



AN OVERVIEW

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Intersexions is a joint initiative



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CENTRE FOR AIDS DEVELOPMENT
RESEARCH AND EVALUATION

Background

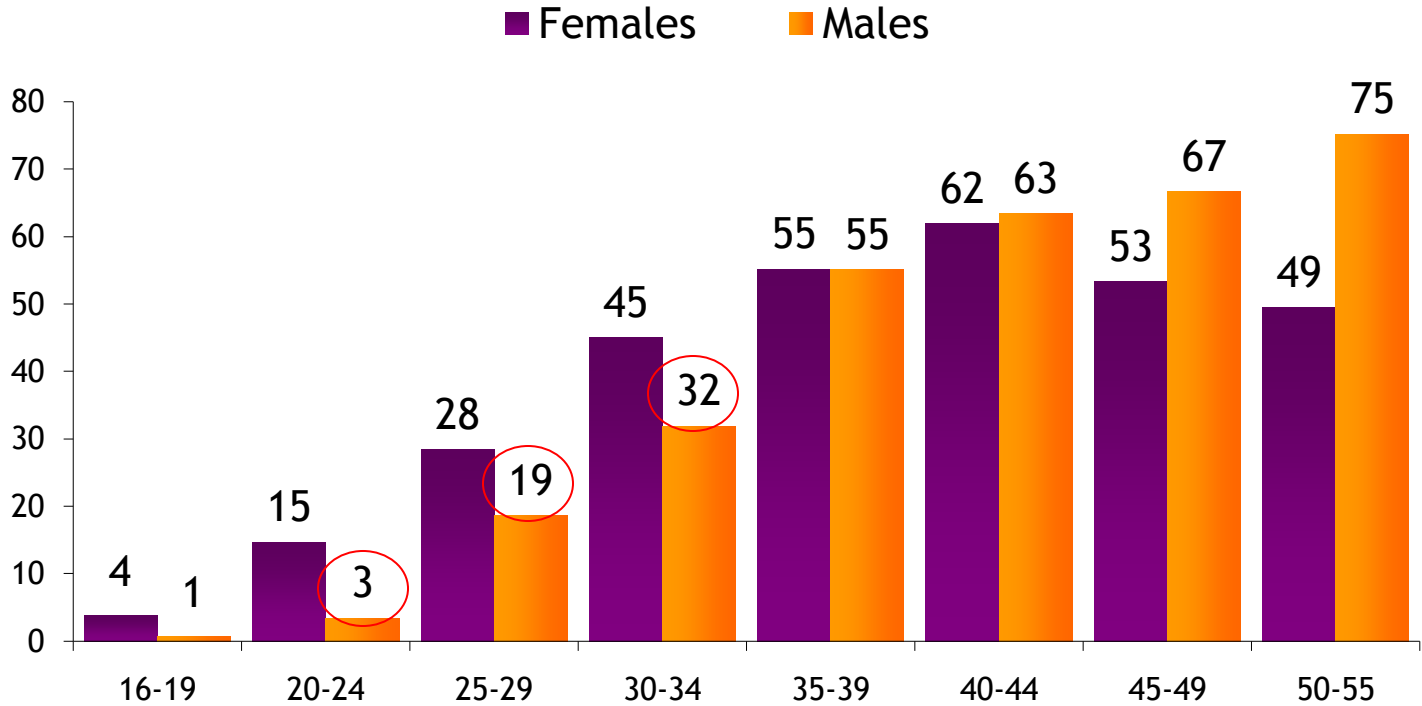
- The development of Intersexions was informed by:
 - High **HIV prevalence rates** in the country- **16.9%** among 15-49 year olds in 2008 (HSRC survey)
 - HIV infection in the country is predominantly heterosexually driven. One of the key drivers of the epidemic is **multiple sexual partnerships** (MSP).
 - The Findings of the National Communication Survey and other formative research

SOME FINDINGS FROM THE NATIONAL COMMUNICATIONS SURVEY

South Africans watch TV

Media access	Total	Female	Male
Listen to radio	86.8	84.1	89.6
Watch TV	86.4	86.4	86.5
Read a magazine	56.0	57.4	54.7
Read a newspaper	67.3	62.9	71.9
Use the internet	18.4	16.1	20.8

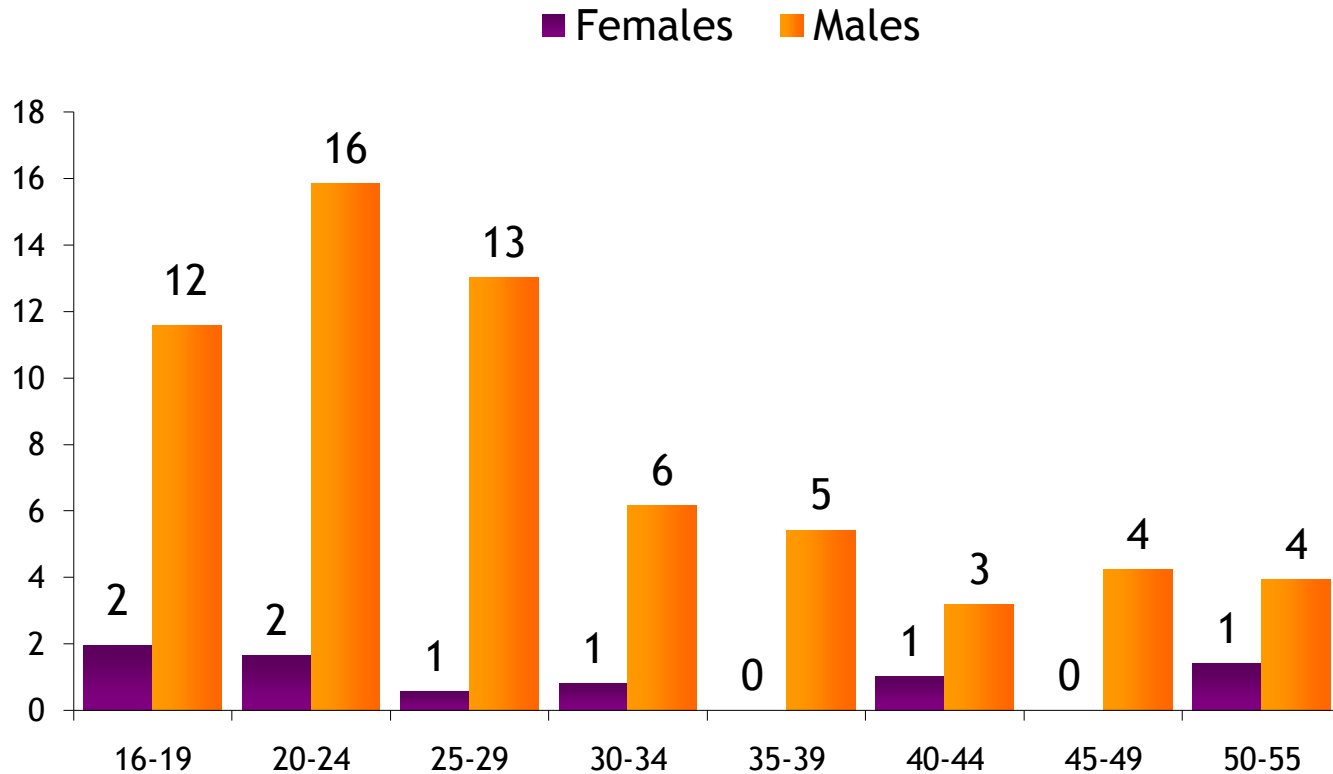
Fairly low levels of stable relationships



Percentage of males and females married/living with a sexual partner, by age

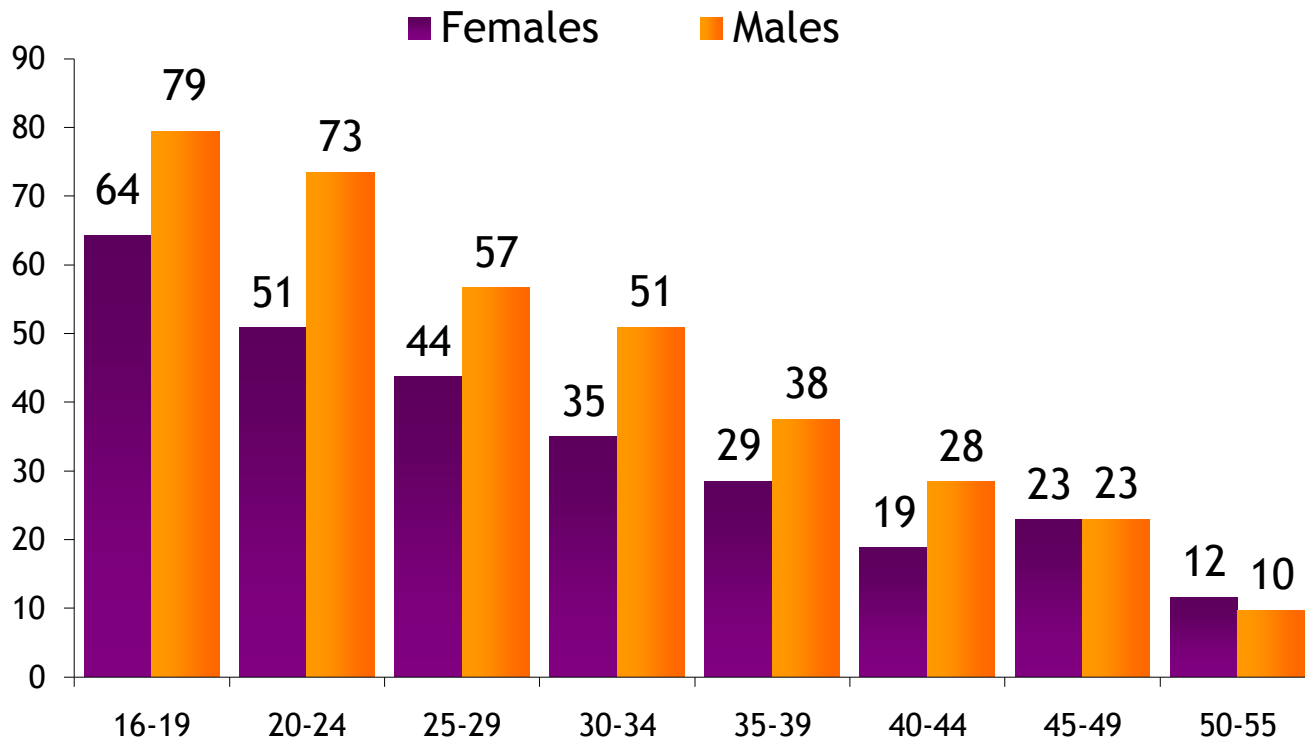
A significant % of men have MCP

Percentage of males and females who had more than one partner in the past month, by age



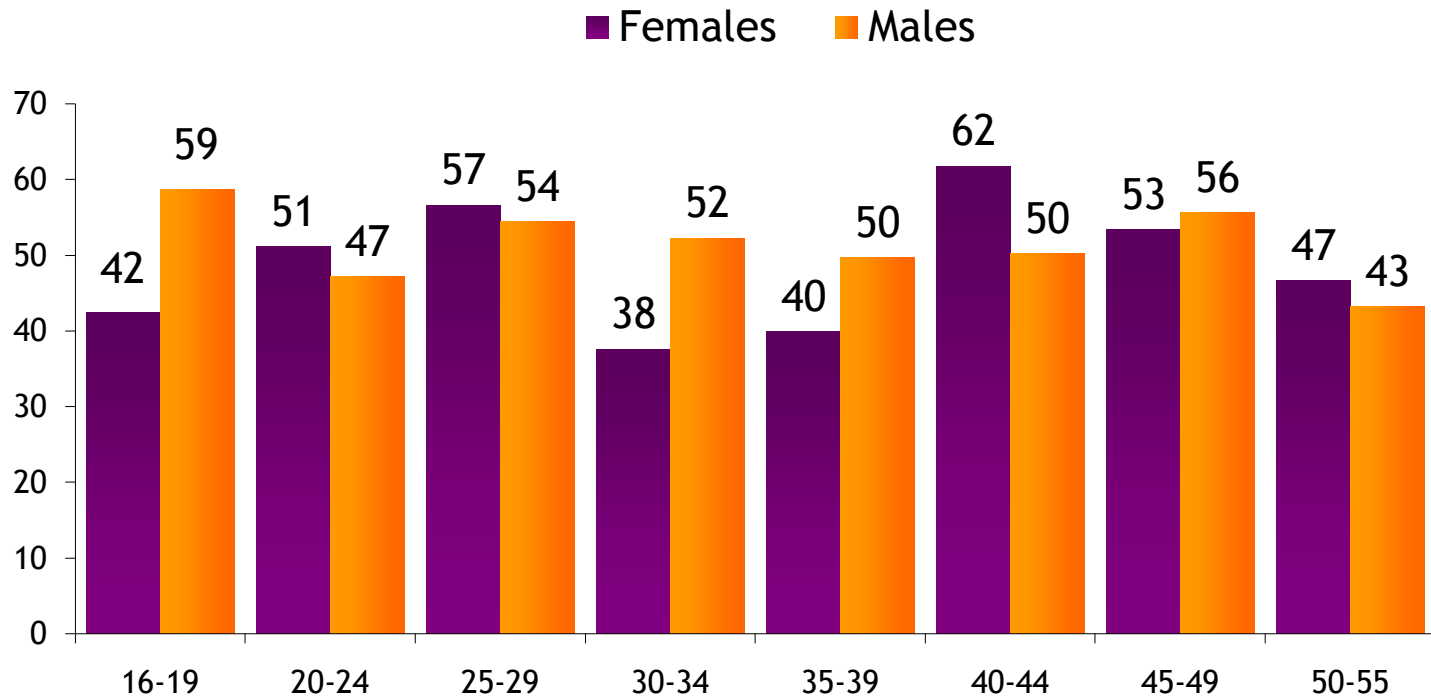
Condom use is high among young people, lower among women

Percentage of males and females who used condom to prevent HIV with any partner, by age



Alcohol, sex and HIV risk perception

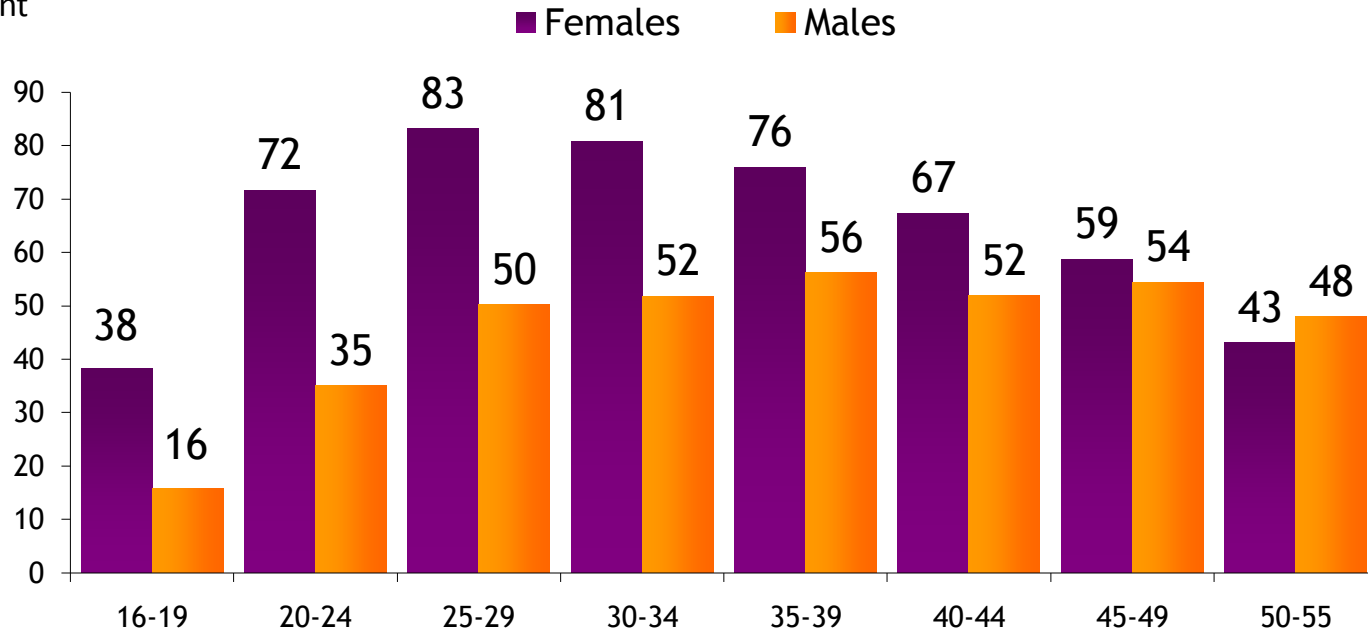
Percentage of males and females holding the view that when they are drunk neither them nor their partners will care about HIV



Restricted to those who ever drank alcohol

HCT: Ever Tested

Percent



	N	%
Total	11,913,554	61
Males	4,582,466	48
Females	7,331,088	74

2.9 million men (30.1%) and 4.3 million women (43%) said they tested in the last year

The Original Intersexions Concept

- 26 x 24 minute drama series on SABC 1
- Feature a full spectrum of characters and languages that reflects South Africa.
- A drama that portrays the HIV endemic in the immediate, by portraying characters' choices and conflicts.
- The drama should synthesize common experience and address perceptions and stigma.
- Its appeal should lie in its scope, depth, clarity, relevance, its immediacy, its local colour and texture and its resolution.
- Make an impact on the broader society with a clear focus on the **Now Generation** – the young fibre of South Africa.

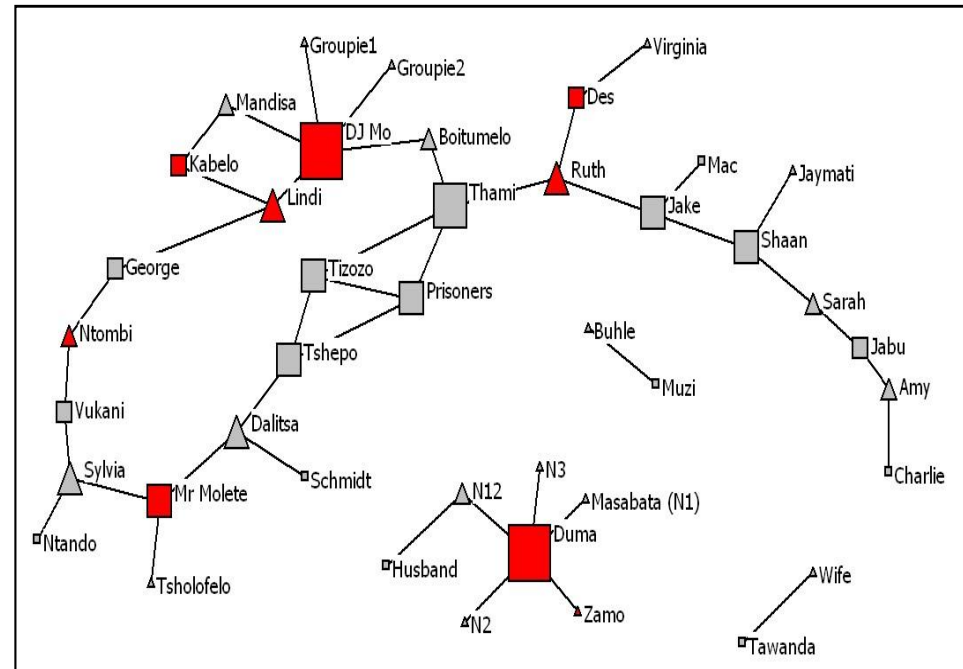
Creative Requirements

- The Broadcaster wanted a drama that reflected its positioning as **Mzansi's (South Africa) Official Storyteller**
- Provide upliftment, comfort and pride while empowering audiences to assume control of their destiny
- Embrace channel values: Responsible; authentic; inclusive; honest and straight forward; bold and energetic; South African
- An interactive, engaging, multi-media series

The Drama

- Based on the premise that our lives are interconnected. As soon as we have sex, we are locked into a network that connects us all
- HIV takes root and spreads in the fissures and cracks within relationships.
- Each week different stories told with interconnecting characters that reflects what happens allowing audiences to critically engage on the topics without an overt HIV and AIDS message each week.

Network of the sexual relations among the characters in the television drama, *Intersexions*



Note: Lines indicate sexual relationship; women are shown as triangles, men as squares; red signifies known HIV positive status; size is proportionate to centrality (**degree**) in each separate network (South Africa 2011)

Overall Behavioural Outcomes

- Increase the uptake of **HIV Counselling and Testing**
- Increase open and honest discussions within relationships
- Increase people's **awareness** of and risk perception of **MSP**
- Reduce the **number of sexual partners** as a strategy for HIV prevention
- Increase and maintain **condom usage**
- Reduce the levels of **alcohol consumption**



TARGET AUDIENCE: men and women 18-35 years old

The theoretical approach

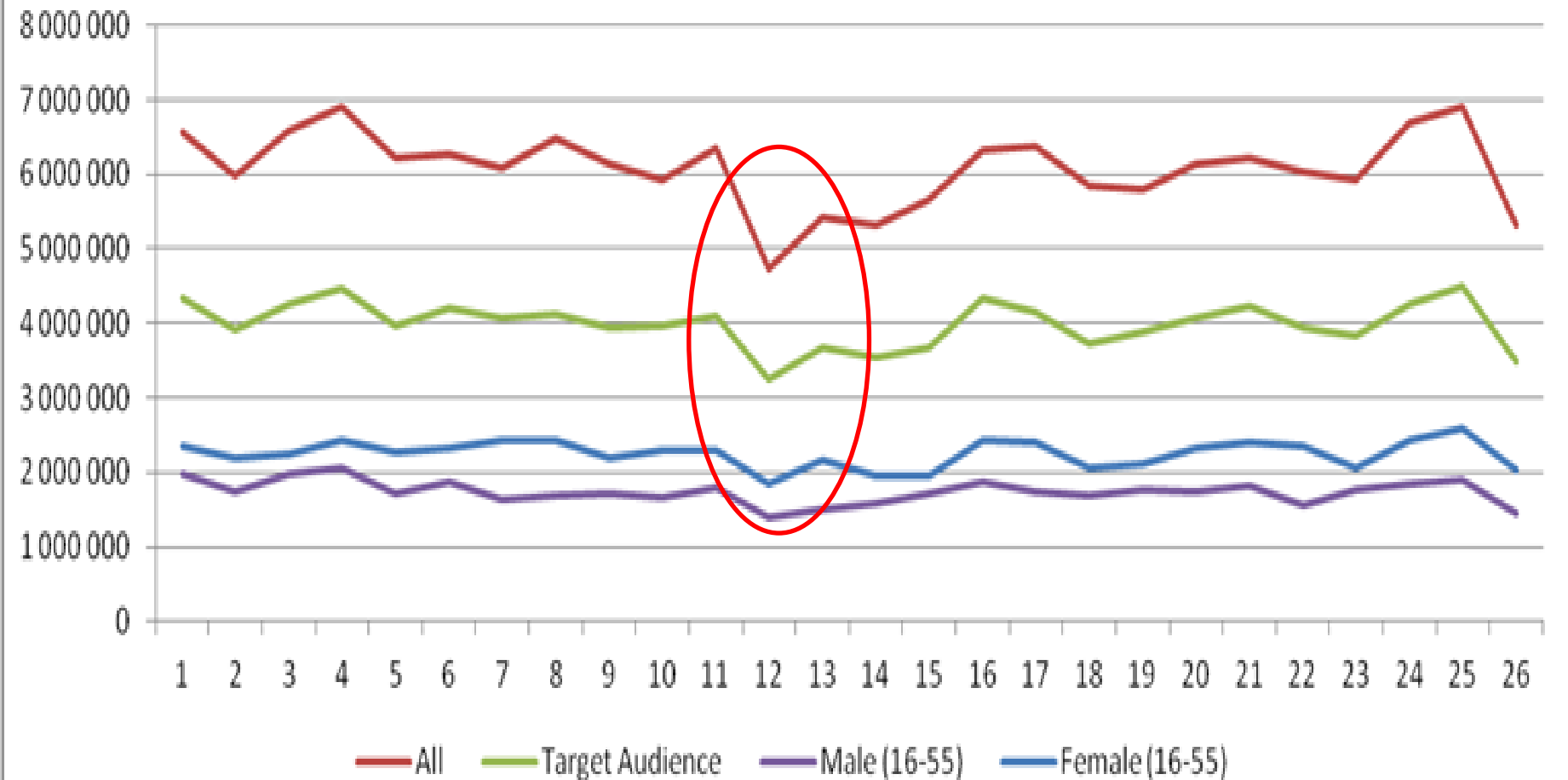
- Based on Kim Witte's Extended Parallel Process Model
 - The interaction between fear and efficacy
 - The fear-based approach was used as a motivator for people to take action against a threat as reflected within the messages communicated
 - and are then motivated to respond to this threat through an evaluation of the possible responses built into the message
 - The drama was careful to not overshoot and create paralysis in the response, i.e. message rejection and acceptability of “inevitability of HIV infection”

So, what did we deliver?



- **Television Drama** – 26 stand-alone, but interlinked episodes
- **Radio Talk shows** – on 10 SABC stations. Weekly briefing notes provided by JHHESA featuring experts drawn from civil society and government.
- **PR Support** – by SABC and Marcus Brewster Publicity to promote the show.
- **Social Networking – Facebook** page 22 000 moderated by JHHESA with Sexologist providing expert input.
- **Social Networking- Twitter** account with 2300 followers
- **Web blog** – featuring regular updates on the show.

Intersexions Audience Reach



Television - 3 424 571 viewers on average per week
Audience share ranged from 47-57%

Radio Talk Shows- Stations' Experiences

- The radio series dealt with issues relating to sex and relationships that in some instances challenged stations in how to present the information in a manner that would be acceptable to their listeners

“First time when I reported this to the management, they were sort of like how are we going to tackle most of the words that are marginalized in our vernacular. But we tried to make it listenable and not embarrassing to our listeners”.

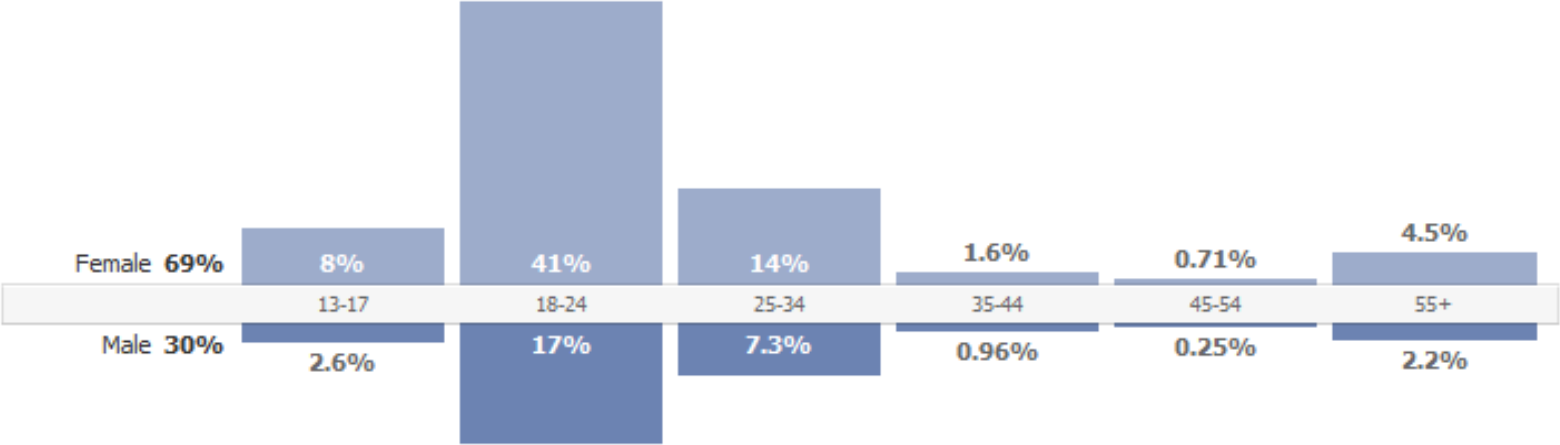
- The radio programme helped to tackle stigma and discrimination towards sexual minorities.

“There’s no concern on the station side. They like the programme. On the 21/02/2011 when we broadcast men sleeping with men, all the staff members were glued in the window looking at the guest who was with the presenter enjoying what is said by the guest”



Demographics

Gender and age?



Countries?

- 12,209** South Africa
- 651** United Kingdom
- 144** Germany
- 16** United States
- 15** Iceland
- 9** Canada
- 7** Lesotho
- 7** Norway

Towns/Cities?

- 3,134** Cape Town
- 2,488** Roggebaai
- 1,794** Midrand
- 1,076** Sandton
- 872** Randburg
- 742** Pretoria
- 653** Slough
- 488** Johannesburg

Language?

- 10,025** English (US)
- 3,102** English (UK)
- 13** English (Pirate)
- 3** French (France)
- 2** Afrikaans
- 2** Zulu
- 1** Spanish (Spain)
- 1** Korean



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ScreenShot

s4bb.com/screenshot



Other media

- Internet
 - Blog 1000 visitors per month
 - Mobi Site – not so successful
- Social Media
 - Twitter 2 900
 - Average of 2500 tweets per episode
 - Celebrity following and retweets got the show “trending”
- Public Relations – Total Value as of Jan 10 = R5.9m
 - Print Articles – 30
 - Radio Interviews – 7

Finally.....Measuring the Impact

- **Post-Broadcast Evaluation** - By CADRE between April and June 2011, results to be presented here.
- **The use of Facebook for collective efficacy** – analysis undertaken by UKZN CCMS, results to be presented here
- **National Communications Survey 2012** – 10 000 sample size survey to be conducted in February-March 2012 with preliminary results in June/July to determine impact in relation to behaviours