



**A social revolution to deal with  
the real drivers of HIV in  
Southern Africa**

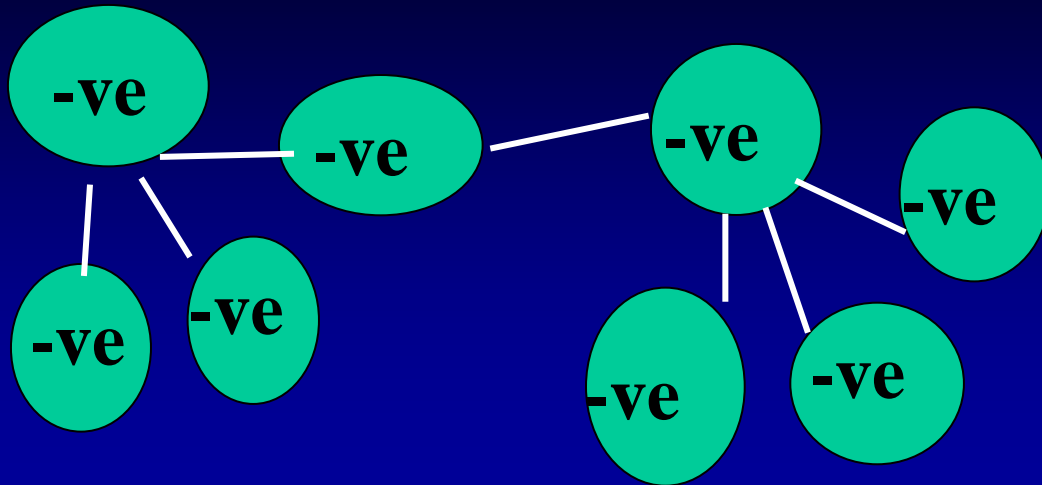
# Key Drivers of the Epidemic

- **Unequal gender relations**
- **Concurrent sexual partners**
- **Sexual Violence**
- **Intergenerational Sex**
- **Transactional sex due to poverty and deepening social and economic inequality**
- **Alcohol**

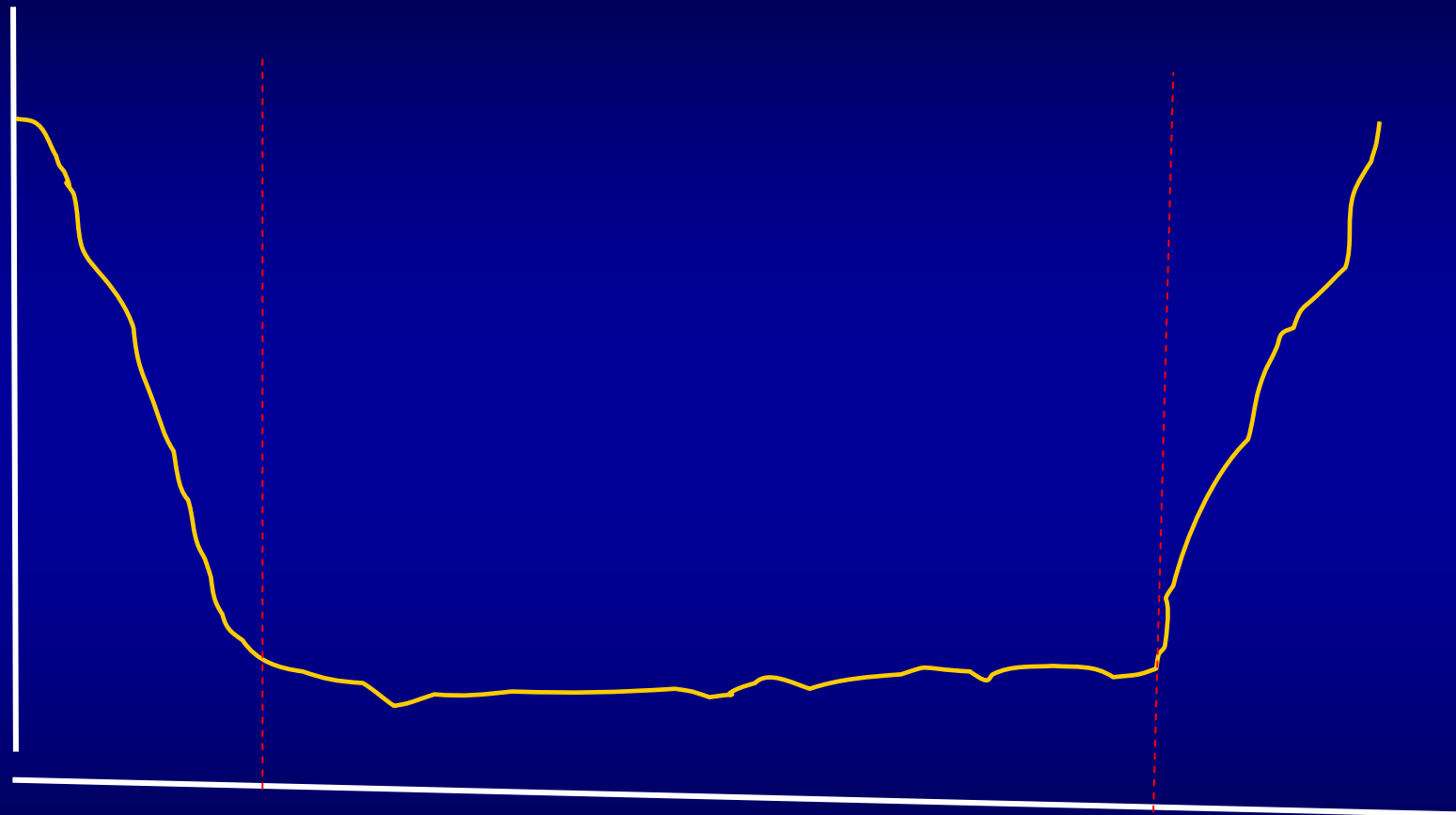
## **Concomitant Partner Theory – A key to the Epidemic ?**

- **On average Africans are not having more partners than people in Europe and North America.**
- **However particularly in Southern Africa people seem to be having more than one partner at the same time – These are often relatively stable long term relationships.**
- **This is fine if it is a closed system but devastating if it opens up.**

# Concomitant Partner Network



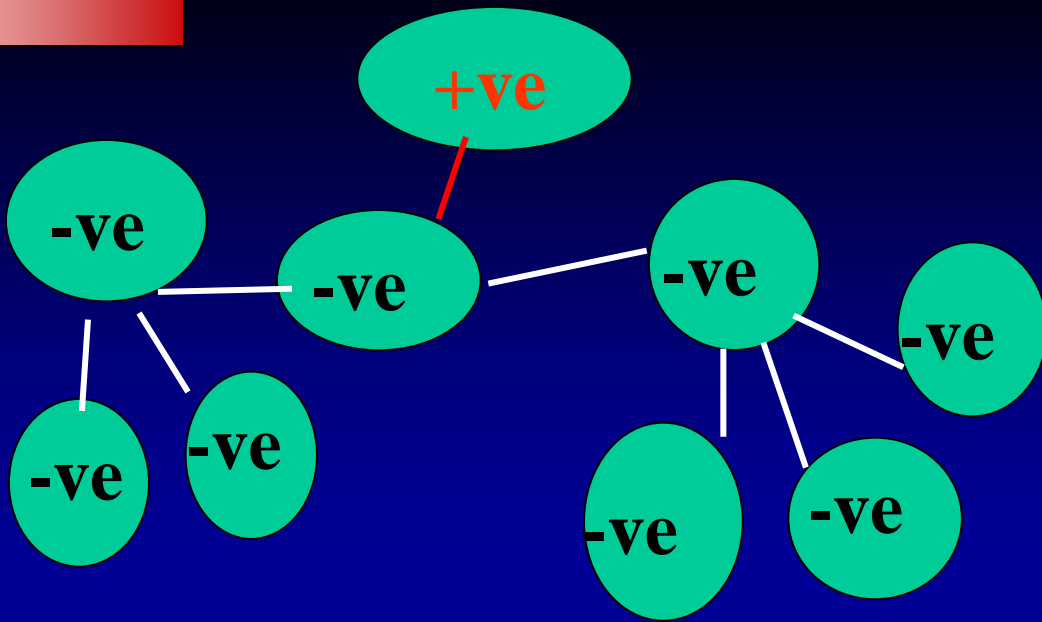
**Viral Load  
&  
Infectivity**

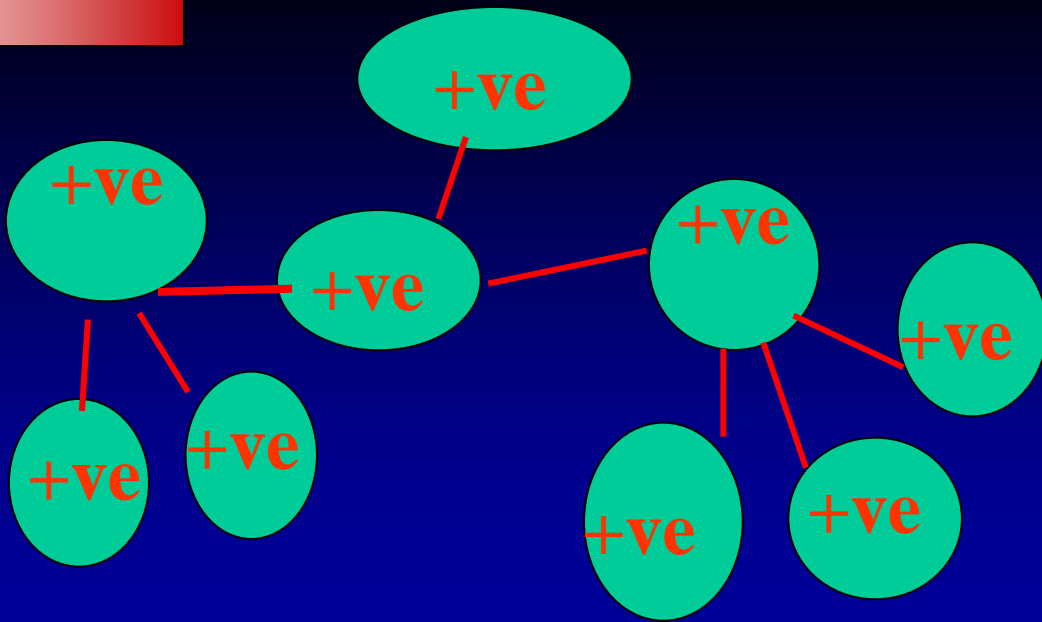


**6  
weeks**

**4-8  
years**

**Time**



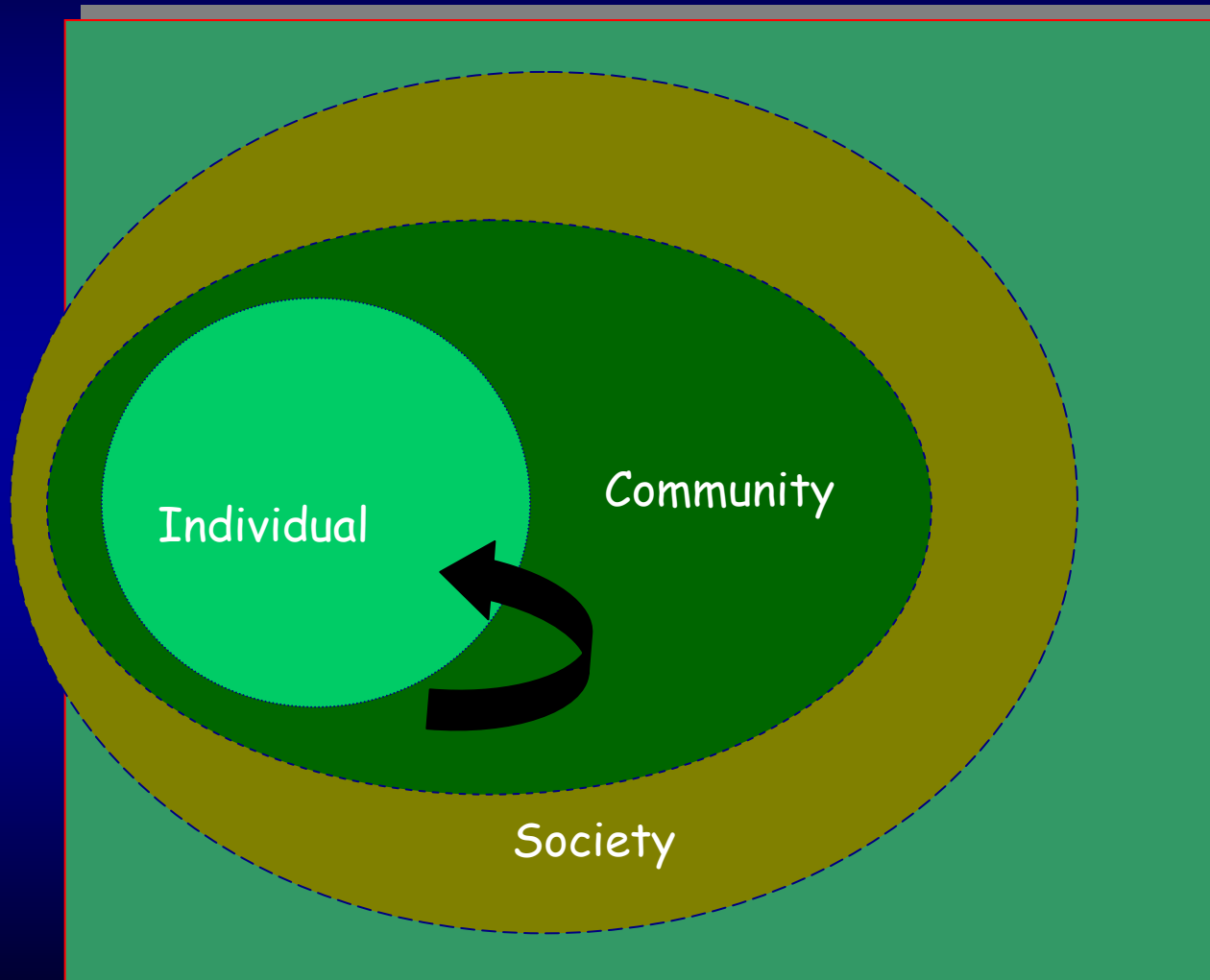


# **We need a social revolution**

- **Commitment at all levels of society**
- **Synergizing of Messaging**
- **Multiple levels of intervention at scale**
- **Well thought out and evidence based communication across all sectors of society.**
- **Social mobilisation**



# Social Change Communication Model.



# **Analysis of Soul City series 4**

- **subjective norms in interaction with personal beliefs play a significant role in impacting on positive behaviour and intention through interpersonal discussion as an “intermediate” social process:**
  - **a significant positive association between subjective social norms and personal beliefs;**
  - **perceiving a change in one’s reference group’s beliefs (subjective norm) is associated with reported change in personal beliefs;**
  - **perception of how one’s own beliefs compare with those of one’s reference group (“social comparison”) is associated with interpersonal communication and discussion of the issue;**
  - **interpersonal communication and discussion of the issue (HIV/AIDS) was the most consistent predictor of positive behaviour and intention**

# **The role of media in this process: analysis of Soul City series 4**

- **Exposure to Soul City series 4:**
  - **associated with significant positive shifts in subjective norms**
  - **associated with significant positive shifts in discussion of the issue**
  - **associated with significant positive shifts in intention and with positive behaviour**

# The role of media in this process

**Mass media communication interventions can and do impact on subjective norms, interpersonal communication and debate (and ultimately desired behaviour) through a number of mechanisms - such as modeling behaviour, choices and consequences, through para-social interaction, the deep emotional engagement that audience has with the characters and through the “legitimizing effect”.**

## **What should be the common message**

**Whatever the message is, it must address gender inequality by focusing on male involvement, responsibility and accountability for HIV prevention**

# How Can We Communicate This ?

**Pre -test !!!!!!!**

**Make sure that your audience understands the message in the way it was intended to be understood – it resonates**

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**Thank You**

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