Soul City Institute

20 years of Social and Behaviour Change Communication
• A South African based NGO, operating regionally
  — Mass media and edutainment
  — Advocacy
  — Social Mobilisation
  — School- and Community Based Outreach Activities
• Well known and trusted brand/vehicles that deals with a variety of health/development messages
• Reaches over 27 million South African children, youth and adults
• 9 country partnerships in Southern Africa
Soul City: Model of SBCC

- Change not linear process
- Behaviour is the product of **interactions** between components of a **complex** system
- Change in the system linked by **feedback** processes
- Key drivers of change process: dialogue and debate, action and reflection, social learning, efficacy
- Based on theories of change: Bandura’s Social Learning; Lewin’s Theory of Change
Research Based Process

- Extensive formative research process
  - Stakeholder consultation
  - Audience/community research
  - Pretesting

- Monitoring

- Evaluation
Why Edutainment?

- Pervasive .... massive reach
- Popular .... people talk about it
- Powerful and persuasive .... emotive
- Personal..... identification (parasocial interaction)
The Soul City Vehicle

- Television drama prime time
- Radio drama in 9 African languages
- Community radio talkshows
- Booklets – (4 – 11 languages)
- Film series - Untold and Love Stories
Soul Buddyz

- Aimed at 8-12 year olds
- Soul Buddyz Club
  - over 6000 clubs with 140 000 children nationally
Kwanda

- Community Makeover Reality show
  - make communities look better, feel better, work better
  - enterprise development / sustainable livelihoods/leadership development
  – when
Social Mobilisation

- Schools as Nodes of Care (partnership with Department of Education)
- Community Training with NGO partners - master training
- Community dialogues
- Community development (partnership with Dept of Social Development)
Campaign approach

• Stop Violence vs Women

• OneLove
  – HIV prevention: ‘Onelove’ South Africa and Southern African region

• Social Security for Children

• Violence prevention through alcohol reduction ‘PhuzaWize’
Mass media

Social + behavioural change

Outreach / social mobilisation

Advocacy

Creates supportive policy environment
School of Public Health
Division of SBCC

- Post graduate courses in SBCC
- Graduates from across Africa
- 2nd cohort of MPH students
- Short courses
School of Public Health
Division of SBCC

• To increase the pool of quality SBCC practitioners in the global South and reduce external dependency

• To elevate the field of SBCC as a legitimate component of Public Health

• To strengthen the evidence base for SBCC
SOUL CITY 503
POTS AND PANS AGAINST ABUSE: Women march down Matthew Goniwe Street in Site B, Khayelitsha, banging pots and pans to demonstrate how they approach households where men are beating their wives.

Pots and pans campaign reducing domestic abuse

JO-ANNE SMETHERHAM

ALL it takes is pots, pans and spoons – and a group of determined women – to make a man stop beating his wife.

Women in three Khayelitsha neighbourhoods are putting a stop to domestic abuse using their voices, their cooking utensils – and sheer force of numbers.

As soon as one woman hears the other man to the police station. He has moved out of the woman’s house and there is a court case pending against him. He brings her money for the children at the weekends.”

The idea for the pots and pans campaign sprang from a "Soul City" television programme in which women banged pots and pans to stop a neighbour being beaten up.

The Five in Six project has households.

The results were corroborated with the children of the household and, says Mosana, are likely to be accurate.

Between 80% and 95% of men in each street were classified as "good men" by the women they lived with, according to Five in Six co-ordinator Laura van der Poll.

She said the survey had proved impossible in some areas
Outcome/Impact Evaluation

- Latest NCS study outcomes – the result of a safer sexual behaviour scale that looked at safer sexual behaviours
  - assessed whether exposure to OneLove has an impact on the general risk profiles of individuals as measured by individuals with a positive HIV risk index
Outcome / Impact Evaluation

![Graph showing the impact of exposure to OneLove on Safer Sexual Behaviour.]

- **No Exposure**: 48%
- **Low Exposure**: 50%
- **Medium Exposure**: 58%
- **High Exposure**: 60%

Exposure to OneLove
Outcome/Impact Evaluation

• The NCS study also assessed whether there is a difference in the sexual behaviour exhibited by individuals that were members of the Soul Buddyz Clubs relative to non-members.
Societal level impact

Domestic Violence Act: implementation
• Soul City series 4: focus on Gender Based Violence
• Advocacy campaign to implement legislation
Reflected/modelled use of DVA in TV series
Partnered with National Network on Violence Against Women;
Training in DVA: journalist, police, community members
Special parlimentary hearings on DVA

The Domestic Violence Act was implemented on 15 December 1999
“... it is clear from the findings that implementation of the Act in 1999 was an achievement that can largely be attributed to the advocacy initiative, and the multi-media component of the Soul City 4 intervention.”

Partnership Evaluation Study, Thematic Analysis
Plans for 2014

- 26 episode Soul City TV series
  - CARMMA
  - PHC Re-engineering
  - Contraceptives and Fertility Management
  - Gender Based Violence (focusing on sexual violence and support for TCC)
  - Financial Literacy
Plans for 2014

• 32 page booklet on Fertility and Contraception (general public)
• Health Care Worker Magazine that focuses on reproductive health and rights for youth to support the integrated school health program (integrated into the SBC intervention)
Plans for 2014

• **Soul Buddyz Clubs**
  – Incorporated into the Care and Support of Teaching and Learning Program in schools
  – Focus will be on the following topics
    • gender based violence and will include mentoring for boys
    • Sexual reproductive health and rights in line with the proposed National Communication Strategy on Contraception and Fertility Management for South Africa (09-12 year old boys and girls)
    • HPV Campaign
Plans for 2014

• **Soul Buddyz Clubs**
  – Pilot mentorship program for boys designed to address issues of identity, build self-esteem, personal agency and self-efficacy and to promote positive gender norms and behaviour

• **Impact evaluation of SBC**
  – Evaluation of impact of Soul Buddyz Club on specific health, social and educational outcomes amongst club members