

HARVARD UNIVERSITY PROGRAM ON AIDS
SEMINAR SERIES



**Evidence-Based Behavior Change HIV Prevention
Approaches for Sub-Saharan Africa**

**Part 4 (Coda): 2005/06 Behavior Change
Communication Efforts in Swaziland**

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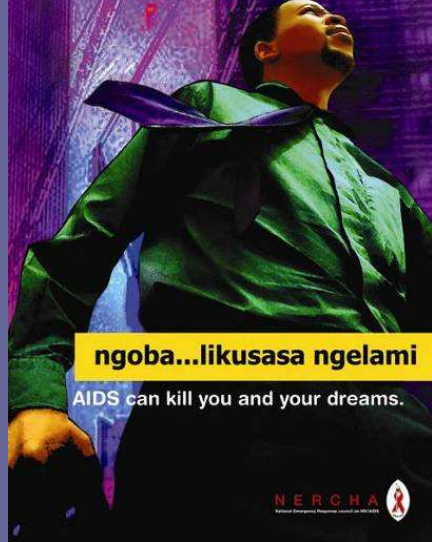
[Please see the “notes” under most of the slides]**

Presentation on January 17, 2007, Harvard Medical School, Boston.
(Revised Jan. 8, 2008)
(Revised Sept 21, 2008)



From Swaziland's national (NERHCA) BCC campaign, focusing partly on "Sex Can Wait" messages for youth.

I choose to have
only one sex partner



ngoba...likusasa ngelami

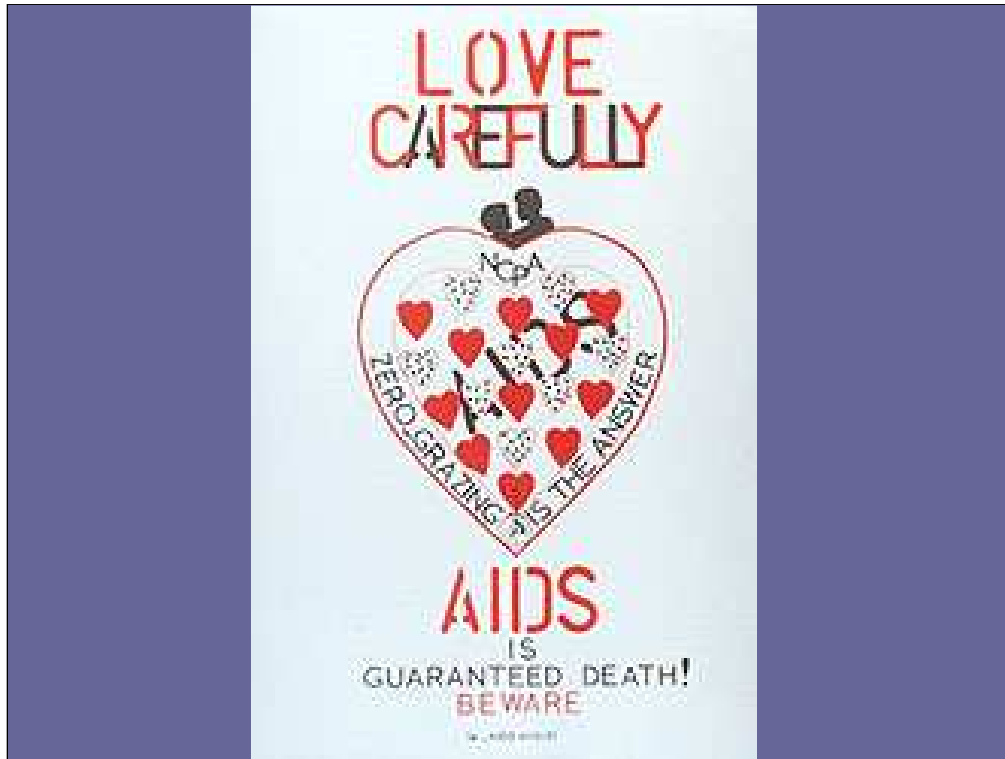
AIDS can kill you and your dreams.





The second phase of the campaign targets the more adult population, focusing on messages such as “I choose to have only One sex partner,” “I choose to be faithful to my family,” etc.





The main behavioral change messages in Uganda in the epidemiologically important period of the late 1980s/early 1990s were not about either abstinence or condoms, but about the crucial “B” in the ABC. This message, for example, is clearly not an “anti-sex” message; it also included “fear based” aspects as well...



In contrast!.... :-)



This newer (June/July 06) Swaziland (NERHCA sponsored) behavior change campaign, targeting the message of “Makhwapheni Uyabulala” (“Your secret lover can kill you”) has been extremely controversial. A USAID funded study (involving a large national survey as well as focus group methodology) completed in late July 06 attempted to measure the impact of the campaign to date (findings were presented at the Toronto AIDS Conference).



The campaign messages (most are in siSwati) employ the context of cell phone text messages, such as “My spouse/partner is out, come on over for a quickie,” followed by the larger message of “And more orphans were left behind,” etc.



The new/"post-Makhwapheni" version of the campaign...



**i'm no longer
a spare wheel**

i-HIV ibhokile **nercha** 

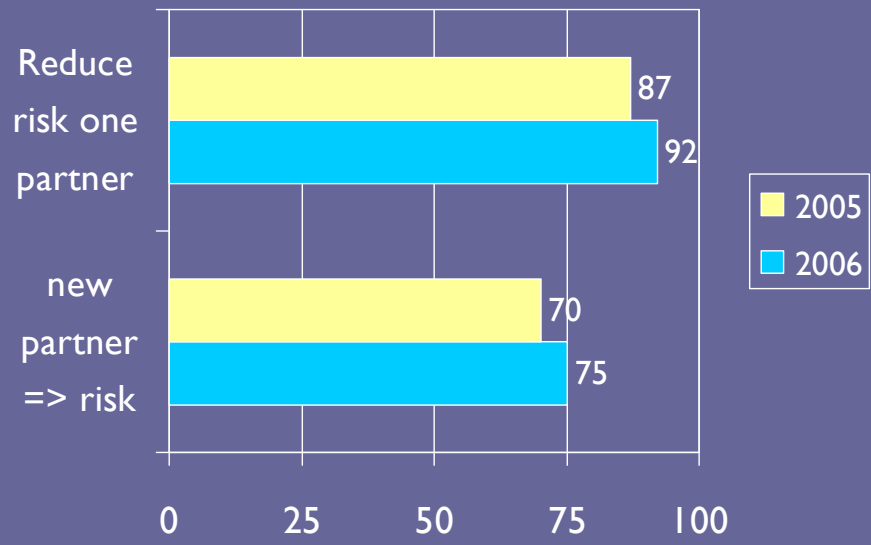
Monitoring Behavior Change in Swaziland:

- 12 sites (random sample, stratified U/R)
- 2120 adults (2005) and 2112 (2006)
- 21% repeat participants in 2006
- 54% female (2005) vs 64% (2006)
- Average age 28 years (both cycles)

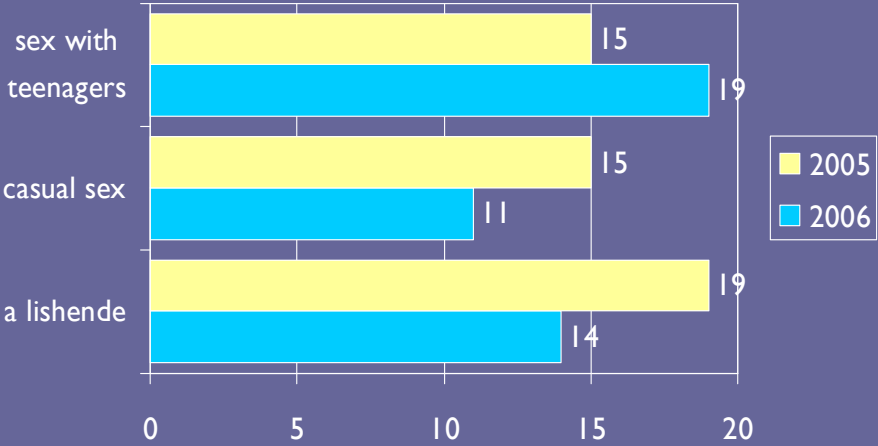
CIET

USAID funded an evaluation, by a South Africa/Canadian based research org (CIET), of some recent behavior change trends in Swaziland. These are PRELIMINARY DATA (which were presented at the Toronto AIDS Conf.).

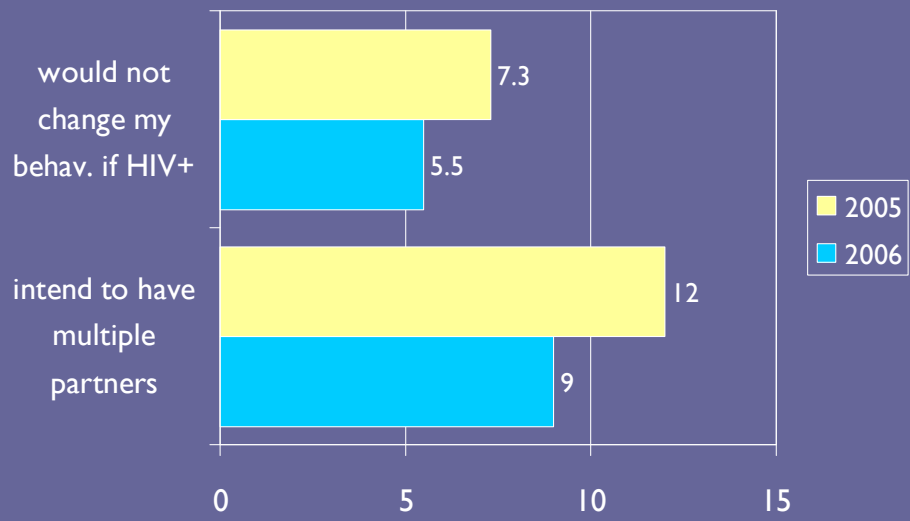
Knowledge



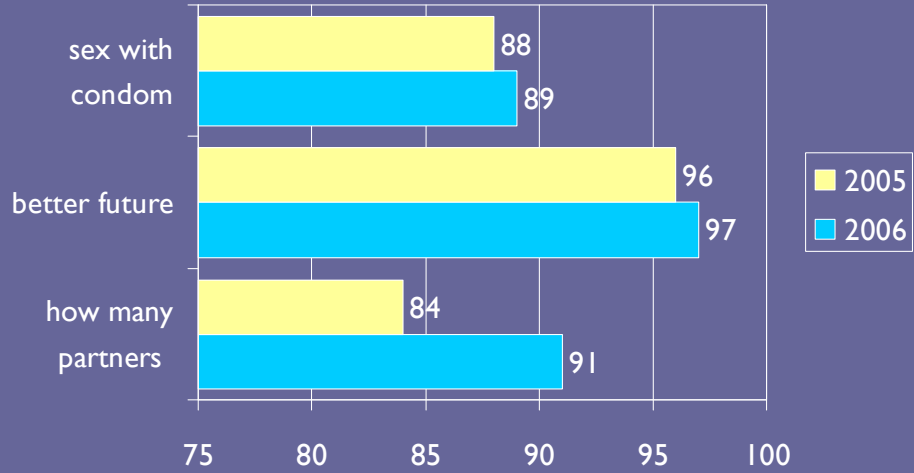
Subjective Norms: "People around here think it's okay to have":



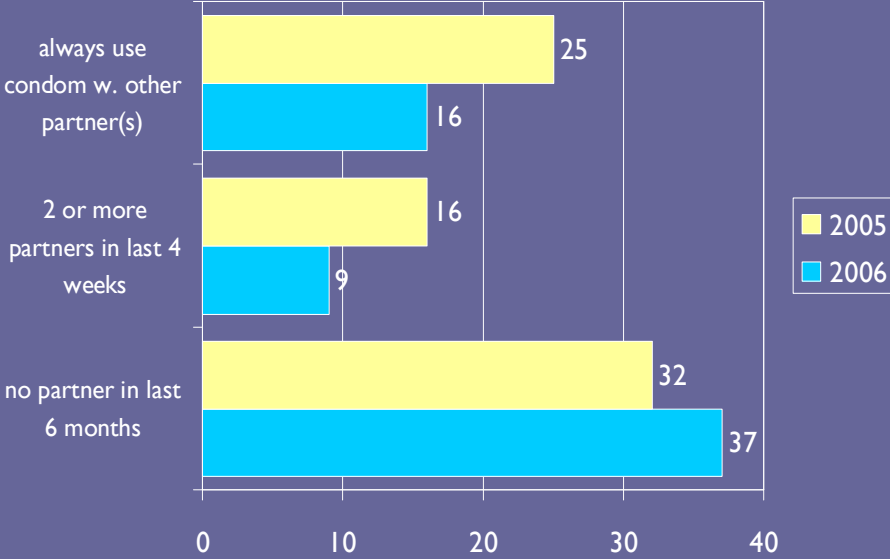
Intentions...



Agency: "It is in my power to decide":

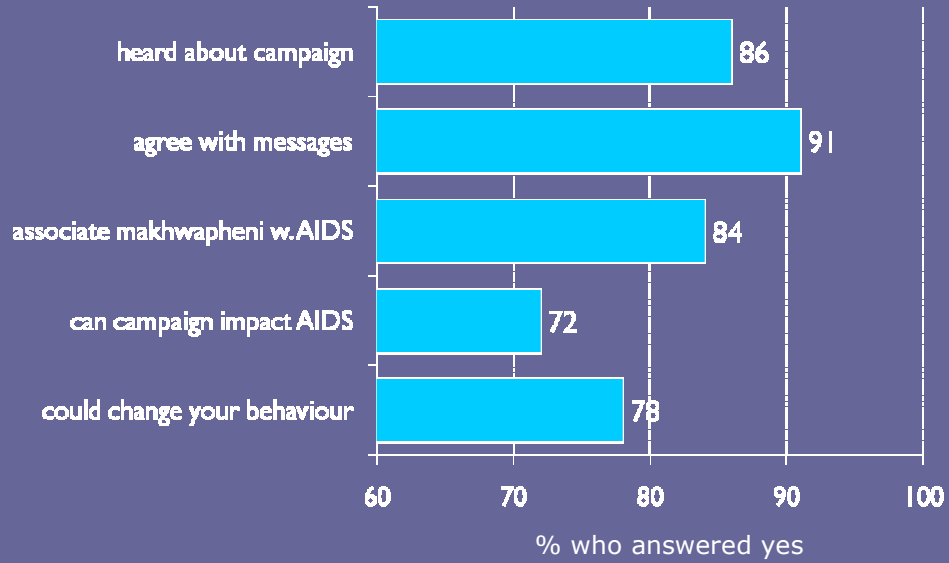


Reported Sexual Behaviour, Swaziland



USAID-funded evaluation: Andersson, Salcedo, Halperin, Brown, Bicego, Mavuso

2006: Exposure to *Makhwapheni* (“Secret Lover”) Campaign, Swaziland



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<http://www.harvardaidsprp.org/symposia-events/HalperinHUPApresentation011707.html>

Please do not hesitate to contact me... As we have learned from the Uganda experience, "open communication is key"! (You can also try contacting me at: dhalp@worldwidedialup.net)