90.1% agreed or strongly agreed.

The factors which increased the likelihood of agreeing that as a community we can do something to support people living with HIV/AIDS were: high access to Soul Buddyz and low access to Soul City radio.



Table 19. Predictors of thinking that my community cannot do anything to prevent the spread of HIV/AIDS.

		INCREASE
Soul Buddyz	High	110%
Soul City Radio	low	92%

Table 20. As a community, we can do something to support people living with HIV/AIDS

RADIO EXPOSURE								
	None		Low		Medium		High	
	n	%	n	%	n	%	n	%
Strongly agree/ Agree	762	79.9	116	88.2	172	90.4	156	87.3
Neutral	60	6.3	9	6.8	7	3.9	5	2.6
Disagree/ Strongly disagree	101	10.6	5	3.2	10	5	18	10
Don't know/ uncertain	31	3.2	2	1.9	1	0.7	-	-
<b>Total</b>	<b>954</b>	<b>100</b>	<b>132</b>	<b>100</b>	<b>191</b>	<b>100</b>	<b>178</b>	<b>100</b>

When asked if respondents knew of organizations or people in their community that actively work in the fight against HIV/AIDS, there was a significant change from 2002 to 2003. Before Soul City 6, 42.4% of respondents knew of organisations in their community that work in the fight against HIV/AIDS, while after Soul City 6 this had increased to 49.1%.

Table 21. I know about organizations or people in my community that actively work in the fight against HIV/AIDS

	2002		2003	
Yes	515	34.6	614	42.2
No	699	47.0	636	43.7
Don't know	268	18.1	204	14.1
	1482	99.7	1454	100.0



The factors which increase the likelihood of knowing organisations active in the fight against HIV/AIDS were: medium access to Soul Buddyz; having tertiary education and high general media exposure and high exposure to Soul City multimedia.

**Table 22. Predictors of knowing organisations active in the fight against HIV/AIDS.**

		INCREASE
Education	Tertiary	54%
General media	High	72%
Soul Buddyz	Medium	55%
Soul City Multimedia	High	48%

**COMMUNITY ACTION**

Participation in community action about HIV and AIDS did not change significantly from 2002 to 2003. Before Soul City 6, 9.8% had participated, and after Soul City 6, 11.2% had

**Table 23. Have you ever participated in any community action on any matter related to HIV/AIDS**

	2002		2003	
	n	%	n	%
Yes	146	9.8	164	11.2
No	1323	89	1285	88.3
Uncertain	17	1.2	7	0.4
Total	1485	100	1455	100

The two factors which were associated with increased likelihood of participating in community action on a matter related to HIV/AIDS were: being 25-34 years old and high exposure to Soul City multimedia.



Table 24. Predictors of participating in community action about HIV/AIDS.

		<b>INCREASE</b>
Age	25-34	103%
Soul City Multimedia	High	<b>8%</b>

Table 25. Have you ever participated in any community action on HIV/AIDS

	SOUL CITY MULTIMEDIA							
	NONE		LOW		MEDIUM		HIGH	
	no	%	n	%	n	%	n	%
Yes	27	16.5	34	20.7	60	36.6	43	26.2
No	428	33.3	294	22.9	340	26.5	222	17.3

Respondents were asked which of a number of presented interventions helps their community to deal with the problem of HIV/AIDS the most. Just over one-third (35.9%) of the respondents identified Soul City as the programme which was helping their communities to deal with the problem of HIV/AIDS the most. Others of note that were mentioned were LoveLife (17.9%) and Felicia (13.4%), while one-fifth (20.5%) of the respondents indicated that no programmes helped their communities in dealing with the problem of HIV/AIDS.

Table 26. Which of the following helps your community to deal with the problem of HIV/AIDS the most: first and second mention

	n	%
Soul City	878	30.2
None of the above	673	23.1
LoveLife	541	18.6
Felicia	285	9.8
Generations	190	6.5
Soul Buddyz	180	6.2
Yizo Yizo	103	3.5
Khomanani	60	2.1
Total	2910	100





## 5. CONCLUSION

Soul City 6 reached substantial numbers of the South Africa population, and was mostly enjoyed and appreciated by its audience. The impact of Soul City was not even across the various topics but was particularly successful in the intended HIV and AIDS topic where change has been shown not only in awareness, attitudes, subjective norms and interpersonal behaviour, but also in action taken to support and care for people with HIV and AIDS.





**SOUL  
CITY 6**  
HEARTBEAT OF THE NATION