

# EXAMINING THE IMPACT OF THE ONELOVE CAMPAIGN ON KEY DRIVERS OF HIV INFECTION IN SOUTH AFRICA

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## Background

**H**IV incidence in South Africa showed a decline from 14% in 2010 to 12.7% in 2011. Despite the decline, the actual number of infections remains high, making HIV prevention a key priority in managing the epidemic.

The OneLove Campaign seeks to decrease HIV infection through generating discourse about the key drivers of the epidemic in South Africa, including multiple partnerships and condom use. The campaign was launched in 2007 by Soul City Institute (SCI) and its partners, through mass media and social mobilisation. Various media programs and community dialogues conducted were aimed at creating a platform for individuals and communities to engage around issues affecting their risk of infection and come up with strategies to address them at individual and community level. We hypothesised that exposure to the campaign was associated with increased action from individuals to protect themselves from HIV infection.

## Methods

**D**ata was collected through a nationally representative cross-sectional post-intervention multi-stage cluster survey conducted among adults (16–55 years).

Using a structured questionnaire data was collected on exposure to the OneLove Campaign, risk behaviours and nature of sexual relationships. The evaluation used quantitative methods for analysis, which allow for the measurement of the joint impact of SCI programmes on various behaviours in the South African population. Impact was assessed using multivariate regression analysis and propensity score matching. By comparing the knowledge, attitudes and behaviours of those respondents who had interacted with these programmes with those who had not; and carefully controlling for confounding factors; changes attributable to the SCI programmes could be measured.

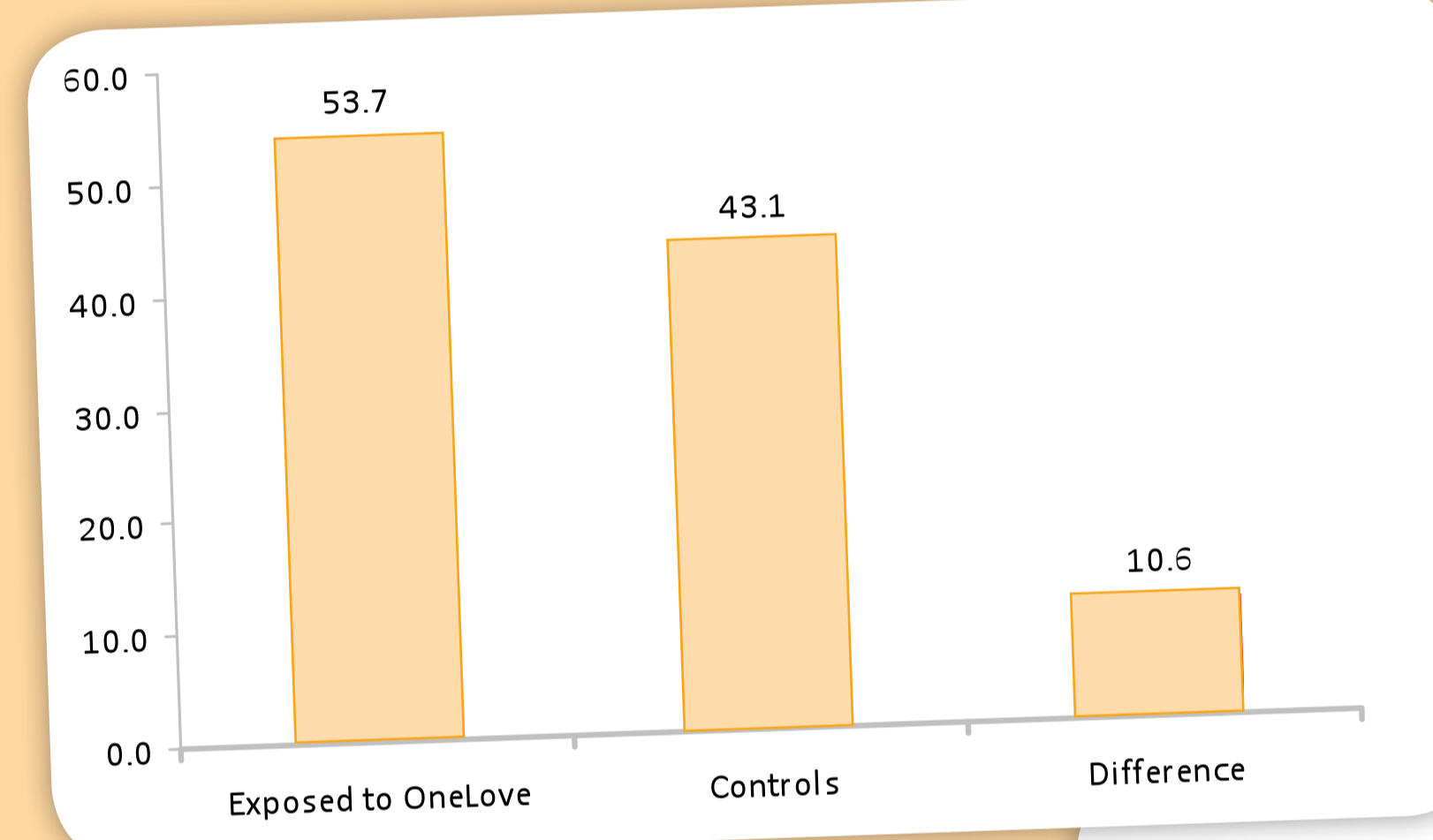
## Results

**E**xposure to OneLove was associated with increased communication about HIV amongst partners, peers, friends and children.

Of all those who had watched Soul City TV, 31.3% had spoken to their sexual partners, 35.3% had spoken to their peers and 17.3% had spoken to their children about what they had seen. Furthermore, there was overall increased self-efficacy and consistent condom use. Amongst the sexually active, there was a significant increase in condom use at last sex (43.1% vs. 53.7%).

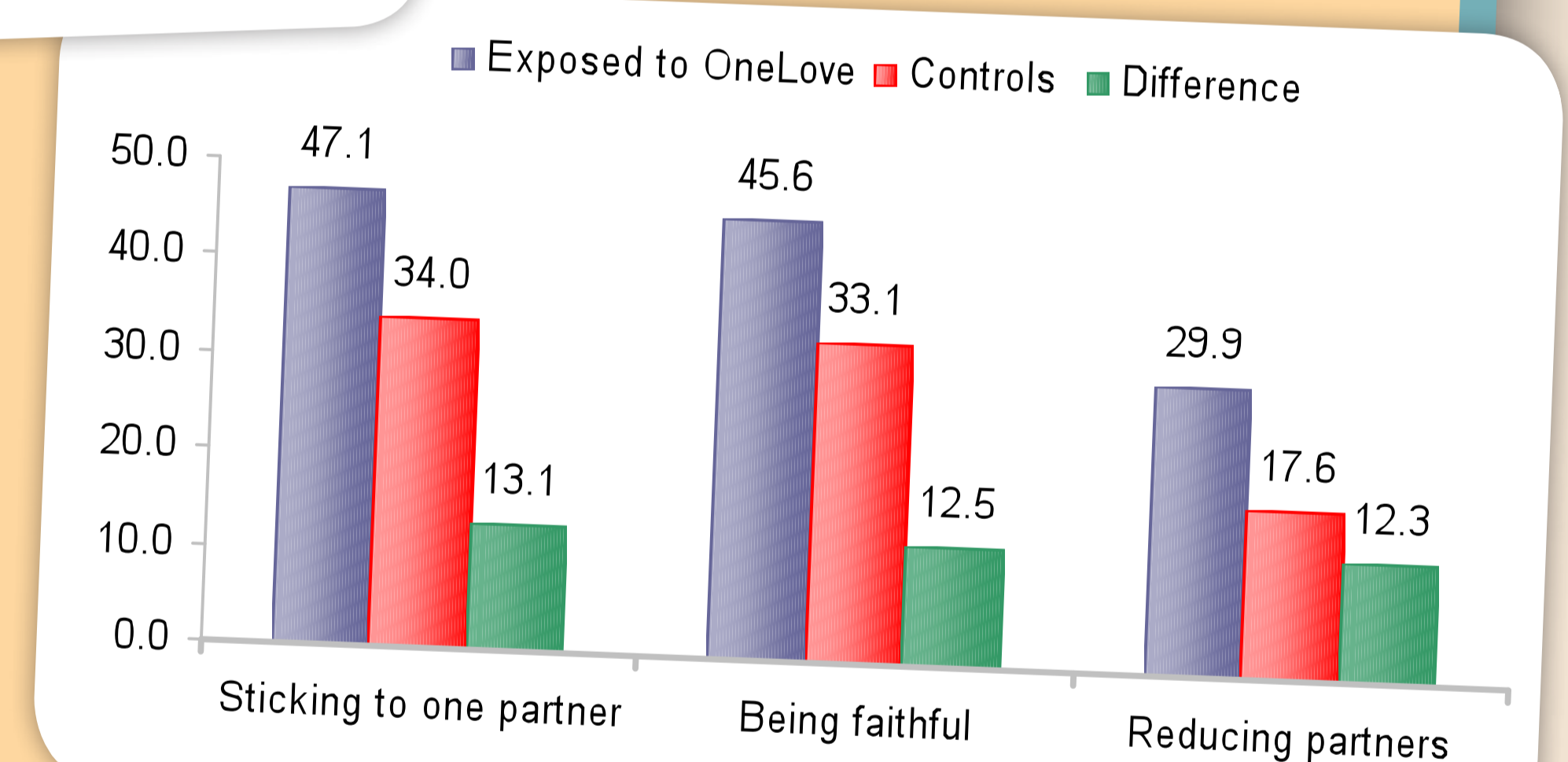
In addition, the campaign had a consistently positive impact on the level of awareness about the potential of several key behaviours that decrease multiple and concurrent sexual partnerships to reduce the risk of HIV acquisition; including being aware that sticking to one partner reduced chances of HIV infection (47.1% vs. 34.2%); being faithful to one partner reduced risk of infection (45.6% vs. 33.1%); and likewise reducing number of partners (29.9% vs. 17.6%).

However, exposure to the OneLove Campaign had no effect on the number of people who reported having had more than one sexual partner in the preceding 12 months. Males were three times more likely to have had more than one sexual partner in the last 12 months, whilst being married and living with one's spouse was protective (64% less likely).



**FIGURE 1:**  
Impact of exposure to OneLove Campaign elements on condom use at last sex.

**FIGURE 2:**  
Impact of exposure to OneLove campaign elements on awareness of sticking to one partner, being faithful and reducing the number sexual partners as HIV prevention methods.



## Conclusions

**T**he OneLove Campaign has had a significant impact on the knowledge and practices promoting HIV transmission in the South African adult population. Although there was no impact on number of people reporting having more than one sexual partner in the preceding 12 months, increasing knowledge about the risk of multiple sexual partnerships is a critical first step in changing behaviour. In addition, increased self efficacy and consistent condom use are an indication of increased awareness and practice about risk and the prevention of HIV.