From Tablets to …………………
.............Tabloids!
The Use of Popular Communication for Health, Development and Social Change

Garth Japhet
Two dicalimers. This is not an academic apper. The picture is a body double.
Garth, 9/8/2008
The Mass Communication is the most powerful force for change in the world.
US Presidential Election 2008

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It Tells Us What is Normal and Aspirational

Our perception of the social norm has a major influence on our behaviour.

It should be an unbelievable tool for the promotion of health and development!
However…….. Its not

In the developing world billions of dollars are spent on developing Tech solutions for health and development.

A fraction of that is spent on the communication necessary for people to adopt and sustain new products and practices
Why??

• Its easier to develop a product than to get people to change behaviour

• Most people developing the interventions have a scientific background and are sceptical of the “soft science” of behaviour change communication. Its an add on to the Real work

• Behaviour change takes time – we live in the I want it all and I want it now era!
In the developed and developing world millions of dollars are spent on behaviour change campaigns that often have little impact.
1. Most campaigns are handed over to commercial marketers.

However selling a consumer product is very different from changing people’s social behaviour.
Why?

2 Insufficient Resources are allocated

3. Want it all and want it now! Not in for the long hall

So What Should We be Doing?
Communication should be central to all public health interventions, not an add on.
Step 1 – Understand the Your Market

Behaviour is complex and so is changing it

We need first to understand why people don’t change behavior or adopt new products. Make no assumptions.
The Intervention

Step 1 – Understand the Your Market Audience and Expert Centred Research Process

Barriers occur at the following levels:

• The Individual
  - Lack of accurate knowledge
  - Lack of skills
Step 1 – Understand the Your Market Audience and Expert Centred Research Process

Barriers occur at the following levels:

• **The community**
  - Culture and perception of the social norm
• **The socio political environment**
  - Policies and services
The Intervention

Problem → Messages & Interventions → Community

Individual

Socio-Political Environment
Step 2 – Choosing the Tip of the Wedge

• An intervention that will be the catalyst for all other interventions

• That will capture the audience’s imagination

• That will help develop a credible brand
Choosing the Tip of the Wedge
In South Africa

- 98% access to Radio
- 76% access to TV
- 54% access to Print
- Increasing Internet and cell phone access
How

• Become a Player

• Position, Position, Position!
Why Drama

• People have learnt through drama for centuries – We are hot wired for story

• Every one loves a good story – can build a popular brand

• Can deal with complex issues over time

• People identify with the characters/Para social interaction
THE SOUL CITY EDUTAINMENT MODEL

Lead Intervention and Brand builder

As good as if not better than the best of what is locally available

Multi Media is Preferable

Building a popular Brand

TV and radio Drama
THE ONGOING VEHICLE

First Series

Audience vs. Time

Subsequent Series

Audience vs. Time
Vehicle aimed at Adults - Soul City

- 26 x ½ hour prime time drama “Soul City” – Top 3 in SA and Papua New Guinea!

- 60 episode radio series in 9 languages
THE SOUL CITY: IHDC VEHICLE

3 booklets per series serialized in 4 newspapers

= over 40 million distributed
The Differences between Social Change Communication and Hollywood/Advertising Are

1. Audience and Expert Centred research process.

2. Pre –testing and Evaluation

3. Owned and Managed by Social Change professionals
THE RESEARCH PROCESS

1) Topic research – audience/experts/stakeholders

2) Message design

3) Scripting /material design

4) Pretesting

5) Production

6) Evaluation
SOUL CITY
scenes from series 4
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.

Picture: DENZIL MAREGELE

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 another’s cries of distress, she alerts her neighbours. They begin banging pots and pans and even old Coca-Cola tins.

A group quickly forms and the women march to the troubled household singing the struggle song You strike the woman, you strike a rock.

The “pots and pans” campaign, as it has been dubbed, was first mooted at a workshop for Five in Six, a Catholic Welfare and Development project that fights domestic abuse.

There have only been two incidents of domestic violence in the road where Nomawetu Mosana lives since the campaign began there in September. Mosana is a field worker for the Five in Six project.

“Things are changing in this street. The men are now afraid of us,” Mosana said.

“The man grumbles and asks us what we want when we arrive at a house. We say, ‘to protect the lady in this house’.

“One of the men, who lives next door to me, apologised to us and to his wife. I know there is no trouble there now. We took 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.

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The Five in Six project has produced “maps” of over 50 Khayelitsha streets showing what proportion of men are classified as “good”, by the women of the households, and the proportion that abuse their wives.

Groups of women visited other women to describe what a “good man” was and asked what proportion qualified in their 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 heavily controlled by gangs, but in one area some women said their sons were “good,” even though they were gang members. In another area, men leaned out of windows as the women conducted the survey and then walked around shouting taunts such as “Are you a good man?” to one another.
Help stop women abuse

Women’s rights are human rights!

STOP WOMEN ABUSE
0800-150-150
TOLL-FREE HELPLINE

Jacana

This Community Development Project is brought to you in the interests of a Healthy Nation by:

bp
MTN
EUROPEAN UNION
DFID
British development co-operation
What is violence against women?

Bettina, Jabhang says he will hit me if I come home late from work again.

Matlakale, you must be very frightened. Even threatening to hurt you is a form of violence.

Violence against women is a part of everyday life all over the world.

It affects women of all ages and religions.

It affects women who are rich and poor, young and old, educated and uneducated.

There are many different kinds of violence against women.

Domestic violence
- This happens when a husband or boyfriend abuses his wife or girlfriend. Some women are even killed.
- It is abuse when a man hurts a woman's body or feelings.
- When a man damages a woman's things, or follows her around, it is also abuse.
- It can also be abuse when a man uses or controls a woman's money and even controls what she does.

Rape
- Rape is forcing a woman to have sex when she does not want to.
- It is rape even when a boyfriend or husband is involved.

Sexual harassment
- This happens when someone shows the woman sexual attention that she does not want. He makes her feel she will suffer if she does not accept the attention.
- He can make her lose her job, or get bad marks in school if she refuses.

Abuse of young girls
- Some families favour their sons by giving them a better chance in life.
- Sexual abuse of young girls is also violence.

Female circumcision or damage to genitals
- This is when a young girl's private parts are cut or removed.
- Millions of girls in the world are hurt this way. Some even die.
- It can stop good sexual feelings and make sex and childbirth painful.

Witch burning
- Witch burning can happen to men, but it happens mostly to women.
- It usually happens in rural areas to women who are successful, or who live differently.

Violence against women is a crime.
MULTI MESSAGING - THE SOUL CITY SERIES

Mother & child health, HIV/AIDS, TB & smoking household energy, violence, alcohol misuse, personal finance, hypertension, violence against women, Asthma, Depression etc
Step 3
Leveraging the Tip of the Wedge

The Disney Approach

- Adult Training
- Life skills
- Help lines

Social Mobilisation Movements

Advocacy
Advocacy

- Journalist training
- Policy lobbying

VIOLENCE AGAINST WOMEN IN SOUTH AFRICA
A RESOURCE FOR JOURNALISTS

STOP VIOLENCE AGAINST WOMEN
Community Based Training

• HIV/AIDS and Gender Violence Training
• 18 Partners
• Able to train nationally
• 1.5 million people trained in last 2 years
• Same model
• Aimed at 8-12 year olds
• 26 part TV drama
• 26 part radio docudrama in 9 languages
• Life skills print to all grade 7 learners
• Parenting book X 1 million
Buddyz Clubs – Community Mobilization

3500 clubs nationally over 80 000 children, mainly rural, mainly vulnerable. Will grow to 5000 clubs in next 2 years.
Step 4 - Evaluate

Evaluate both process and Impact.

Feed back into the intervention
Reaches 81% of target population
More than 30 million youth + adults

- Shows consistently amongst most watched in SA
- 79% of 16-24 year olds (2 out of 3 audience)
- 75% of urbanites
- 68% of rural dwellers
- 50% of those with no schooling
- Over 70% of the total population
- Reach of over 45 million people in 10 countries
Compelling evidence

- Consistent over many topics over many years
- Multi media synergy often demonstrated
- Propensity score analysis controlling for many other variables
- Very compelling qualitative consistent evidence over years, in many different settings
Always use condoms: 16 – 24 yrs

<table>
<thead>
<tr>
<th>Access to S C TV</th>
<th>Always</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV but no Soul City TV</td>
<td>13%</td>
</tr>
<tr>
<td>Low Soul City TV</td>
<td>24%</td>
</tr>
<tr>
<td>Med Soul City TV</td>
<td>28%</td>
</tr>
<tr>
<td>High Soul City TV</td>
<td>31%</td>
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</table>
Exposure to Soul City is significantly associated with positive behavioral intention.

Likelihood of positive behavioural intention, associated with Soul City exposure:

- Hypertension
- HIV/AIDS
- Sexual Harassment
- Domestic Violence

Odds Ratio:
- No SC exposure: 1
- High SC multimedia: 2.5, 4.5, 5.1
Soul Buddyz Club

<table>
<thead>
<tr>
<th>What would you do to help a hungry classmate? Start a vegetable garden</th>
<th>Belong to Soul Buddyz Clubs</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>no</td>
</tr>
<tr>
<td>Male p=0.031</td>
<td>46.1%</td>
</tr>
<tr>
<td>Rural p=0.018</td>
<td>45.0%</td>
</tr>
<tr>
<td>White p=0.009</td>
<td>25.8%</td>
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</tbody>
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### USE OUTSIDE OF SOUTH AFRICA

<table>
<thead>
<tr>
<th>Formalised</th>
<th>Informal</th>
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<tbody>
<tr>
<td>Zambia</td>
<td>Tanzania</td>
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<tr>
<td>Zimbabwe</td>
<td>Columbia</td>
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<td>Lesotho</td>
<td>India</td>
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<td>Swaziland</td>
<td>Romania</td>
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<td>Mozambique</td>
<td>Surinam</td>
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<td>Botswana</td>
<td>Barbados</td>
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<td>Namibia</td>
<td>Papua New Guinea</td>
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<tr>
<td>Malawi</td>
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Etc …..
Summary

Plan as part of any public health intervention, not an add on - Plan for the long hall

Step 1 - Understand your audience – Audience and expert centred research process

Step 2 - Build intervention around a popular brand (wedge) (drama, kids show, personality, respected public institution etc)
Summary

Step 3 Leverage brand to impact on key barriers to behaviour.

Step 4 Continually evaluate and use to influence future planning.

Step 5 Have Fun!!