

South African National HIV and AIDS Communication Survey 2006: Overall Impact of 14 AIDS Communication Programs

Survey Overview

November 2006



The HIV Epidemic in South Africa

- The HIV epidemic is severe, affecting all age groups. While large prevalence variations exist between sexes, age groups, race groups and communities, the most severely affected are females < 20; females aged 20-40 and males aged 25-45. Recent national trends for pregnant females 15-49 are 27.9% in 2003, 29.5% in 2004 and 30.2% in 2005.

Context of the Present Study

- People living in South Africa are exposed to wide-ranging AIDS communication, both purposive and non-purposive. Many national and sub-national studies of AIDS-related knowledge, behavior, and HIV prevalence have been conducted by AIDS communication organizations; however, these have largely focused on specific/single interventions.
- This study set out to inform understanding of the main national-level communication interventions that use mass media.
- The overall goal is to identify successes and gaps and to inform future strategy.

General Hypotheses

- The cumulative, combined effects of all communication programs combined will have substantial impact on HIV prevention and living with HIV and AIDS.
- Each communication program will have some statistically significant effects independent of all other programs.
- Some communication outcomes will also have direct effects on other outcomes.

Methodology

- A cross-sectional household survey of 7006 men and women aged 15-65 (one person per household), stratified by province, race and locality type.
- Probability of household selection proportional to 2001 census. Additional sampling procedures and weighting of data were used to achieve representivity.
- A supplementary sample of 1,501 was drawn in five Khomanani *Community Action* communities.
- Face-to-face interviews in each household with electronic data entry of questionnaires administered by AC Nielsen.
- Fieldwork conducted in first six months of 2006.

Selected Findings

- Among youth age 15-24, nearly half (48.6%) are learners/students and a third (31.8%) are unemployed and looking for work. Among 25-34 year olds, nearly half (49.3%) are unemployed and looking for work.
- Among 15-24 year olds, 10.6% had less than grade 7 education, as did 21.4% of 25-49 year olds and 47.5% of those aged 50+.
- Nearly half (49.6%) of all respondents aged 25-49 attended two or more funerals of people who have died of AIDS in the past year.
- One in five (20.8%) of people aged 25-49 have cared for a person sick with AIDS.

Findings: Knowledge

- Knowledge of condoms for prevention very high
- Abstinence recognised by all age groups
- Very low 'top of mind' awareness of limiting numbers of sexual partners
- Knowledge of partner numbers vs HIV risk is poor

HIV prevention (Unprompted)	15-24	25-49	50+
Using condoms	92.0	90.9	76.2
Sticking to one partner, being faithful	18.9	28.8	31.3
Reducing number of sex partners	5.1	7.6	5.4
Abstaining from sex	46.4	37.3	31.3
Avoiding contact with blood	26.0	21.8	19.6
Using drugs for PMTCT	1.4	1.3	1.2
Key knowledge questions	15-24	25-49	50+
If you have fewer sexual partners, you are less likely to get infected with HIV	49.0	50.3	56.5
Composite score of all other knowledge questions	79.0	79.9	74.8

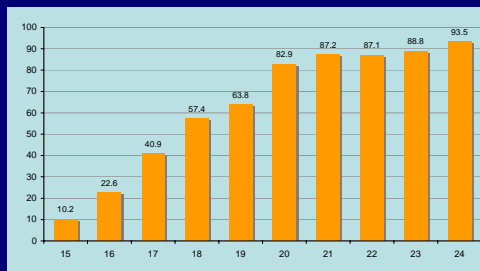
Findings: HIV testing

- Very high awareness of a place nearby that provides HIV testing
- Around half of all 25-49 year olds have been tested
- Very high proportion – more than 50% of those ever tested – were tested in past year

HIV Testing	15-24	25-34	35-49	50+
Know of place near where live or work where can get tested for HIV	87.9	91.9	90.1	80.9
Ever been tested (of all respondents)	26.3	52.6	49.2	33.1
Tested in past year (of all respondents)	15.2	27.1	23.7	14.3

Findings: Age of sexual debut

One in ten young people aged 15, one in five aged 16, two in five aged 17, and more than half aged 18, have had sex



Ever had sex by single age, South Africa, 2006

Findings: Sex in past year/month

In high prevalence age groups (15-24; 25-34)...

- Some secondary abstinence...
- Variances between males and females with 2+ partners
- 2+ partners in past year high risk, concurrent partners in past month **very** high risk

Sexual partners in past YEAR	Male 15-24	Female 15-24	Male 25-34	Female 25-34
None / Secondary abstinence	16.6	14.5	9.6	12.3
One	50.2	72.9	66.4	81.4
Two or more	33.2	12.6	24.1	6.1
Sexual partners in past MONTH	Male 15-24	Female 15-24	Male 25-34	Female 25-34
None	32.3	32.6	20.8	25.0
One	56.9	63.8	71.3	72.8
Two or more	10.8	3.6	7.9	2.1

Findings: Concurrent partners in past month

- High levels of 2+ partners in past month in all three locality types amongst youth aged 15-24
- High amongst 25-49 year olds, low amongst 50+
- Levels considerably lower amongst married respondents

Sexual partners in past MONTH	0	1	2+
Urban Formal (15-24)	34.7	58.4	7.0
Urban Informal (15-24)	24.9	68.5	6.7
Rural (15-24)	31.4	60.2	8.5
Urban Formal (25-49)	21.5	75.4	3.1
Urban Informal (25-49)	28.2	67.7	4.2
Rural (25-49)	24.5	70.9	4.6
Urban Formal (50+)	40.3	59.3	0.5
Urban Informal (50+)	40.9	59.1	0.0
Rural (50+)	57.0	41.6	1.4
Married (25+ living with husband/wife)	12.0	87.1	0.9
Unmarried (25+, living with boyfriend/girlfriend)	14.8	80.9	4.3

Findings: Marital patterns in South Africa

- Very few young people under 25 are married and living with their partner (1.9%)
- Only one in five (20.4%) 25-34 year olds are married, and only around half of 35-49 and 50+ years olds are married
- Very few youth (15.6%) are in a steady relationship, and 54.8% of young adults aged 25-34 define themselves as single

Relationship status	15-24	25-34	35-49	50+
Married [living with husband/wife]	1.9	20.4	48.3	54.1
Married [not living with husband/wife]	0.3	1.6	4.9	5.3
Have cohabiting boyfriend/girlfriend	2.3	10.6	9.8	2.9
Have non-cohabiting boyfriend/girlfriend	9.0	11.0	6.3	0.3
Single	86.4	54.8	21.1	10.0
Widowed / divorced / separated	0.0	1.6	9.6	27.4

Findings: Condom use at last sex

- Condom use at last sex overall high, and highest amongst youth under 25, and similar by locality type
- 17.1% for married; 51.9% for unmarried (amongst 15+)

Ages 15-24	%
Urban formal	72.7
Urban informal	67.1
Rural	63.5
Ages 25-34	
Urban formal	45.5
Urban informal	48.9
Rural	48.7
Ages 35-49	
Urban formal	27.1
Urban informal	30.5
Rural	25.6
Ages 50+	
Urban formal	12.6
Urban informal	25.4
Rural	10.6

Communication Programs in South Africa for HIV Prevention and Living with HIV and AIDS

Percent Exposure	Eight Television Programs
48	1. Tsha Tsha Drama
53	2. Khomanani Programme or Advert
18	3. Khomanani Choice
65	4. Soul City
54	5. Soul Buddyz
27	6. Beat it Siyanqoba
56	7. Takalani Sesame
67	8. loveLive TV Advert

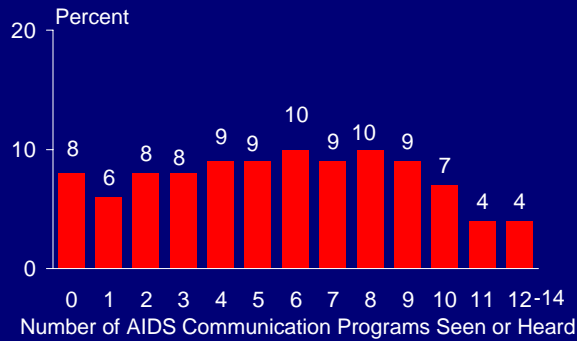
N= 7,006 (15-65 yrs.) Population (weighted) = 29,366,512

Communication Programs in South Africa for HIV Prevention and Living with HIV and AIDS

Percent Exposure	Six Radio Programs
47	9. Khomanani Programme or Advert
36	10. Soul City Radio
25	11. Soul Buddyz Radio
57	12. loveLive radio Advert
4	13. The Journey Community Radio Drama
6	14. Body, Mind and Soul Community Radio Drama
Four Print Media and Community Participation	
36	15. Khomanani Leaflet
32	16. Khomanani Newspaper Advert
4	17. Participated in a Khomanani organized event
5	18. Spoke to Khomanani community action ambassador

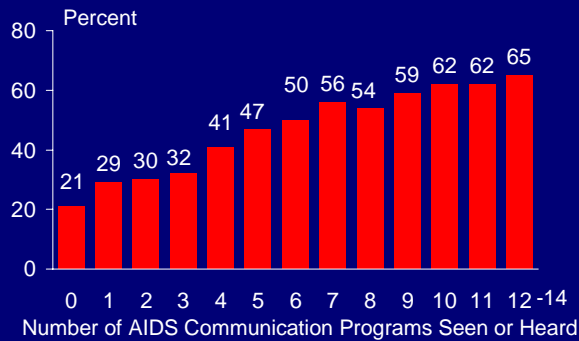
N= 7,006 (15-65 yrs.) Population (weighted) = 29,366,512

Cumulative exposure to 14 AIDS television and radio programs



N= 7,006 (15-65 yrs.) Population (weighted) = 29,366,512

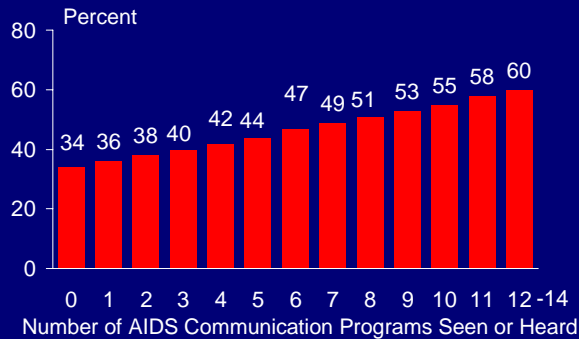
Percent condom use to prevent HIV by the cumulative exposure to communication programs NOT ADJUSTED for socio-economic variables



44 point spread

N= 4,844 (15-65 yrs.); if had sex in the last 12 months

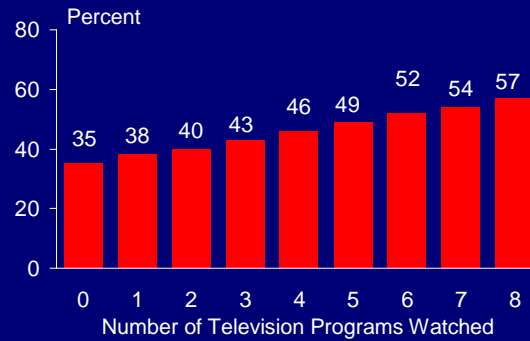
Percent condom use to prevent HIV by the cumulative exposure to communication programs ADJUSTED for socio-economic variables



26 point spread

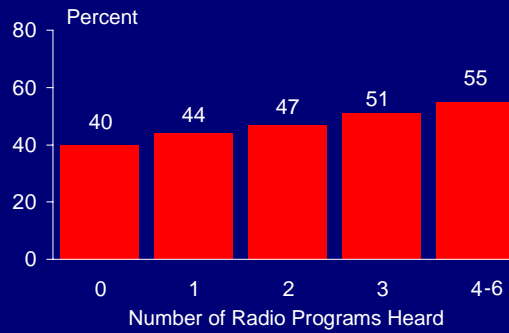
N= 4,844 (15-65 yrs.); if had sex in the last 12 months

Percent condom use to prevent HIV by the cumulative exposure to 8 AIDS television programs
Adjusted for socio-economic variables



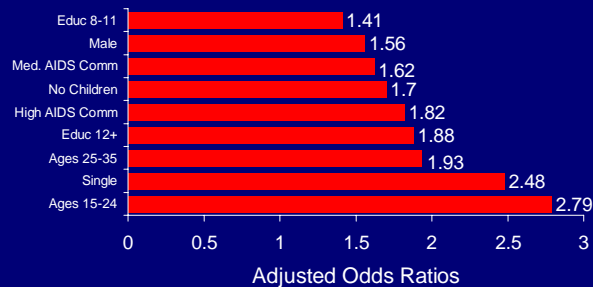
22 point spread N= 4,844 (15-65 yrs.) if had sex in the last 12 months

Percent condom use to prevent HIV by the cumulative exposure to 6 AIDS radio programs
Adjusted for socio-economic variables



15 point spread N= 4,844 (15-65 yrs.) if had sex within the last 12 months

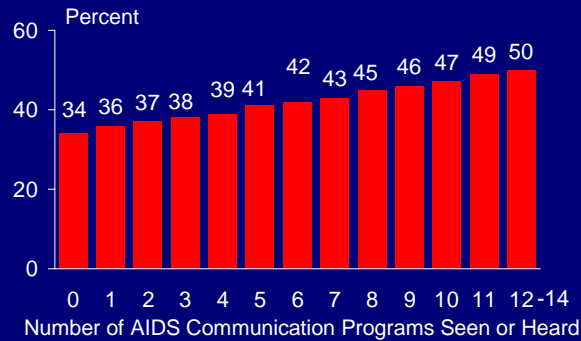
Relative strength the variables that determine using condoms to prevent HIV
ADJUSTED for socio-economic variables



N= 4,844 (15-65 yrs.) who have had sexual relations in the last 12 months

Percent with high positive attitude towards people living with HIV and AIDS by the cumulative exposure to communication programs

Adjusted for socio-economic variables

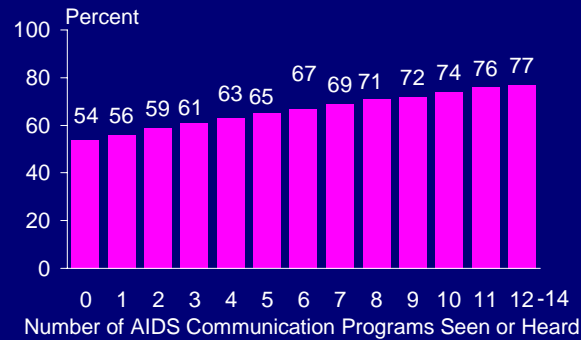


16 point spread

N= 6,994 (15-65 yrs)

Percent who talked to their sexual partner about an HIV test by the cumulative exposure to communication programs

Adjusted for socio-economic variables

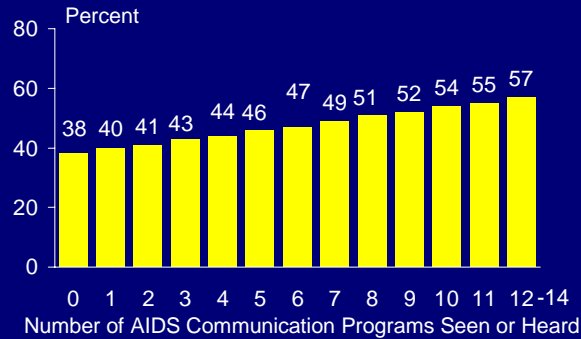


23 point spread

N= 4,840 (15-65 yrs.) who have had sexual relations in the last 12 mo.

Percent who ever had an HIV test by the cumulative exposure to communication programs

Adjusted for socio-economic variables

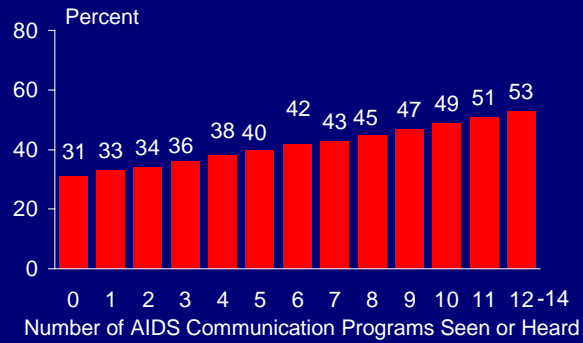


19 point spread

N= 4,840 (15-65 yrs.) who have had sexual relations in the last 12 mo.

Percent who know ARV treatment is for the rest of one's life by the cumulative exposure to communication programs

Adjusted for socio-economic variables

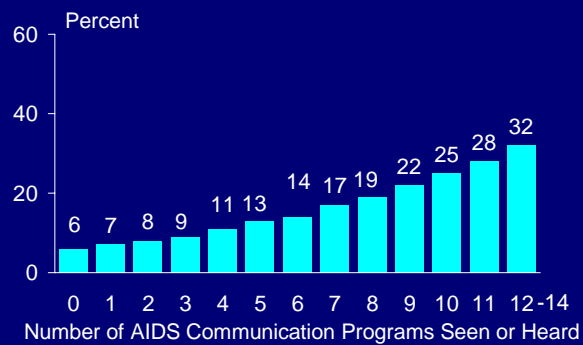


22 point spread

N= 6,998 (15-65 yrs.)

Percent who helped care for a person sick with AIDS by the cumulative exposure to communication programs

Adjusted for socio-economic variables

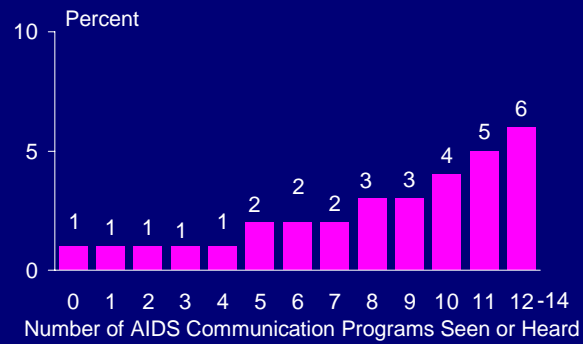


26 point spread

N= 6,998 (15-65 yrs.)

Percent who called an AIDS telephone help line by the cumulative exposure to communication programs

Adjusted for socio-economic variables



5 point spread

N= 6,998 (15-65 yrs.)

Conclusions

- Knowledge and behavior findings consistent with other surveys.
- Overall high awareness of and exposure to the epidemic.
- High levels of access to radio and television, and high exposure to mass media components of national interventions.
- High levels of response to VCT and condom promotion communication.
- Communication campaigns need to take into account the severity of the epidemic and key epidemiological drivers.
- There is very low awareness, and poor 'top of mind' awareness of importance of limiting sexual partners and delaying of sexual debut.
- Partner turnover is exacerbated by late marriage and overall low levels of marriage.
- Reducing partner turnover and delaying sexual debut require *urgent intensified focus*. Core themes include:
 - limiting lifetime number of sexual partners
 - avoiding casual sexual partners
 - avoiding high partner turnover
 - avoiding concurrent sexual partners
 - delaying first sex in new relationships
 - delaying first sex amongst teenagers
 - avoiding older sexual partners (amongst teenagers)
- After controlling for the effects of 17 socio-demographic control variables related to AIDS related behavior, the joint effects of all 14 AIDS media programs was found to have a substantial impact on 7 important attitudes and behaviors related to HIV and AIDS.
- The cumulative effect of 14 television and radio programs on using condom with one's most recent partner to prevent HIV is as strong as the standard social-demographic and socio-economic factors.
- Mass media AIDS programs create an environment conducive to discussion and social capital in local communities that in turn have direct effects on AIDS related behavior.

Research Team

South Africa

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