

NEW PARTNERSHIPS

TELLING STORIES TO CHANGE THE COUNTRY – A COMBINED EFFORT BY THE HIV CLINICIANS SOCIETY AND SOUL CITY

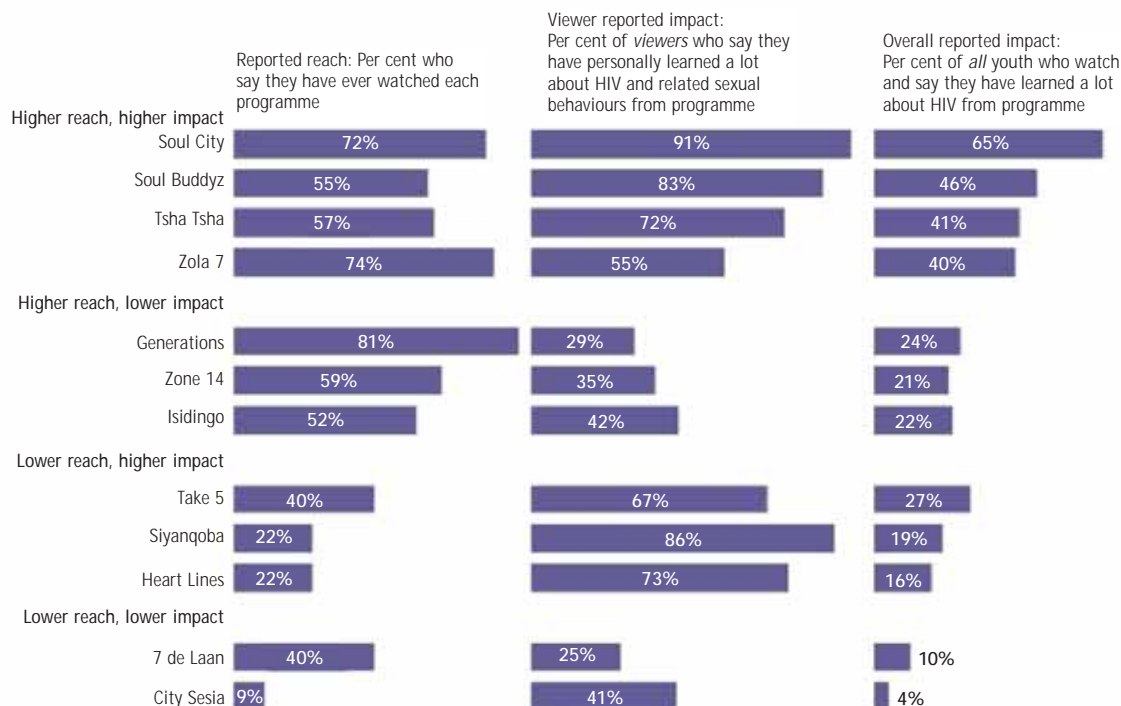
The HIV Clinicians Society has joined forces with the popular Multimedia NGO Soul City to help prevent HIV infection in South Africa. The *Soul City* TV series has consistently been in the top five most-watched TV programmes in South Africa, with about 60% of the country watching each episode since 1994. *Soul City* is an entertaining TV series that uses researched edutainment techniques to deliver health information and cause changes in health and social behaviour. Independent research has shown it to have a powerful impact on South African society.

The HIV Clinicians Society and Soul City have worked together on the next series to turn fiction into reality. During the TV series characters phone the AIDS Helpline to find out where they can get tested and treated for HIV. Behind the scenes the Society, Lifeline and Soul City are working together to create the first geographical database of HIV testing and treatment sites in South Africa. You will soon be able to call one number (or search one website) and get directions from where you are standing to your nearest HIV services.

The TV series also focuses on ways to prevent HIV infection, the damaging effects of alcohol in society and how to have a healthy pregnancy. *Soul City* imparts information and impacts on social norms, attitudes and practice. Its impact is aimed at the level of the individual, the community and the socio-political environment. While the TV show is on air, radio talk shows will be broadcast in all nine African languages, and three million booklets on HIV, alcohol and maternal health will be released and distributed nationally, mainly through newspapers. We aim to create an enabling environment empowering audiences to make healthy choices, both as individuals and as communities.

The TV series will be supported by a robust marketing campaign which includes advertising and publicity, to draw maximum audiences, create excitement and keep bums on seats throughout the 13-week broadcast period. The new *Soul City* series will be broadcast on SABC 1 from 4 September to 27 November 2007.

Reach and reported impact of specific TV programmes



Source: Young South Africans. Broadcast Media, and HIV/AIDS Awareness. Kaiser Family Foundation and South African Broadcasting Corporation, 2005.



Bonnie Henna, who plays one of the main roles as the nurse Zanele, is holding a poster for the Mothers 2 Mothers project. The project aims to support women through the process of PMTCT (prevention of mother to child transmission of HIV).



Skosana, the mother of a child with fetal alcohol syndrome. She is now pregnant and drinking again! Watch the series to see how, with help from friends and nurses, she learns to cope with her problems in a healthier way.



Zuko and his friend Mandla play with condoms in preparation for 'the real thing'. In this series Mandla and his girlfriend Naledi decide that they would like to start sleeping together, but they want to be 100% safe and 100% sure. Watch to see how they do it.



Simphiwe, the baby, is HIV-positive and has been adopted by his Uncle Odwa and Aunt Maria. His teenage mother, Portia, died just after childbirth due to complications arising from hypertension during pregnancy. In this scene you find out how Portia, who was only 15, became infected with HIV.



Schoolchildren campaign against the abuse of alcohol and alcohol advertising near their school.

