

The first draft of the:
Awareness media campaign
IRef7PPHCmedia. 11
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15th October 1991
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11 Introduction ESQ overview
From discussions and workshops held within the PPHC
network it has been recognised that the envisaged campaign is
not a conventional media advertising project - but rather
that the two essential objectives of the campaign are to
educate and create an informed awareness of AIDS and related
issues.

The target audience of the campaign is the entire South
African population - and a wide range of media and
communication methods will be utilised to effectively reach
every defined target group making up the population. These
methods will range from up-market commercial television,
radio and print "mass media" to progressive community based
strategies such as peoples' theatre groups, poster & essay
competitions and "teacher resource packs" to be developed for
use in schools.

The campaign will have an overall national strategy as
well as individual regional components.
t These regional components will be strategically
coordinated and thematically linked to the national strategy
through common symbols, characters & story-lines but will be
individually developed according to the specific
characteristics and requirements of each individual region.
t For the campaign to function in this way PPHC regional
structures will feed strategically relevant information
determining audience and media characteristics - as well as
recommendations - to their respective regional PPHC-AWG Media
Committee.

t It will be the responsibility of the regional media
committees to "catalyse" this process.
t This information will be fed from all the different
regions to a Working Committee to be based in the Transvaal
and headed by an appointed AIDS Media Liaison Officer.
tltttt (Regional input required to fully develop this aspect
... each region to consider how this process will be
set up & made to operate effectively in
respective region?)

The campaign will utilise the skills and experience of
professional creative media and communication specialists and
the Media Liaison Officer (employed part time) will be
responsible for the efficient execution of the entire AIDS
Education & Awareness Campaign.

The Media Liaison Officer will "interface" between the
PPHC network and contracted agencies, artists, media

specialists and professionals - ensuring the flow of information & directives from PPHC structures to those contracted in the creative formulation of the campaign. As a control mechanism, the Media Liaison Officer - in consultation with the Working Committee - will make recommendations - for approval by the PPHC National Executive Committee - concerning the contracting of creative agencies, community groups and professionals to manage and execute specified components of the overall campaign.

The character of the national campaign will be high profile and attention grabbing - designed to influence general attitudes and provide information - by utilising high impact mass media such as commercial television & radio - and wide-circulation print.

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h The regional campaigns will be pitched so as to influence group and personal behaviour, mobilise community action and coordinate existing resources.

h The regional campaigns will penetrate to local and personal levels by identifying and approaching specific target groups with specific methods and messages - working through existing organisations and established institutions such as schools and churches - and utilising CAW's and educators on an interpersonal level.

hhhhhh iRegional input required to fully develop this aspect ... each region to consider how this process will be set up & made to operate effectively in respective region?)

The campaign will be non-judgmental in approach -seeking to promote balanced attitudes toward sexuality and to promote the dignity and quality of life of people with AIDS.

t An underlying progressive consideration in the formulation and execution of the campaign is that - where possible - the campaign should contribute to and facilitate the development of community structures and the empowerment of marginalised and disadvantaged sectors of the community. For the campaign to succeed it must be sustained and on-going and thorough evaluation of target groups & media methods must be carried out through pre-testing before initiation.

El CamEaign Brief

To formulate and execute an AIDS awareness and education campaign targeting every sector of the South African population.

2i CamEaign Objectives

To educate every sector of the South African population about AIDS:

il providing essential information necessary to create an informed understanding of AIDS & the implications of this disease for every individual & the population as a whole;
iil to engender in every individual a strong sense of personal responsibility and commitment to addressing the issue of AIDS;

iii) to promote a positive & balanced attitude toward sexuality;

ivl to create a clear and informed awareness of the methods available and behaviour patterns to be adopted to prevent the transmission of AIDS;

VI in order that individuals and communities are empowered with the means to effectively address the threat of AIDS;
vil to conscientise the South African community with regard to social responsibility and attitudes toward people with AIDS;

viil to empower people with HIV & AIDS in the overall national campaign against AIDS in South Africa.

4l Tar at groups

— ii A broad distinction between "rural" and "urban" media requirements / logistics can be identified.

ii) Within the "rural" and "urban" groupings the following specific target groups have been identified - either peculiar

I page 3 1

to one or common to both:

a1 yuppies

b1 people who watch TV & videos

c1 people who listen to taxi tapes / travel by taxi

d1 hetero-sexual groups -

women

male

youth

e1 gays & lesbians

f1 people with STD

91 families of migrant labourers

hl pregnant women

il family planning clinics

jl workers -

blue collar

white collar
k1 employers
l1 teachers
m1 parents
n1 scholars
01 human contact workers
doctors
dentists
p1 institutions -
schools
churches
prisons
domestic workers
police
blood transfusion agencies
single-sex dormitory situations such as
university residences, nurses homes etc
q1 traditional healers'
r1 migrant labourers / hostel dwellers
s1 long distance drivers
t1 persons with HIV & AIDS
ul public figures / community personalities
vl drug users
wl cultural traditionalists
xl sex workers

E1 Media / communication formats, methods 3 techniques

The following media & communication methods have been identified:

i1 Broadcast Radio & TV

al TV / Radio soaps - serials eg "Loving" - developing characters & story - explores all related issues - multidimensional - characters discuss the issues in the body of the story (cf "The Right Time" & "Tomorrow's Parents")

Broadcast at prime-time.

b1 TV / Radio Commercials / news inputs / documentaries / magazine items / phone-in talk shows / panel discussions

iil Story - telling

As a skill to be taught to CAWs as part of

E page 4 1

an education campaign;
development of story as centre piece of teacher's resource
packs.

iiil Theatre

puppets

community theatre

play pack

commercial theatre

travelling plays / play groups

ivl Picture comics

educational

commercial ISee/Kyk/Sister Louise/Capt

Hurricane 1

vl Billboards

bus stops

on taxis

on buses

vil Magazines

Drum / True Love / Cosmo / Penthouse

viil Video distribution

- trucking stops

trading stores

discos / night clubs

PPHC structures

cultural & political organisations

ixI Cinemas

commercials

feature films

documentary shorts

x1 Electronic billboard

xil Newspapers

xiil Milk & beer cartons

xiiil Pamphlets / booklets

xivl Posters

xvl Bumper stickers

xvil T-shirts / badges / buttons - clothing

xviil Graphiti / public murals / slogans

xviiiil Taxi tapes

xixl Competitions - with many of the above eg.

il Essays

iil Posters

iiil Bumper stickers

ivl Slogans

vl T-shirts etc

vil Public murals

El Matching Target groues with aggroeriate media 5

communication methods

Within the broad distinction between "rural" and "urban"
groupings, specific media formats have been identified as
appropriate for each grouping respectively:

a) Rural

il Broadcast Radio

a1 Radio soap - 5 minute serial - developing characters

& story - explores all related issues -

multidimensional - characters discuss the

issues in the body of the story Icf "The

I page 5 1

Right Time" & "Tomorrow's Parents"1

Broadcast at prime-time.

b1 Radio Commercials / news inputs / documentaries /

magazine items / panel discussions

iil Story - telling

As a skill to be taught to CAWs as part of

an education campaign;

development of story as centre piece of teacher's resource
packs.

iiil Theatre

puppets

community theatre

play pack

travelling plays / play groups

iv) Picture comics (dependent on literacy level)
educational
commercial ISee/Kyk/Sister Louise/Capt
Hurricane 1
v1 Billboards
bus stops
on taxis
vil Video distribution
trucking stops
trading stores
viil Milk & beer cartons
viiil Posters
ixl T-shirts / badges / buttons - clothing
xl Graphiti / public murals
xil Taxi tapes
xiil Competitions - with many of the above eg.
il Essays
iil Posters
b) Urban
il Broadcast Radio & TV -
al phone in talk shows - eg 702, 604
bl TV / Radio soaps - serials eg "Loving" - developing
characters & story - explores all related
issues - multidimensional - characters
discuss the issues in the body of the story
Icf "The Right Time" & "Tomorrow's
Parents")
Broadcast at prime-time.
cl TV / Radio Commercials / news inputs / documentaries
/ magazine items / phone-in talk shows / panel
discussions
iil Story - telling
As a skill to be taught to CAWs as part of
an education campaign;
development of story as centre piece of teacher's resource
packs.
iii) Theatre
puppets
community theatre
play pack
commercial theatre
travelling plays / play groups
I page 6 1

ivl Picture comics
 educational
 commercial ISee/Kyk/Sister Louise/Capt
 Hurricane I
 vl Billboards
 bus stops
 on taxis
 on buses
 vil Magazines
 Drum / True Love / Cosmo / Penthouse
 viil Video distribution
 discos / night clubs
 PPHC structures
 cultural & political organisations
 ixl Cinemas
 commercials
 feature films
 documentary shorts
 X) Electronic billboard
 xil Newspapers
 xiil Milk 5 beer cartons
 xiiil Pamphlets / booklets
 xivl Posters
 xvl Bumper stickers
 xvil T-shirts / badges / buttons - clothing
 xviil Graphiti / slogans / public murals
 xviiiil Taxi tapes
 xixl Competitions - with many of the above eg.
 ll Essays
 iil Posters
 iiil Bumper stickers
 ivl Public murals / slogans
 vl T-shirts etc
 In some cases specific media formats have been identified as
 appropriate & effective for targeting specific specified
 groups.
 For example, these are:
 al yuppies
 (Broadcast TV - drama soaps;
 Music videos at clubs / home video outletsl
 Cinema '
 Magazines
 bl people who watch TV & videos
 (Broadcast TV - drama soaps;
 Home video outletsl
 cl people who travel by taxi
 (Taxi tapes / Broadcast radio / Radio jingles / popular
 music;
 billboardsl
 dl hetero-sexual groups -
 women
 male
 youth
 lBroadcast radio & television - programs & commercials
 Magazines
 Newspapers
 I page 7 l
 Popular musicl
 el gays & lesbians
 Gay magazines
 Music videos at gay clubs
 fl pregnant women
 (Videos / tape-slide continuous showings at clinicsl
 gl family planning clinics
 lVideos / tape-slide - continuous showings at clinicsl
 ll Regional considerations
 From discussions & workshops held by regional PPHC-AWG media
 committees, the following regional characteristics have been
 identified. These must be taken into account in the design of
 the campaign.
 t The discussions and workshops that have occurred thus far

should be considered as a starting point for further thorough interaction to generate strategically relevant regional information necessary to determine the character of the campaign.

tttttt (Regional input required to fully research & analyse local characteristics & priorities?)

il Natal

Massive squatter settlements - many of these situated alongside single sex hostel complexes - has resulted in sexual activity in children as young as eight years. Natal Provincial Administration INPAI runs the youth sexuality & education centres.

There are strong cultural barriers against openness with regard to sexuality and AIDS related matters although this is breaking down to some degree.

Accommodation is the major problem facing the community and the literacy level is low.

Culture and tradition are strong in this region hence the acceptance that a man may have more than one wife and thus one needs to think about promoting the concept of fidelity within this traditional framework - ie. that a man is faithful to his wives and they are faithful to him.

It has been identified that the youth are "thirsty" for knowledge and keen to know about sexuality and AIDS related matters.

Natal has harbours which need to be targeted in an appropriate manner.

iiil Northern Transvaal

A population of 5 - 7 million people who have no electricity and no television which means employing communications devices that are not related to television or video tape.

The population is largely pre-literate and hence magazines and printed medium unsuitable but comic-book publications can be considered appropriate.

Radios are plentiful and radio is considered to be the most effective communications medium in this area. It has been found that listeners identify with families and characters developed in radio drama serials & this is considered a good medium in which to develop AIDS related scenarios as well as jingles and songs within different

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traditional frameworks.

Radio Venda ISABCI is soon to broadcast a 21-part radio soap drama serial incorporating AIDS related situations. Other languages spoken in this area are Tsonga and North Sotho.

SABC radio is based in Pietersberg and there is a good relationship between this organisation and the PPHC.

People commute long distances mostly by taxi

particularly the Pietersberg / Johannesburg line and hence the use of "taxi-tapes" should be considered.

This region contains "truck stops" and young girls are an important target group in relation to this particular danger.

Schools are provided with AIDS information by Medunsa.

iiil Eastern Cape

This is a vast area with poor socio-economic conditions, a high degree of pre-literacy and a high school drop-out rate.

Videos have been found to be effective but these should be produced in the vernacular. Radio is also effective in the rural areas with radio "phone-in" discussion programs particularly effective.

Peoples' drama groups have proven effective.

It is felt that use should be made of resources of other organisations in the region - eg. civic associations and that PPHC should work together with community-based organisations who should place AIDS on their agendas.

There is a problem with the authorities who prohibit sexual discussions at schools.

With regard to "truck stops" in this region it is suggested that the problem should be addressed through the truckdrivers' union.

The use of taxis as a means of public transport makes the use of "taxi tapes" an important consideration.

ivl Western cape

Schools and hostels considered to be important target groups in this constituency.

AIDS related work is being carried out through church and community organisation structures; Schools are penetrated by targeting teachers through whom the message is spread to children. One of the biggest problems encountered is that of "denial" as there is - as yet - not enough evidence of AIDS. It is felt that there is a need to have PWA working on AIDS education.

Radio is considered an important medium.

There is the Storyteller Group and the Story Circle developing comics - ideal for the semi-literate - but it is acknowledged that comics alone are not suitable. "Teacher packs" are considered most important. It is estimated that 90% of hostel dwellers have read "Love & AIDS".

It is considered important to actively include HIV & AIDS persons in the campaign to address the public.

g1 Procedure Erogosed 52 initiate the campaign

The following procedure is proposed to formally initiate the PPHC AIDS Education & Awareness Media Campaign:

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a1 Creation of the post and appointment of the AIDS Media Liaison Officer;

b1 Consolidation of individual regional media committees and the appointment of the Working Committee;

c1 In conjunction with the Media Liaison Officer & the Working Committee, regional media committees initiate thorough regional research / analysis programs to identify campaign requirements at regional level in order to penetrate to local and individual levels;

d1 Media Liaison Officer initiates National PPHC Workshop to:
11 determine focus, message, thematic considerations, parameters and time-table for the National component of the campaign;

ii1 identify existing AIDS / related projects and programs and analyse with a view to coordinating these projects / programmes with the campaign;

iiil identify existing / currently ongoing AIDS I and AIDS related 1 research and to set up a process for coordinating current & on-going AIDS / related research;

e1 Working Committee & Media Liaison Officer - in conjunction with regional media committees analyse regional requirements & recommendations & determine initial phases of regional campaigns with community organisations; work out budget requirements for regional campaign projects at local community level;

f1 Media Liaison Officer:

il analyses outcome of PPHC National Workshop and finalises a brief outlining the characteristics of the _ National Component taking into account the characteristics of the regional campaigns;

iil final selection of advertising agency to formulate national "mass media" component of the campaign with themes to be carried through to the regional campaigns;

9! determine immediate budget requirements to formulate and execute National component with budget projections for sustained on-going campaign;

secure long-term funding commitment from funders;

hl contract advertising agency to formulate the mass media National component and aspects of the regional campaign as dictated by thematic determinations.

il pre-testing and market research of proposed regional and national campaign components;

j1 execute formulated regional and national campaigns.

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Included in this appendix is information generated from PPHC discussions / workshops which should be considered relevant to the formulation and execution of the AIDS Awareness & Education Media Campaign

APPENDIX:

A/ Issues & challenges to be addressed by the campaign

(Western cape report # 1.1

plus

a1 re-romanticise fidelity

b1 primary prevention

condom use

fidelity

combination of above

safer sex

c1 living with aids

d1 community acceptance

e1 women's assertiveness & sexual rights

f1 popularise / de-politicise the condom

g1 political organisations should become more involved

h1 target famous musicians / role models

il education vs awareness

jl political figures / community personalities - endorse

condom

k1 research condom use / fidelity / safety

l1 research audience / media patterns

m1 research established / existing perceptions

3/ Problems to be considered in formulating and executing the campaign

Western Cape Report # 3

plus

a1 migrant labourers

b1 long distance drivers

c1 condom costs / availability / quality

d1 taboo / stigma with regard to sexuality

aids

use of condoms

disease

e1 community response to aids

f1 cultural beliefs / barriers

g1 medium - non-literates

language

literacy

h1 specific vs general target

il racial / racist interpretation

C/ Ideas, directions & general considerations for the

- campaign

Within the outlined parameters of the campaign proposal the following important considerations have been identified and need to be taken into account:

il Related to the need for increased AIDS awareness is the need for greater emphasis on sexual education amongst the youth.

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ii) Prior to initiation of programs and projects, it is essential that proper evaluation is done as to the effectiveness of the program, its objectives, target group etc. - different media formats must be specifically designed for appropriate audiences.

iiil Be careful if using community figures as role models or to endorse messages as Ias in the Natal regionl often the lifestyle of these personalities makes them "high risk" cases and some have later "fallen from grace".

ivl AIDS-related issues include youth sex education & child / youth sexual abuse.

vl It is important to promote the use of condoms - & hence there is an important need for research around the marketing / availability & reliability of condoms

vil Important to develop catchwords & symbols - associated with the popular use of condoms.

viil Be careful of literal translations of messages - rather conceptualise within a specific language / cultural

framework.

viii Be careful of perpetrating an inappropriate message.

ix At community level the program must be participatory - audience must not be passive observers.

plus

Western Cape Report # 5.

D1 Priorities

a1 Audiences

Those that are receptive & high-risk:

Youth: .

Black youth - selected rural & urban
empower the impoverished community to
protect themselves

General Population:

Hetero-sexual adults -

Immediate aids awareness input

Mass awareness raising campaign

Research is needed to establish message
focus

b1 Message:

AIDS AFFECTS YOU!

no-one is immune / untouchable

popularise the condom / fidelity

aids affects everyone - if we don't care we will all die

c1 Established models to be considered when determining
approach / pitch

i1 Health belief model

ii1 Peer pressure / influence

iii1 Health / behaviour / change continuum

iv1 Knowledge / attitude / behaviour

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