Mid-term Qualitative Evaluation Report

OneLove Campaign
Soul City Regional Programme
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## Contents

### EXECUTIVE SUMMARY

- Background .............................................................................................................................................................................3
- Results ....................................................................................................................................................................................4  
  - Reception ........................................................................................................................................................................4
  - Impact ...............................................................................................................................................................................4
- Conclusions ..........................................................................................................................................................................5

### INTRODUCTION

- Soul City: IHDC Regional Programme ..................................................................................................................................6
- The OneLove Campaign ........................................................................................................................................................7
- OneLove Campaign Message Objectives .............................................................................................................................7
- OneLove Key Messages ..........................................................................................................................................................8
- OneLove Campaign Elements .............................................................................................................................................8
- OneLove’s Target Audience ................................................................................................................................................9
- Research Methodology ............................................................................................................................................................9
- Evaluation Objectives ..........................................................................................................................................................9
- Research Design and Methods ................................................................................................................................................10
  - OneLove mid-term evaluation ........................................................................................................................................10
  - *Love Stories* audience reception research .................................................................................................................10
  - Data collection ...................................................................................................................................................................10
  - Data processing and analysis ...........................................................................................................................................10
  - Meta-analysis across countries ........................................................................................................................................10

### RESEARCH RESULTS AND DISCUSSION

- Audience Reception of OneLove Materials ..........................................................................................................................11
  - Educational and entertaining ................................................................................................................................................12
  - Relevant and appropriate .....................................................................................................................................................12
  - Elicit rich emotional responses ........................................................................................................................................14
- OneLove Message Retention ..................................................................................................................................................15
  - Having one sexual partner ................................................................................................................................................15
  - Safer sexual behaviours .....................................................................................................................................................17
  - Maintaining fulfilling and respectful relationships ..................................................................................................18
Executive Summary

Background

The Soul City: Institute for Health and Development Communication (Soul City: IHDC) is a not-for-profit, non-governmental organisation (NGO) established in 1992 to harness the power of mass media for health promotion and development. In response to the need to intensify HIV prevention efforts in southern Africa, Soul City and a number of core partners launched the OneLove Campaign in October 2008. The campaign focuses on the reduction of multiple and concurrent partnerships (MCPs) and reaches mass audiences in Lesotho, Malawi, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe.

The OneLove Campaign messages are incorporated into local multi-media productions in Mozambique and Namibia and TV in Botswana. The main message of the campaign, ‘Having multiple concurrent relationships puts you and your loved ones at risk of getting infected with HIV’, is being carried by a mix of materials, media and community action that is uniquely researched and developed by each country partner. ‘Love – Stories in a time of HIV and AIDS’ (Love Stories), a series of ten stand-alone films from ten countries – is broadcast as a TV series on public broadcasters across all regional countries. Each film grapples with the issue of MCPs in an engaging and entertaining love story.

This report is a summary of a meta-analysis of evaluation reports conducted by OneLove regional partners. The evaluations consisted of the OneLove mid-term evaluation as well as audience reception research on Love Stories. Both studies used qualitative methods to collect data. The OneLove mid-term evaluation was conducted in eight countries with the exception of Botswana; and the Love Stories audience reception research was conducted in all nine countries of the regional campaign. The robustness of thematic analysis across countries, combined with researcher triangulation, lends credibility to the research results reported here.
Results
The research findings are encouraging given the short timeframe between intervention exposure and data collection, the significant evidence of campaign impact on important drivers of the process of change, and the self-reported evidence of actual behaviour change.

Reception
The OneLove Campaign materials were well received by the participants across countries. Participants reported the materials to be entertaining, engaging, enjoyable, helpful and educational, while also being extremely realistic and relevant to their life contexts. Audiences could identify with situations portrayed in the edutainment media.

I really enjoyed the Radio Drama material, because the Radio Drama opens your eyes, it’s more simple to follow something and exteriorise it … I was listening with some friends and we all paid attention to it. It was an important information I think that this way of bringing these stories through radio… [RADIO DRAMA ‘VIDAS MASCARADAS’; MOZAMBIQUE]. FEMALES, 16–25 YEARS, RURAL CABO DELGADO, MOZAMBIQUE

Furthermore, the materials’ main messages of the importance of having one sexual partner, and of the risks posed by having multiple sexual partners, were exceptionally well retained. Results also demonstrated good retention of other OneLove Campaign messages, such as communication in relationships, condom use and HIV testing.

They are encouraging us to stick to one faithful sexual partner. If you don’t stick to one partner, you can contract HIV… It’s helping the married ones and also those who are not married. MALES, 18–30 YEARS, RURAL, ZIMBABWE

Love Stories films were also positively received across countries. Participants mentioned gaining, through exposure to the films, an understanding of HIV as a common southern African regional phenomenon. There was appreciation for the rich cultural diversity that came across in the films.

The main thing here is to address our different cultures, to show that it appeals to everyone. Whether you are a Mosotho, a Motswana, HIV is there, in Africa and everywhere. It shows that HIV is transmitted similarly, especially sexually… FEMALES, 26–35 YEARS, SEMI-URBAN, LESOTHO

At the same time audiences generally showed a particular support for their local production. Thus the regionality portrayed in the Love Stories series added value from a ‘messages received’ perspective and added to sustained viewership. Audiences were drawn to the cultural diversity conveyed in the films, and were interested in how ‘their country’ compared to others.
Impact
The OneLove Campaign materials elicited various rich emotional responses, such as sadness, concern, anger, pain and gladness in the audiences.

_They gave you different emotions every week, like the one of the preacher who was strict in his house and in love with a widow made me very angry. Then the following week there could be a very painful one that made you feel down and some ended up well and you would feel happy, like there is hope._

FEMALES, 22–36 YEARS, URBAN, SOUTH AFRICA

Moreover, participants demonstrated that they had reflected on the materials’ content, holding it up for scrutiny, which is a trigger for desired behaviour change. This is in accordance with Soul City’s Model of Social and Behaviour Change, which suggests that change comes about through processes of social learning, that is, observation, imitation, modelling, discussion and reflection, as well as the integrated cycle of action-and-reflection.

_I felt bad about the story of Faith and Boloko; how the man was unfair to the woman, instead of telling her that he was not happy with their relationship, he just went into another relationship…This story made me reflect on my relationship; what things do we need to improve on to make [it] alive and work._

MALES, 31–55 YEARS, URBAN, ZAMBIA

Some participants reported perceived change around them in descriptive norms in association with exposure to the OneLove Campaign materials. This is important in that it can be associated with maintenance of desired behaviour and behaviour change itself.

Results also revealed that exposure to the materials sparked debates and discussions among romantic couples, peers and family members (parents and children, and siblings).

_The messages have helped us…on being open to our parents when it comes to sex issues because most of the time you are afraid to ask your parents that the way things are… I am one of those people who wasn’t open with my parents but now after reading the OneLove magazine, I opened up to them and started discussing issues like those ones with them._

MALES, 15–24 YEARS, URBAN, MALAWI

Participants also questioned existing patterns of behaviour as a result of exposure to the OneLove Campaign materials. Women, in particular, reported being empowered to challenge powerful cultural practices that put them at risk of contracting HIV. Exposure to the campaign was also reported to be linked to changes in beliefs, attitudes, behaviour of having one sexual partner, open communication in relationships, correct and consistent condom use, HIV testing, and intergenerational and transactional sexual relationships. Other positive behaviour changes that were attributed to exposure to the OneLove Campaign materials, but not prominently across all groups, included change in the quality of relationships and maintenance of safe sexual behaviour in general.

_It has helped me a lot, I have tested and now I own only one and I call her big mama, now only she can give me the virus but on my side I am honest._

MALES, 30–39 YEARS, RURAL, SWAZILAND

Conclusions
There is strong qualitative evidence that some of the underlying OneLove Campaign message objectives are being reached. The campaign is notably promoting dialogue and debate at an interpersonal level. There are early signs that other objectives may be reached, including facilitating agency to bring about desirable change in one’s life, and the empowerment of women. Since this was a qualitative evaluation, the scope of assertions made here needs to be verified quantitatively in the end-of-programme evaluation that will be conducted in 2012.
Introduction

Soul City: IHDC Regional Programme

The Soul City: Institute for Health and Development Communication (Soul City: IHDC) is a not-for-profit, non-governmental organisation (NGO) established in 1992 to promote health and development in South Africa. It uses the power of edutainment mass media by integrating education and entertainment into popular, primetime television (TV) and radio drama programmes that are supported by print material, advocacy and social mobilisation. Thus, Soul City reaches large audiences with stories and messages that aim to improve the health and quality of life of people and communities across the country and – since 2002 – across the Southern African Development Community (SADC) region.
Soul City developed a Regional Programme in 2001 after successfully working in four southern African countries. The Soul City Regional Programme aims to build effective health communication in southern Africa through the development of local social and behaviour change communication materials combined with organisational capacity-building. Partner organisations in the eight countries in the Regional Programme are Choose Life! in Botswana, Phela in Lesotho, Pakachere in Malawi, N'weti in Mozambique, Desert Soul in Namibia, Lusweti in Swaziland, ZCCP (Kwatu) in Zambia and Action in Zimbabwe.1

Approximately 40% of the global total of people living with HIV and AIDS, and 60% of the sub-Saharan Africa total, live in the SADC region. The HIV prevalence rate among adults in SADC is 11.4%, but it varies significantly from country to country – ranging from 26.1% in Swaziland (the highest in the world) to 2.1% in Angola. UNAIDS estimated that most country epidemics appear to have stabilised, though nine of the SADC countries have adult prevalence rates above 10%. However, there is some evidence of decreasing prevalence in Tanzania and Zimbabwe, and among women in Zambia (UNAIDS, 2009).

Following numerous studies, including Soul City’s formative research on factors behind the spread of HIV in southern Africa, the May 2006 SADC think-tank meeting held in Maseru, Lesotho concluded that multiple and concurrent sexual partnerships (MCPs) – in the context of inconsistent condom use, low numbers of male circumcision, and poor communication between sexual partners – is a key driver of the HIV/AIDS pandemic (SADC, 2006a). A SADC meeting with social change communication organisations was therefore convened in Swaziland the following October. At this meeting it was recommended that reducing MCPs be a key objective for social change interventions in the following five years (SADC, 2006b).

The OneLove Campaign

Following these developments, the Soul City Regional Programme involving local organisations in ten southern African countries aimed to respond to the SADC call to address MCPs. An extensive formative research process was conducted, as well as stakeholder consultations and audience pre-tests, all of which resulted in the campaign being branded OneLove (Soul City, 2010b). The focus of the OneLove Campaign is on the reduction of MCPs. The campaign also addresses the underlying drivers of MCPs as identified by the formative research: intergenerational sex, transactional sex, lack of communication and dissatisfaction in relationships, alcohol abuse, and cultural and gender norms.

OneLove Campaign Message Objectives

The main aim of the OneLove Campaign is to reduce new HIV infections in southern Africa by 2011, thus contributing to the goals set by national AIDS councils in all participating countries.

The OneLove objectives are to:

- promote self- and collective-efficacy in terms of the perception of people’s ability to act and bring about desirable change in their lives and communities
- stimulate dialogue and debate among people in southern Africa, at the interpersonal and policy-making levels

1 Femina HiP in Tanzania participated in a number of regional projects including the OneLove Campaign.
● promote gender sensitivity and empowerment of women
● facilitate a supportive environment for social change.

**OneLove Key Messages**

The core campaign messages are as follows:

Having multiple and concurrent sexual relationships puts you and your loved ones at risk of getting infected with HIV.

A safe relationship means:

● no keeping of secrets and no lying
● communicating effectively with each other
● challenging cultural practices that support MCPs
● exercising mutual respect, and upholding equal rights for and between men and women
● expecting the support and encouragement of one’s society.

The OneLove Campaign is being implemented in Lesotho, Malawi, South Africa, Swaziland, Tanzania, Zambia and Zimbabwe by Soul City and its regional partners in each country. In Namibia and Mozambique key messages were incorporated in local multi-media productions under various brand names. The OneLove Campaign reaches national audiences in each participating country.

**OneLove Campaign Elements**

With the exception of Botswana, OneLove Campaign messages are being conveyed in a mix of materials, media and community action, which have been uniquely researched and developed by each country partner. The programme includes TV and radio drama series, talk shows and public service announcements broadcast by national and community broadcasters; billboards; social mobilisation and community dialogues; as well as community capacity-building through training.

To complement media and social mobilisation activities, an advocacy component of the campaign seeks to elicit debate and challenge cultural practices and stereotypes that support MCPs.

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2 The Love Stories series was the only campaign media in Botswana.
The TV component of the OneLove Campaign broadcast across participating countries in the region comprises ten 24-minute African films, which were produced collaboratively by Soul City and its regional partner organisations. These are called ‘Love - Stories in a time of HIV and AIDS’. The local productions tell stories and address the issue of MCPs in a fresh, and often surprising and challenging, way. They are broadcast at prime time across participating countries in different languages with English subtitles. The Love Stories films are a primary OneLove TV intervention in most of the regional countries. In South Africa there are two TV offerings, that is, the Love Stories and a 13-episode drama series.

OneLove’s Target Audience
The primary target audience of OneLove is men and women in the age range of 16 to 55 years. Advocacy activities have primarily targeted the media sector, traditional leaders and the public through media and public debates.

Research Methodology
The data informing this report were gathered through two studies: OneLove mid-term evaluation and Love Stories audience reception research. Both used qualitative methods to collect the data. The OneLove mid-term evaluation was conducted in Lesotho, Malawi, South Africa, Zambia, Mozambique, Swaziland, Namibia and Zimbabwe; while Love Stories audience reception research was conducted in regional partner countries (Botswana, Lesotho, Malawi, South Africa, Swaziland, Zambia, Mozambique, Namibia and Zimbabwe).

Evaluation Objectives
At the mid-point of the OneLove Campaign across eight countries the Soul City Regional Programme set out to gather feedback from the primary target audience regarding how they received and perceived the communication materials and interventions, and to assess the self-reported impact.

Specifically, the evaluation research aimed to:
● explore the audience’s overall impression of the OneLove Campaign materials
● assess the relevance and appropriateness of the campaign materials, interventions and messages
● explore the messages that the audience received from the OneLove Campaign
● explore whether the OneLove Campaign sparked debate among peers, families and community members; and the nature of the debates
● explore whether the audience behaved differently or sustained desirable health behaviour as a result of the OneLove Campaign
● understand further barriers to social change around MCPs
● source the audience’s suggestions for improving the OneLove Campaign.

3 Popularly referred to as Love Stories.
Research Design and Methods

OneLove mid-term evaluation

Research participants were men and women between the ages of 15 and 55 years, who were exposed to any one or more of the OneLove Campaign communication materials. All the OneLove Campaign materials carried synergised and complementary messages and it was envisaged that the qualitative evaluation would assess that as well. The audiences were drawn from urban and rural areas, using a recruitment guide to enrol participants with prior exposure to the OneLove Campaign materials. A total of 89 focus group interviews (FGIs) were conducted in eight countries.

Love Stories audience reception research

For the Love Stories audience reception research, countries used FGIs or individual interviews, or both, depending on the practicality of recruitment within the set timelines and budget. A total of 44 FGIs and 54 individual interviews were conducted in all nine countries. Male and female participants between 15 and 55 years of age, who had watched any one film within the Love Stories TV series were recruited. Given that Love Stories consists of independent films, it was often difficult to recruit a group of participants who had all watched the same film or films. In these cases, countries conducted individual interviews, as it would have been difficult to facilitate a meaningful focus group discussion when participants had been exposed to different films. The audiences were drawn from urban and semi-urban areas where TV is fairly accessible.

Data collection

In both the OneLove and Love Stories research, trained fieldworkers used a discussion guide during the interviews. The discussion guides were similar, but not identical, across all countries, as they were localised to specific country interventions and conditions. The interviews were recorded electronically, with the participants’ permission. All interviews were conducted in local languages or in the language preferred by the individual participant.

Data processing and analysis

In each country, the recorded data were transcribed and translated into English verbatim by trained fieldworkers. Qualitative thematic analysis was conducted with ATLAS.ti computer software and/or manually. Each country therefore produced a report on Love Stories audience reception research and/or OneLove mid-term evaluation.

Meta-analysis across countries

Each report from the countries was treated as a primary text and analysed thematically by a team of researchers in South Africa. Themes emerging across primary texts are included in this report. This process was done manually.

4 A method in which qualitative data is systematised and structured under codes and themes coming from the data itself, while maintaining the context in which the data is collected.
Research Results and Discussion

Audience Reception of OneLove Materials

Across the region the OneLove Campaign materials were well received by the audiences. Research participants reported that they found the material entertaining, engaging, enjoyable, helpful and educational. Analysis of the quality of material recall and the spontaneity of responses supports these self-reported evaluations. As a rule across countries, the OneLove Campaign materials were recalled with a lot of clarity and in great detail. Furthermore, participants found the material realistic and relevant to their life contexts, and they could therefore identify with situations portrayed in the edutainment media.
Educational and entertaining

Participants reported that they found the OneLove Campaign materials to be both informative and entertaining. They reported learning about HIV and AIDS, and the related risks. Moreover, all formats of OneLove Campaign materials were received positively, and were regarded as well designed, clear and engaging. The Love Stories TV productions, in particular, received positive feedback from the audiences.

When the Love Stories were shown on TV, these issues of love were quite fascinating and appeal to men and women especially those in marriages.
MALES, 25+ YEARS, URBAN, HARRARE, ZIMBABWE

I think they were teaching people about HIV and its dangers. They were an awareness of HIV and they encouraged people to get tested for HIV. I think they also encouraged the youth to behave responsibly.
FEMALES, 20–29 YEARS, URBAN, SWAZILAND

It [‘You and Your Relationships’ booklet] has really helped me… I was giving a talk addressing about two thousand students… about condoms and the church. I was given two topics; the other was about drugs and young people. I used information from the Kwatu magazine to disseminate information to the young people. I think they welcomed it.
MALES, 18–30 YEARS, RURAL, ZAMBIA

Relevant and appropriate

The materials were seen as a true reflection of participants’ lives and communities with reference to behaviour around having multiple partners, condom usage, HIV testing, relationships and communication. Thus, research participants mentioned that they were able to relate to the materials. Identification with materials is an important prerequisite for meaningful engagement with issues portrayed in the materials.

…These stories talked to our lives… You feel as if a finger is pointing at you.
MALES, 31–55 YEARS, URBAN, ZAMBIA

It’s talking to us because we are the ones who get involved with sugar daddies and we get drunk and we do not even use protection. It’s something that is happening ‘vele’ [of course/ indeed]. It’s real. [Others agree.] It happens in our everyday lives.
FEMALES, 18–25 YEARS, TOWNSHIP, SOUTH AFRICA

There was a discussion that showed differing ideas among research participants around the general appropriateness of the materials for all audiences, including children. Some participants felt that the OneLove Campaign materials were generally not sexually explicit, and thus were appropriate and could be targeted at everyone. Others felt that the Love Stories material was too sexually explicit and thus inappropriate for family viewing and could encourage youth to engage in premature sex. This discourse particularly emerged in the context of the Love Stories TV productions.

They were nice, they were for everybody in the home, they were for adults and children and there were no explicit scenes.
FEMALES, 21–35 YEARS, URBAN, SOUTH AFRICA
I have been watching your campaign since it started and it appears that we are watching it with children, which is very interesting. As they say... the earlier you start training a child, the better. And we like watching it at home... So I am glad... many children... learn the good and the bad about certain actions, and the possible consequences of actions.

MALES, 25–49 YEARS, SEMI-URBAN, MALAWI

... I think the scene where the husband was having sex with the mistress... I did not like because most of the time people copy the wrong things and want to experiment... I'm talking basing it on children because we watch these films with children, so seeing it becomes a problem. The scene was too much revealed, they should have seen them kissing and not the actual sex.

MALES, 30–39 YEARS, URBAN, SWAZILAND

Research participants appreciated the range of media components that constitute the OneLove Campaign materials and commented on the synergy of messages across media components: TV, radio, print – including t-shirts and calendars, and songs.

Again what I can say I liked about OneLove materials is that their adverts/presentations are made in different ways that can reach different people. For example, there are people that cannot watch TV but who are able to listen to the radio or read. There are those that cannot read but are able to watch TV or listen to the radio.

FEMALES, 36–45 YEARS, PERI-URBAN, LESOTHO

The interesting part for me was the quiz in the magazine where you check yourself. It really makes you reform in your ways and think before you do anything that can affect your life.

MALES, 31–55 YEARS, URBAN, ZAMBIA

Again what I can say I liked about OneLove materials is that their adverts/presentations are made in different ways that can reach different people. For example, there are people that cannot watch TV but who are able to listen to the radio or read.
The music competitions that were held raised awareness about OneLove among many people because it was easy for the information to reach them through the songs. [Silence] If they can continue incorporating the messages in songs, most young people will get the message as most young people like music, as well as poems… MALES, 25–49 YEARS, URBAN, MALAWI

Elicit rich emotional responses

Emotion plays a role in behaviour change. Research participants reported that the OneLove Campaign materials elicited rich emotional responses from them, ranging from enjoyment to sadness, guilt, fear and concern.

The effect the book had in me was of joy because when they touch a subject that you are living and show you the possible solutions it’s gratifying, I can only thank that you come here to approach that subject with us, thank you very much.

FEMALES, 16–25 YEARS, URBAN, NAMPULA, MOZAMBIQUE

You get to picture yourself because that is what happens. You try to talk to every lady that you see around. You feel guilty knowing that is what you do and makes you decide to change in order to protect yourself.

MALES, 18–30 YEARS, URBAN, ZAMBIA

It makes me feel happy because it gave me freedom, if you read it your heart will be free. You can even go to your friend and for counselling or you are sick in your body you might need to go for HIV testing because HIV can be only seen with testing but you cannot see it with your bear eyes.

FEMALES, 21–29 YEARS, RURAL, NAMIBIA

Emotional responses also seemed to have triggered behaviour change in that respondents reported strong emotions that motivated them and brought about a desire to change their lives and influence the lives of those around them.

I felt good. I liked the message and I promise that I won’t do the same thing. I have to change and teach others who couldn’t watch the programme.

FEMALES, 16–25 YEARS, RURAL, SOFALA, MOZAMBIQUE

I would say these films give some kind of passion in a way to see a way of trying to reach out to the people and give the kind of message the films are giving you. So I felt like I could use the messages in the films to encourage other people and bring change to the community.

MALES, 40–49 YEARS, URBAN, SWAZILAND

It made me regret some of my behaviours, like having two, three girlfriends, and when I get sick I won’t know how to live my life.

MALES, 16–25 YEARS, URBAN, NAMPULA, MOZAMBIQUE
OneLove Message Retention
Evidence of good message retention lies in the fact that participants generally recalled campaign messages accurately and with ease. The dominant themes that emerged throughout interviews in all countries were having one sexual partner; safer sexual behaviours relating to condom use, abstinence and HIV testing; and being faithful to, protecting and respecting the partner (in the context of awareness of the risk of HIV associated with having MCPs) and openly communicating about matters concerning their relationship. Other received messages pertained to delaying one’s first sexual encounter and the risks of alcohol and drug abuse.

**Having one sexual partner**
Participants reported learning about the importance of having only one sexual partner.

… when I see the OneLove Campaign, I think it encourages people to have one partner, and when you have that one partner, you should be open with her and trust her as well. The main issue is that when you trust your partner very much then you will not bother yourself to find another one.

MALES, 15–24 YEARS, URBAN, MALAWI

In this world, there are a lot of problems, we should take care of ourselves and stick to one partner…

MALES, 31 – 55 YEARS, URBAN, ZAMBIA

The main message is one love. That one has to be faithful to their one love. FEMALE, KEY INFORMANT, MINE, ZIMBABWE
The risks associated with having MCPs portrayed in the OneLove Campaign materials came across clearly and accurately. Audience reception research shows that participants had a clear understanding of the reasons for having one sexual partner that were directly linked to the campaign materials.

So this behaviour of having multiple sexual partners can lead to the infection of all these people; those that are networking because an individual really doesn’t know, you will have an affair with a man not knowing that the secretary has an affair with the landlord too, and the landlord too is in an affair with the house maid like that which means the disease will be spreading.

FEMALES, 25–49 YEARS, URBAN, MALAWI

It gave me ideas that, especially us men, you want to have Lusia, Victoria and Monica again but this booklet explained about concurrent sexual partnerships. You might think that they are your lovers only but they might have other partners outside and that might lead to you to get infected with the HI virus.

MALES, 30+ YEARS, PERI-URBAN, NAMIBIA

Participants also mentioned learning about the risks of transactional sex, and that they should try to be self-reliant and financially independent. This is a positive finding given that the Soul City formative research informing the OneLove Campaign identified transactional sex as one of the drivers of MCPs (Soul City, 2008).

Especially the youths – they must not have lovers who are much older than them. The age difference in the relationship must not be a barrier to communication, thus you must be free to advise your partner or tell your partner that you disagree with certain issues and not be afraid of him or her because they are older than you.

MIXED, 18–24 YEARS, RURAL, ZIMBABWE

Second Chances taught me lots of things… it has taught me that as a person you should do things good for yourself and not hear what people say because you are the one to benefit from what you do and do not listen to anyone who tries to mislead you and stay away from people who … from the sugar daddies because they have nothing for you. All they have for you is to destroy your life.

FEMALES, 31–45 YEARS, RURAL VILLAGE, BOTSWANA

… I learned that … we shouldn’t accept to be harassed by a teacher. Why will I give myself to him just so I can get a grade if I can still get it if I apply myself to studying?

FEMALES, 36–50 YEARS, RURAL, MAPUTO, MOZAMBIQUE
Safer sexual behaviours
Participants demonstrated good message retention around safer sexual behaviours, particularly in the form of correct and consistent condom use, abstinence and HIV testing. This message is closely tied to the campaign’s main message of ‘having only one sexual partner’.

Condom use and abstinence
Across countries participants mentioned that the campaign was also about using condoms to protect oneself and one’s partner from HIV. This was mentioned in the contexts of having one sexual partner, having multiple partners, and infidelity. Abstinence was also mentioned in the context of the disinterest of using condoms.

It has also taught us not to engage in unprotected sex regardless of who I may be sleeping with. **MALES, 16–19 YEARS, URBAN, LESOTHO**

The interesting thing for me is that the booklet encourages people to use condoms whether married or not because everyone is at risk of getting infected with HIV. **FEMALES, 30+ YEARS, URBAN, NAMIBIA**

… the use of condoms. Like we saw, one of the characters who used them all the time was protected from HIV… That’s why that part where that man was using condoms was very important because if at all they cannot be faithful, it’s better to use condoms to avoid the chances of spreading the disease. **FEMALES, 31–55 YEARS, URBAN, ZAMBIA**

HIV testing
Another prominent message that participants mentioned having received from the OneLove Campaign materials was the importance of HIV testing in a sexual relationship.

I have learnt that I should go and test and know where I stand. As it is now I have never tested. It could be that I am sick. When I think of going to test I am scared. I too would like to be encouraged and it would be nice if we could form groups in the community where we can support one another … **MALES, 26–40 YEARS, INFORMAL SETTLEMENT, SOUTH AFRICA**

I learnt that it’s very important to behave responsibly I should know my HIV status. **FEMALES, 20–29 YEARS, URBAN, SWAZILAND**

It was also mentioned that partners should disclose their HIV status to each other.

I liked the message that in sex we should tell each other the truth and know each other’s HIV status because if we engage in sex without knowing one’s status, we won’t be able to love each other properly. If you know that you are HIV positive or I am positive and the other one is not, we won’t transfer it to one another. We can protect each other so that I don’t infect the one who is not. It’s better that I tell my partner that I am positive so we can know what we need to do. We must help each other and have safe sex and can enjoy nicely. **FEMALE, KEY INFORMANT, MINE, ZIMBABWE**
Maintaining fulfilling and respectful relationships

Participants reported learning about open communication in a relationship and respect for self and partner as an important aspect of maintaining a satisfying sexual relationship. This finding is encouraging, given that formative research revealed that poor communication and dissatisfaction in relationships may cause people to become involved in MCPs. Open communication was mentioned, moreover, in the context of relationships between parents and children, and between friends.

The way I understand it is that it is … partners should respect each other. Also, you should respect yourself and your partner should respect herself. It means you should not go out with other people and your partner too should not have more than one lover … MALES, 41–55 YEARS, TOWNSHIP, SOUTH AFRICA

I also liked the fact that the pamphlet ['Relationships made easy'] taught me that people in a relationship should be open and share their experiences together. It also taught me that people in a relationship must talk about sex openly and must not regard talking about it as taboo. It also taught me how lovers can avoid being infected by the disease. MALES, 16–19 YEARS, RURAL, BUTHA BUTHE, LESOTHO

We also learnt that it teaches us about children, that we must discuss with them freely and not oppose their opinions and talk to them nicely when advising them so that they won’t be afraid of us and be able to tell us when something has gone wrong because if we are not free with them they won’t discuss with us we are supposed to be free with the children. FEMALES, 25+ YEARS, RURAL, ZIMBABWE

Messages and lessons around the relationship between parents and children were also reported. Participants generally reported that children need to listen to the advice given to them by parents and the elderly, and that parents need to set a good example for their children.

If I have a husband I’ll sit down with the children to make them aware what will be happening. I am 44 years old and I must be seen to be exemplary to the children… I need to respect them too. I won’t subject them to a situation whereby I bring different men that is not proper at all… FEMALES, 25+ YEARS, URBAN, ZAMBIA
One of the lessons that I learned was that it’s important to listen to the advice given by older and more experienced people. I say this because of that child whose father missed his football match. The grandpa advised his son but he didn’t want to listen, and ended up leaving after arguing with his father. In the end he saw that his father was only trying to tell him because he had HIV, that was a wake-up call.

MALES, 36–50 YEARS, RURAL, MAPUTO, MOZAMBIQUE

Additional messages
The message retention emerging in this section speaks of messages that are not the main messages of the OneLove Campaign per se, but are generally part of the health communication materials produced by Soul City and its regional partners.

Delay first sexual encounter
Research participants indicated learning that teenagers should delay their first sexual encounter until they are mature and finished with school.

I got a lesson for the children that they should not engage early into sexual activities before knowing that person because they just look at the person and think he is ok whereas that person is a carrier. FEMALES, 40–49 YEARS, URBAN, SWAZILAND

They teach us that no … there is time for sex, we must take one step at a time and don’t rush to have sex at this age. It teaches us that we… like saying we can’t eat a sweet in a cover we don’t have sex without using a condom…

MALES, 15–19 YEARS, URBAN, BOTSWANA

Alcohol and drug abuse
Alcohol abuse forms a component of the OneLove Campaign materials. Participants indicated having learnt that alcohol and HIV are related, through the risk of having unprotected sexual intercourse under the influence, and that they should avoid these substances.

What came out in the magazine is that when you are drunk, it’s easy to indulge yourself in sexual activities without using protection… I think I learnt the risk that comes by involving yourself in sexual intercourse when you are drunk because you don’t even have the conscious of using a condom.

MALES, 18–30 YEARS, URBAN, ZAMBIA

I have learned that it is very dangerous to play two games at the same time without using a condom because you do not know whom your partner is sleeping with. I have learned that alcohol is the problem because if you get drunk you cannot control yourself and you will find yourself doing unexpected things like having unprotected sex. FEMALE, 22 YEARS, OKAHANDJA, NAMIBIA
**Stigma and discrimination**

Zimbabwean and Mozambican participants reported learning about caring for people living with HIV and AIDS and not ostracising them in the community. They learnt that they need to accept them and not stigmatise and discriminate against them.

*It was teaching us not to segregate, for instance being positive is not a death sentence. The person is alive and okay. He or she is the same as me who is negative. The same applies to the child. You shouldn't desist from holding the baby. Don't stigmatise the child because of the mother.*

FEMALES, 25+ YEARS, URBAN, HARARE, ZIMBABWE

*I learned I shouldn’t discriminate people that live with HIV/AIDS.*

MALES, 16–25 YEARS, URBAN, NAMPULA, MOZAMBIQUE

**Love Stories and Regional Diversity**

Audience reports generally suggest that once participants had grasped the format of stand-alone episodes, as opposed to the more familiar format of sequential episodes (broadcast as part of a series), the use of stories from multiple countries in the Love Stories series added a dimension that was received extremely positively, with the exception of some aspects around the use of subtitles, and contributed to people's understanding of HIV as a regional phenomenon.

The regional diversity in TV productions was regarded as a positive aspect of the OneLove Campaign within the SADC region. Research participants further mentioned that the films demonstrate the common issues faced around HIV and AIDS.

*The main thing here is to address our different cultures, to show that it appeals to everyone, whether you are a Mosotho, a Motswana, HIV is there, in Africa and everywhere. It shows that HIV is transmitted similarly, especially sexually. Somewhere we see a priest also involved in these acts, and it is encompassing religion too. It shows that even priests, when we entrust them with helping prevent the spread they are also at risk.*

FEMALES, 26–35 YEARS, RURAL, QOALING, LESOTHO

*Yes, I learned that HIV and infidelity are not limited to our country; it happens all over the world, and especially in our southern Africa. Having many partners is risky wherever you are in the world.*

MALES, 16–25 YEARS, URBAN, MAPUTO, MOZAMBIQUE
Participants expressed appreciation for the rich cultural diversity that came across in the episodes. They appreciated other cultures, especially the non-verbal expressions thereof, such as dress and music, despite language barriers.

“They were great. We saw different people, different cultures and different backgrounds and what I gathered from them is that we are facing the same challenges. It is regardless of whether you come from Lesotho, Kenya or Tanzania.”

FEMALES, 22–33 YEARS, TOWNSHIP, SOUTH AFRICA

“It teaches how different cultures dress during their ceremonies, let’s say a wedding ceremony how a Zulu man is supposed to dress, what he is supposed to wear at that ceremony and the behaviour you learn about different cultures.”

MALES, 15–19 YEARS, URBAN, LOBATSE, BOTSWANA

Despite language barriers some audiences commented positively on the use of local languages in view of the fact that there are so many people from different countries in South Africa.

“It was good that they played in different languages because here in SA we have Tanzanians, we have Malawians and they should not feel that they will not be affected by AIDS because they are here.”

FEMALES, 22–33 YEARS, TOWNSHIP, SOUTH AFRICA

“The language was good because it was in their own language and translated into English by writing the stories when people were talking.”

MALES 15 YEARS, URBAN, OKAHANDJA, NAMIBIA

In light of the appreciation of learning about other cultures, participants further expressed various views concerning the use of subtitles. Some participants felt positive about the use of subtitles, while others disliked them. Mozambican participants also commented on the dubbing.5

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5 Mozambique was the only country that dubbed its Love Stories film in addition to using subtitles.
They are helpful, because there is no other way that you can understand when they use a language that is foreign to yours. But at the same time they do not help because you tend to read what is written most of the time than to watch what is happening. FEMALES, 20–29 YEARS, URBAN, SWAZILAND

To me, the dubbing was successful because generally speaking, the stories convey emotions and feelings. Through the voices, the dubbing portrayed suffering, despair, worry, hurt. This is important, to convey the same feelings interpreted by those characters. The dubbing showed emotion. MALES, 16–25 YEARS, URBAN, MAPUTO, MOZAMBIQUE

If you look at these stories they were using some indigenous languages, which were very nice but the thing they did very well was the use of the subtitles, it helps a lot to those people who cannot understand the language that would have been used. Even young children who could not read or understand the language that was being used they could understand the story by just looking at the pictures. So the languages it is okay because those who understand it benefit a lot while those who do not benefit from the subtitles. MALES, 25+ YEARS, RURAL (FARM), MAZOWE, ZIMBABWE

Without compromising or negating the positive audience reception of foreign films, the audiences generally displayed a particular support for their local production, mentioning messages gleaned from local material that had particular significance for them in the local context.

What I liked about the Bloodlines film is that it is played by people we know in Swaziland and it conveys an important message how HIV infects people and that when I watched it I saw that it is relevant to the life, especially the spread of HIV. It shows the real ways on how people get infected. MALES, 30–39 YEARS, URBAN, SWAZILAND

We watched because it’s a local one and because we support Botswana. FEMALES, 31–45 YEARS, RURAL VILLAGE, KOPONG, BOTSWANA

So these films are helping us in trying to educate our children about what our country is like on the issue of prostitution, small houses, and AIDS. MALES, 25+ YEARS, RURAL, MAZOWE, ZIMBABWE

The Impact of the OneLove Campaign

This section focuses on the self-reported impact of the OneLove Campaign materials on the participants and their communities in the regional countries.

Mechanisms of change

Self-reported evidence across countries suggests that important drivers of the process of change are under way in relation to exposure to the OneLove Campaign materials. In particular, there is ample evidence of the materials sparking dialogue and discussion, critical reflection and the perception of change in descriptive norms, attitudes and behaviour. Once the materials have reached the audience and the messages have come across accurately, Soul City’s Model of Social and Behaviour Change suggests that the process...
of change happens through the following key processes: behaviour is held up for scrutiny through, for example, an event (a personal experience), through exposure to media that has particular emotional impact, or through media that models desired behavioural outcomes. For the person exposed, this encounter may result in some form of disequilibrium and the questioning of existing assumptions as mentioned by Lewin; Schein; Argyris and Schon (In Darnton, 2008); Lewin (In Jackson, 2005).

Behaviour may then be reconfigured along new, and possibly more desired, alternatives through processes of social learning (observation, imitation, modelling) as observed by Bandura (In Darnton, 2008); Bandura (In Jackson, 2005), discussion, reflection and the integrated cycle of action-and-reflection as reported by Spaargaren and Van Vliet; Lewin; Dahlstrand and Biel (In Jackson, 2005); Lewin; Argyris and Schon (In Darnton, 2008). This is not necessarily a sequential, linear process. Patterns of interaction among these processes themselves will have either positive or negative feedback effects as each process unfolds (Aronson, 1996–8), which contributes to the unpredictability of the change process. What is important from the perspective of edutainment media analysis is to ascertain whether the exposure to the media plays a role in triggering or facilitating drivers of this process of change. Below are results demonstrating the change mechanism.

### Dialogue and discussion

Across all countries, participants indicated that the OneLove Campaign materials facilitated openness and sparked discussion, especially among people in sexual relationships, among family members, and among friends. Participants reported talking about sex and HIV and AIDS with sexual partners, children and grandparents, as well as in the context of a larger community or social setting. Dialogue and debate is a prerequisite for critical thinking that contributes to rational choice and sustained behavioural and social change.

**I talked with my husband, because we watched a film where there was a lot of cheating taking place, and one of them ended up infected, so we talked about how this sort of behaviour might lead to infection and ruin our future, and we won’t even see our children grow up.** Females, 16–25 years, urban, Nampula, Mozambique

**I talked to my child who is in grade 7, and I said to him you see this child who has had a relationship with someone who has an illness. You kids when you see someone with money don’t fall for them, just live your life within your means.** Females, 25+ years, rural, Mazowe, Zimbabwe

**As guys we talked about it, it was like ‘Did you see what Jason did? Left a girl he has a child with and married another one.’ I wished he had married the one he was expecting the child with. We agreed that parents can disorganise you. Some would say maybe the girl cheated on him before but some of us wish we could be with mothers of our children.** Males, 22–33 years, urban, Soweto, South Africa

**I talked with my children… My children say there is no way of escaping death — no matter what; everyone will die and I feel so disappointed.** Females, 40–49 years, rural, Swaziland

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Across all countries, participants indicated that the OneLove Campaign materials facilitated openness and sparked discussion, especially among people in sexual relationships, among family members, and among friends.
Reflection

Another prominent theme emerging from the audience reception research related to the process of self-reflection. Participants mentioned that the materials had made them reflect on their lives, circumstances and behaviours, and some expressed the intention of changing behaviour that is not appropriate or positive, or of improving things.

_Honestly, they touched me in a special way and made me to think hard about my life. They made me realise that one mistake, and my life is doomed… So really they have helped me a lot._

MALES, 26–35 YEARS, SEMI-URBAN, LESOTHO

_I sat down after reading the magazine and reflected on my life, that I should never have an extra-marital affair when I have my own wife._

MALES, 25–49 YEARS, URBAN, MALAWI

*Yes I reflected on it because I can go out there… all positive and spoke about it to people that are illiterate.*

MALES, 21–29 YEARS, RURAL, NAMIBIA

_I felt bad about the story of Faith and Boloko; how the man was unfair to the woman, instead of telling her that he was not happy with their relationship, he just went into another relationship… This story made me reflect on my relationship; what things do we need to improve on to make [it] alive and work._

MALES, 31–55 YEARS, URBAN, ZAMBIA

Challenging culture, gender and patriarchy

Critical reflection as well as attitude and behaviour change were further demonstrated through challenging powerful cultural practices that put people at risk of contracting HIV. Malawian women reported being generally more aware of their rights and empowered to challenge risky cultural practices in a way that they previously could not. Other people were also empowered to speak out against undesirable practices. Women reported being generally more aware of their rights and empowered to discuss sexual satisfaction and condom use with their partner.

_I learned to value friendships, just like Shingui did with Tariro, I was able to advise my neighbour because he used to abuse his wife, and I told her she should go to the police, which was a very good thing to say because her husband stopped beating her._

FEMALES, 36–50 YEARS, URBAN, NAMPULA, MOZAMBIQUE

*I will ask him to use a condom because at times you suspect secret lovers – someone can look honest to you in the house yet he is a snake in the bush._

FEMALES, 30–39 YEARS, RURAL, SWAZILAND

*I can see that there is a change at home from the way we used to live our lives we used to think that the husband is the one who always had the right to say what is supposed to happen between the two of us he is the one who makes the right decision. [Laughter] I now know that I have the right to talk and make decisions such that I can say today I want to have sex._

FEMALES, 25+ YEARS, RURAL, ZIMBABWE
Perceptions of change
Another driver of the process of change observed in this research relates to perceptions of change in many contexts of behaviour that are attributed to exposure to the OneLove Campaign. Information on descriptive norms has been associated with maintenance of desired behaviour, as well as desired behaviour change (Schultz, et al., 2007), especially if an injunctive component is added to buffer the undesired ‘boomerang effect’.6 This is significant for the OneLove Campaign since there is ample evidence that the material is in some way linked to perceptions of change in descriptive norms. In assessing the following evidence it is important to note that participants’ perceptions do not have to be factually correct. The perception of change in itself plays a role in the process of social and behaviour change through a complex process of self-reinforcing feedback.

I particularly know someone, my sister she changed, she had many loves, after reading she changed her conduct I’m a witness. FEMALES, 16–25 YEARS, URBAN, NAMPULA, MOZAMBIQUE

I saw some who used to say ha-aah ‘testing’ is not a good thing and useless. Those people have now been tested and are proud to know their status. MIXED, 18–24 YEARS, URBAN, ZIMBABWE

What I see is that the campaign has helped people to go for testing for their HIV status. Even those who criticised the testing – like me, but by looking at the campaign and all the teachings have made people to get tested. FEMALES, 20–29 YEARS, URBAN, SWAZILAND

Self-reported change
This section reports on participants’ accounts of change in their own lives and fields of experience – change in awareness, attitudes, intentions and actual behaviour.

Partner reduction
Participants reported changes to stick to one [their] partner as a result of exposure to the OneLove Campaign materials.

… I think the people who came up with it have done some research, which showed that to reduce the disease people should keep one partner … That’s why when I saw the OneLove T-shirt I decided to wear ‘oogklappe’ [focus] and keep to my one partner … MALES, 41–55 YEARS, TOWNSHIP, SOUTH AFRICA

Like on having multiple sexual partners I was among those who do that but later on I changed knowing that I was at a risk of getting infected by STIs. MALES, 15–24 YEARS, SEMI-URBAN, MALAWI

… although it won’t be easy because these girls come alone knocking on your door, they offer themselves to you and sometimes is not easy to deny them, but I promised to change for the positive side of the history which is to have only one girlfriend. MALES, 16–25 YEARS, URBAN, NAMPULA, MOZAMBIQUE

6 The phenomenon that people who tend to behave ‘better’ than the descriptive norm tend to change their behaviour to be closer to the descriptive norm and this may constitute a negative behavioural shift.
My friend and I are drivers and as you know, drivers are [among the] most affected. When we were given that magazine, I don’t know if they were simply playing with our minds. However, I think it made sense because wherever drivers go, they will have a girlfriend or [even another] wife. This time we have changed. I have remained with [only] two girlfriends.

MALES, 18–30 YEARS, RURAL, ZAMBIA

Immediately after reading the book I contacted my boyfriend and made peace and we got back together.

FEMALES, 30+ YEARS, URBAN, NAMIBIA

I now have one partner; I use a condom every time I have sex.

FEMALES, 20–29 YEARS, URBAN, SWAZILAND

Inter-generational and transactional sexual relationships

Young girls reported changes in attitudes and intentions attributable to OneLove Campaign materials exposure in the context of inter-generational and transactional sexual relationships.

I intended to change my view of certain things in life, I decided to start considering my love for someone if I want to date them, rather than looking at what that person has, because it is important to know what kind of person you are dating rather than concentrating on what they have.

FEMALES, 15–19 YEARS, URBAN VILLAGE, BOTSWANA

I thought that was what love was all about and I was wrong because I only thought of what the other person possessed. You can simply love someone who does nothing but you find that you really love that person regardless of what he has or doesn’t have.

FEMALES, 16–19 YEARS, URBAN, LESOTHO

Condom use

Participants mentioned that the OneLove Campaign materials have encouraged them and people in their community to use condoms.

I do use the condom and I just love using it [interruption – so where are these kids coming from?]… I was not using it that time, the penis was becoming weak but now I know that I must use it and I love it.

MALES, 30–39 YEARS, RURAL, SWAZILAND

Ja, because us girls were not keen on using condoms because we felt that we did not feel the man when he is wearing a condom, but now I use it because I know I can also use it for contraception as well as protection. So we have changed.

FEMALES, 18–25 YEARS, INFORMAL SETTLEMENT, SOUTH AFRICA

It helped me to start using condoms because at first my partner and I were not using condoms. After reading the OneLove magazines we agreed to start using condoms. [Others laugh.]

MALES, 15–24 YEARS, SEMI-URBAN, MALAWI
Excessive alcohol use
Participants reported changes in the level of alcohol intake – they no longer drink in large amounts, thereby reducing risky behaviour.

As for me it has helped me to change my behaviour. As I have already said I have gone to so many drinking joints. When I got the magazine I went for an HIV test and after I got my result I stopped going out to those places. MALES, 25–49 YEARS, RURAL, MALAWI

For me, it helped me to stop involving myself in sexual intercourse when I’m drunk. MALES, 18–30 YEARS, URBAN, ZAMBIA

I have decided not to drink alcohol again because when you are drunk you can’t think properly. MALES, 30+ YEARS, URBAN, NAMIBIA

HIV testing
Another prominent theme emerging from the audience reception research was that participants intended to and went for an HIV test after exposure to the campaign.

I want to go get myself tested. I think I have been living a faithful life despite being cheated on in my past relationships and this made me think you are not the one that can go there and bring the virus home, someone else can bring it into your relationship. MALE, 24 YEARS, RURAL VILLAGE, OTSE, BOTSWANA

I have tested. [Laughter] I have left this makhwapheni’s – secret lovers. MALES, 30–39 YEARS, RURAL, SWAZILAND

The first time I was exposed to them, I got scared and felt as if I already have the HIV virus and rushed to get tested for HIV. It made me realise that it is not wise to live without the knowledge of my status and thus I can say that I am more the wiser after having been exposed to the messages. MALES, 20–25 YEARS, URBAN, LESOTHO
Other positive behaviour changes

Other reported positive behaviour changes attributable to OneLove Campaign materials exposure, but not prominently across all groups, are presented below. These include change in the quality of intimate relationships, and maintenance of ‘good behaviour’ in general in the form of not having a boyfriend, and caring for people living with HIV and AIDS.

Change in the quality of sexual relationships

I used to take off my clothes in the dark before I listened to OneLove, but now I have changed. Even putting on body lotion I used to do it away from my husband, I didn’t want him to see me naked … I used to sleep with my panties on but now I have stopped. MALES, 25–49 YEARS, URBAN, MALAWI

This booklet have teach me a lot as I am an original and traditional man, this booklet have change me a lot especially in relationships. I never wanted to give love in public places especially in kitchens or sitting rooms. But now the booklet have change me as I have realise now that we have to give each other gifts or sweets to build up our relationship. MALES, 30+ YEARS, PERI-URBAN, NAMIBIA

I would show more commitment and love to my wife or partner so that you get satisfied with her and avoid engaging in risky behaviour. MALES, 25+ YEARS, URBAN, HARARE, ZIMBABWE

What we do now is love each other more, the booklet added love for us, now we love our husbands more. Me and my husband love each other and he tells me that he loves me, so no one can tell me that he loves me and no one can tell me anything and I get tempted to cheat on my husband. FEMALES, 40–49 YEARS, RURAL, SWAZILAND

Caring for people living with HIV and AIDS

At least now I know how to take care of an HIV/AIDS patient. I take good care of my sister who is infected with HIV very well without stigmatising her. This book really encouraged me. MALES, 31–55 YEARS, RURAL, ZIMBABWE

Barriers to Change

Factors that hinder the audience from absorbing the OneLove Campaign messages and adopting the desirable behaviour emerged in the qualitative research interviews and largely mirror the key findings of the original formative research informing the OneLove Campaign development (Soul City, 2008). These findings will not be repeated here. Suffice it to say that the prominent barriers were poverty, scarcity of job opportunities, materialism, peer pressure, distrust in relationships, alcohol abuse, and myths and misconceptions around condom use. Cultural and religious beliefs in relation to condom use and the tolerance of MCPs were also mentioned as barriers to change. Furthermore, findings suggest that there is generally less dialogue between parents and children about sexual matters as a result of embarrassment. Some participants mentioned that people’s disbelief in the existence of HIV hinder them from changing their risky behaviour.

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7 This will be addressed in the upcoming ‘Wize up campaign’ which will focus on Sexual Reproductive Health Rights.
Summary and Conclusions

Are Campaign Objectives Being Met?
There is powerful evidence that some of the campaign message objectives are being reached. Since this was a qualitative evaluation, the scope of assertions made here needs to be verified quantitatively, and will be thus verified in the end-of-programme evaluation.

At an individual level of analysis, the OneLove Campaign aimed to promote the perception of being able to act and to bring about desirable change in one’s life with regard to MCPs. The observation that some people did act differently, and the distinct awareness of behavioural alternatives noted throughout the analysis, are positive indicators of the potential of the campaign to reach this objective. There is also fairly strong evidence of increasing self-regard and self-confidence as a result of exposure to the campaign media. However, the emphasis on persistent barriers of change emerging from the interviews suggests
that more in-depth research (qualitative and quantitative) is required to investigate whether the campaign is effectively and sustainably reaching its objective of promoting self-efficacy.

The OneLove Campaign further set out to facilitate gender sensitivity and empowerment of women. There was no strong evidence to suggest that the campaign impacted significantly on gender sensitivity per se. Further research needs to be conducted to verify this. However, some evidence suggests that the ‘empowerment of women’ objective may have been reached to some extent. Some women reported that they have been empowered to negotiate safe sex, confront their spouse and refuse cultural practices that they were not able to refuse prior to exposure to the campaign materials.

Promoting dialogue and debate at an interpersonal level was an objective of the campaign. As seen above, this objective seems to have been reached extremely successfully. The extent to which the campaign succeeded in reaching objectives at a community or society level of analysis falls outside the scope of this evaluation.

**Reception**

This report captured ample qualitative evidence across countries that suggests that the OneLove Campaign materials were extremely well received among people who were exposed to them: they were perceived as entertaining, engaging and enjoyable. They were also seen as a true reflection of participants’ lives and communities, facilitating the audiences’ ability to relate to them and the messages. In this context, the materials were assessed as helpful and educational.

The use of stories from multiple countries in the Love Stories TV series added a dimension that was extremely positively received, and contributed to people’s understanding of HIV as a common, regional phenomenon. Thus, the regionality portrayed in the Love Stories series added value from a ‘messages received’ perspective. This regionality furthermore added to sustained viewership in that audiences were drawn to the cultural diversity conveyed in the episodes produced in different countries, and were curious about how ‘their country’ compared to others. The only consistent point of critique expressed against Love Stories related to difficulties in following the subtitles.
Impact
In addition to the qualitative evidence of the impact of OneLove Campaign exposure on the drivers of change, and despite the short timeframe between exposure to the intervention and the research, there is also direct self-reported evidence of desired change in awareness, intention, attitudes and actual behaviour – directly linked to exposure to the OneLove Campaign materials by research participants – in the areas of partner reduction, condom use, HIV testing and changes in the quality of relationships, especially as regards communication.

Conclusion
Even though the research presented here is limited to individuals as the units of analysis, the results of this mid-term qualitative evaluation of the OneLove Campaign across nine countries are highly encouraging. There is compelling evidence of the role of the OneLove Campaign as a significant factor in the process of social and behaviour change, as well as early indications of an association between exposure to the campaign materials and actual behaviour change, which will be validated in the end-of-programme quantitative evaluation.

Through the qualitative research presented here, a picture emerges of the role and place of edutainment media in general, and the OneLove Campaign materials in particular, as a significant factor contributing to the complex process of change. We know that exposure to the materials effectively holds behaviour up for scrutiny and triggers key drivers of change, such as discussion and reflection. We also know that the materials further enable audiences to act differently – thus (in theory) changing feedback patterns in social systems that will in themselves and over time contribute to further change in the system, small as the initial change may seem.

Social and behaviour change is a complex process that is emergent in nature, that is, it emanates from the interaction of system elements in ways that are not necessarily linear and predictable, and where the whole is more than the sum of its parts. In this analysis there is clear and consistent evidence that multi-media edutainment, in particular that of the regional OneLove Campaign, is a significant contributor to this process.
References
