



SOUL CITY 4

IMPACT EVALUATION:

VIOLENCE AGAINST WOMEN – VOL I

JULY 2001

The dissemination of the Soul City 4 Evaluation results takes place through two processes: the first represents a purely descriptive account of research findings, demonstrating impact where it has been observed. In line with this dissemination objective, a series of summary reports are disseminated. Titles are as follows:

- Soul City – Theory and Impact (synopsis) – August 2001
- Soul City 4 Evaluation Results – Integrated Summary Report, July 2001
- Soul City – Audience Reception, October 2000
- Soul City 4 Impact Evaluation – AIDS, October 2000
- Soul City 4 Impact Evaluation – Violence Against Women Vol I, July 2001
- Soul City 4 Impact Evaluation – Violence Against Women Vol II, August 2001
- Soul City 4 Impact Evaluation – Hypertension, Small Business Development & Personal Savings, July 2001
- Soul City 4 – Cost Effectiveness, September 2001

The second dissemination strategy represents a more reflective, analytical process, and will take place through publication of a series of articles in peer reviewed academic journals.

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This report represents a descriptive account of the impact of Soul City 4 in the area of Violence Against Women, on individuals in their immediate interpersonal environment. Research findings presented here are based on evaluation research contracted by Soul City to independent research agencies.

Sources are:

1. An Evaluation of Soul City 4, researched for Soul City by Community Agency for Social Enquiry (CASE), T Samuels, J Mollentz, R Olusanya, M Claassens, S Braehmenr and Z Kimmie.
 - An Evaluation of Soul City 4: Assessing the Effectiveness of a South African Entertainment-Education Intervention Based on National Survey Data. Field Report (subsumed under the national survey analysis) by Dhaval S. Patel, Department of Communication, Michigan State University.
2. Soul City Series 4 – Sentinel Site Study, data collection and data processing by Social Surveys, under supervision of K Hall. Data analysis by Z Kimmie, Community Agency for Social Enquiry (CASE).
3. Soul City Series 4 - Qualitative Impact Assessment, data collection and data processing by Social Surveys, under supervision of K Hall and K Daniels, data analysis done by E Scheepers, K Daniels and K Hall.

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Appendix A

Summary – Soul City 4 impact evaluation, Violence Against Women Vol II

Appendix B

Executive Summary – Integrated Evaluation Report

Executive Summary:

The Soul City Institute for Health and Development Communication is a South African non-governmental organisation which uses the power of mass media for social change. Soul City's approach to health communication is informed by the Soul City model of social change¹ which is an eclectic integration of existing models of social and behaviour change – such as Social Learning Theory, the Theory of Reasoned Action, the Johns Hopkins Steps to Behaviour Change model, Social Network Theory, the Diffusion of Innovation Model, the Stages of Change Model, and the BASNEF Model. Soul City further bases its intervention on the Ottawa Charter of Health Promotion, and maintains a human rights focus.

Health promotion theory and social / behaviour change theory emphasize the importance of impacting on factors primarily outside of individual control in addition to impacting on determinants of health within individual control in order to have a positive impact on health and social outcomes. The Soul City 4 intervention set out to impact positively on health and social outcomes by addressing the broader social and community environment (e.g. policy implementation, public debate as reflected in the media nationally, community action and collective efficacy, community norms and access to services) and the immediate interpersonal environment (e.g. social norms and peer pressure, support-giving behaviour, as well as interpersonal dialogue and debate) in addition to impacting on individual determinants of health (e.g. knowledge and awareness, personal attitudes, self-efficacy, perception of risk, support-seeking behaviour and intention to change) in the behaviour change process.

The Soul City 4 core multi-media edutainment vehicle comprised of a 13 part prime time television drama, a 45 part radio drama in 9 languages and three full-colour information booklets - one million of each were distributed nationally. The vehicle dealt with the following topics: violence against women (domestic violence and sexual harassment); AIDS (including youth sexuality and date rape); small business development and personal savings and hypertension. Soul City 4 extended the core Soul City vehicle to include a partnership with the National Network on Violence Against Women as part of the series 4 initiative to address violence against women, with an emphasis on domestic violence. The NNAW brought together many sectors, including government, non-governmental organizations and civil society at large: the Network is a coalition of over 1 500 activists and community organisations from rural and urban areas.

Investigating the impact of a mass media communication vehicle is difficult, especially where behaviour is complex and where there are numerous influences on peoples' behaviour - both positive and negative. The Soul City 4 evaluation design deliberately engaged with these evaluation research difficulties, and set out to document in great detail the extent to which the series (and its partners) succeeded or failed as a comprehensive health promotion intervention. A complex evaluation of Soul City 4² was undertaken consisting of nine interlinked components, all contracted out to external researchers or research organizations - including the overall evaluation management. Both quantitative and qualitative analyses were methodologically rigorous and comply with international standards and data analysis conventions as applied in this particular field of study. The evaluation was supported by an international and local panel of experts in evaluation, communication and entertainment-education, and was mainly funded by the European Union.

¹ The Soul City model of social change is discussed in detail in *Soul City – Theory and Impact (synopsis)*, available upon request or on www.soulcity.org.za.

² Detailed reports on the Soul City 4 evaluation methodology are available upon request or on www.soulcity.org.za: *Soul City 4 Evaluation Methodology, Volume I and Volume II*.

This report presents a descriptive summary of the impact of the Soul City / NNVAW partnership intervention – notably the Soul City 4 multi-media component – on individuals in their immediate interpersonal environment: it investigates changes in knowledge and awareness, self-efficacy and empowerment, attitudes, social norms, interpersonal dialogue, behavioural intentions as well as action. The impact of the Soul City / NNVAW partnership at a broader societal level of analysis is presented in *Impact Evaluation: Violence Against Women – Vol II*. (An executive summary is attached as Appendix A.)

Research Results:

Quantitative and qualitative research results suggest an association between exposure to Soul City media and increased knowledge and awareness of the severity of domestic violence, the definition of violence against women (particularly domestic violence), the status of the law on violence against women (i.e. the Domestic Violence Act), as well as increased knowledge of what to do in cases of violence against women (in particular sexual harassment) and where to find support. There was no consistent evidence of positive impact on an understanding of what constitutes sexual harassment.

Attitudinal change across a number of measurements seems to be associated with exposure to Soul City media: improvement in attitudes around 1) whether violence against women is a private affair, 2) whether if a man beats a woman, he probably has a good reason for it, 3) whether women should put up with abuse, 4) whether a woman ever deserves to be beaten, and 5) attitudes around the seriousness of violence against women all seem to be associated with exposure to Soul City multi-media, and/or various components thereof. A positive attitudinal shift was shown on the item “As head of the household, a man has the right to beat a woman” but it was not statistically significant. In the evaluation survey positive attitudes on this item nevertheless seem to be associated with exposure to Soul City media, suggesting that Soul City may be associated with maintaining positive attitudes in this regard. No significant improvement was observed on the item “It is culturally acceptable for a man to beat his wife”. However, again, in the evaluation survey positive attitudes on this item seem to be associated with exposure to Soul City media – suggesting that Soul City may be associated with maintaining positive attitudes. There was no evidence that exposure to Soul City was associated with change in attitudes around sexual harassment.

Exposure to Soul City media and multi-media consistently seems to be associated with interpersonal communication around domestic violence. Qualitative analysis suggests that Soul City contributes to changing awareness and attitudes, as well as intention and practice around ineffective or inadequate interpersonal communication patterns, and thus contributes to changing the nature of the relationship in different contexts (within families, as well as in a broader interpersonal context, including friends and neighbours). Soul City seems to contribute to bringing sensitive or taboo subjects out in the open – such as domestic violence. Analysis further suggests that Soul City raised women’s awareness that they need to talk about domestic violence as a form of health-seeking behaviour that would mobilise various forms of support for them.

In addition to measuring personal attitudes as described in the previous section, respondents’ perception of a reference group’s view (either their friends, family or community) on the same matter was measured. This subjective norm was

subsequently compared to the respondents' personal attitude. For domestic violence, as a rule, comparison between baseline and evaluation measurement is characterised by positive shifts in subjective norms – i.e. there are positive shifts in respondents' perceptions of social norms around domestic violence, and subsequently, decreased experiences of negative social pressure. Single-item analysis does not consistently show evidence of an association between all Soul City media and these shifts; an association with Soul City print material is most common. Scale analysis of both National Survey data and Sentinel Site data suggests that exposure to the Soul City 4 intervention is associated with these positive subjective social norms. Soul City's impact on the one sexual harassment subjective norm measured, is contradictory; on the whole there is no clear and consistent evidence of a positive association between Soul City and this particular subjective norm.

With regards to self-efficacy, thematic analysis of qualitative data (in rural and urban sites), suggests that Soul City 4 played a role in enabling women to more effectively make decisions around their own health and well-being. Soul City 4 seems to have sensitised women of all ages to their rights, facilitated access to services, and raised knowledge and awareness (for both men and women) around general and specific issues related to gender roles and gender equality. Women interviewed report that Soul City 4 encouraged them to act on this (new) awareness of their rights, and enabled them to stand up for their rights in oppressive or abusive contexts, or in contexts traditionally associated with unequal gender power relations. The qualitative data suggests that exposure to Soul City 4 impacted positively on women's awareness of their self-worth and their sense of identity. It raised their awareness with reference to new options regarding their (financial) independence and access to services and support, and empowered them to negotiate relationships and (safer) sex.

Soul City exposure consistently seems to be associated with support-seeking behaviour around violence against women – with regards to contacting an organisation working in the area of violence against women, as well as using the Stop Women Abuse Helpline as a possible resource.

Exposure to Soul City seems to be associated with intention to act against violence against women – measured as respondents' willingness to engage in positive behaviour in future; such as talking about the abuse or harassment to friends, family, colleagues, reporting the perpetrator to the relevant authorities, telling the abused person about a helpline, and thinking about doing anything to stop domestic violence.

With reference to sexual harassment, a number of positive shifts in actual behaviour were observed from baseline to evaluation measurement. One such a key shift (i.e. in reporting the harassment) is demonstrably associated with exposure to Soul City TV, but as a result of small numbers of responses, the association with exposure to Soul City could in most cases not be investigated.

The association between Soul City and actual behaviour change in the area of domestic violence remains unanswered though, since the number of responses were generally too small to investigate the association between Soul City and specific domestic violence behaviour³. In very general terms, Soul City exposure seems to be associated with maintaining positive behaviour in domestic violence over the

³ Using Binary Logistic Regression Analysis

evaluation period - i.e. doing "something" to stop it. An alternative method of analysis employed suggests that there may be an association between exposure to Soul City and positive behaviour for violence against women amongst respondents with primary education over the evaluation period.

With regards to specifics, on the whole, it seems as if behaviour around domestic violence equally wavers between helping the abused person, and doing nothing. Where people opt to do nothing, their inertia is still characterised by uncertainty around how to deal with the matter, fear of repercussions, unwillingness to interfere, or feelings of helplessness.

Notwithstanding measurement and analysis difficulties, however, given the complexity of the issue and the relatively short evaluation period (only 9 months elapsed between baseline and evaluation measurement), combined with the fact that the Soul City 4 intervention was the first attempt of this nature and scale to address domestic violence in South Africa, this is not surprising. Behaviour change is a complex process, with all of the dimensions where the association with Soul City can be documented with relative certainty, as part of that process. Thus, sustaining communication efforts over time is crucial to bringing about observable actual behaviour change.

Conclusion:

The number and consistency of associations between exposure to some or all components of Soul City 4 across constructs measured suggested in this analysis, seem to corroborate a conclusion that Soul City 4 significantly impacted on domestic violence at an individual level of analysis.

In the area of violence against women, Soul City 4 aimed to impact comprehensively on the individual determinants of health (as well as larger environmental barriers as documented in volume II of the violence against women series). The evaluation suggests that, with some exceptions as described above, the Soul City Institute for Health and Development Communication largely reached its health communication objectives in the area of domestic violence.

Summary table of key impact observed – violence against women:

Area of impact	Soul City 4 Topic	Key impact observed <u>TRENDS REPORTED</u>	Nature of the association / data	Audience segments where impact have been observed / results generalizable to ... <u>TRENDS REPORTED</u>	Soul City 4 Evaluation Source
Knowledge and awareness	Domestic Violence (DV)	Positive change / increase in knowledge and / or awareness: amongst others: * awareness of DV in communities * awareness of emotional abuse as a form of DV * knowledge of the Domestic Violence Act (DVA) * knowledge of support organizations * Self-awareness of own role as an abuser	Quantitative Qualitative	* General target audience * For many messages: rural audiences and urban audiences * For isolated messages: - men (emotional abuse; support structures) - women (protection order; support structures)	* National Survey * Sentinel Site Survey * National Qualitative Impact assessment
	Sexual Harassment	Positive change / increase in awareness: * recognition of the term "sexual harassment" * what to do in the event of being sexually harassed: "something"; "report it" No consistent evidence of positive impact on what constitutes sexual harassment	Quantitative	General target audience	National Survey

Attitudes and beliefs	Domestic Violence	Positive change / improvement in attitudes and beliefs – domestic violence; * DV is [not] a private affair * If a man beats his wife, he [does not] have a good reason * No women ever deserves to be beaten * Abused women are [not] expected to put up with it Maintaining positive attitudes * It is [not] culturally acceptable for a man to beat his wife * As head of the household, a man does not] have the right to beat a women	Quantitative Qualitative	* General target audience * For many messages: rural audiences and urban audiences * For isolated messages: - men (No women ever deserves to be beaten)	* National Survey * National Qualitative Impact assessment
	Sexual Harassment	No consistent evidence of positive change associated with SC			

Area	Topic	Key impact	Data / association	Generalizable to	Source
Interpersonal Communication (Sexual harassment not measured)	Domestic Violence	* SC associated with interpersonal communication over the evaluation period; * changing patterns in interpersonal communication; * bringing sensitive / taboo subjects out in the open	Quantitative Qualitative	* General target Audience * Urban and Rural audiences * Men and Women	* National Survey * National Qualitative Impact assessment

Perception of social norms (subjective social norms); Experience of negative social / peer pressure	Domestic Violence	Positive change / perceptions of the social norm becoming more positive Positive change / decreasing social / peer pressure (Items are similar as for attitudes above, framed as the respondents' perception of their reference group's view)	Quantitative Qualitative	* General target audience * For many messages: African audiences * For isolated messages, men and women (women who are abused are [not] expected to put up with it)	* National Survey * Sentinel Site Survey * National Qualitative Impact assessment
	Sexual harassment	No evidence of association between SC and subjective norm around severity of domestic violence. No consistent evidence of positive change associated with SC			

Self-efficacy: the belief that one can effect change / positive behaviour	Violence Against Women	Positive change; * positive impact on women's self-worth and sense of identity, in the context of rights-awareness, and "new" options * empowered women to negotiate relationships and (safer) sex Decrease in negative responses / expressions of helplessness	Qualitative Quantitative - inconclusive	N.A.	* National Qualitative Impact assessment * National Survey [National Survey: technical difficulty in fully analysing associations with SC – number of response too small]
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Intermediate practice (support-seeking / support-giving behaviour)	Domestic Violence	Positive behaviour over the evaluation period * made contact with VAW organizations / services	Quantitative	General target audience	National Survey
	Sexual harassment (limited measurement)	No evidence of positive behaviour associated with SC			

Area	Topic	Key impact	Data / association	Generalizable to	Source
Perception of risk / severity (Sexual harassment not measured)	Domestic Violence	Positive change / increase in perception of severity of DV	Quantitative	* General target audience * Women * Rural and urban audiences	National Survey

Intention	Domestic Violence	Positive change / improvement in intention * willingness to talk about the abuse or harassment to friends, family, colleagues * ... to report the perpetrator to the relevant authorities, * ...to tell the abused person about a helpline, * whether the respondent had thought about doing anything to stop the domestic violence, (* considering doing nothing - negative change, * ... to confront the perpetrator)	Quantitative Qualitative	* General target audience * For most messages: rural and urban audiences	* National Survey * National Qualitative Impact assessment
	Sexual Harassment	Positive change / improvement in intention: (Items as above)	Quantitative	General target audience	National Survey

(For items that are presented in brackets, the association was based on scale analysis; for other items, the association was based on single-item analysis and scale analysis.)

Actual behaviour change	Domestic Violence	No behaviour <u>change</u> observed associated with SC Domestic Violence: association between SC and general, positive behaviour over the evaluation period: * "doing something to stop DV" Association: SC and positive behaviour amongst respondents with primary education. General sample: no observable association between SC and detailed behaviour investigated – items as for "intention"	Quantitative Qualitative	* General target audience * Urban and rural audiences	* National Survey * National Qualitative Impact assessment
	Sexual harassment	Sexual harassment: association between SC and positive behaviour over the evaluation period: * reporting the harassment	Quantitative	*General target audience	[National Survey: technical difficulty in fully analysing associations with SC – number of response too small]

Background

The Soul City Institute for Health and Development Communication is a South African non-governmental organisation which uses the power of mass media for social change.

Soul City is a national multi- media “edutainment “ project. It aims to impact positively on people’s quality of life through integrating health and development issues into prime time television and radio dramas, backed up by full colour easy to read booklets. Soul City has developed and aired three previous series of Soul City which have dealt with a variety of topics including AIDS, Tobacco, Tuberculosis and Interpersonal Violence. Soul City also has a number of offshoot projects including youth life skills materials (for grades 8 & 9) and a children’s edutainment vehicle called “Soul Buddyz”.

Soul City 4 dealt with four key topics through the vehicle:

- a 13 part prime time television drama,
- a 45 part radio drama in 9 languages
- three full colour information booklets, one million of each were distributed nationally.

The series 4 topics were:

- violence against women (domestic violence and sexual harassment),
- AIDS (including youth sexuality and date rape),
- small business development and personal savings
- hypertension.

Soul City 4 extended the core Soul City vehicle to include a partnership with the National Network on Violence Against Women (NNVAW) – a coalition of over 1 500 activists and community organisations from rural and urban areas. The objectives of the partnership were to:

- Convey information on women’s rights, raise societal discussion, shift attitudes, practices and social norms on gender-based violence;
- Connect audiences to help through a toll free helpline, providing crisis counseling and referral to community-based support structures;
- Promote individual and community action;
- Advocate for enabling legislation to create a supportive environment for change;
- Develop training material on gender-based violence for counselors, police, judiciary and health workers.

The Soul City model of social change:

Behaviour change is difficult to influence, as there is an interwoven complexity of factors which influence how a person behaves. This is even more complex when the behaviour involves more than one person (as it does in sexual

intercourse), when the behaviour is intensely private as it is in sexual behaviour, where behaviour is sustained by a multitude of ingrained social values and norms (as is the case with unequal gender power relations and domestic violence) and where people are poorly resourced and service delivery more often than not falls short of demand and expectations.

The Soul City model of social change⁴ is an integration of existing models of behaviour change – such as Social Learning Theory, the Theory of Reasoned Action, the Johns Hopkins Steps to Behaviour Change model, Social Network Theory, the Diffusion of Innovation Model, the Stages of Change Model, and the BASNEF Model. Very importantly, Soul City further bases its intervention on the Ottawa Charter of Health Promotion, which situates the individual in the context of broader community and societal influences. It consequently operationalises broader aspects of health promotion - such as advocating for healthy public policy and creating a supportive environment for behaviour change. Soul City maintains a Human Rights focus.

In short, the Soul City model of social change includes models and theories which focus on individuals, contextualized in their immediate interpersonal and social environment, as well as look at community and broader societal impact on behaviour change.

In terms of the domestic violence theme and AIDS, the Soul City 4 intervention aimed to impact on all three levels of intervention – the individual and immediate interpersonal contexts, the community and the society.

Violence against women⁵

Gender violence is recognised internationally as a human rights violation and a public health priority. The World Bank estimates that at a global level, the burden of disease from violence against women aged 15 - 44 is comparable to that posed by other risk factors and diseases already high on the world agenda, including cancer, heart disease and AIDS.ⁱ

Numerous international studies point to the extensive impact of gender-violence on both the physical and mental health of women. This includes a range of serious long-term health problems such as chronic pain, physical disability, drug and alcohol abuse, depression, and suicide attempts. In the United States studies indicate that abused women are five times more likely to attempt suicide than non-battered women.ⁱⁱ A link has also been made between domestic violence and arthritis, hypertension and heart disease.ⁱⁱⁱ

⁴ Discussed in more detail in *Soul City – Theory and Impact (synopsis)*, available upon request or on www.soulcity.org.za.

⁵ Extract from *Women Won't be Beaten: Addressing Gender Violence Through Health Promotion*, Dr S Usdin, T Shongwe, A Maker, M Thekiso, Dr S Goldstein, A Shabalala, Dr G Japhet

The impact of gender violence has been shown to extend beyond the woman herself, to include children. Children of battered women face a greater risk of low birth weight, malnutrition and infant death. Behavioural problems and poor school performance in children who witness domestic violence have also been documented. Gender-based violence has been linked to gynaecological disorders, unsafe abortion, pregnancy complications, miscarriage, and pelvic inflammatory disease. The difficulties women living in abusive relationships experience around refusing sex, negotiating safer sex or contraception also place them at risk of unwanted pregnancy and sexually transmitted diseases including HIV/AIDS.^{iv}

A growing body of research points to the high levels of domestic violence and the significant morbidity and mortality associated with the problem in South Africa. Recent research conducted in 3 South African provinces indicates that one in four women has experienced partner abuse in her lifetime.^v In a study conducted amongst patients presenting to general practitioners in South Africa, there was a high prevalence of domestic violence and a significant association was found between domestic violence and both Post Traumatic Stress Disorder and major depression.^{vi} According to a femicide study conducted by Vetten, a women in Gauteng is killed every six days by her abusive partner^{vii}. While violence against women cuts across race and class, conditions of poverty and inequity in South Africa fuel the epidemic.

This report presents a descriptive summary of the impact of the Soul City / NNVAW partnership intervention – notably the Soul City 4 multi-media component – on individuals in their immediate interpersonal environment: it investigates changes in knowledge and awareness, self-efficacy and empowerment, attitudes, social norms, interpersonal dialogue, behavioural intentions as well as action. The impact of the Soul City / NNVAW partnership at a broader societal level of analysis is presented in *Impact Evaluation: Violence Against Women – Vol II*. (An executive summary is attached as Appendix A.)

METHODOLOGY

Study Design, Sampling and Data Collection⁶:

Several studies were independently contracted out to collectively form the integrated evaluation of Soul City 4^{viii}. Results presented here are based on the following components of the overall evaluation of Soul City 4:

- 1) A National Survey: baseline (pre-intervention) and evaluation (post-intervention) data collection consisted of standardized, face-to-face interviews, conducted on different (but largely comparable) samples of 2000 respondents for each survey. The samples were statistically

⁶ A detailed description of methodology is presented in *Soul City 4 Evaluation Methodology, Volume I*, available upon request or on www.soulcity.org.za. Detail around instruments used is available upon request, suegold@soulcity.org.za.

representative of the Soul City target population nationally⁷ - a multi-stage stratified national random sample design was used.

- 2) Sentinel Site Study, conducted in a rural KwaZulu-Natal site and an urban Gauteng site: a survey was conducted and consisted of repeated measurement of a panel (or cohort) of respondents in each site (representing Soul City's target audience, and statistically representative of each of the two communities based on a multi-stage stratified sample with systematic sampling of dwellings within clusters, and random selection of respondents within that). There were four measurements - pre-intervention (baseline), 2 measurements during the time that Soul City was on air, and post-intervention (evaluation) measurement. Standardized, face-to-face interviews were conducted on a sample of 500 respondents per site, with an additional 100 interviews controlling for the research effect. The same instrument (standardized questionnaire) was used in both the National Survey and Sentinel Site Surveys, with the panel questionnaire adapted slightly to take the study design and specific study objectives into account.
- 3) National Qualitative Impact Assessment: data collection comprised of 31 qualitative focus group interviews and individual interviews conducted amongst Soul City's target audience. Approximately two thirds of the fieldwork was conducted in the 2 sentinel sites, and one third of the fieldwork was extended to a further 4 provinces (i.e. fieldwork was conducted in 6 of 9 provinces in total). Respondents in the sentinel sites were part of the panel (cohort) described under the Sentinel Site Study, and were recruited on the basis of similarities in their responses to a selection of items in the sentinel site survey. Respondents in the other 4 provinces were selected on the basis of exposure to Soul City. A further 30 semi-structured interviews were conducted with community members representing leadership, services and civil society in the two sentinel sites. Respondents were recruited in their organizational or leadership capacity, and participated on the basis of their availability.

Data analysis⁸:

The quantitative analysis of the national survey consisted of

- 1) identifying significant shifts (at a 5% significance level) from baseline to evaluation using Chi-square tests, for all items / questions in the questionnaire (referred to as "single-item analysis" in this report);
- 2) modelling responses from the baseline and evaluation surveys using binary logistic regression analysis on the combined data set. This technique was used to overcome some of the shortcomings of cross-tabulations, which can produce inaccurate results because responses to particular questions may be affected by factors not included in the original cross-tabulations. The binary

⁷ The Soul City adult series targets "African" and "Coloured" previously disadvantaged South Africans. Although the series is suitable for all populations, theory of communication suggests that specific targeting and testing of materials makes it more effective. Soul City is however committed to the health and development of all South Africans irrespective of colour, race or any other characteristic.

⁸ Detailed descriptions can be found in *Soul City 4 Evaluation Methodology, Volume I.*

logistic regression analysis identifies which variables account for the variation of responses to questions, and what interactions between variables are at play. Explanatory variables used were phase (pre/ post intervention), area (urban, rural), age, sex, race and education level;

3) cross-tabulations were then carried out on each question (item), controlling for variables that the binary logistic regression analysis identified as significant in explaining responses to questions. (Chi-square tests were used to measure significance.) A similar approach was used to explore the association with Soul City 4 media with responses to individual questions in the evaluation data set. The same explanatory variables were included in the model (except for phase), in addition to exposure to different components of the Soul City intervention. (Separate analysis was carried out to assess the relative impact of each of the multi-media components⁹.)

In addition to single-item analysis, scale analysis (analysis of composite scores on a combination of “single” items) was performed on the National Survey data (and Sentinel Site data): all essential items were subjected to a face validity screening, which grouped measures by outcomes (i.e. awareness, knowledge, attitudes, subjective social norms, behaviour, intention, interpersonal communication and support behaviour, perception of risk and self-efficacy) for all themes (domestic violence, AIDS etc.).

Subsequently, the scales were analysed for reliability (Cronbach alpha), using the evaluation survey data. Scales were assessed as reliable when Cronbach alpha was greater than or equal to 0.70¹⁰. After scales were assessed for reliability, the response categories for their indicators were labelled for desired directionality so that composite scores could be calculated for analysis.

Multivariate Regression Analysis was done in order to determine the impact of the explanatory variables (Soul City exposure, and exposure to the NNAW) on the outcome variables (i.e., awareness, knowledge, attitudes etc.), controlling for socio-demographic variables (i.e. area, age, sex, employment, and education).

In the case of the Sentinel Site panel survey analysis, wherever possible, scales constructed as above were used to measure the changes in responses to various constructs over time. In isolated cases single item analysis was done. Each scale was measured in the same manner, with a minimum score of 0 and a maximum score of 1. The desired responses were measured in a positive direction, i.e. a respondent who gave the desired response to each

⁹ Note that for the national survey single-item analysis, multi-media exposure has not been controlled for in single-media analysis, due to restrictions in building models using binary logistic regression analysis. Where single-media effects are reported, these effects must therefore be interpreted in the context of the reported compound, or multi-media exposure effect. In view of the strong reinforcing effect of multi-media exposure, significant results reported for TV exposure (for example), usually also include the reinforcing effect associated with exposure to radio and / or print. Since different analysis techniques were used for analysis of the sentinel site data, and national survey scale analysis, controlling for multi-media exposure did take place in all national survey scale analysis, as well as in all sentinel site analysis.

¹⁰ In this report, results for scales with a lower reliability coefficient (i.e. Cronbach alpha less than 0.7, but greater than 0.5) are also reported, and need to be interpreted in this context.

question had a score of 1 and the respondent who gave the undesirable (or unacceptable) response to each question had a score of 0. A repeated-measure analysis of covariance design was used to test whether respondents have changed their responses over time, and whether any of these changes are correlated to exposure to Soul City 4. The covariates used in the analysis were age (measured in years) and education (measured in years of completed education), and the between subject factors were sex, location (either Gauteng or Kwa-Zulu Natal) and exposure to the Soul City intervention.

As far as qualitative data analysis is concerned: computer aided, thematic analysis of qualitative data was conducted.

Limitations of the study:

Limitations of the evaluation are addressed in the methodology reports. Some aspects are briefly referred to here:

1. In the National Survey, the evaluation sample was significantly less employed, and had less regular general use of media, which can possibly account for the counter-intuitive decreases observed between baseline and evaluation measurement observed in especially the Small Business Development and Personal Savings summary report distributed separately. *The analysis of the violence against women topic does not seem to be influenced to the same extent though.* These observed differences between the two samples do not skew the analysis in favour of Soul City – rather, where positive shifts are observed, they are likely to have been more pronounced had the sample been totally comparable. In other words, the observed differences between the baseline and evaluation samples would result in under-interpretation of Soul City impact when looking at baseline to evaluation shifts. These differences have been controlled for in the regression analysis, and therefore do not reflect on the associations reported.
2. As a rule, from an academic or theoretical perspective, data (both qualitative and quantitative) are currently under-analysed. As a matter of priority, initial analysis consisted of investigating the association between exposure to Soul and change observed – hence the purely descriptive nature of the reports currently disseminated. The data, however, lends itself to more in-depth analysis of, for example, interaction effects and various other hypothesis-testing analyses.
3. Furthermore, in interpreting the impact observed, the relatively short evaluation period needs to be taken into account. Eight to nine months elapsed between pre-intervention and post-intervention data collection. The short evaluation period is sometimes used in the summary reports as a possible explanation for not observing impact. However, the converse must also be kept in mind: additional research is necessary to investigate the longer term impact of Soul City, and the sustainability or durability of observed impact.

Evaluation results¹¹

1. Knowledge and Awareness

Quantitative and qualitative research results suggest an association between exposure to Soul City media and increased knowledge and awareness of the severity of domestic violence, the definition of violence against women (particularly domestic violence), the status of the law on violence against women (i.e. the Domestic Violence Act), as well as increased knowledge of what to do in cases of violence against women (in particular sexual harassment) and where to find support. There was no consistent evidence of positive impact on an understanding of what constitutes sexual harassment.

Expressions of increased self-awareness and awareness of domestic violence in general recurred as a theme in the National Qualitative Impact Assessment:

"Since I have started watching Soul City I have since realized that I am an abuser, I did not think about it before, but they have made me to see myself as an abuser. I have tried to change and its not that easy, but at least because I have that picture of abuse in my mind whenever I think of doing it, that comes to mind and I would stop that. It's quite tough to make that conscious decision but you have to stick to it and as time goes by it will be easy just to talk about your problem without even resorting to violence."

[Rural Male]

"Another thing is in Soul City, is the story about women abuse. It is something I wasn't aware of. I thought that a man who ill-treats his wife is not abusing her, you see. What I can recall in my mind, is that a woman must never be beaten. She must be spoken to. That is, sit with her around the table. Failing to resolve the issue means you have to come back to them."

[Urban male]

Awareness of the severity of domestic violence in communities:

A statistically significant difference between baseline (83%) and evaluation measurement (89%) was observed. This increased awareness of the severity of domestic violence in communities seems to be associated with exposure to

¹¹ All quantitative results presented are based on the national survey results, unless otherwise stated. Where quantitative data from the sentinel site studies are presented, it will be clearly indicated in the report. Unless otherwise stated, all associations with Soul City media reported throughout the report are significant at p<0.05. All quotations are from the national qualitative impact assessment. Quotations are not reported unless they illustrate or represent a theme emerging from systematic, thematic analysis of interviews.

Soul City: exposure to Soul City radio, print and multi-media was associated with awareness that domestic violence is a serious problem. For example, exposure to a combination of Soul City media had an impact on the general sample, on women, and on urban and rural respondents. Only results for the rural sample is presented here. Although the difference seems small, rural respondents exposed to three components of the intervention were significantly more likely to agree that domestic violence is a serious problem, than respondents exposed to one source.

Do you personally think that domestic violence is a serious problem?	
	Agree ¹²
Rural	88%
No SC	95%
1 source	95%
2 sources	97%
3 sources	97%

Recognizing behaviour as “abuse”:

Increasing exposure to Soul City media seems to affect the likelihood of disclosure of domestic abuse in the evaluation survey. Post-intervention respondents exposed to more sources of Soul City media were significantly more likely to acknowledge abuse, or recognize the definition of abuse, than respondents exposed to fewer sources of Soul City media. There was a difference of 11% between respondents with no exposure to Soul City and respondents with exposure to 3 sources of Soul City:

Have you, or anyone close to you (a friend or a member of your family) been abused physically or emotionally by their husband or boyfriend?	
	Yes
No SC	12%
1 source	15%
2 sources	20%
3 sources	23%

Awareness of emotional abuse as a form of domestic violence

A higher percentage of men and women in the evaluation (post-intervention measurement) were aware that undermining women by telling them that “they are no good, and cannot do anything”, was a form of emotional abuse. In the baseline survey 81% of men and 86% of women recognized this level of emotional battering as a form of abuse. In the evaluation this had increased to 89% and 93% respectively. These shifts seem to be associated with exposure to Soul City media: e.g. respondents with high levels of exposure to Soul City TV were 7 times more likely to recognise this form of abuse than respondents without Soul City TV exposure.

¹² Note that the response categories (on a five-point scale in the questionnaire) were simplified to an agree / disagree format for analysis purposes

Awareness of rape in marriage:

"You know one time I heard that a woman has laid a charge against her husband for raping her, and that confused me because I did not think that a man can rape his wife. They [Soul City] had to show me and make me understand that even if he can pay so many cows, if you said 'no' you don't want to have sex, he should know that you mean it. And I learned that if he has forced you and you did not want to, you should report and not keep quiet about that."

Be brave and not be silent when he forces you, if you say 'no', he must not hear a 'yes'. Be strong. Even if he beats you, do not ever give in; rather have him arrested."

[Urban Female]

Awareness of rape in marriage shifted significantly between baseline and evaluation:

<u>Change in awareness from baseline to evaluation</u>	<i>Baseline (N=1694)</i>	<i>Evaluation (N=1750)</i>
"A man who forces his wife to have sex even though she doesn't want sex is raping her." (Agree)	86%	90%

Exposure to Soul City TV, radio, print and multi-media exposure seem to be associated with whether respondents agreed with this statement. A dose effect also appeared to be operating in all three cases, with respondents exposed to higher levels of any component of the intervention performing better than respondents with no exposure. Only results for exposure to Soul City TV are presented here:

Rape in marriage	% Agree
No TV	87%
No SC TV exposure	82%
Low SC TV exposure	90%
Medium SC TV exposure	92%
High SC TV exposure	93%

Awareness of domestic violence as a criminal offence:

Soul City TV, Radio and multi-media exposure seem to have been effective in increasing knowledge and awareness of the status of the law regarding domestic violence. On various items there were increases in knowledge of the law on domestic violence between the baseline and evaluation survey, and these were associated with exposure to Soul City media:

A statistically significant difference between baseline (87%) and evaluation measurement (93%) was observed on the item measuring knowledge of domestic violence as a criminal offence. Exposure to Soul City TV and print material seems to be associated with this awareness. Results for television exposure are presented here. There was a marginal dose effect with respondents with high Soul City TV exposure being more likely to agree with the statement than respondents with less Soul City TV exposure.

If a man hits his wife or girlfriend, he is breaking the law, even if she is his wife or girlfriend	
	Agree
No TV	92%
No Soul City TV	92%
Low Soul City TV	94%
Medium Soul City TV	94%
High Soul City TV	97%

Knowledge of the role of the police in investigating domestic violence:

In the baseline survey 83% of respondents agreed with the statement “*If somebody calls the police because a man is beating his wife, by law the police must come and investigate what is happening*”, compared to 92% in the evaluation survey.

“And another thing when we say it has opened our eyes as women, we know now that if we are being abused we don’t have to keep quiet about that. We should report it, and there are steps to follow if we want to report the abuse.”

(Urban female)

Exposure to Soul City TV and the compound effect of exposure to more than one component of the Soul City intervention were associated with knowledge of the role of the police. Respondents with no Soul City TV exposure (90%) were significantly less likely to agree with the statement, while those with high Soul City TV exposure (95%) were more likely to agree. Respondents exposed to 3 components of the Soul City intervention (96%) were more likely to know that the police have a duty to investigate domestic violence than respondents with no exposure to Soul City (90%).

Awareness of the Domestic Violence Act:

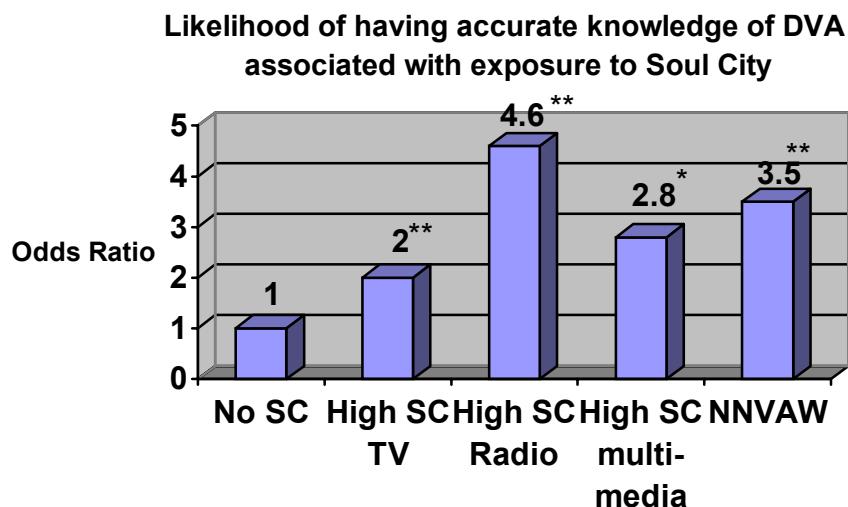
Similarly, knowledge of the Domestic Violence Act (referred to in these terms) seems to be associated with all Soul City media – including multi-media exposure. Results for African respondents exposed to more than one source of Soul City are presented here. A difference of 43% between respondents with no exposure to Soul City and those with exposure to 3 sources of Soul City was observed:

Have you heard about the Domestic Violence Act?	
African	Yes
No SC	8%
1 source	25%
2 sources	34%
3 sources	51%

“They were explaining how you can get it, like they say in the family, if there is a fight a women can go to court to get a protection order ... This one, this protection order, I heard about it on the radio. ... When I heard about it was in the story that I heard on the radio, the story of Soul City.”

[Urban female]

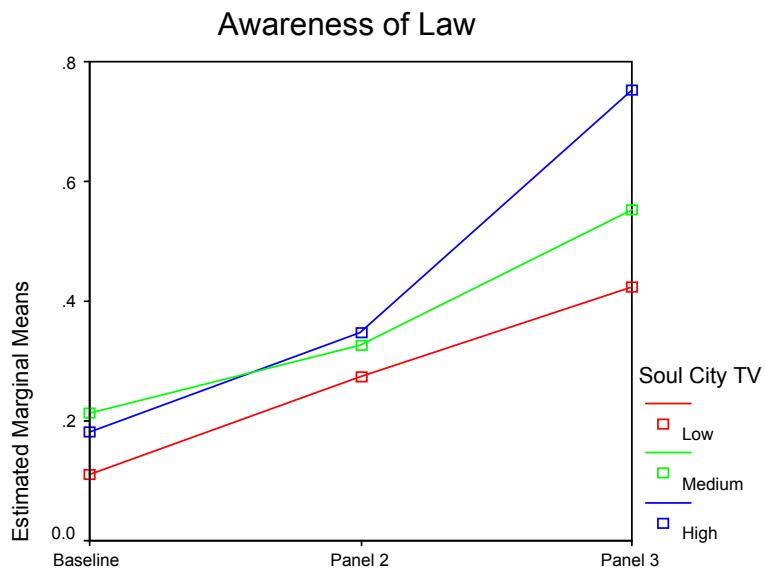
Scale analysis¹³ of the national survey data seems to support this association between knowledge and awareness of the law on domestic violence and exposure to Soul City media. Knowledge of the Domestic Violence Act (DVA) was associated with low, moderate and high exposure to Soul City TV, Radio and multi-media, as well as with high exposure to the NNVAW. Respondents with high exposure to Soul City Radio were almost 5 times as likely to be knowledgeable about the DVA than respondents without Soul City Radio exposure.



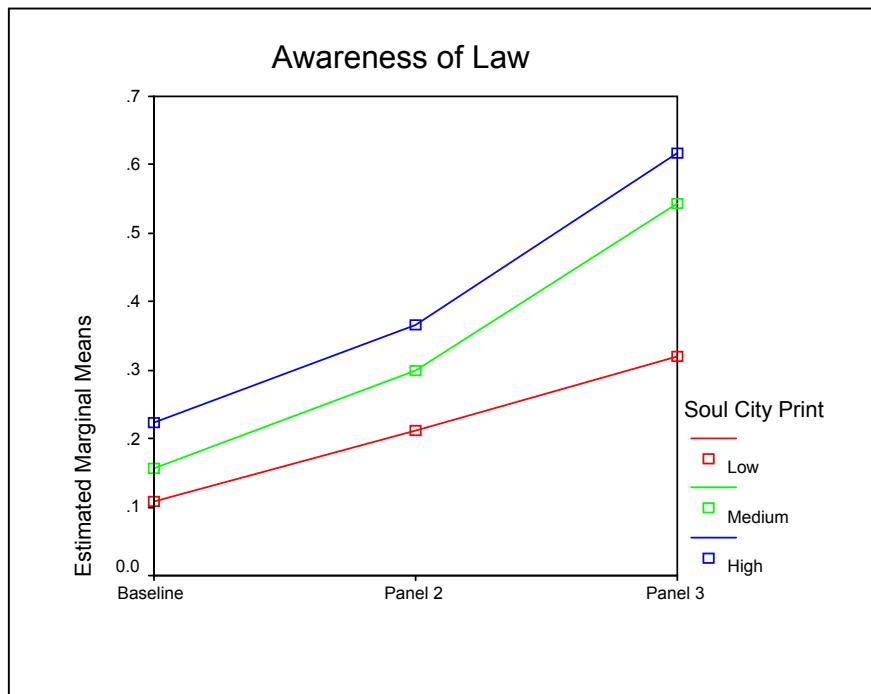
National Survey
Multivariate Regression Analysis of
“DVA scale”
Cronbach alpha = 0.55
** Significant differences at $p \leq .01$
* Significant differences at $p \leq .05$

In the Sentinel Site Study, scale analysis also seems to confirm this observation: exposure to Soul City TV seems to be significantly associated with change in awareness of the Domestic Violence Act between the second and third panel surveys. Respondents with a high level of access to Soul City TV increased their awareness faster than respondents with medium or low levels of access to Soul City TV.

¹³ The scale consisted of 2 items only: awareness of the “Domestic Violence Act” and awareness of “a protection order”. Note that the reliability coefficient is rather low at Cronbach alpha = 0.55



Similarly, access to Soul City Print material also seemed to significantly increase the rate at which respondents' awareness of the Domestic Violence Act increased. Respondent with high or medium levels of exposure to Soul City print increased their awareness faster than respondents with a low level of access.



Recognition of the term “sexual harassment”:

Despite the fact that there was a decrease¹⁴ between baseline (69%) and evaluation surveys (64%) in “yes” responses on the item “Have you heard about sexual harassment?”, affirmative answers in the evaluation survey seem to be associated with Soul City, TV, Radio, Print material and multi-media exposure:

Thus, exposure to Soul City TV seems to be associated with awareness of sexual harassment. A significant dose effect also appeared to be operating almost throughout different levels of exposure (excluding respondents with low exposure) - with respondents performing significantly better the greater their exposure to Soul City. By contrast, respondents who had not watched the Soul City TV series performed significantly worse. There was a difference of 28% between respondents with no exposure to Soul City TV and those with high exposure to Soul City TV.

“Have you heard about sexual harassment” (Yes)	%
No TV	46%
No SC TV exposure	50%
Low SC TV exposure	65%
Medium SC TV exposure	69%
High SC TV exposure	78%

Exposure to Soul City Print also seems to be associated with affirmative responses, and greater exposure significantly improved the performance of respondents. Thus, respondents with high exposure performed better (79%) than those who had medium exposure (74%) and those who had low exposure (57%). Furthermore, exposure to the various components of Soul City also appeared to have a multiplier (reinforcing) effect - that is, the more sources to which respondents were exposed, the more likely they were to recognise “sexual harassment”. Respondents exposed to two (71%) or three (79%) sources of Soul City were significantly more likely to be aware of sexual harassment than respondents exposed to only one component (62%).

Knowledge of what constitutes sexual harassment:

An understanding of what constitutes sexual harassment was measured with 3 items: “A man who touches a woman’s breast against her will is sexually harassing her”; “A man who makes rude sexual jokes about a woman is sexually harassing her” and “A man who shouts at a woman for not doing her

¹⁴ This decrease is counter-intuitive, and may be the result of the survey error discussed under *Limitations of the study*.

job properly is sexually harassing her”¹⁵. In analysing these three items as a whole, evidence is conflicting, and (within measurement error) there is no consistent evidence that exposure to Soul City is associated with a clear and better understanding of what constitutes sexual harassment.

Knowledge of what to do in the case of sexual harassment:

A further question was asked “What can people do if someone touches them against their will, or makes sexual remarks that make them feel uncomfortable, at work?” There were significant changes in responses to this question from baseline to evaluation, which are detailed in the table below.

“What can people do if someone touches them against their will, or makes sexual remarks that make them feel uncomfortable, at work?”	Baseline	Evaluation
	%	%
Nothing	4	2
Keep records of what has happened	10	8
Complain to employer / report the harasser	56	70
Find a witness	6	8
Say ‘no’ to the person harassing you	49	40
Don’t know	9	6

The largest proportion of respondents in both the baseline and evaluation said that people can report the harasser in the event that someone touched them against their will, or made them feel uncomfortable, at work. The number of respondents who gave this answer rose significantly between the baseline and evaluation from 56% to 70%. In addition, the number of respondents saying that people can do nothing declined significantly from 4% to 2%. The number of respondents who said people can say ‘no’ to the person harassing them also decreased significantly from 49% to 40%. This suggests that respondents recognise more clearly that making an official complaint in the event of sexual harassment is an option open to them, rather than having to deal with it themselves.

Exposure to Soul City TV, Print and multi-media seems to be associated with the large increase in “report the harasser”: respondents with a high exposure to Soul City TV were more likely to say that people can report the harasser (77%) than respondents who had not watched the series (68%). As the table below shows, a dose effect also seems to be operating.

¹⁵ This question was added as a validity check, and to break a response pattern possibly emerging.

“What can people do if someone touches them against their will, or makes sexual remarks that make them feel uncomfortable, at work? Answer: Complain to employer/report the harasser”.	%
No TV	59
No SC TV exposure	68
Low SC TV exposure	67
Medium SC TV exposure	74
High SC TV exposure	77

With respect to Soul City print media, while respondents with low exposure to Soul City Print (67%) were significantly less likely to say people can report the harasser than respondents with medium exposure (78%), there was no clear dose pattern operating.

“What can people do if someone touches them against their will, or makes sexual remarks that make them feel uncomfortable, at work? Answer: Complain to employer/report the harasser”.	%
Low SC print exposure	67
Medium SC print exposure	78
High SC print exposure	74

The non-linear effect between the degrees of exposure to Soul City Print observed above is difficult to interpret: it may be related to the general (as opposed to specific, or detailed) measurement of exposure to Soul City print material: the general measurement of exposure to Soul City print material used in this analysis does not take into account whether respondents were in fact exposed to the violence against women-specific material as opposed to print material on other topics covered, and may account for the inconsistent dose response observed. Since exposure to print media reported here does not exclude exposure to any other Soul City media (as explained in the data analysis section), the ensuing uncertainties around *actual* degrees of exposure to Soul City messages adds another factor that may account for non-linearly progressive dose effects observed. Results of this nature must be interpreted with caution though.

Nonetheless, a multiplier effect did seem to be at play, namely the more components of the Soul City intervention to which respondents had been exposed, the more likely they were to say that people can report the harasser.

“What can people do if someone touches them against their will, or makes sexual remarks that make them feel uncomfortable, at work? Answer: Complain to employer/report the harasser”.	%
No SC	64
1 source of SC	68
2 sources of SC	73
3 sources of SC	77

Knowledge of where to find support¹⁶:

“The previous one [Soul City] never talked about the abuse of women’s rights. This one has warned us because we didn’t know anything, we just knew that a woman should always be under the man. Now we are confident, we know that we have rights. Even when you have a problem at home, when you are abused in a certain way, you have a place where you can report it, as we are given a number where you can call and report your problem. And when you see your neighbour having a problem, being abused in a certain way, you have the right to help him/her.”

[Rural female]

Knowledge of support organisations / structures (e.g. the Stop Women Abuse Helpline, the NNVAW or any organisation working in the area of violence against women), seems to be significantly associated with all Soul City media.

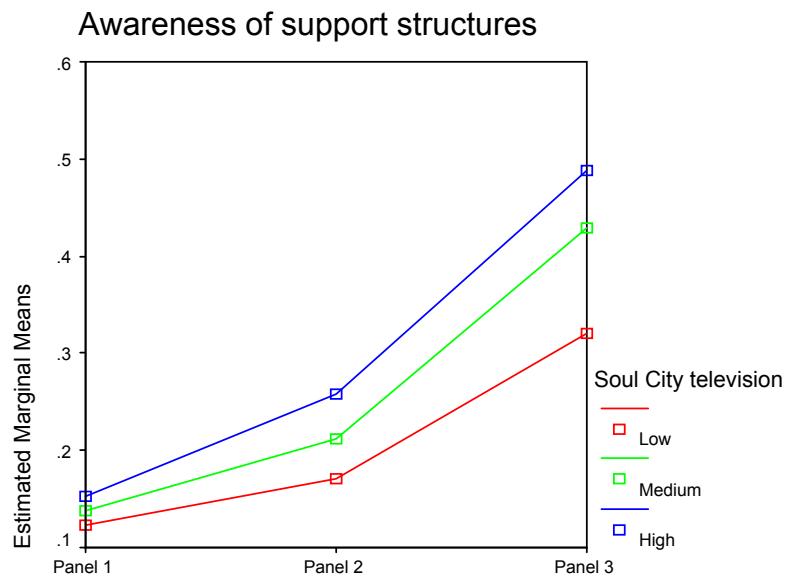
Eight months after it was established, 41% of respondents had heard about the Stop Women Abuse Helpline.

Respondents exposed to more than one component of the Soul City intervention were significantly more likely to have heard about the Stop Women Abuse Helpline than respondents exposed to one component, with a difference of 45% between respondents with no exposure to Soul City and those with exposure to all 3 sources of Soul City. Respondents with high exposure to Soul City TV were almost 4 times as likely to report that they knew the number of the Stop Women Abuse Helpline than respondents without exposure to Soul City TV.

Have you heard about the Stop Women Abuse Telephone Helpline?	
	Yes
No SC	16%
1 source	37%
2 sources	45%
3 sources	61%

¹⁶ The extent to which Soul City succeeded in connecting people affected by violence against women with support services will be dealt with in detail in *Impact Evaluation: Violence Against Women Vol II*.

In the sentinel site analysis, scale analysis¹⁷ of a range of questions measuring recognition or awareness of community support structures, suggests that there was a statistically significant increase in awareness between each of the surveys, associated with exposure to Soul City TV: respondents who accessed greater levels of Soul City TV increased their awareness faster than respondents who accessed lower levels of Soul City TV.



2. Attitudes:

Attitudinal change across a number of measurements seems to be associated with exposure to Soul City media: improvement in attitudes around 1) whether violence against women is a private affair, 2) whether if a man beats a woman, he probably has a good reason for it, 3) whether women should put up with abuse, 4) whether a women ever deserves to be beaten, and 5) attitudes around the seriousness of violence against women all seem to be associated with exposure to Soul City multi-media, and/or various components thereof.

A positive attitudinal shift was shown on the item “As head of the household, a man has the right to beat a woman” but it was not statistically significant. In the evaluation survey positive attitudes on this item nevertheless seem to be associated with exposure to Soul City media, suggesting that Soul City may be associated with maintaining positive attitudes in this regard. No significant improvement was observed on the item “It is culturally acceptable for a man to beat his wife”. However, again, in the evaluation survey positive attitudes on

¹⁷ Cronbach alpha = 0.66

this item seem to be associated with exposure to Soul City media – suggesting that Soul City may be associated with maintaining positive attitudes. (Note that positive baseline measurement on both these items where no change has been observed, were very high - 87% and 85% disagreement respectively. On the attitudinal items where positive shifts were observed, baseline measurement was generally lower.)

There was no evidence that exposure to Soul City was associated with change in attitudes around sexual harassment.

"Yeah, and also it [Soul City] has lessons, really. Because now we are young, we will grow up understanding that a woman is not abused. And not like those - let me say, maybe those who were born in the sixties, who still have the understanding that a woman should be under a man. We will know that; we will grow up like this. And following women around, we would understand a woman ... and her as well."

[Young Rural male]

"Violence between a man and woman is a private affair"

There was a significant increase in the proportion of respondents who disagreed that violence between a man and woman was a private affair between the baseline (56%) and evaluation survey (66%). This improvement seems to be associated with different components of the Soul City multi-media intervention. Some illustrations are presented here:

- Respondents who were highly exposed to Soul City TV were significantly more likely to disagree (76%) with the statement than those who did not access Soul City TV (57%).
- Exposure to Soul City radio seems to be significantly associated with rural respondents' attitudes towards domestic violence. Rural respondents without exposure to Soul City Radio were significantly less likely to disagree (51%) with the statement than respondents with any exposure to the radio series. Sixty Nine percent of respondents with high exposure to Soul City Radio disagreed with the statement.
- Respondents with high Soul City Print exposure were significantly more likely to disagree with the statement (80%) than respondents with low Soul City print (61%).
- Exposure to more than one component of the Soul City intervention seems to be significantly associated with the statement . More than three quarters (77%) of respondents exposed to three sources of the intervention disagreed with the statement, compared to two thirds (66%) of those exposed to one component.

¹⁸ Measured on a 5-point scale.

Do you think that violence between a man and a woman is a private matter, and people shouldn't interfere.	
	Disagree
No SC	56%
1 source	66%
2 sources	67%
3 sources	77%

"If a man beats his wife or girlfriend, he probably has a good reason for it"

There was a significant increase in the proportion of men who disagreed with the statement in the evaluation (58%), compared to in the baseline (48%). The effect was observed in the general sample and amongst men, but was most marked among rural respondents: rural respondents exposed to the radio series were significantly more likely to disagree with the statement than respondents who did not access the radio series.

Do you believe that if a man beats his wife or girlfriend he probably has a good reason for it.	
Rural	Disagree
No radio	43%
No Soul City radio	52%
Low Soul City radio	65%
Medium Soul City radio	65%
High Soul City radio	66%

"No woman ever deserves to be beaten"

There was a significant increase in the proportion of respondents who agreed that no woman ever deserves to be beaten in the evaluation (88%) than baseline survey (77%), and this seems to be significantly associated with exposure to Soul City TV, Radio, Print and multi-media. The results for multi-media exposure are presented here:

DO YOU PERSONALLY THINK THAT NO WOMAN EVER DESERVES TO BE BEATEN?	
	Agree
No SC	86%
1 source	87%
2 sources	88%
3 sources	93%

"It is culturally acceptable for a man to beat his wife":

No improvement on this item was observed between the pre-intervention and post-intervention sample. Positive responses in the post-intervention sample nevertheless seem to be associated with exposure to Soul City TV and multi-media exposure: a smaller percentage of respondents who had no Soul City TV exposure disagreed with the statement, compared to those who had high exposure to Soul City TV. There was a slight dose effect operating

Do you personally think that in your culture it is acceptable for a man to beat his wife?	
	Disagree
No TV	84%
No Soul City TV	81%
Low Soul City TV	81%
Medium Soul City TV	85%
High Soul City TV	89%

The dose-response effect for exposure to Soul City multi-media on this item was inconsistent, suggesting that the association observed needs to be interpreted with caution.

"Women who are abused are expected to put up with it"

There was a statistically significant increase in the proportion of respondents who disagreed with the statement - 68% in the baseline to 72% in the evaluation. This improvement seems to be associated with exposure to all Soul City media components, as well as multi-media exposure. Only results for exposure to Soul City Print and multi-media are presented here: respondents with low print access were significantly less likely to disagree with the statement, than those with medium or high print access. However, there was no clear dose effect of Soul City Print.

Do you personally think that women who are abused are expected to put up with it?	
	Disagree
low print access	68%
medium print access	84%
high print access	84%

Respondents exposed to three components of the intervention were more likely to disagree with the statement (86%), than respondents with access to one source (76%). However, there was no consistent dose effect operating in responses to this question. There was a difference of 28% between respondents exposed to 3 sources of Soul City and those with no exposure to Soul City.

Do you personally think that women who are abused are expected to put up with it,	
	Disagree
No SC	58%
1 source	76%
2 sources	72%
3 sources	86%

This association needs to be interpreted with caution, since it is unclear what the inconsistent dose-effect means. It may be related to lack of specificity in measurement of Soul City exposure in this analysis as proposed earlier: the degrees of exposure used here give a sense of *how many* sources of Soul City were accessed, but gives no indication of degree of exposure to any specific topic covered in Soul City. Theme-specific messages (such as domestic violence messages for example) were carried in specific television and radio episodes, and in one of 3 topic-specific booklets. For example, 4 out of 13 television episodes were primarily devoted to domestic violence. It is therefore possible for respondents to fall in the “1 source” category, but to have been more exposed to domestic violence through that one source than respondents exposed to 2 sources for example. Notwithstanding this ambiguity in interpretation, on the basis of the difference between respondents with no exposure to Soul City, and those with any exposure to Soul City, these results seem to suggest an association between exposure to Soul City and the attitude in question.

“As head of the household, a man has the right to beat his wife.”

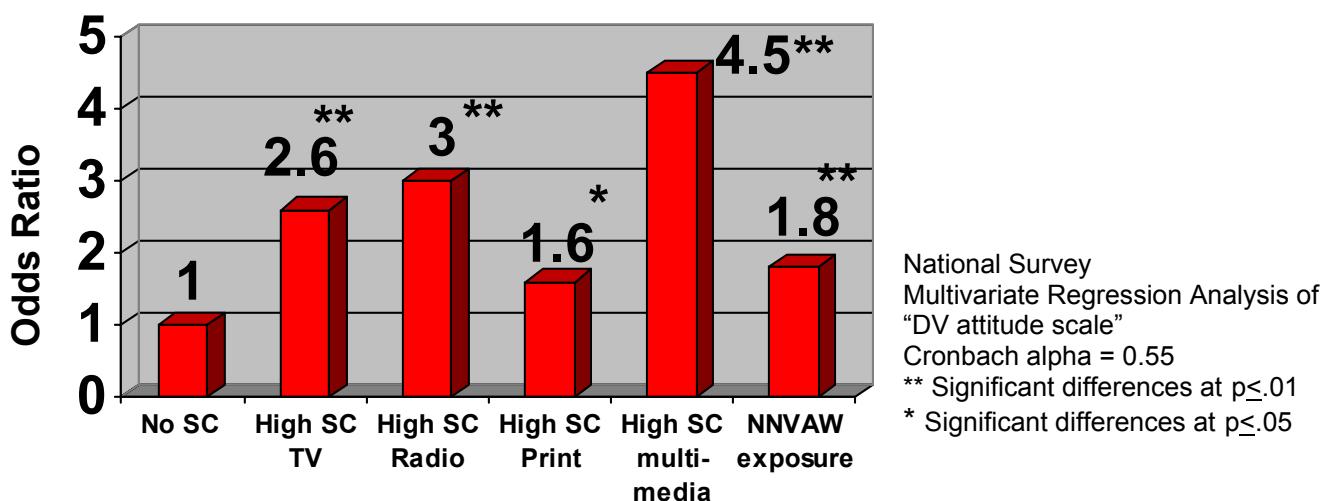
There were no statistically significant differences on this item between the baseline and evaluation surveys, suggesting that there was no improvement on this attitude. However, positive responses in the evaluation survey seem to be associated with exposure to Soul City, suggesting some association between Soul City and positive attitudes in this context.

Exposure to Soul City TV, Radio and Print seems to be consistently associated with responses to this statement across the whole sample. There was a dose effect operating within exposure to each media type, with respondents with higher exposure being more likely to give a positive answer. Results for exposure to Soul City TV are presented here:

Do you think that as head of the household a man has the right to beat his wife?	
	Disagree
No TV	85%
No Soul City TV	85%
Low Soul City TV	88%
Medium Soul City TV	91%
High Soul City TV	94%

Scale analysis¹⁹ of the national survey data supports suggestions that change in personal attitudes or the maintenance of positive attitudes detailed above are associated with the Soul City 4 intervention: maintaining positive attitudes seems to be associated with moderate and high TV exposure, with any radio exposure, with high print exposure, with any multi-media exposure, as well as with moderate and high exposure to the NNVAW. Respondents with high Soul City multi-media exposure were more than 4 times as likely to hold positive attitudes than respondents with no exposure to Soul City.

Domestic Violence - likelihood of positive attitudes, associated with Soul City 4 intervention



Sexual Harassment attitudes were measured using one item only: “*women who wear short skirts are asking for men to touch them or make sexual remarks*.” There is no evidence of Soul City having a positive impact on this particular attitude.

¹⁹ The reliability coefficient is rather low, at Cronbach alpha = 0.55

3. Subjective Social Norms:

In addition to measuring personal attitudes as described in the previous section, respondents' perception of a reference group's view (either their friends, family or community) on the same matter was measured. This subjective norm was subsequently compared to the respondents' personal attitude.

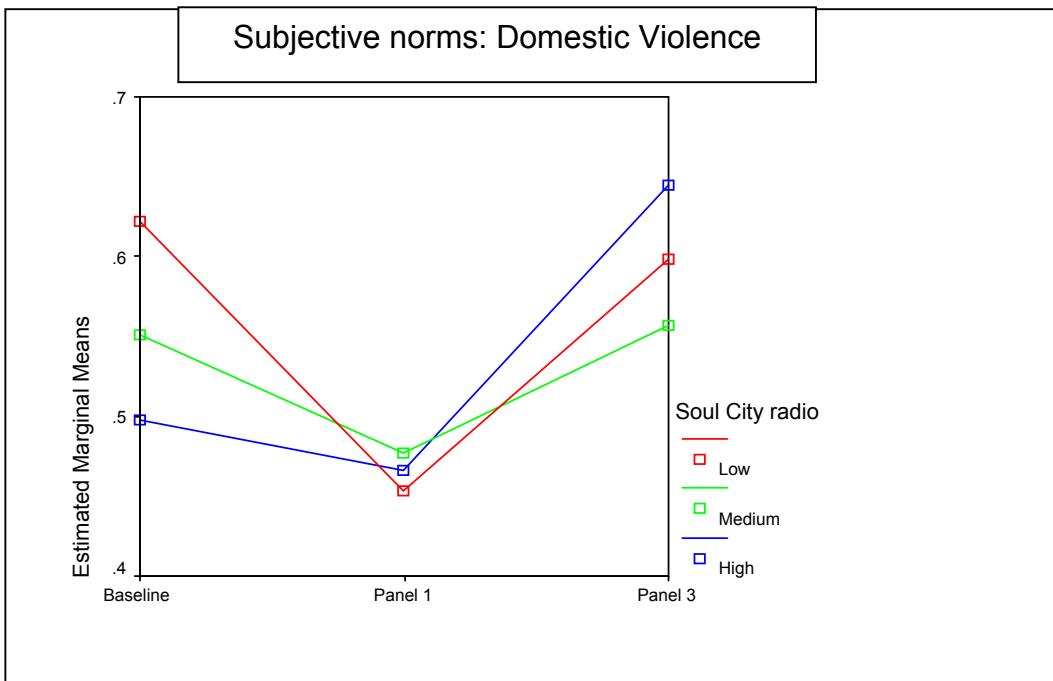
For domestic violence, as a rule, comparison between baseline and evaluation measurement is characterised by positive shifts in subjective norms – i.e. there are positive shifts in respondents' perceptions of social norms around domestic violence, and subsequently, decreased experiences of negative social pressure. Single-item analysis does not consistently show evidence of an association between all Soul City media and these shifts; an association with Soul City print material is most common. Scale analysis of both National Survey data and Sentinel Site data suggests that exposure to the Soul City 4 intervention is associated with these positive subjective social norms.

Soul City's impact on the one sexual harassment subjective norm measured, is contradictory; on the whole there is no clear and consistent evidence of a positive association between Soul City and this particular subjective norm.

Scale analysis²⁰ of the national survey data suggests that low, moderate and high exposure to Soul City Radio, multi-media and the NNAW, moderate and high exposure to Soul City TV, and high exposure to Soul City print material are associated with increased likelihood of positive subjective norms. Respondents with high exposure to Soul City multi-media were almost 4 times more likely to perceive their reference group to be intolerant of domestic violence, and of values and norms sustaining domestic violence in society - such as that women have to put up with abuse, that they deserve to be beaten etc.

The association between Soul City exposure and change in subjective norms seems to be supported by evidence from the Sentinel Site Study: exposure to Soul City Radio was associated with change in respondents' perception of their families' tolerance towards domestic violence: respondents who had high levels of exposure to Soul City Radio perceived their families to become less tolerant of domestic violence over the period that Soul City was on air, while respondents who had medium or low levels of access to Soul City radio did not significantly change their responses.

²⁰ The reliability coefficient is rather low at Cronbach alpha = 0.56



Detailed single-item analysis (national survey results) follows, documenting the positive shifts observed, primarily associated with exposure to Soul City print media:

Changes in subjective norms – i.e. shifts in perceived attitudes of friends, community or family – are reported. The difference between the respondents' own (positive) attitude and perceived (negative) attitude of their reference group, will be reported on as changes in negative peer pressure, or negative social pressure.

"My community believe that domestic violence is a problem in communities"

A higher proportion of respondents in the evaluation (90%) than baseline survey (74%) thought that most of the people in their communities thought that domestic violence was a serious problem. There is no statistical evidence in the national survey data that directly associates this particular shift with the Soul City multi-media intervention.

The negative social pressure decreased from 8% in the baseline to 3% in the evaluation.

"People in my community think that domestic violence is a private matter"

"If people are fighting, they say that neighbours shouldn't be scared to interfere. You must not learn this thing of being afraid that people say you are nosy and snoop around in other people's business - "ngobese." If you hear next-door neighbours fighting, if you have information you must not only use it for yourself. If people are fighting next door then later you will hear that someone has died and you will have done nothing because you are afraid."

[Urban Female]

There was a decrease from 59% to 37% in the proportion of respondents who thought people in their communities considered *domestic violence as a private matter* between baseline and evaluation measurement. Exposure to Soul City Radio and Print components seems to be associated with this shift. Results for Radio exposure are presented here: respondents that were exposed to any amount of Soul City Radio were more likely to disagree that most of their community believe that violence between a man and his wife is a private matter.

'Most of your community believe that violence between a man and his wife is a private matter'	
	Disagree
No radio	50%
No Soul City radio	53%
Low SC radio	63%
Medium SC radio	63%
High SC radio	62%

Negative social pressure decreased by 12%, from 23% in the baseline to 11% in the evaluation.

"My family think that a man has the right to beat his wife"

Respondents in the evaluation were less likely to believe that their family considers that, as the head of the household, a man has the right to beat his wife (85% disagreed) than in the baseline survey where 71% disagreed with the statement. African respondents were significantly less likely to believe the statement to be true in the evaluation (13% agreed) than in the baseline (27% agreed).

Respondents exposed to medium or high Soul City Print were more likely to think that members of their family disagreed with the statement than respondents with low print exposure. (Neither exposure to Soul City TV, Soul City Radio nor exposure to more than one component of the Soul City intervention, seem to be directly associated with respondents' perceptions of their families' attitudes towards this issue.)

Social pressure decreased from the baseline to evaluation from 16% to 7%.

"My family think that women who are abused are expected to put up with it"

The subjective norm shifted from 55% in the baseline to 66% disagreeing with the statement in the evaluation. Both men and women were more likely to think their families disagreed with this statement in the evaluation than baseline surveys. Again, this shift indicates positive shifts in norms away from those sustaining domestic violence as an acceptable reality for women.

Respondents exposed to medium or high Soul City Print were more likely to disagree than respondents exposed to low Soul City Print. (Neither Soul City TV, Soul City Radio nor exposure to more than one component of the Soul City intervention seem to be directly associated with respondents' perceptions of their families' attitudes towards this issue.)

Social pressure decreased from 13% in the baseline to 7% in the evaluation.

"People in my community think it is culturally acceptable for a man to beat his wife"

There was an increase in the proportion of respondents who disagreed with this statement in the evaluation (75%) compared to the baseline survey (63%).

Respondents exposed to medium and high Soul City Print were more likely to disagree than respondents with low print exposure. (Neither Soul City TV, Soul City Radio nor exposure to more than one component of the Soul City intervention seem to be directly associated with respondents' perceptions of their communities' attitudes towards this issue.)

"My friends believe that women who wear short skirts are asking for men to touch them or make sexual remarks"

This issue was dealt with only in the TV drama, with brief reference to it in the print material. Research results are conflicting and difficult to interpret: a greater proportion of urban respondents in the evaluation (50%) compared to the baseline in the baseline (42%) disagreed with the statement. This positive shift is contradicted in the rural sample where 35% of respondents disagreed with the statement in the baseline compared to 28% in the evaluation. It may be that Soul City 4 had a conflicting effect on different audience segments on this item, with the subjective norm changing positively in urban areas, and negatively in rural areas.

In the national sample there was a decline in the proportion of respondents who thought that their friends would agree with the statement (the negative or undesired response) between the baseline and the evaluation, from 56% to 51%. This change seems to be associated with access to Soul City 4 TV, but

the dose-response is inconsistent and difficult to interpret: respondents who accessed medium (53%) or low (52%) levels of Soul City TV were more likely to think that their friends would agree with the statement than those respondents who accessed high levels of Soul City TV (46%). The difference between no exposure to Soul City TV (49%) and high exposure to Soul City TV (46%), however is small. No significant associations were found for access to Soul City Radio, Print or multi-media. In this light, it is safer to conclude that Soul City's impact on this item is contradictory; on the whole there is no clear and consistent evidence of a positive association between Soul City and this particular subjective norm.

Negative social pressure decreased from baseline (12%) to evaluation (8%)

4. Interpersonal communication: talking about domestic violence

Exposure to Soul City media and multi-media consistently seems to be associated with interpersonal communication around domestic violence.

"And one other thing is that we women have this tendency of hiding our problem, we are afraid to talk about it. Sometimes you are afraid to talk about it because you think this is happening only to you. So what Soul City has done is to show us that these things do happen at home. Remember that you are not alone just talk about it - you will get help."

[Urban female]

In response to the question "*In the past 6-7 months²¹ have you talked to anybody (a friend, a colleague, a family member or in a group) about domestic violence?*" more than a third of respondents (36%) reported that they had talked to someone about domestic violence. The table below shows the range of situations where respondents talked about domestic violence.

Situations where you talk about domestic violence	%
Church group	8%
Youth group	9%
Shebeen	2%
Waiting at the clinic	8%
With strangers	6%
At your workplace	8%
With your family	22%
At any other group situation	5%

²¹ I.e. the period during and shortly after Soul City 4 was broadcast.

The largest proportion of respondents had spoken about domestic violence with members of their family (22%). Six percent of respondents said they had discussed domestic violence with strangers at taxi ranks, bus stops etc.

Talking about domestic violence seems to be associated with Soul City TV, Radio, Print and multi-media exposure, for both men and women, in rural and urban areas. Detail for TV and multi-media exposure is presented here:

- Respondents with exposure to the TV series were more likely to say they had discussed the issue than respondents who did not see the series. There was a dose effect evident in responses to this question, with a difference of 21% between respondents with no exposure to Soul City TV and those with high exposure to Soul City TV.

Have you talked about domestic violence in the past 6-7months?	
	Yes
No TV	25%
No Soul City TV	26%
Low Soul City TV	34%
Medium Soul City TV	41%
High Soul City TV	47%

- Respondents exposed to three Soul City media were more likely to have discussed domestic violence than respondents exposed to one source. There was a dose effect evident in responses to this question, with a difference of 34% between respondents with no exposure to Soul City and those with high exposure to Soul City.

Have you talked about domestic violence in the past 6-7months?	
	Yes
no SC	17%
1 source	36%
2 sources	39%
3 sources	51%

- In both urban and rural areas, respondents exposed to one source of Soul City were significantly more likely to 'never' talk about domestic violence than those exposed to three sources. There was evidence of a dose effect with Soul City media exposure in rural areas, with a difference of 53% between respondents with no exposure to Soul City and those with high exposure to Soul City.

Never talked about domestic violence		
AREA		Yes
urban	no SC	67%
	1 source	47%
	2 sources	49%
	3 sources	37%
rural	no SC	76%
	1 source	59%
	2 sources	45%
	3 sources	23%

Furthermore, exposure to all Soul City media and multi-media seems to be associated with respondents reporting that they had talked about, or told someone about the Domestic Violence Act, protection orders, and / or the Stop Women Abuse Helpline. Some illustrations are presented here:

Respondents who were exposed to more than one source of the Soul City intervention were more likely to have discussed the Domestic Violence Act. There was a dose effect operating on this item, with a difference of 27% between respondents with no exposure to Soul City and those with high exposure to Soul City.

Have you discussed or told anyone about The Domestic Violence Act?	
	Yes
No SC	6%
1 source	14%
2 sources	24%
3 sources	33%

Exposure to Soul City TV seems to be associated with whether respondents had discussed the Stop Women Abuse Helpline. There was a dose effect on responses to this question, with a difference of 20% between respondents with no exposure to Soul City TV and those with high exposure to Soul City TV.

Have you discussed or told anyone about The Stop Women Abuse telephone helpline?	
	Yes
No TV	9%
No Soul City TV	10%
Low Soul City TV	14%
Medium Soul City TV	19%
High Soul City TV	30%

Soul City's impact on communication patterns and openness:

Qualitative analysis suggests that Soul City contributes to changing awareness and attitudes, as well as intention and practice around ineffective or inadequate interpersonal communication patterns, and thus contributes to changing the nature of the relationship in different contexts (within families, as well as in a broader interpersonal context, including friends and neighbours). Soul City seems to contribute to bringing sensitive or taboo subjects out in the open – such as domestic violence. Analysis further suggests that Soul City raised women's awareness that they need to talk about domestic violence as a form of health-seeking behaviour that would mobilise various forms of support for them.

A strong recurring theme in the qualitative data (emerging in a domestic violence context), especially amongst men, is the realisation that talking about an issue should replace violence as a mechanism of solving domestic problems – in relation to women and children. A number of serious attempts on the side of men to change their behaviour have been documented in the qualitative impact assessment:

“But through Soul City I began to see that I am destroying her, and I have since stopped the beating; we now talk about our problems.”

[Rural male]

“When I was first introduced to Soul City it’s when I thought no one can tell me how to live my life, but since then I have learned that even if you can be how old you still need advises from other people. I say that because we had experienced family violence in my home, and fortunately for us whenever the story was playing we were together and we got to hear about it from the other actors and that was an ugly thing to hear. Until there was this time when this man and this woman were being advised, like being told that when you have a problem you should sit down and talk about it. And from then on we decided to do that. I mean now when a person has made a mistake we sit down and talk about it. Understand this is a human being, she is a person and can understand when a mistake has happened, you don’t have to treat them like an animal and beat them as if they won’t hear you when talking to them.”

[Urban male]

“But now after Soul City we are more tolerant to each other. Beside Soul City you find compassion in every human being. You feel pity for her, more especially the way women folk are abused in our society.”

[Urban male]

"But since he got to hear about abuse without me nagging him he has since calmed down, when we have a problem he would come and say we need to sit down and talk about it and that never used to happen. This radio [Soul City] today has really helped us because we no longer shout at each other as we used to we now know that if there is a problem we talk about it. So to tell you the honest truth, Soul City has helped us a great deal."

[Rural female]

"What Soul City taught me in relationship is that one should always talk about the problem that arises, I am a kind of person who, when things are not going his way, I tend to violence; but since this program came I have seen that there is no need to resort to violence. All what one has to do is to sit down and come up with solutions on what is happening in your relationship. And because I am a teacher I used to be very angry when my students did not do their homework that I would hit them. That is when I saw that I am getting out of hand because of the anger that I had. So when I watched Soul City and they were talking about this domestic violence act, I started to think because I knew that if I continue with beating people I am going to end up in jail. So I have since stopped.

I: What is it exactly that made you to stop?

Well it's like in Soul City when that guy ... Thabang, whenever things have gone wrong for Thabang, like whenever things are not going his way he would snap and go back to his ways and that was my problem as well - that whenever things are not going my way I would just snap and go back to my habit. I don't know what causes that, but when I am there I would not even want to listen to any explanation.

I: Why did you take the new resolution?

It was after I have realised that problems are there in life, and once you face them not in the way of violence but that you can sit down with your partner and talk about them. Or sit down with your friends and they might come up with solutions that could be very helpful."

[Rural male]

The implementation of the Domestic Violence Act clearly serves as a deterrent, and increases the pressure to look for alternative ways of dealing with domestic tension:

"It [Soul City] says they [women] have their rights if you undermine their rights you are in trouble; you can even go to jail. I mean that is her right that you are impinging. I mean this is growing - when you are disciplining her you should talk to her."

[Urban male]

"I remember last year in class I was talking to my students, I then asked boys if they marry, will they beat their wives. One said 'yes', they should be beaten. I was really shocked on hearing that. But I then told him that gone are the days where you will beat your wife and nothing happens, these days you go to jail for the rest of your life."

[Urban teacher]

Soul City is credited with bringing domestic violence out in the open:

"We did not know that much about abuse in the community, I mean people are not talking about it. But what Soul City has done is to make us to see that abuse is there and we have witnessed it. The only problem was that we were ignorant when it came to recognising it. Now we know what to do when a man is abusing his wife, so that has helped to reduce woman abuse."

[Urban male]

"Now you would like to hear about it, so that's why we say we like to listen to Soul City because now they talk about things that are already there and that are in us directly."

[Rural female]

Soul City seemed to raise women's awareness (and that of men as seen in earlier quotes presented here) of the fact that talking about domestic violence is a form of health-seeking behaviour, and as a way of mobilising interpersonal support.

"[On Soul City I saw that] when a person gets beaten up you should try to get in touch with the neighbours to come and help: here is someone getting beaten up."

[Rural female]

"Most times you find that your husband beats you all the time and you are afraid to tell anybody because you think matters will be worse. So what Soul City has done is to show us that you can talk about it to your friend or to whoever is willing to listen like a social worker who can help you to solve that problem; unlike saying you will do it alone it never comes to anything standing alone."

[Urban female]

"For there they help you to talk about what is happening at home so that you don't keep things bottled up; because if you do that you will end up being sick."

[Rural female]

5. Self-efficacy:

Thematic analysis of qualitative data (in rural and urban sites), suggests that Soul City 4 played a role in enabling women to more effectively make decisions around their own health and well-being. Soul City 4 seems to have sensitised women of all ages to their rights, facilitated access to services, and raised knowledge and awareness (for both men and women) around general and specific issues related to gender roles and gender equality. Women interviewed (speaking from different contexts and perspectives), report that Soul City 4 encouraged them to act on this (new) awareness of their rights, and enabled them to stand up for their rights in oppressive or abusive contexts, or in contexts traditionally associated with unequal gender power relations. The qualitative data suggests that exposure to Soul City 4 impacted positively on women's awareness of their self-worth and their sense of identity. It raised their awareness with reference to new options regarding their (financial) independence and access to services and support, and empowered them to negotiate relationships and (safer) sex. Analysis suggests that Soul City 4 played a significant role in facilitating women's (and men's) recognition of, and articulation that they do not have to put up with abuse.

"It [Soul City] also touched my life about abuse. As I am a woman, I should not be [disrespected]. When you are a woman, I also have a right to say whatever I want to say."

[Rural female]

"It [Soul City] made me to be aware about things I never took notice of. It made me to know where I stand as an individual. It was able to show me what is wrong and what is right, and it made me to be able to determine where my life is going and what path am I choosing for myself....It has taught me that I should not depend on a man, I should learn to stand on my own, and that I should think for myself, and again I should respect other people... I have rights."

[Urban female]

"Soul City has taught me when you are a woman, when you should not... just because you want a job, allow a man to tell you that you should have sex with him. First you should have your rights."

[Rural female]

"Another thing we have learned in Soul City - is that you can stand on your own, you don't have to depend on a man for everything. Look at Dinana; she concentrated on her work and she always banked her money, and that enabled her to support her family."

[Urban female]

Respondents who reported personal experience of domestic violence or sexual harassment were asked what they had done about it. Those who had done nothing, were subsequently asked for a reason. For both domestic violence and sexual harassment, positive shifts were observed from baseline to evaluation on the item “There is nothing I can do to change things”.

Self-efficacy	Baseline	Evaluation
Sexual harassment: nothing I do will change anything	24 (46%)	12 (27%)
Domestic Violence: there is nothing I can do to change things	10 (48%)	36 (39%)

The number of responses were too small to further investigate the association between these shifts and exposure to Soul City though.

6. Intermediate practice – support-seeking behaviour

Soul City exposure consistently seems to be associated with support-seeking behaviour around violence against women – with regards to contacting an organisation working in the area of violence against women, as well as using the Stop Women Abuse Helpline as a possible resource.

In the evaluation survey, 8% of respondents reported that they, or someone close to them, had been abused physically or emotionally by their husband or boyfriend. Three percent of respondents reported that they had tried to make contact with an organisation that deals with domestic violence during the period that Soul City was on air. Exposure to Soul City TV and multi-media seems to be associated with this support-seeking behaviour:

Although the actual numbers were very small, respondents with high exposure to Soul City TV were more likely to say they had made contact with organisations dealing with domestic violence in the period that Soul City was on air.

Since the middle of last year, have you made any contact with any organisation dealing with domestic violence or violence against women?	
	Yes
No TV	1%
No Soul City TV	1%
Low Soul City TV	4%
Medium Soul City TV	4%
High Soul City TV	5%

Respondents exposed to more than one component of the Soul City intervention were more likely to say they had made contact with organisations

dealing with violence against women than those with exposure to just one or two components of the intervention.

Since the middle of last year, have you made any contact with any organisation dealing with domestic violence or violence against women?	
	Yes
No SC	0%
1 source	2%
2 sources	4%
3 sources	5%

With regards to sexual harassment, “reporting the incident” was the most mentioned course of action in the evaluation survey, associated with exposure to Soul City TV:

Report incident to relevant authorities, impact of Soul City TV	%
No TV	1%
No SC TV exposure	1%
Low SC TV exposure	1%
Medium SC TV exposure	2%
High SC TV exposure	5%

Exposure to all Soul City media and multi-media also seems to be associated with respondents’ writing down or keeping the Stop Women Abuse Helpline number. Both men and women kept the number. The analysis for Soul City print exposure is presented as an illustrative example: respondents with high Soul City Print were significantly more likely to say they had kept the number than respondents with medium or low Soul City print.

Have you written down or kept the number of the Stop Women Abuse Telephone Helpline?	
	Yes
low print access	13%
medium print access	16%
high print access	23%

This effect was also observed amongst rural respondents: rural respondents with high Soul City Print were more likely to say they had kept the helpline telephone number (47%) than respondents with medium (26%) or low Soul City Print exposure (15%).

7. Intention - Sexual Harassment:

Exposure to Soul City consistently seems to be associated with intention to change – measured by respondents' willingness to engage in positive behaviour in future:

With reference to action to be taken in the case of sexual harassment, the largest proportion of respondents in both the baseline and evaluation surveys said that they would consider reporting the harasser in future. A significantly greater proportion of respondents in the evaluation (92%) than in the baseline (86%) said they would take this course of action. Moreover, a significantly larger proportion of respondents in the evaluation (66%) than in the baseline (58%) said they would speak to a trade union representative in the event of sexual harassment. A significantly lower proportion of respondents in the evaluation (63%) than in the baseline (71%) would actually confront the harasser.

"If you (or someone close to you) were touched or heard sexual remarks that made you feel uncomfortable at work, what would CONSIDER doing?", by phase (percent and number of respondents)	Baseline %	Evaluation %
Discussing it with colleagues	67	70
Speaking to a representative from a trade union about it	58	66
Reporting the harasser	86	92
Confronting the harasser	70	63

Respondents who had been exposed to Soul City TV or Print were more likely to say they would consider reporting the harasser than respondents who had not been exposed to these components. There was also a compound effect operating, namely respondents exposed to two or three Soul City components were more likely to consider reporting the harasser: respondents with a high exposure to Soul City TV were more likely to say that they would report the harasser (96%) than respondents who had not watched the series (92%).

"If you (or someone close to you) were touched or heard sexual remarks that made you feel uncomfortable at work, what would CONSIDER doing? Reporting the harasser"	%
No TV	87%
No SC TV exposure	92%
Low SC TV exposure	91%
Medium SC TV exposure	95%
High SC TV exposure	96%

A similar pattern could be seen with Soul City Print, where respondents with high exposure were significantly more likely to consider reporting the harasser (96%) than those with low exposure (91%). Respondents with medium exposure also performed better (94%) than those with low exposure. (This difference was not statistically significant though.)

Respondents who were exposed to two (95%) or three (95%) sources of Soul City performed better than respondents who had been exposed to only one source (91%).

"If you (or someone close to you) were touched or heard sexual remarks that made you feel uncomfortable at work, what would CONSIDER doing? Reporting the harasser"	%
No SC	90%
1 source of SC	91%
2 sources of SC	95%
3 sources of SC	95%

Similar associations between Soul City media and “discuss it with colleagues” and “speak to a union representative” were observed.

Scale analysis²² seems to support these associations: low, moderate and high exposure for Soul City TV, Radio and multi-media, and moderate and high exposure to Soul City print material seemed to increase the likelihood of positive intention. Similarly, high exposure to the NNVAW increased the likelihood of respondents’ having positive intentions.²³ Respondents with high Soul City TV exposure were more than 6 times as likely to have positive intentions than respondents with no Soul City TV exposure. Similarly, respondents with high radio exposure were almost 5 times more likely to hold positive intentions, and respondents with high multi-media exposure were more than 4 times as likely to have positive intentions than respondents with no exposure to Soul City at all.

8. Intention – Domestic Violence:

The positive association between Soul City exposure and intention to change observed earlier, also holds true in the area of domestic violence.

a) Thinking about doing something to stop domestic violence

Nineteen percent of respondents had “thought about doing something to stop domestic violence” in the past 6-7 months (i.e. the period during and shortly

²² Cronbach Alpha = .63

²³ Scale analysis also suggests that contact with, or exposure to the NNVAW is positively associated with increased knowledge, increased likelihood of positive attitudes, and increased likelihood of positive subjective social norms for Sexual Harassment.

after the airing of Soul City). This was associated with all Soul City media, and multi-media exposure. Some illustrative results are presented:

- Respondents with no exposure to Soul City TV were less likely to have thought of doing anything to stop domestic violence, than respondents with high Soul City TV exposure. There was no clear dose effect evident.

Have you thought about doing something to stop domestic violence in the past 6-7 months?	
	Yes
No TV	13%
No Soul City TV	14%
Low Soul City TV	20%
Medium Soul City TV	20%
High Soul City TV	26%

- Other than the effect observed in the general sample, Soul City radio exposure seems to be associated with whether **men** would consider acting to prevent domestic violence. Men with medium Soul City Radio exposure were more likely to have thought about doing something (29%) than respondents who did not hear the series (13%). There was no clear dose effect apparent.

Have you thought about doing something to stop domestic violence in the past 6-7 months?	
Men	Yes
No radio	9%
No Soul City radio	13%
Low Soul City radio	27%
Medium Soul City radio	29%
High Soul City radio	22%

- Respondents exposed to one source of the Soul City intervention were less likely to have thought about doing something to prevent domestic violence than those exposed to three sources. A dose effect emerged with increasing exposure to Soul City media sources.

Have you thought about doing something to stop domestic violence in the past 6-7 months?	
	Yes
No SC	11%
1 source	17%
2 sources	20%
3 sources	29%

b) Telling the abused person about a helpline.

There was a statistically significant increase in the proportion of respondents in the baseline (70%) and evaluation survey (80%) who would consider telling the abused person about a helpline, in both urban and rural areas – again associated with all Soul City media and multi-media exposure. Analysis for exposure to Soul City TV is presented here:

- Respondents exposed to the TV series were more likely to say they would consider telling people about the helpline than respondents who did not watch the TV series. There was a dose effect operating on this question.

Tell the abused person about a helpline		
		Yes
urban	No TV	74%
	No Soul City TV	62%
	Low Soul City TV	85%
	Medium Soul City TV	87%
	High Soul City TV	88%
rural	No TV	72%
	No Soul City TV	78%
	Low Soul City TV	82%
	Medium Soul City TV	84%
	High Soul City TV	86%

c) Speaking to friends of the family of the abuser

There was a significant increase in the proportion of respondents who would consider speaking to family or friends in the evaluation (77%) from the baseline survey (71%), associated with exposure to Soul City TV and Print:

Respondents with high Soul City TV exposure were significantly more likely to consider speaking to friends or family of the abuser, than respondents with less or no exposure to the TV series.

Speaking to family/friends	
	Yes
No TV	74%
No Soul City TV	75%
Low Soul City TV	77%
Medium Soul City TV	74%
High Soul City TV	84%

d) Standing outside the house of the abuser and banging pots or other objects

Soul City 4 depicted the community's shift from "silent collusion" with domestic violence to active opposition, at one point, community members banged pots outside the abuser's home to make him stop. Thus, pot-banging was used as a marker associated only with the Soul City series and the partnership with the NNVAW.

- There was a significant increase in the proportion of respondents between the two surveys who would consider standing outside the house of an abuser and banging pots (baseline 19% and evaluation 36%).
- Respondents in urban and rural areas were significantly more likely to say they would consider making public noise to protest against abuse in the evaluation than baseline survey.
- Exposure to Soul City TV, Print and multi-media seems to be associated with whether respondents said they would consider banging pots to protest against someone who was abusing his partner. The following table illustrates the dose effect on this question for multi-media exposure:

Consider banging pots	
	Yes
No SC	28%
1 source	35%
2 sources	39%
3 sources	41%

e) Calling the police.

There was a statistically significant increase in the proportion of respondents from the baseline (75%) to the evaluation survey (88%) who would consider calling the police in the event of someone being abused, associated with exposure to Soul City TV, Print and multi-media.

- The association with Soul City TV was not observed in the general sample; however, it was observed amongst African respondents. Those with high Soul City TV exposure were more likely to consider calling the police than respondents without access to the television series. There was no clear dose effect evident.

Consider calling the police	
African	Yes
No TV	86%
No Soul City TV	86%
Low Soul City TV	85%
Medium Soul City TV	90%
High Soul City TV	91%

- Respondents with exposure to more than one component of the Soul City intervention were more likely to consider calling the police if someone was abused than those with exposure to fewer sources of the intervention. No clear dose-effect emerged.

Consider calling the police	
	Yes
No SC	85%
1 source	88%
2 sources	87%
3 sources	93%

- Rural respondents exposed to three sources of the Soul City intervention were more likely to consider calling the police, than respondents exposed to one or two components. However, there was no clear dose effect.

Consider calling the police	
rural	Yes
No SC	78%
1 source	89%
2 sources	83%
3 sources	94%

f) Confronting the abuser

There was a significant decrease in the proportion of respondents who said they would consider confronting an abuser from 66% in the baseline to 58% in the evaluation. This may reflect increased awareness of alternative ways of dealing with domestic violence – such as reporting the abuse to the police, involving family etc.

Scale analysis²⁴ seems to support these single-item observations. With exposure to the Soul City 4 intervention, the number of individuals who would consider doing something in future about domestic violence if the situation arose or required it, appeared to increase. Intention to act was associated with low, moderate and high exposure to Soul City TV, Radio, multi-media and NNVAW²⁵ exposure, and with moderate and high exposure to Soul City Print. Respondents with moderate Soul City TV exposure were almost 8 times more likely to have positive intentions than respondents with no Soul City TV exposure, whereas those with high multi-media exposure were just

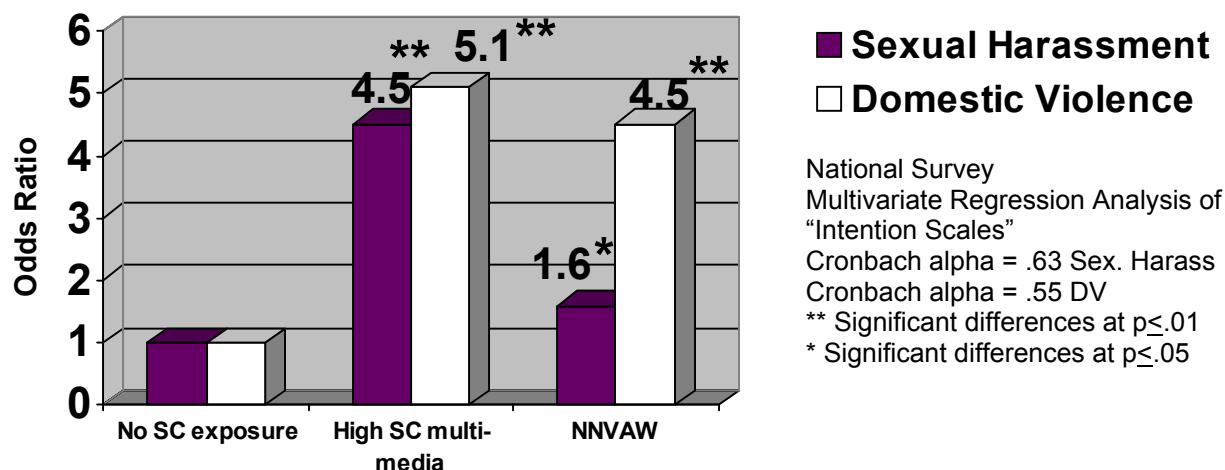
²⁴ The reliability coefficient was low, at Cronbach Alpha = 0.55

²⁵ Scale analysis also shows that contact with, or exposure to the NNVAW is positively associated with increased knowledge, increased likelihood of positive attitudes, increased likelihood of positive subjective social norms, and increased likelihood of positive behaviour for domestic violence.

more than 5 times as likely to have positive intentions than those without any Soul City exposure at all.

The association between Soul City and intention to act against violence against women is summarised in the following graph:

Likelihood of positive behavioural intention, associated with Soul City exposure



9. Actual Practice – sexual harassment²⁶:

Some positive shifts in actual behaviour were observed from baseline to evaluation. One such a key shift (in reporting the harassment) is demonstrably associated with exposure to Soul City TV²⁷. However, as a result of small frequencies²⁸, the association with exposure to Soul City could in most cases not be further investigated.

In the baseline survey, “confronting the harasser” was mentioned most often as the course of action taken by the respondent when faced with sexual harassment. This course of action received fewer mentions in the evaluation, where “reporting the incident” was the course of action with the highest mention. “Doing nothing” received fewer mentions in the evaluation than in the baseline, although this was not statistically significant.

Where the numbers of respondents were sufficiently high, the association with Soul City was assessed. An association with exposure to Soul City TV was

²⁶ Note that this question was asked only to respondents who reported experiences of sexual harassment. Cell frequencies are consequently very low.

²⁷ (Sexual Harassment was not dealt with in the Soul City radio drama series.)

²⁸ A multiple response question was asked to respondents with experience of sexual harassment, resulting in relatively small numbers of responses per item.

found in the case of respondents who said they reported the incident. Respondents who had high exposure to Soul City TV were more likely to have reported the incident (5%) than respondents with no Soul City TV exposure (1%). (Eight percent of respondents reported experience of sexual harassment.)

Report incident to relevant authorities, impact of Soul City TV	%
No TV	1%
No SC TV exposure	1%
Low SC TV exposure	1%
Medium SC TV exposure	2%
High SC TV exposure	5%

Those respondents who said they did nothing when they or someone close to them were sexually harassed, were asked why they had done nothing. As a rule, the research indicates positive shifts from baseline to evaluation in most barriers to action investigated (see table presented below). The greatest barrier remained ignorance or helplessness: “didn’t know what to do” was mentioned most in both the baseline and the evaluation. However, in the evaluation survey, respondents were more likely to think that sexual harassment was wrong, more likely to know what to do about it, less likely to think that they should not interfere, less scared of losing their jobs, less scared that their co-workers would disapprove of them taking action, and less likely to think that nothing they do will change the situation. Frequencies were too small to statistically investigate the association with Soul City though.

“Why didn’t you do anything?”	Baseline (N=52)	Evaluation (N=44)
I didn’t see anything wrong with it	11 (21%)	4 (9%)
Didn’t know what to do	31 (60%)	22 (50%)
Not my place to interfere	27 (52%)	9 (20%)
Scared of the harasser	17 (33%)	16 (36%)
Scared of losing my job	11 (21%)	5 (11%)
Scared my co-workers would disapprove	8 (15%)	3 (7%)
Nothing I do will change anything	24 (46%)	12 (27%)
The trade union/management prevented me	10 (19%)	6 (14%)

10. Actual Practice – domestic violence²⁹:

The association between Soul City and actual behaviour change in the area of domestic violence remains unanswered, since the number of responses were generally too small to investigate the association between Soul City and specific domestic violence behaviour³⁰. In general terms, Soul City exposure seems to be associated with maintaining positive behaviour in domestic violence - i.e. with doing “something” to stop it. An alternative method of analysis employed suggests that there may be an association between exposure to Soul City and positive behaviour for violence against women amongst respondents with primary education over the evaluation period.

With regards to specifics, on the whole, it seems as if behaviour around domestic violence equally wavers between helping the abused person, and doing nothing. Where people opt to do nothing, their inertia is still characterised by uncertainty around how to deal with the matter, fear of repercussions, unwillingness to interfere, or feelings of helplessness.

“And again it builds you and when you see that violence ... it makes you to take stock and causes you to limit violence and stop abuse.”

[Urban Male]

“Doing something to stop domestic violence”

- Thirteen percent of the respondents said they did something to stop domestic violence in their lives, or in the lives of someone close to them, in the period during the airing of Soul City. This was associated with exposure to Soul City TV (for urban and rural populations), Radio, and multi-media exposure. A dose effect was operating. The association with Soul City multi-media is presented here:

Have you done something to stop domestic violence in the past 6-7 months?	
	Yes
No SC	9%
1 source	12%
2 sources	14%
3 sources	16%

²⁹ Note that most of the questions were asked only to respondents who reported experiences of domestic violence. The number of responses are consequently often very low.

³⁰ Using Binary Logistic Analysis

- In response to a separate question asked later in the questionnaire and only to people with direct experience of abuse (“*What did you do on any occasion where you yourself, or someone close to you was abused?*”), there was a decrease in the proportion of respondents who said they had involved the family or friends in the evaluation survey, and an increase in people who said they did nothing. Other than this, there are no clear shifts from baseline to evaluation on this item. The most frequently reported behaviour in the evaluation survey, however, was “helping the abused person” – followed by “did nothing”.

What did you do on any occasion where you yourself, or someone close to you was abused?		
	Baseline (N=542)	Evaluation (N=468)
Held the abused person responsible	5%	3%
Helped the abused person	22%	24%
Involved the family or friends	32%	15%
Involved others in the community	3%	3%
Involved support organizations / structures	4%	2%
Reported the incident (e.g. police)	15%	17%
Confronted the abuser	14%	15%
Banged pots	0%	0%
Nothing	4%	22%

Respondents who said they did nothing when they (or someone they knew) were abused, were asked why they did nothing³¹:

Reasons for doing nothing about abuse	Baseline (N=21)	Evaluation (N=102)
Didn't think the abuser did anything wrong	4 (19%)	13 (13%)
She deserved to be treated this way	5 (24%)	10 (10%)
Didn't know what to do	11 (52%)	54 (53%)
Didn't want to interfere	11 (52%)	44 (43%)
It was none of my business	7 (33%)	30 (29%)
I was scared the abuser might hurt me	10 (48%)	58 (57%)
Didn't want to cause trouble	9 (43%)	40 (59%)
There is nothing I can do to change things	10 (48%)	36 (39%)
I didn't' think the police would take it seriously	7 (33%)	26 (25%)
I am too young	5 (24%)	27 (26%)

The most frequently mentioned reasons for doing nothing when someone was being abused were that respondents were unsure what to do, didn't want to

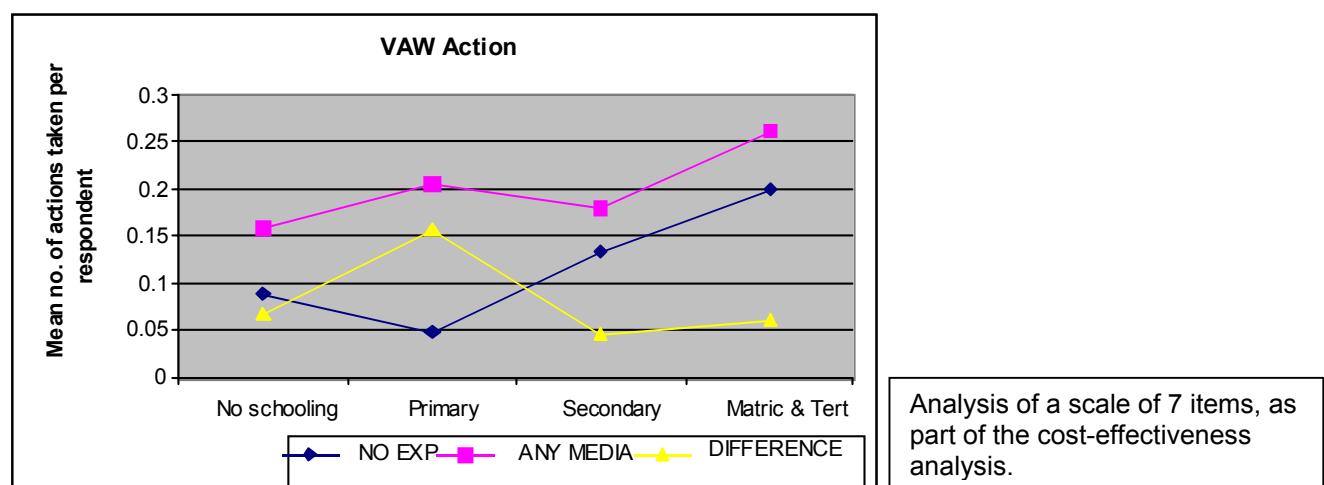
³¹ The number of responses were very small, since this question was asked only to respondents with direct experience of abuse, who did nothing about it.

interfere, or were scared of the repercussions their involvement in the issue may have. Feelings of helplessness also seem to be fairly pervasive.

A significant decrease in the proportion of respondents who blamed the abused person for the abuse (from 24% in the baseline to 10% in the evaluation) and those who thought there was nothing wrong with abuse between the baseline (19%) and evaluation survey (13%) was observed. This indicates lower levels of tolerance for violence against women between the two surveys. Despite the fact that these reasons remain prominent barriers to action, respondents in the evaluation survey seemed to be less likely to feel that they shouldn't interfere, and less likely to think that they cannot change the situation. These responses seem to corroborate the attitudinal change in association with Soul City discussed earlier.

Negative shifts were observed on items related to fear that the abuser might harm the respondent and a desire to avoid trouble.

The number of responses were too small to further investigate the association between these shifts and exposure to Soul City using Binary Logistic Regression Analysis. Comparison of the mean number of Domestic Violence actions³², between respondents with any Soul City 4 media exposure and respondents with no exposure (by education level) suggests that those with exposure to Soul City generally perform better. The difference is significant for respondents with primary level of schooling³³.



³² Holding the abused person responsible, helping the abused person, involving family, friends or the community, reporting the incident (to the police), confronting the abuser, or doing nothing (no action).

³³ The cost effectiveness of Soul City entertainment education initiative in preventing HIV and Violence Against Women, by the Centre for Health Policy, Debbie Muirhead and London School of Hygiene and Tropical Medicine, Lilani Kumaranayake and Charlotte Watts.

Conclusion

The number and consistency of associations between exposure to some or all components of Soul City 4 across constructs measured suggested in this analysis, seem to corroborate a conclusion that Soul City 4 significantly impacted on domestic violence at an individual level of analysis: evidence presented in this summary report documents the association between Soul City media exposure and change in knowledge and awareness, attitudes, subjective social norms and experience of negative social pressure, self-efficacy, intermediate practice through support-seeking behaviour, interpersonal communication and intention to act against violence against women.

With regards to behaviour change, for sexual harassment, the positive change in “reporting the harassment” is demonstrably associated with exposure to Soul City TV. The association between Soul City and actual behaviour change in the area of domestic violence remains unanswered though, since the number of responses were generally too small to investigate the association between Soul City and specific domestic violence behaviour³⁴. In very general terms, Soul City exposure seems to be associated with maintaining positive behaviour in domestic violence over the evaluation period - i.e. doing “something” to stop it. An alternative method of analysis employed suggests that there may be an association between exposure to Soul City and positive behaviour for violence against women amongst respondents with primary education over the evaluation period. With regards to specifics, on the whole, it seems as if behaviour around domestic violence equally wavers between helping the abused person, and doing nothing. Where people opt to do nothing, their inertia is still characterised by uncertainty around how to deal with the matter, fear of repercussions, unwillingness to interfere, or feelings of helplessness.

Notwithstanding measurement and analysis difficulties, however, given the complexity of the issue and the relatively short evaluation period (only 9 months elapsed between baseline and evaluation measurement), combined with the fact that the Soul City 4 intervention was the first attempt of this nature and scale to address domestic violence in South Africa, this is not surprising. Behaviour change is a complex process, with all of the dimensions where the association with Soul City can be documented with relative certainty, as part of that process. Thus, sustaining communication efforts over time is crucial to bringing about observable actual behaviour change.

³⁴ Using Binary Logistic Regression Analysis

Soul City 4 Impact Evaluation, Violence Against Women, Vol II systematically documents the impact of the intervention on communities and society. An executive summary is presented in Appendix A. An executive summary of the integration of all Soul City 4 evaluation results is presented in Appendix B.

ⁱ Heise L, et al. Violence Against Women: the Hidden Health Burden. *World Bank Discussion Papers*. No. 255. 1994.

ⁱⁱ Start E. and Flitcraft A. Spouse abuse. In *Violence in America: a Public Health Approach* (Edited by Rosenberg M. and Fenley M.A.). Oxford University Press, New York, 1991.

QUOTED IN Heise L, et al. Violence Against Women: A Neglected Public Health Issue in Less Developed Countries. In *Soc.Sc.Med.* Vol. 39, No. 9, pp.1165-1179. 1994

ⁱⁱⁱ Council on Scientific Affairs. Violence against women: Relevance for Medical Practitioners. *J. Am. Med. Assoc.* 267, 3184, 1992. In Heise L, et al. Violence Against Women: A Neglected Public Health Issue in Less Developed Countries. In *Soc.Sc.Med.* Vol. 39, No. 9, pp.1165-1179. 1994.

^{iv} Heise, L., Ellsberg, M., Giottemoeller, M. Ending Violence Against Women. *Population Reports*, Series L, No.11. Baltimore, Johns Hopkins University School of Public Health, Population Information Program, Dec 1999.

^v Jewkes R., Penn-Kekana L., Levin J., Ratsaka M., Schrieber M. Violence Against Women in Three South African Provinces. *CERCA, MRC*. 1999.

^{vi} Marais A., de Villiers PJT, Moller A, Stein D. Domestic Violence in Patients Visiting General Practitioners – Prevalence, Phenomenology, and Association with Psychopathology. *SAMJ*. June 1999, Vol.89, No.6.

^{vii} Vetten L. Man Shoots Wife: a Pilot Study Detailing Intimate Femicide in Gauteng, South Africa. *Jhb*, 1995. Pg 28.

^{viii} Soul City 4 evaluation studies include 1) "An Evaluation of Soul City 4" by the Community Agency for Social Enquiry (CASE), T. Samuels, J. Mollentz, R. Olusanya, M. Claassens, S. Braehmenr and Z. Kimmie. 2) Additional analysis of National Survey Data by Dhaval S Patel, Department of Communication, Michigan State University. 3) "Impact Evaluation of Soul City in partnership with the NNVAW", by Women's Health Project, Nicola Christofides. 4) "Soul City Series 4 Evaluation – Sentinel Site Study", data collection and data processing by Social Surveys, Katharine Hall and Karen Daniels, analysis by CASE, Zaid Kimmie . 5) "Soul City Series 4 - Qualitative Impact Assessment", data collection and data processing by Social Surveys, Katharine Hall and Karen Daniels, analysis by Esca Scheepers, Karen Daniels and Katharine Hall. 6) The cost effectiveness of Soul City entertainment education initiative in preventing HIV and Violence Against Women, by the Centre for Health Policy, Debbie Muirhead and London School of Hygiene and Tropical Medicine, Lilani Kumaranayake and Charlotte Watts 7) Social and Behavioural Change Model Building, based on survey data by Research International, Martin Bothma, is underway. 8) "Impact of the Soul City / NNVAW partnership on Policy Implementation at a Provincial Government level" by Strategy and Tactics, Matthew J. Smith, subsumed under the Partnership Evaluation Study. 9) "Data Base of organizations / institutions reached" by Strategy and Tactics, Matthew J. Smith. 10) Media monitoring and analysis, subsumed under the Partnership Evaluation Study, coding co-ordinated by Mweru Mwingi and Irene Muriuki, Rhodes University and data processing by Janey See (independent contractor). 11) Interviews with Journalists for the Partnership Evaluation Study by Khosi Xaba. The evaluation was managed by an independent contractor, Esca Scheepers.

APPENDIX A:

Summary – Soul City 4 impact evaluation, Violence Against Women Vol II

The impact of the Soul City 4 intervention in the area of violence against women is published in two volumes: the first volume in the violence against women series primarily describes the impact of the Soul City 4 edutainment vehicle on individuals, and this second volume primarily describes the impact of Soul City in partnership with the National Network on Violence Against Women on creating a supportive environment for change. The following aspects are described: the impact of a) the advocacy initiative (including media advocacy, community mobilization and direct lobbying of Government) and b) the impact on connecting people affected by violence against women to services.

Facilitating an enabling environment for change:

Connecting people affected by violence against women to services:

One of the Partnership's operational goals was to link people affected by violence against women to services.

The Stop Women Abuse Helpline (SWAH), together with raising awareness of local services accomplished through the multi-media intervention, fulfilled this objective to a large degree – limited primarily by availability of resources (infrastructure and human resources) in the case of the SWAH and the fact that (initially) demand by far outweighed the system's capacity to deliver. However, the helpline increased access to crisis counselling and referrals. Thus, judging by the overwhelming response to the Stop Women Abuse Helpline (SWAH), setting up this helpline addressed a substantial national need as far as connecting people affected by violence against women to services is concerned.

The Soul City 4 intervention further succeeded in giving exposure to the National Network on Violence Against Women (NNVAW) and its membership organizations, thereby facilitating awareness of and access to local support organizations working in the area of violence against women.

On a very sober note, the impact of the Partnership on connecting women to services must be interpreted in relation to the broader context in which services function in South Africa. Such a contextualised interpretation introduces a number of factors that fall outside of the scope of the Soul City 4 intervention, but that nevertheless impact on the intervention's ability to fulfil its objective of connecting people affected by violence against women to services: barriers such as access to and poor quality of services in some areas of the country inevitably limit the Soul City 4 intervention's positive and sustainable impact on creating an enabling environment for change in the area of service delivery.

Advocacy:

The partnership operationalised their advocacy objectives through direct lobbying of government (national and provincial), through media advocacy and through community mobilization. With the exception of direct impact on the implementation of the Domestic Violence Act (DVA) at a provincial level of government, the advocacy initiative was successful in facilitating the speedy implementation of the DVA.

Implementation of the Act in 1999 (as opposed to at some later date) was an achievement that can largely be attributed to the advocacy initiative, and the multi-media component of the Soul City 4 intervention.

- As significant role-players, the partnership contributed to the changing discourse on, and concomitant prioritisation of domestic violence within National Government. (This does not hold true for Provincial Government.)
- The Soul City / NNVAW Partnership succeeded in putting pressure on National Government to speed up the implementation of the Domestic Violence Act.
- The partnership succeeded in playing a facilitating role in the implementation of the Domestic Violence Act, through mobilizing funding for training of service providers, through facilitating training and support, and through community education.

Both the edutainment vehicle as well as the NNVAW's direct organizing in communities contributed to heightened community action or community involvement around domestic violence over the evaluation period. Media analysis over the intervention period suggests that the partnership succeeded in increasing public debate in the media, and giving more prominence to domestic violence through increasing coverage of domestic violence.

In the health promotion framework, the Partnership, in the short term, achieved their key objectives, and was instrumental in creating an enabling environment as far as implementation of legislation goes. In the longer term and against the background of poor service delivery mentioned earlier, sustained advocacy for successful operationalization of the DVA (i.e. improved service delivery, including more sensitive service delivery) is crucial.

APPENDIX B

Executive Summary – Integrated Evaluation Report

The Soul City Institute for Health and Development Communication is a South African non-governmental organisation which uses the power of mass media for social change. Soul City's approach to health communication is informed by the Soul City model of social change³⁵ which is an eclectic integration of existing models of social and behaviour change – such as Social Learning Theory, the Theory of Reasoned Action, the Johns Hopkins Steps to Behaviour Change model, Social Network Theory, the Diffusion of Innovation Model, the Stages of Change Model, and the BASNEF Model. Soul City further bases its intervention on the Ottawa Charter of Health Promotion, and maintains a human rights focus.

Health promotion theory and social / behaviour change theory emphasize the importance of impacting on factors primarily outside of individual control in addition to impacting on determinants of health within individual control in order to have a positive impact on health and social outcomes. The Soul City 4 intervention set out to impact positively on health and social outcomes by addressing the broader social and community environment (e.g. policy implementation, public debate as reflected in the media nationally, community action and collective efficacy, community norms and access to services) and the immediate interpersonal environment (e.g. social norms and peer pressure, support-giving behaviour, as well as interpersonal dialogue and debate) in addition to impacting on individual determinants of health (e.g. knowledge and awareness, personal attitudes, self-efficacy, perception of risk, support-seeking behaviour and intention to change) in the behaviour change process.

The Soul City 4 core multi-media edutainment vehicle comprised of a 13 part prime time television drama, a 45 part radio drama in 9 languages and three full-colour information booklets - one million of each were distributed nationally. The vehicle dealt with the following topics: violence against women (domestic violence and sexual harassment); AIDS (including youth sexuality and date rape); small business development and personal savings and hypertension. Soul City 4 extended the core Soul City vehicle to include a partnership with the National Network on Violence Against Women as part of the series 4 initiative to address violence against women, with an emphasis on domestic violence. The NNVAW brought together many sectors, including government, non-governmental organizations and civil society at large: the Network is a coalition of over 1 500 activists and community organisations from rural and urban areas.

Investigating the impact of a mass media communication vehicle is difficult, especially where behaviour is complex and where there are numerous influences on peoples' behaviour - both positive and negative. The Soul City 4 evaluation design deliberately engaged with these evaluation research difficulties, and set out to document in great detail the extent to which the series (and its partners) succeeded or failed as a comprehensive health promotion intervention. A complex evaluation of Soul City 4³⁶ was undertaken consisting of nine interlinked components, all contracted out to external researchers or research organizations - including the

³⁵ The Soul City model of social change is discussed in detail in *Soul City – Theory and Impact (synopsis)*, available upon request or on www.soulcity.org.za.

³⁶ Detailed reports on the Soul City 4 evaluation methodology are available upon request or on www.soulcity.org.za: *Soul City 4 Evaluation Methodology, Volume I* and *Volume II*.

overall evaluation management. Both quantitative and qualitative analyses were methodologically rigorous and comply with international standards and data analysis conventions as applied in this particular field of study. The evaluation was supported by an international and local panel of experts in evaluation, communication and entertainment-education, and was mainly funded by the European Union.

Reach and audience reception results³⁷ show that Soul City is a popular edutainment vehicle with considerable reach across urban and rural populations in South Africa. Soul City 4 reached 79% of its target population³⁸ (more than 16,2 million people) through television and radio alone. While Soul City 4 was on air, it was consistently rated amongst the top 3 television programmes – for both adult and children's audiences.

Reach amongst the youth audience is of particular importance for HIV / AIDS interventions. More than 2 out of 3 Soul City audience members are youth, between the ages of 16 and 24. Soul City's prominence as a health and development communication vehicle is further illustrated by the fact that 47% of the national population in South Africa spontaneously mentioned Soul City on television as a programme from which they feel that they have obtained useful information about HIV/AIDS³⁹.

Soul City competes favourably in the South African media environment, and is overtly highly valued by its target audience as a relevant, credible and entertaining educational vehicle. Qualitative data show that Soul City's impact is related to its constructive, pro-social role modeling, and its modeling of plausible alternatives or coping strategies, in a setting that is very real and very familiar to its audience. Soul City models a range of nuanced, understandable and relevant behavioural scenarios—in a setting or context that the audience can relate to and fully identify with. Soul City enables (in an entertaining and non-didactic manner) its audience to critically reflect on their own attitudes and behaviour, and leaves them with a sense that they have a choice in determining their behaviour, and in impacting on, or changing their lives. In this way the edutainment media contributes to shifts in the various phases and components of the complex process of behaviour change.

With reference to **Soul City's impact on individuals in their immediate interpersonal environment**⁴⁰, both quantitative and qualitative evidence across all themes covered in Soul City 4 suggest that exposure to Soul City is associated with increasing awareness and accurate knowledge, stimulating interpersonal dialogue within families and other social networks, increasing self-efficacy and a sense of empowerment (particularly amongst women), decreasing experiences of negative social- or peer pressure, and with shifting people's attitudes, intentions and

³⁷ A detailed summary report is available upon request or on www.soulcity.org.za, *Soul City - Audience Reception*.

³⁸ The Soul City adult series targets "African" and "Coloured" previously disadvantaged South Africans. Although the series is suitable for all populations, theory of communication suggests that specific targeting and testing of materials makes it more effective. Soul City is however committed to the health and development of all South Africans irrespective of colour, race or any other characteristic.

³⁹ Independent study conducted by Markdata: HIV/AIDS – Popular Perceptions And Dangerous Delusions, A Profile Of Risk-Awareness And Attitudes To The Disease Among South Africans In Late 1999, February 2000

⁴⁰ Detailed summary reports are available upon request or on www.soulcity.org.za, *Soul City 4 Impact Evaluation – AIDS; Soul City 4 Impact Evaluation – Violence Against Women Vol I, Soul City 4 Impact Evaluation – Hypertension, Small Business Development & Personal Savings and Soul City 4 Evaluation Results – Integrated Summary Report*.

intermediate practice (health-seeking / support-seeking behaviour as well as support-giving behaviour) towards sustaining healthier behaviour.

There is a degree of variation in the consistency of quantitative associations observed across topics covered in Soul City 4 and impact investigated in the evaluation. For example, evaluation results suggest that the Soul City 4 edutainment vehicle was largely not successful in reaching its objectives with regards to the following: increasing knowledge around institutional support for financing small business; increasing an understanding of what constitutes sexual harassment; changing personal attitudes pertaining to sexual behaviour; changing attitudes and perceptions of social norms around sexual harassment; and changing behavioural intention in the area of small business development and personal savings.

However, a consistent quantitative association between exposure to Soul City 4 and the following key behavioural processes have been observed:

- increase in knowledge and awareness of violence against women, hypertension and HIV/AIDS / youth sexuality;
- improvement in personal attitudes and beliefs around domestic violence and maintenance of positive attitudes in the area of HIV/AIDS and youth sexuality⁴¹;
- stimulating interpersonal communication around domestic violence and HIV/AIDS⁴²
- perception of the social norm becoming more positive around domestic violence and HIV/AIDS / youth sexuality⁴³
- improvement in intention towards positive behaviour for hypertension, domestic violence, sexual harassment and HIV/AIDS / youth sexuality.

As a rule, qualitative evidence supports and further illustrates quantitative associations observed. In some areas mentioned above where there is no quantitative evidence of an association between change and exposure to Soul City, there is qualitative evidence of such an association. For example, qualitative evidence suggests that change in personal attitudes around HIV/AIDS and sexual behaviour as well as change in awareness and intention around small business development and personal savings (which were not measured or observed quantitatively) can be attributed to the Soul City edutainment vehicle.

In addition to individual and interpersonal change mentioned earlier, there is qualitative evidence of Soul City's positive impact on self-efficacy – especially amongst women.

There is no indication that exposure to Soul City 4 directly increased perception of personal risk in the area of hypertension or HIV/ AIDS. In fact, perception of risk generally decreased from baseline to evaluation measurement. Interpretation of such decreases is difficult: it may be related to increased knowledge and positive behaviour which can be associated with exposure to Soul City 4; it may also be related to persistent personal denial despite health communication efforts. There is qualitative evidence that exposure to Soul City at least indirectly increased perception of risk in the sense that Soul City contributes to knowledge and awareness that monogamy is not a safeguard against contracting HIV, that HIV/AIDS is very real, and that hypertension can affect anyone.

⁴¹ hypertension and personal savings attitudes were not measured

⁴² hypertension, personal savings and sexual harassment interpersonal communication was not measured

⁴³ hypertension and personal savings subjective social norms were not measured

Change observed in association with exposure to Soul City 4 is applicable within the general target audience, as well as specifically amongst harder-to-reach audiences (such as rural audiences) in most instances. Furthermore, some key messages seemed to have successfully reached particular audience segments at risk, or audience segments integral to sustainable change in the particular area / topic: for example, women in particular showed positive change in intention around HIV testing for themselves and their partners; men's awareness of emotional abuse increased, their attitudes regarding whether women deserve to be beaten changed positively, and their intention to do something to stop domestic violence improved. A further illustration is the growing perception amongst youth of a positive social norm around women's independence and self-sufficiency.

Behaviour change:

In the areas of Hypertension and Small Business Development & Personal Savings, exposure to Soul City 4 is quantitatively associated with positive behaviour change. For HIV/AIDS, exposure to Soul City is primarily associated with maintaining positive behaviour. Soul City 4 is consistently associated with positive intermediate behaviour (support-giving and support-seeking behaviour) for HIV/AIDS and Domestic Violence.

Although there is qualitative evidence of behaviour change in the areas of HIV/AIDS and Domestic Violence, there is no compelling evidence of quantitatively measurable behaviour change in these areas. It must be noted that in the case of Domestic Violence, the association between behavioural responses and exposure to Soul City 4 could not be reliably investigated due to technical constraints in analysis (the number of responses were too small to allow reliable analysis). Alternative methods of analysis employed suggest that there may be an association between exposure to Soul City and positive behaviour for violence against women amongst respondents with primary education. Thus, other than in more general terms (referring to "doing something to stop domestic violence"), Soul City's quantitative association with positive behaviour in the area of domestic violence remains largely unanswered.

These observations need to be interpreted against the following background: the evaluation period was relatively short, with only eight to nine months between baseline and evaluation measurement. In the case of Domestic Violence, where the Soul City 4 intervention was the first attempt of this nature and scale to address domestic violence in South Africa, expecting measurable behaviour change over a nine-month period may be unrealistic given the complexity of the issues involved in domestic violence. Soul City has covered HIV/AIDS for a much longer period of time (since 1994); this may account for the more easily detectable association between Soul City and positive behaviour in HIV/AIDS. Again (with reference to HIV/AIDS behaviour), expecting to see "new" behaviour change over a nine-month period may also be unrealistic, and may support non-linear theories of behaviour change⁴⁴.

In the areas where behaviour is less complex and more under the control of the individual (Hypertension and Personal Savings), exposure to Soul City is associated with behaviour change despite the short period of time between baseline and evaluation measurement.

⁴⁴ Theories of social / behaviour change are discussed in Soul City – Theory and Impact (synopsis)

Soul City's impact on communities and society⁴⁵ was primarily investigated qualitatively. Qualitative evidence (supported by quantitative data) consistently illustrate that Soul City (in partnership with the National Network on Violence Against Women) contributed to creating a supportive environment for facilitating and maintaining behaviour change in the area of Domestic Violence and HIV/AIDS in particular.

The Partnership Evaluation Study systematically documents how the Soul City 4 intervention impacted on the national policy implementation environment through a successful advocacy strategy (including direct lobbying, media advocacy and community mobilisation) which contributed to raising public debate around domestic violence and facilitated the speedy implementation of the Domestic Violence Act (DVA). In the longer term, sustained advocacy for successful implementation of the Domestic Violence Act (i.e. improved service delivery, including more sensitive service delivery) is crucial in order to follow-through on immediate or short term gains made by the Soul City / National Network on Violence Against Women Partnership.

The Qualitative Impact Assessment captures Soul City's impact on local organisational / institutional policies and practices (particularly with reference to HIV/AIDS and youth sexuality). It influences people in leadership positions in the community, shapes, enhances and supplements communication between community leadership and their constituencies, and begins to impact on reorientation of services.

Furthermore, Soul City is reported to shift community norms, and to stimulate community dialogue and debate: through media advocacy and community mobilization mentioned earlier (with reference to Domestic Violence), as well as through the edutainment vehicle (with reference to Domestic Violence, HIV/AIDS & Youth Sexuality) Soul City raised public debate nationally (domestic violence) and within communities (Domestic Violence, HIV/AIDS & Youth Sexuality).

Soul City 4 increased access to services (in the areas of Hypertension, HIV/AIDS, and Domestic Violence). Given the limitations in resources, the Stop Women Abuse Helpline addressed a substantial need in the South African society, and increased access to crisis counselling and referral services for people affected by violence against women. On a very sober note, the impact of the Partnership on connecting people affected by violence against women to services must be interpreted in relation to the broader context in which services function in South Africa: barriers such as access to, and poor quality of services in some areas of the country limit the Soul City 4 intervention's effective and sustainable impact in creating a supportive environment for change.

The holistic impact of Soul City on one community in particular (with reference to Soul City 4 and previous series) is well illustrated in the powerful account of community empowerment and collective efficacy documented in detail in a case study that formed part of the National Qualitative Impact Assessment: Soul City fostered a sense of co-operation and togetherness in problem-solving within the community. It increased collective health consciousness; facilitated a sense of collective empowerment to effect change in the community; facilitated collective action and the formalization of community structures; and reinforced social networks. Soul City further facilitated a positive vision and hope for a better future for the community.

⁴⁵ Detailed reports are available upon request or on www.soulcity.org.za, *Soul City 4 Impact Evaluation – Violence Against Women Vol II* and *Soul City 4 Evaluation Results – Integrated Summary Report*.

Soul City's **cost-effectiveness** was investigated on selected constructs in the areas of HIV/AIDS and Violence Against Women⁴⁶.

Two sets of cost-effectiveness ratios (each under two different assumptions) are presented: the first set (un-weighted analysis) is based on the premise that all items measured are of equal importance (e.g. knowing that there is no cure for AIDS is as important as knowing that there is something one can do to prevent getting HIV/AIDS). The second set of cost-effectiveness ratios (weighted analysis) takes into account that some knowledge or action taken may be more important than others, as assessed by a panel of experts in the area of health and development. For example, asking your partner to use a condom was assessed as more important action taken than phoning the AIDS Helpline.

Preliminary comparison of cost per person reached by the Soul City 4 edutainment vehicle is extremely favourable (under US\$ 0.30 for Soul City Television and Print, and under US\$0.05 for Soul City Radio) due to the huge popularity of Soul City amongst the South African population.

Notwithstanding the fact that a technically correct comparison between Soul City's cost effectiveness and the cost-effectiveness of e.g. other HIV prevention programmes is not possible without additional research which overcomes limitations in the behavioural data used in this cost-effectiveness study, it must be taken into account that this is one of the first cost-effectiveness studies of its kind. Soul City therefore by necessity becomes a benchmark in itself, and needs to be assessed in this context.

Assessment in this light is bound to be favourable – where (under the joint media assumption⁴⁷, un-weighted analysis), Soul City 4 is associated with increases⁴⁸ in HIV/AIDS knowledge, intention, and action, as well as with increases in Violence Against Women awareness and knowledge for under US\$ 0.90, and with improvement in Violence Against Women attitudes for under US\$ 3.00. Under this assumption, increases in Violence Against Women action is far more costly at just under US\$ 116.

Costs drop remarkably though under the increased reach assumption⁴⁹ (un-weighted analysis): Soul City 4 is associated with increases in HIV/AIDS knowledge, intention, and action, as well as with increases in Violence Against Women awareness, knowledge and attitude for under US\$ 0.40, and with increases in Violence Against Women action for under US\$ 7.00.

Weighted analysis (under the same two assumptions) was conducted on key HIV/AIDS outcomes: acknowledging the relative importance of different actions and different items of knowledge related to HIV/AIDS has led to a decrease in the cost-

⁴⁶ A detailed summary report is available upon request or on www.soulcity.org.za, *Soul City 4 – Cost Effectiveness*.

⁴⁷ The joint media assumption suggests that, to gain desired impact, each media integrates together to reinforce messages and therefore acts as a unit that cannot be separated. Cost-effectiveness analysis is based on comparison between respondents with no exposure to any Soul City media, and respondents with exposure to all Soul City media.

⁴⁸ (i.e. based on single unit increases)

⁴⁹ The assumption states that Soul City achieves increased coverage through its multi-media strategy, and is therefore based on comparison between respondents with no exposure to any Soul City media, and respondents with exposure to any Soul City media.

effectiveness ratios for HIV/AIDS knowledge (US\$ 1.50 and US\$ 0.15 under the joint media and increased reach assumptions respectively), but an increase in the cost-effectiveness ratios for action taken (US\$ 0.59 and US\$ 0.27 under the joint media and increased reach assumptions respectively).

In conclusion, data consistently support the overall assessment that holistically seen, as a comprehensive health communication intervention aiming to impact on individual as well as environmental determinants of health and development, Soul City 4 was effective (and cost-effective at face value) in bringing about observable social and behavioural change (including the factors that form part of the broader behaviour change process), and in contributing to maintaining positive behaviour – notably so in the areas of Domestic Violence and HIV /AIDS & Youth Sexuality.
