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

Time

6 weeks

4-8 years
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 believes 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
Thank You

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