Introduction and project overview

In August 2005, the BBC World Service Trust, with funding from the British Government’s Department for International Development, began broadcasting ‘Mo Kamba’ (‘My Mate’), a radio call-in and discussion programme dealing with a wide range of issues around HIV and AIDS. The programme is aimed at 15-24 year olds, with a stated aim of raising knowledge of transmission routes, methods of risk reduction, and encouraging greater discussion about sexual health across Angola.

Two different editions of Mo Kamba, each lasting 45 minutes, are broadcast live in prime time slots each week. The show features discussion, music, guest appearances, and live calls from listeners. Mo Kamba is broadcast at 18:00 on Radio Luanda (on Tuesdays) and 17:15 on Radio Nacional de Angola’s (RNA) national Channel A on Fridays. A version of the programme is also produced and sent to all of Angola’s provincial stations for broadcast.

In addition to Mo Kamba, the BBC World Service Trust has, since the 5th August 2005, produced 160 radio public service announcements (PSAs), containing educational messages around HIV and AIDS. These have been broadcast in five waves (four messaging variations in each wave), and in eight languages: Portuguese, Fiole, Kikongo, Tchokwé, Kimbundu, Umbundu, Kwanhama and Nyaneca-Humbe. The PSAs are carefully targeted to address specific audiences, and messages make use of drama, personal testimony, humour and music.

Between the 27th March and 5th May 2006, some eight months after Mo Kamba was first broadcast, the BBC World Service Trust carried out a survey of 15-24 year olds in four provinces across Angola (Luanda, Benguela, Cunene and Lunda Norte). The purpose of the survey was to establish:

1. The awareness, reach and appeal of Mo Kamba, and a selection of the PSAs, among the target audience for the project.
2. Levels of knowledge, attitudes held, and self-reported behaviour relating to issues directly relevant to risk reduction around HIV and AIDS.
3. Variations in knowledge, attitudes and self-reported behaviour across people with different levels of exposure to Mo Kamba.

This report outlines the key findings from the survey, and highlights the main learning points for the BBC World Service Trust projects targeted at young people in Angola.

Research methodology

The survey was designed to deliver a sample of young radio listeners, aged between 15-24, across four provinces in Angola. The four provinces were selected as they represented a split between key urban centres (Luanda, Benguela), and rural areas with relatively high prevalence rates of HIV and AIDS (Cunene and Lunda Norte). The sample was designed to deliver 500 young people from each region.

A multi-stage random sample was used, with specific sites selected within each region, roughly approximate to the estimated urban/peri-urban/rural composition of sample areas. Once locations were identified, households were randomly selected, with one person meeting the sample criteria being selected from each household.

1 Respondents were tested for their recall of the four PSAs broadcast as part of wave three.
2 ‘Radio listeners’ are those who reported listening to the radio in the past six months.
3 The final achieved sample was 1,883 15-24 year olds. Heavy rain in Cunene at the time of the survey made it difficult to reach outlying villages, and the sample from this region had to be cut short of the intended total.
Table 1: Composition of the sample by key demographic groups, and by region

<table>
<thead>
<tr>
<th>Region</th>
<th>N</th>
<th>% of total sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Males</td>
<td>930</td>
<td>49.4% (n=1863)</td>
</tr>
<tr>
<td>Females</td>
<td>963</td>
<td>50.6% (n=1926)</td>
</tr>
<tr>
<td>15-19yrs</td>
<td>927</td>
<td>49.2% (n=1894)</td>
</tr>
<tr>
<td>20-24yrs</td>
<td>957</td>
<td>50.8% (n=1914)</td>
</tr>
<tr>
<td>Luanda</td>
<td>484</td>
<td>28.0% (n=1728)</td>
</tr>
<tr>
<td>Benguela</td>
<td>511</td>
<td>29.0% (n=1728)</td>
</tr>
<tr>
<td>Cunene</td>
<td>252</td>
<td>14.6% (n=1728)</td>
</tr>
<tr>
<td>Lunda Norte</td>
<td>481</td>
<td>28.4% (n=1728)</td>
</tr>
</tbody>
</table>

Table 1: Composition of the sample by key demographic groups, and by region

Key findings

Awareness, reach and frequency of listening to Mo Kamba

Radio is an effective medium for reaching the 15-24 year old target audience. Over two-thirds of young radio listeners (68%) reported that they listen to the radio at least once a week.

There is relatively high awareness of Mo Kamba among young people in Angola. Almost 36% of respondents who had listened to the radio in the last six months before the survey reported that they are aware of Mo Kamba.

Of these, 75% (27% of the total sample) reported listening to Mo Kamba, with 64% of these reporting that they are regular listeners. This indicates that the programme has high appeal among young people.

There are, however, substantial variations in reach and listenership across the four regions surveyed. Figure 1 shows that listenership is very high in the predominantly rural regions of Lunda Norte and Cunene, with 37% and 56% of respondents respectively reporting that they had ever listened to Mo Kamba. This compares with only 14% in Luanda, and 13% in Benguela.

Frequency of listening also varies across each region, with 76% of listeners in Cunene, and 67% of listeners in Lunda Norte reporting that they are regular listeners, compared with 57% in Luanda, and only 38% in Benguela.

The proportion of respondents who were both listeners to Mo Kamba, and who had heard at least one of the radio PSAs broadcast as part of wave three, was highest in Cunene, with 93% of Mo Kamba listeners reporting that they had also heard at least one of the PSAs. The proportion was lowest in Benguela, where only 46% of Mo Kamba listeners had also heard one of the PSAs.

Two possible explanations for the large disparities in reach across the four regions are that:

i) the urban centres of Luanda and Benguela are more crowded media markets, offering young people greater choice of stations to listen to; and

ii) Both in Cunene and Lunda Norte, Mo Kamba is aired on provincial FM stations, as well as on RNA. In Luanda and Benguela, where reach of Mo Kamba is at its lowest, the programme is only broadcast on RNA. Some FM stations in Luanda and Benguela did broadcast the PSAs, among them Radio Morena Commercial, the most popular station among 15-24 year olds in Benguela.

Reach of radio public service announcements (PSAs)

Respondents were asked if they recalled hearing each of the four PSAs broadcast in the three months immediately prior to the survey. Table 2 shows that there are substantial variations in the recall of each of the PSAs across the four locations.

Table 2: Proportion of respondents who heard each PSA, in each province

<table>
<thead>
<tr>
<th>Region</th>
<th>PSA1</th>
<th>PSA2</th>
<th>PSA3</th>
<th>PSA4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Luanda</td>
<td>37.2% (n=478)</td>
<td>35.7% (n=476)</td>
<td>29.5% (n=475)</td>
<td>42.4% (n=467)</td>
</tr>
<tr>
<td>Benguela</td>
<td>34.3% (n=369)</td>
<td>35.7% (n=376)</td>
<td>30.9% (n=366)</td>
<td>60.4% (n=391)</td>
</tr>
<tr>
<td>Cunene</td>
<td>33.3% (n=250)</td>
<td>72.8% (n=250)</td>
<td>26.9% (n=249)</td>
<td>47.8% (n=249)</td>
</tr>
<tr>
<td>Lunda Norte</td>
<td>30.6% (n=369)</td>
<td>47.6% (n=376)</td>
<td>29.4% (n=374)</td>
<td>47.2% (n=375)</td>
</tr>
</tbody>
</table>

Table 2: Proportion of respondents who heard each PSA, in each province

Despite having the lowest proportion of listeners to Mo Kamba, Benguela has a relatively high proportion of young people reporting having heard each PSA. The comparatively high reach of PSAs in Benguela is most likely to be a result of the local FM station in Benguela, Radio Morena Comercial, broadcasting the PSAs.

Across three of the four locations, respondents reported higher recall of PSA2 than the other three PSAs. PSA2 dealt with stigmatising attitudes towards people living with HIV and AIDS, using a conversation between young Angolans as the vehicle. The format used was unique in this wave, and feedback from formative audience research indicates that it had high appeal, with both the voices and the scenario resonating strongly with young Angolans.

Exposure to Mo Kamba and knowledge around HIV and AIDS

Analysis was carried out to explore levels of knowledge of transmission routes, and risk reduction for HIV and AIDS.

Figure 2 compares responses by non-listeners, those who have ever listened but are not regular listeners, and regular listeners to Mo Kamba, when asked to name ways in which risks of HIV and AIDS could be reduced.

Figure 1: Listenership to Mo Kamba, and recall of PSAs
are more likely than non-listeners to:

transmission of HIV and AIDS can be reduced. All five methods are ways in which the risk of the

Figure 3: Knowledge of ways of reducing risk of HIV and AIDS, by non-listeners, listeners and regular listeners to Mo Kamba

* Differences between non-listeners and regular listeners are statistically significant at the p<.05 level. **Differences between non-listeners, listeners, and regular listeners are statistically significant at the p<.05 level

Regular listeners to Mo Kamba were more likely than those who have ever listened to mention condom use, fidelity, and reducing the number of one’s sexual partners, but were less likely to mention abstinence and sharing of razors. All five methods are ways in which the risk of the transmission of HIV and AIDS can be reduced.

**Exposure to Mo Kamba and attitudes towards condom users, condom use and testing for HIV and AIDS**

Analysis was carried out to explore the relationship between listening to Mo Kamba and attitudes towards condom use, and towards being tested for HIV and AIDS. Self-reported behaviour is explored separately in the following section.

On a range of indicators relating to motivations to use condoms, a greater proportion of listeners than non-listeners showed positive attitudes.

91% of listeners to Mo Kamba, compared with 80% of non-listeners disagreed with the statement that condoms are used by immoral people. 90% of listeners, compared with 81% of non-listeners, disagreed with the statement that buying condoms is shameful.

Figure 3 shows that listeners (including regular listeners) to Mo Kamba are more likely than non-listeners to:

- cite condom use as a means of reducing risk of contracting HIV and AIDS;
- report condom use as being a sign of respect for a partner; and
- report that condoms are used by responsible people

Figure 3: Attitudes towards condom use by listeners and non-listeners to Mo Kamba

* All differences between listeners and non-listeners are statistically significant at the p<.05 level

80% of respondents reported that they had not been tested for HIV and AIDS. These respondents were then asked about their willingness to be tested. 67% of listeners to Mo Kamba, compared with 60% of non-listeners, reported that they were willing to take a test for HIV and AIDS.

**Exposure to Mo Kamba, condom ownership and condom use**

Although the analysis established strong associations between listening to Mo Kamba and positive attitudes towards condom use and testing for HIV and AIDS, this, in itself, is not indicative of differences in behaviour. Further analysis was carried out to explore whether there was an association between listening to Mo Kamba, purchasing of condoms, and condom use.

Figure 4 shows that, across a range of indicators, listeners (including regular listeners) to Mo Kamba are more likely than non-listeners to display positive behaviour around condom use. Listeners to Mo Kamba are more likely to:

- have ever bought a condom;
- own a condom now;
- ever used a condom; and
- to have used condom the last time that they had sex*

* Differences between listeners and non-listeners are statistically significant at the p<.05 level

Figure 4: Condom ownership and condom use by listeners and non-listeners to Mo Kamba

* All differences between listeners and non-listeners are statistically significant at the P<.05 level

Figure 5 shows that the differences between listeners and non-listeners to Mo Kamba and indicators of condom use are particularly strong for young females. The gap between female listeners and non-listeners is larger than the gap between male listeners and non-listeners*

Figure 5: Comparison of condom ownership and condom use by male and female listeners and non-listeners

* Differences between listeners and non-listeners are statistically significant at the p<.05 level

Analysis revealed that there are also differences between regular and non-regular listeners to Mo Kamba and ownership of a condom, and the use of condoms the last time that respondents had sex. Figure 6 shows that, for both indicators, regular listeners are more likely to own a condom, and to have used a condom the last time they had sex, than respondents who listen to Mo Kamba only once a month or less.

* Self-reported condom use at last sex amongst all respondents is higher than suggested by similar surveys previously carried out in Angola with this age group. Although over-reporting cannot be ruled out, there is no indication that listeners to Mo Kamba are more likely to over-report than non-listeners. A further explanation could be that the sample for this survey is of young radio listeners, rather than young people per se. Additionally, since the end of armed conflict in 2002, there has been a scaling up of condom distribution throughout the country (see http://www.who.int/hiv/pub/hivcp_ang.pdf).

* Differences in condom ownership between both male and female listeners, compared to non-listeners, are statistically significant. Differences in condom use between male and female listeners, compared to non-listeners, are not statistically significant, but are approaching significance.
Analysis was also carried out to look at the extent to which respondents had used condoms in the three months prior to being surveyed.

Listeners are not only more likely than non-listeners to have used a condom the last time they had sex, but, on average, they use condoms more frequently.

66% of sexually active listeners to Mo Kamba, and 43% of sexually active non-listeners, reported having used a condom when having sex in the previous three months. Respondents who are sexually active and did not listen to Mo Kamba, reported using a condom an average of 2.5 times in the previous three months. Those who listened to Mo Kamba used a condom on average 3.5 times in the three months prior to survey.

**Project and research learnings**

**Format**

Formats which facilitate young people’s interaction with programmes, allowing them to hear voices of their peers discuss sexual health issues, resonate strongly with young people in Angola. Mo Kamba, which presents the opportunity for young people to engage directly with key issues around HIV and AIDS, and sexual behaviour more generally, enjoys high reach among rural populations where prevalence of HIV and AIDS is highest in Angola.

PSA messaging which draws upon scenarios which are recognisable to young Angolans, have the highest recall among the audience. Future PSAs for this project have built on this appeal, producing PSAs which, follow established ‘characters’ through a series of scenarios covering other aspects of the messaging strategy.

**Content**

Listeners to Mo Kamba display differences in knowledge, attitudes and behaviour across a range of indicators, when compared with non-listeners. Listening to Mo Kamba is most strongly associated with ownership of condoms, and with the likelihood that respondents will cite fidelity to one partner as a means of preventing transmission of HIV and AIDS.

Frequency of exposure to Mo Kamba is associated with both condom ownership and condom use. There are significant differences between the self-reported behaviour of regular, and less regular, listeners.

Messaging around condoms appears to be particularly effective with young females. The differences in condom ownership and condom use between female listeners and non-listeners to Mo Kamba, are more pronounced than among young males10.

**Partnerships**

The geographical and social diversity of the Angolan audience makes it necessary to establish partnerships with a wide range of national and regional broadcasters to maximise the reach of programming. Region, age and gender are all variables which have an impact on patterns of radio consumption among young people. Building partnerships which optimise reach across diverse target groups is central to success.

Future HIV and AIDS work through radio in Angola should build upon the learnings from the research, developing content and formats that resonate with the target audiences, and building partnerships which optimise impact.

10 Although the numbers for urban females are relatively small, the proportion of female listeners to Mo Kamba reporting condom use is higher in rural areas than it is in urban areas.