

External Evaluation of the Southern African Regional Social and Behavior Change Communication Program, as Implemented in Zambia

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OVERVIEW AND OBJECTIVES

The Southern African Regional Social and Behavior Change Communication Program, funded by the British Department for International Development (DfID), aimed to reduce HIV infection by increasing health awareness and by facilitating social and behavioral change through the use of both mass media and community-based activities. The Zambia component of the program was implemented by Kwatu/Zambia Center for Communications Programmes (ZCCP) and the Southern African HIV and AIDS Dissemination Service (SAfAIDS). This evaluation assesses the net effect of exposure to Kwatu and SAfAIDS interventions on key indicators of HIV knowledge, attitudes, and behaviors.

DATA AND METHODS

Data for this evaluation come from a nationally representative survey of male and females aged 15-49. A sample of 3,023 men and women was selected through a stratified, three-stage cluster sampling design. A structured, interviewer-administered questionnaire documented respondent's personal experiences with HIV/AIDS, sexual behaviors, HIV testing and treatment and gender-based violence. This study was submitted to and approved by a local Institutional Review Board (ERES Converge) and by the Institutional Review Board of the Tulane Human Research Protection Program.

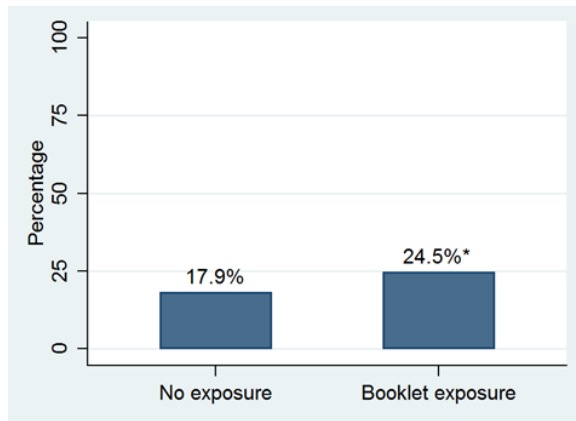
Multivariate statistical methods were used to test for significant differences in key programmatic outcomes between individuals who self-reported exposure to program interventions relative to those individuals who do not report such exposure, controlling for observable characteristics of those respondents. Two different estimation methods were used to calculate the magnitude of program effects: (1) multivariate regression analyses, and (2) propensity score matching (PSM).

FINDINGS: KWATU/ZCCP

Kwatu's OneLove programming achieved a high level of reach among the Zambian population. Overall, 68.5% of men and 59.0% of women have been exposed to any of the radio programs of Kwatu/ZCCP, while 59.4% of respondents were exposed to one or more OneLove television programs, including 10.4% of respondents reporting exposure to any of the Untold Stories drama series, and 15.8% reporting exposure to any of the Love Stories in the Time of HIV films. Over one fourth of respondents (29.6%) were exposed to at least one of the OneLove booklets. In terms of population reach, an estimated 4,236,419 people (2,295,637 men and 1,940,782 women) had heard of Kwatu and 3,691,946 knew the logo.

As one of the principal goals of Kwatu programming was to increase safer sexual practices, a key focus of the analysis was on outcomes related to multiple partnerships, condom use and self-efficacy. In this respect, the program had limited impact. There are, however, exceptions. Multivariate analyses revealed that individuals exposed to two or more radio shows were 2.3 percentage points less likely (6.7% versus 4.4%) to have had multiple partners in the last 12 months, but no effects were apparent for other media. Individuals who have had multiple partners and who have been exposed to two or more radio shows were 14.2 percentage points more likely to have used a condom at last sex (35.0% versus 49.2%). Among women, exposure to any booklet increases the likelihood of condom use with a regular partner (24.5% versus 18.0%). One additional programmatic success is that gift giving in exchange for sex was less frequent among men exposed to Kwatu messages than among unexposed men. There is little evidence that exposure to Kwatu media – radio, television or print – affects ever being tested for HIV, being tested in the last 12 months, or HIV treatment outcomes (e.g., willingness to care for someone on ART).

Figure. Exposure to Kwatu Booklets versus condom at last sex with regular partner, among women



Among women aged 15-24, a key programmatic population subgroup, the program had some distinct successes. For example, women who reported that they had seen Kwatu booklets reported a later initiation of sex by almost a full year on average (17.0 years versus 16.2 years). Further, women exposed to any Kwatu TV programs were more than twice as likely to have discussed HIV/AIDS with their children (57.3% versus 25.2%). Those exposed to any booklets are 19 percentage points more likely to have discussed HIV/AIDS with a spouse, children and/or friends (87.3% versus 78.3%). On the other hand, over half of women exposed to one radio show have received gifts in exchange for sex relative to

only one third of those not exposed.

FINDINGS: SAFaIDS

Exposure to SAFaIDS interventions and media was relatively high. Just over 40 percent of respondents reported any exposure to SAFaIDS programs. Among those familiar with SAFaIDS, the most common source of exposure measure was receiving HIV and AIDS information from a community volunteer with a SAFaIDS badge (31.9%). There was minimal reported participation in community policy dialogues (2.2%) or in the Changing the River's Flow program (0.4%). Overall, an estimated 3,077,836 were reached by the SAFaIDS program (1,317,084 men and 1,760,752 women)

Men and women exposed to SAFaIDS programs reported older ages at first sex, and women exposed to SAFaIDS were less likely to report multiple partnerships in the past 12 months than unexposed women. On the other hand, men and women exposed to SAFaIDS programs were more likely to engage in exchanges of sex for gifts or money, and women exposed to SAFaIDS interventions were less likely to agree that leaders discourage men from having younger sexual partners or that leaders discourage multiple partners.

In terms of HIV communication and stigma, women exposed to SAFaIDS programs were more likely to agree that one's sex life improves with communication with a partner and less likely to be dissatisfied when having sex with spouse or regular partner. Similarly, men and women exposed to SAFaIDS were more likely to disagree that your life is over when you learn you are HIV positive and that telling people you are HIV positive does not help. Respondents exposed to SAFaIDS were also more likely to disagree that HIV is punishment for sinning.

Exposure to SAFaIDS was not significantly associated with the majority of outcomes that deal with forced sex and physical violence, although women exposed to SAFaIDS were less likely to report forced sex in the last 12 months (5.3% versus 11.1%).

CONCLUSION

Overall, the mass communication and community-based interventions of Kwatu/ZCCP and SAFaIDS have demonstrated impacts upon many of the key knowledge, attitude and behavioral outcomes that are the targets of their programmatic efforts, although these effects vary in magnitude and statistical significance by type of media (e.g., radio, television or print).