



Biannual Report

2001-2003

CADRE



Cadre's Mission

CADRE is a South African non-profit organisation working in the area of HIV/AIDS social research, programme development and communication.

We are committed to fast-tracking appropriate and effective responses to HIV/AIDS through developing coherent strategic models for interventions.

Guiding Principles

CADRE is committed to:

- a concept of society based on democratic principles of consultation, maximisation of participation, and accountability to broader society;
- mobilising a clear understanding of and rapid response to emerging issues in HIV/AIDS;
- fast-tracking social response to the epidemic through prioritising key areas and through making research findings, models and tools readily available;
- fostering the development of a clear understanding of the continuum in HIV/AIDS that exists from prevention through care, support and rights issues;
- the need for a multifaceted response to HIV/AIDS based on an understanding of the disease as a complex and layered social phenomenon.

Organisational approach

CADRE has a national orientation, but also conducts work in other countries, mainly in Africa. We seek to provide a critical, analytic and independent voice in the context of a complex epidemic. We place an emphasis on the development of policy and strategy approaches based on research and are involved in developing theoretical frameworks, conceptual models, best practice frameworks, research tools, and training approaches. We are interested in promoting the needs of communities directly experiencing the impacts of HIV/AIDS. We are committed to developing people and to developing collegial and collaborative partnerships in all spheres of our work.

Contents

DIRECTOR'S REPORT	5
HIV/AIDS COMMUNICATION & SUPPORT INTERVENTIONS	6
Tsha Tsha Television Series	6
Journ-AIDS	8
Voluntary Counselling and Testing (VCT) Materials	10
AfroAIDSinfo	10
RESEARCH CAPACITY BUILDING	11
The African Journal of AIDS Research (AJAR)	11
Entertainment Education (E-E) Course	11
EVALUATION RESEARCH	12
Bambisanani Baseline Study	12
Partnerships for Health Monitoring and Evaluation Tool	12
Mobilising young men to Care: DramAidE	13
PPASA in Peddie, Eastern Cape	13
Health Promoting Schools Evaluation	13
Local Government HIV/AIDS Master Trainers Programme Evaluation	13
Young Offenders AIDS Challenge: Monitoring and Evaluation Framework	14
PROGRAMME DEVELOPMENT RESEARCH	15
HIV/AIDS Communication and Children	15
Evaluation of the Integrated Community-Based Home Care (ICHC) Model	15
Save the Children: Pathways to Action	16
Gender-based Violence and HIV/AIDS	16
Communicating AIDS Needs (CAN) Project	17
HIV/AIDS Economics and Governance	18
Communication Consultancy in China	18
SOCIO-BEHAVIOURAL RESEARCH AND INTERVENTIONS	19
Nelson Mandela HSRC Study of HIV/AIDS in South Africa	19
Condom Choice Study	19
Commuter AIDS Information Project	19
FINANCIAL STATEMENTS	20
STAFF AND BOARD	21
ORGANISATIONAL PARTNERS	22
FUNDING PARTNERS	22
LIST OF PUBLICATIONS	23

Director's Report

CADRE was established in 2001 with a view to addressing gaps that were apparent in HIV/AIDS social research. Specifically, over the past decade it has been clear that aspects of HIV/AIDS strategy and policy have not been sufficiently informed by research. Initial focal areas included research reviews on the relationship between HIV/AIDS, economics and governance, as well as HIV/AIDS and behavioural issues relating to youth. Both reviews were used to inform policy in these areas. Other reviews followed, including in the areas of gender and HIV/AIDS care and support. Related support has been provided through our involvement in internet-based resources – notably AfroAIDSinfo and Journ-AIDS.

Much of the social research emanating from the African region has not made its way into formal research literature – particularly journals. This is a concern, given that much global policy and strategy is led by research disseminated in journals and that such writing tends to be dominated by non-indigenous researchers. The African Journal of AIDS Research (AJAR) was established to address this gap, and is currently the only African HIV/AIDS-specific peer reviewed journal globally.

CADRE has also been involved in a range of quantitative and qualitative studies relevant to informing various levels of response in South Africa. Some of these activities have been action-research oriented – for example, the Commuter AIDS Information project, which focused on integrating people living with HIV/AIDS into the response to the epidemic.

Partnerships with other research bodies such as the Human Sciences Research Council (HSRC) and Medical Research Council (MRC) have allowed for involvement in large-scale studies, including South Africa's first national population-based HIV survey. We have also partnered with other organisations in supporting evaluations of their work with a view to facilitating programme development and expansion.

Finally, CADRE has a specific orientation to supporting the development of communication interventions. One product of this has been the development of the Tsha Tsha television series, which has a specific focus on addressing young people living in marginalised communities who are affected by HIV/AIDS.

Warren Parker
Director

HIV/AIDS Communication and Support Interventions

Tsha Tsha Television Series

Tsha Tsha is a multi-part entertainment education television drama series commissioned by SABC Education and produced by CADRE and Curious Pictures. Additional support is provided by Johns Hopkins Bloomberg School of Public Health Centre for Communications Programs and funding is presently provided by USAID. Tsha Tsha deals with young people living in a world with HIV/AIDS and its primary audience is young South Africans aged between 18 and 24 years old. Tsha Tsha is broadcast in Xhosa with English subtitles.

The series was initiated through a call for proposals by SABC Education in 2001. CADRE collaborated with Curious Pictures in the development of a proposal and the short-listing process included the development of a pilot episode of the series. Key emphases in the proposal were on the development of a theoretical framework for an entertainment education series, as well as the location of the story in an impoverished small town in South Africa.

Tsha Tsha is set in the small fictional rural town of Lubusi in the Eastern Cape. It explores young people's lives as they make their way through the passage to adulthood, developing self-efficacy and humanity at an individual and community level. It addresses many of the challenges facing young people in South Africa today and aims to enhance their capacity to reflect on problems, to engage in developing solutions, and to become active agents in crafting the circumstances of their own lives.

The rural setting was chosen because it allows for the exploration of issues relating to community life, including the marginalisation of youth, and creates an appropriate setting for a character-based drama dealing with personal and social transformation. The interplay between the opportunities and limitations of rural settings provides a useful context for highlighting the relationships between personal self-efficacy and environmental resources as factors in personal development.

Tsha Tsha tells the story of DJ, a young man who has lived his life in urban Johannesburg, who is sent to Lubusi for his own safety. The tension between what Lubusi offers and his prior life in the city is revisited throughout the series as the characters struggle to create personal and social contexts where they can be creative and fulfilled in a personal as well as a social sense.

Ballroom dancing is used as an organising concept in the drama. It provides a

thread of continuity in the eventful circumstances of young people's lives and also brings the characters together. At the same time it provides images of creative relationships between people which are not beset by the complexities of life outside of the codes of dance.

Dance is like life. You come here to learn to dance, but what you will learn is how to live. How to rise above the everyday, to a place of beauty, life and light. Right. In a circle. Big circle. We start to dance by learning to walk. (Mrs Kekana, dance teacher – Episode 1)

HIV/AIDS issues dealt with in the first 13 episodes include: the plight of young people having to care for sick and dying parents, including the financial and social risks associated with this and the burden of responsibility for younger siblings; confronting the possibility of being HIV positive and undergoing Voluntary Counselling and Testing (VCT); personal social challenges of discovering that one is HIV positive; dealing with HIV-related stigma as a community; the challenges of adopting HIV risk avoidance behaviours, including condom use, secondary abstinence, faithfulness and use of alternative forms of sexual expression; and recognising the risks of sexual violence.

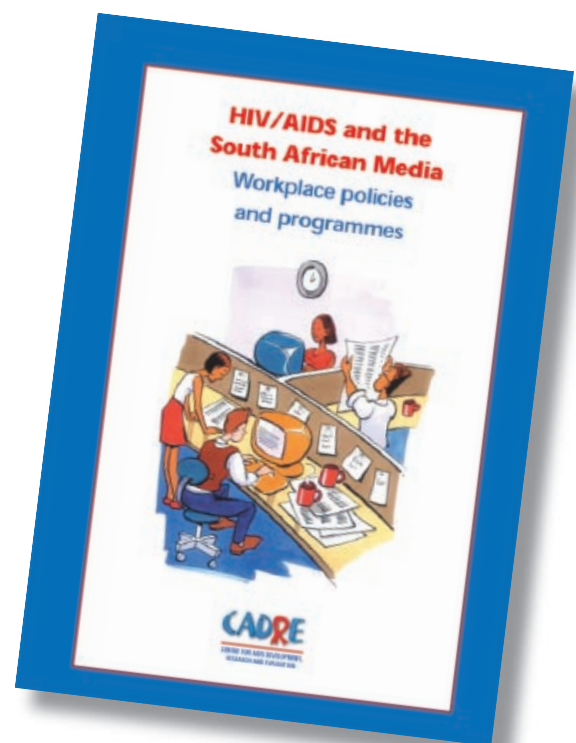


Journ-AIDS

Journ-AIDS is a research-based project that provides resources for in-depth and analytical reporting on HIV/AIDS in the South African media. The project follows a participatory approach, involving journalists and stakeholders in various activities.

In the first phase of the project a number of research studies were conducted including:

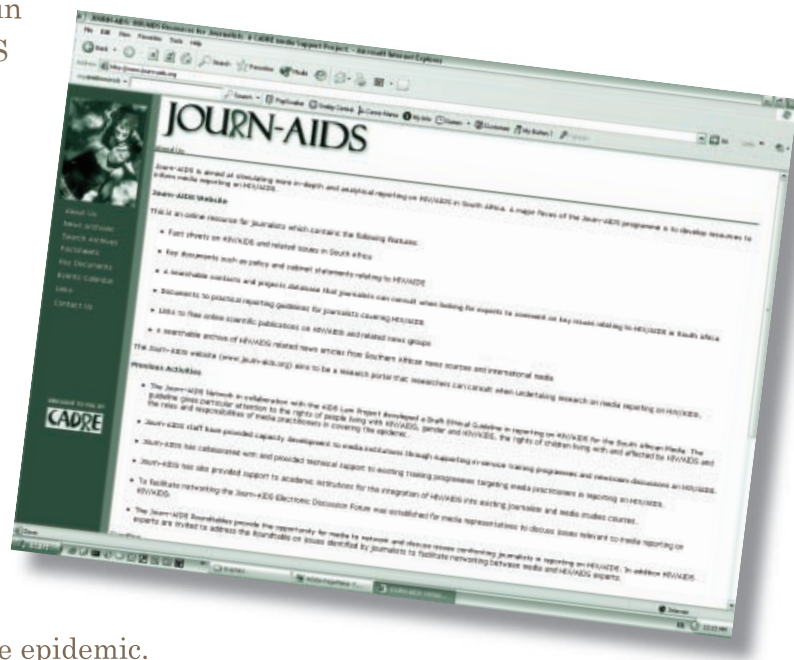
- ❑ HIV/AIDS and the media: A literature review - which details reporting and networking in relation to HIV/AIDS journalism and potentials for the South African media;
- ❑ HIV/AIDS and the media: A bibliographic review - which lists resources from journals, conferences and reports on HIV/AIDS and the media;
- ❑ HIV/AIDS and the South African media: Workplace policies and programmes - which reviews media institution responses and practices in relation to HIV/AIDS in the workplace. It identifies gaps and also provides sample guidelines and policies.
- ❑ **What's News: Perspectives on HIV/AIDS in the South African media** - which reviews the perspectives of journalists, editors and stakeholders in relation to contemporary reporting on HIV/AIDS. The report distinguishes between strong and weak advocacy roles in relation to HIV/AIDS and addresses the potentials for in-depth and proactive reporting through greater internal editorial commitment, training, and integration of community perspectives.



Following the research phase, a website was established to provide support and resources to journalists and organisations working in the HIV/AIDS and media field. The website, www.journ-AIDS.org includes:

- ❑ Daily HIV/AIDS reporting in the South African media;
- ❑ Fact sheets on HIV/AIDS-related issues in South Africa
- ❑ Key documents such as policy and cabinet statements relating to HIV/AIDS
- ❑ A searchable contacts and projects database that journalists can consult when looking for experts to comment on key issues relating to HIV/AIDS in South Africa
- ❑ Tools for journalists, including providing links to practical reporting guidelines for journalists covering HIV/AIDS

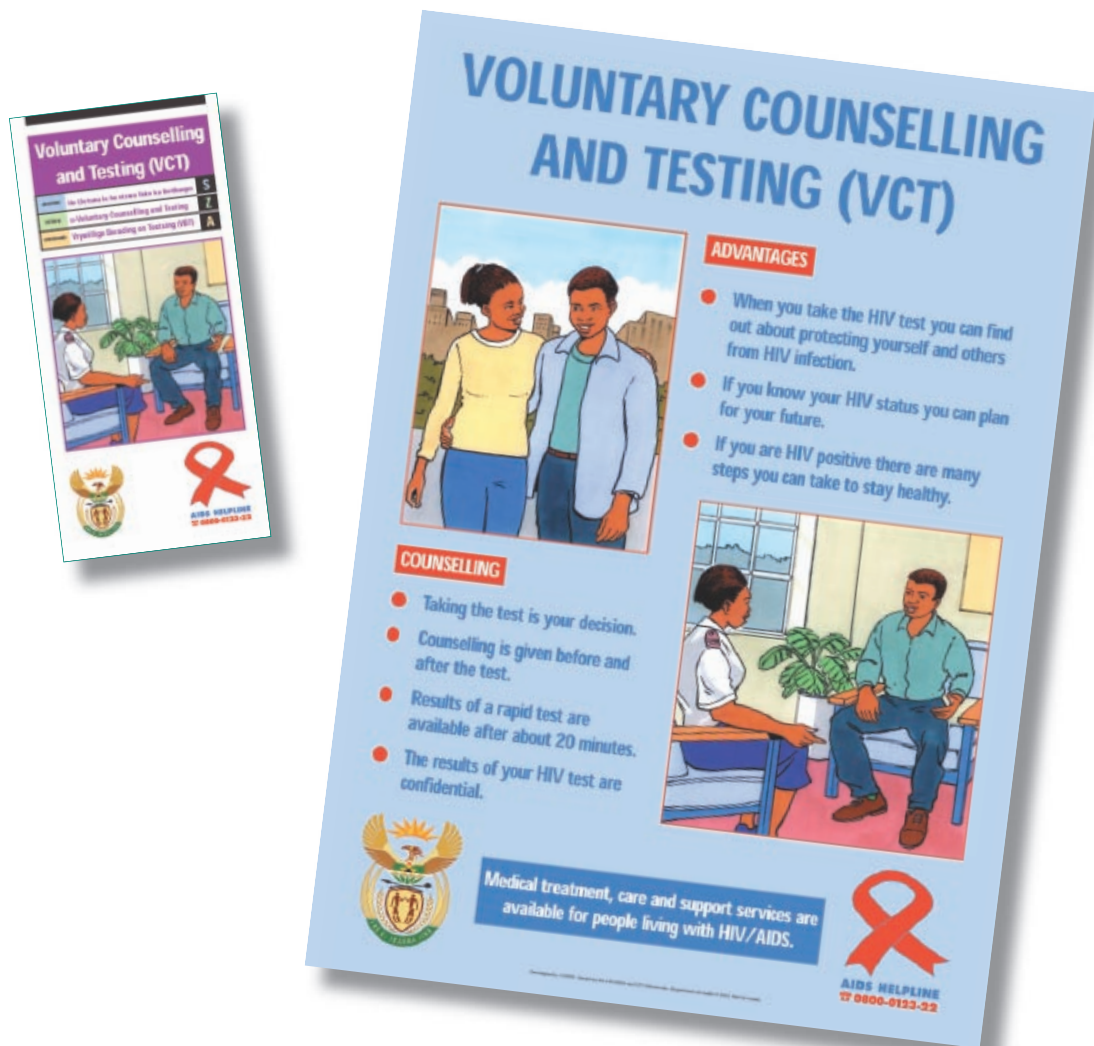
The Journ-AIDS Network, in collaboration with the AIDS Law Project, developed a Draft Ethical Guidelines in reporting on HIV/AIDS for the South African media. The guidelines give particular attention to the rights of people living with HIV/AIDS, gender and HIV/AIDS, the rights of children living with and affected by HIV/AIDS, and the roles and responsibilities of media practitioners in covering the epidemic.



Journ-AIDS provided training to journalists through supporting training programmes and newsroom discussions on HIV/AIDS, as well as providing presentations and lectures to formal journalism programmes in various tertiary institutions and organisations. Presentations were made to the South African National Editors' Forum (SANEF); to the Johnnie Group on HIV/AIDS media reporting; on gender perspectives on HIV/AIDS with Gender Links, and for the Media Institute of Southern Africa (MISA) on the impact of the HIV/AIDS pandemic on the media at a meeting in Dar es Salaam in Tanzania. In 2002 Journ-AIDS conducted two seminars on AIDS in the Media for masters students at the Department of Journalism and Media Studies at Rhodes University. Journ-AIDS also consulted with students on the production of a collection of stories called 'Facing AIDS: Stories from Grahamstown'.

Voluntary Counselling and Testing (VCT) Materials

CADRE was commissioned by the Department of Health to provide assistance in the development of communication materials to support Voluntary Counselling and Testing (VCT). These included a multi-lingual eight-panel flyer on Voluntary Counselling and Testing, explaining the purpose of VCT, standard VCT procedures, what the results of the test mean, and the various key principles behind HIV testing such as confidentiality.



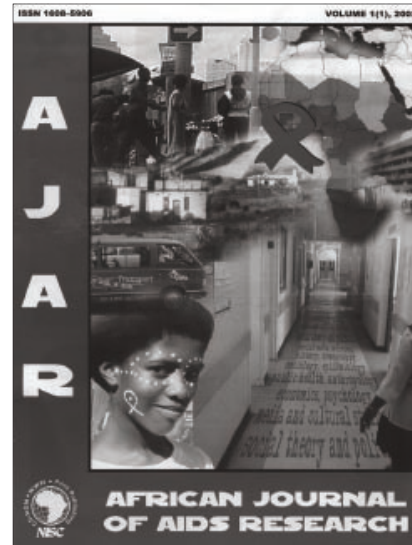
AfroAIDSinfo

AfroAIDSinfo (www.afroaidsinfo.org). is an Internet project of the South African Medical Research Council. The aim of the project is to disseminate important information on HIV/AIDS to researchers, the health profession, the public, infected individuals, educators and policy-makers. CADRE provided bibliographic reviews and key links for the portal in the area of young people and HIV/AIDS.

Research Capacity Building

African Journal of AIDS Research (AJAR)

AJAR was established in July 2002 by CADRE and the National Inquiry Services Centre (NISC) to address the dearth of social theory dealing with the massive social changes occurring in Africa and the challenges faced as a result of the HIV/AIDS epidemic. It is a peer-reviewed, inter-disciplinary research journal that focuses on AIDS in African contexts, with a particular emphasis on the work of researchers from the social sciences and humanities. CADRE consulted widely on the need for the journal and there was enthusiastic support for the concept. Members of the editorial board of AJAR represent a broad spectrum of disciplines and research experience.



AJAR publishes papers that make an original contribution to the understanding of the social dimensions of HIV/AIDS in African contexts. The journal includes articles from the disciplines of sociology, demography, economics, epidemiology, psychology, anthropology, media, health communication, cultural studies, public health, nursing, social development and social work. Papers relating to impact, care, prevention and social planning, as well as articles covering social theory and the history and politics of HIV/AIDS, are also considered for publication. AJAR editorial policy emphasises upholding its status as a rigorously peer reviewed journal. The journal is accredited by SAPSE.

Entertainment Education (E-E) Course

CADRE partnered with the Communication, Culture and Media Studies (CCMS) programme at the University of Natal in Durban, along with DramAidE and Johns Hopkins University Center for Communications Programs, in the development of a post-graduate course in Entertainment Education (E-E). Entitled 'Public Health Promotion via Education Entertainment', the course provides opportunities for post-graduate students to develop knowledge and research skills in this rapidly growing field. E-E communication strategies are rooted in oral traditions of ancient times and now extend to include a wide range of communication approaches including mass media technologies.

E-E has been central to HIV/AIDS communication programmes in South Africa, including mass media interventions such as Soul City and Tsha Tsha, participatory theatre approaches as pioneered by DramAidE, the use of puppetery, and other approaches that foster community-level dialogue. The course was first offered in 2003.

Evaluation Research

Bambisanani Baseline Study

In 2001 CADRE was commissioned by the Department of Health's Equity Project to undertake research on the Bambisanani Project in the Eastern Cape. Bambisanani is a comprehensive HIV/AIDS care and support programme which aims to serve the needs of communities surrounding Bizana, Lusikisiki and Umzimkulu, in the northern part of the Eastern Cape.

The study included a review of the development of research procedures and instruments for understanding community responses to HIV/AIDS prevention, care and support; using these research tools to describe the community responses; interpreting findings to identify intervention needs and opportunities; describing key issues, problems, and factors potentially optimising community reception of the interventions and subsequent participation; and determining the overall implications for the strategic development of the Bambisanani Project.

Partnerships for Health Monitoring and Evaluation Tool

The European Union-funded Partnerships for Health Programme (PHP) draws together project partners including the government of South Africa, the United Kingdom's Department for International Development (DfID) and the United Nations Population Fund (UNFPA). The objective of the project is to foster the decentralisation of health services in South Africa by strengthening and supporting cooperation between non-profit health service providers and government services, and by creating formal partnerships for delivering primary health care (PHC), especially services addressing HIV/AIDS. CADRE was commissioned to develop a comprehensive monitoring and evaluation (M&E) framework to serve as a foundation for the six-year project. CADRE also developed a CD-ROM with research literature and website links.

Mobilising young men to care

CADRE conducted a two-phase evaluation of DramAidE's 'Mobilising Young Men to Care' programme. The programme was run in 2001 in tertiary institutions and non-governmental organisations (NGOs) across South Africa.

DramAidE is based at the Universities of Natal and Zululand in KwaZulu-Natal and offers participatory and learner-centred education, allowing groups that it works with to actively explore problems and to develop their problem-solving skills through role-playing various options. The programme teaches life skills such

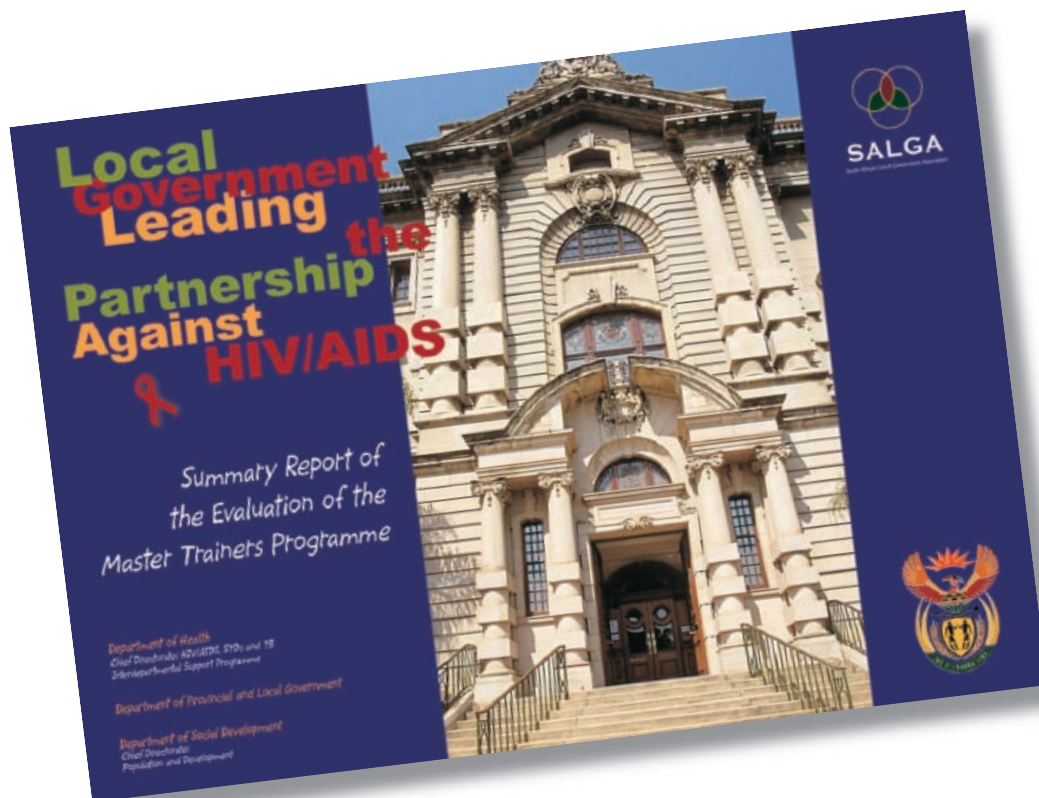
as communication and negotiation skills. Rather than relying on high levels of literacy, it connects with established oral tradition.

PPASA in Peddie, Eastern Cape

CADRE was commissioned by the Planned Parenthood Association of South Africa (PPASA) to conduct a baseline assessment of adolescent sexual and reproductive health in Peddie in the Eastern Cape in order to inform intervention needs in the area. This involved the use of the Dynamic Contextual Analysis methodology - an approach that entails exploring individual sexual and reproductive behaviour in relation to social contexts.

Local Government HIV/AIDS Master Trainers Programme Evaluation

CADRE conducted an evaluation of South Africa's Master Trainers Programme of the Local Government Programme Steering Committee. The project is linked to the national government's Inter-departmental Support Programme (ISP) in the Department of Health and the South African Local Government Association (SALGA). The primary objective of the project was to plan and implement an HIV/AIDS training programme for local government councillors and officials.



Health Promoting Schools Evaluation

CADRE conducted an evaluation of Health Promoting Schools in the Makana Municipality. The findings were presented at a workshop at Rhodes University focused on the Health Promoting Schools (HPS) programme in the Albany District of the Eastern Cape. Workshop participants included representatives of the three pilot schools in the HPS programme, staff members of South Africa's health, education and social development agencies, local HIV/AIDS organisations, NGOs, government and donor representatives, and Rhodes University staff.

Young Offenders AIDS Challenge: Monitoring and Evaluation Framework

The Young Offender Programme was initiated in 1994 as a special project within the President's Award for Youth Empowerment Programme in South Africa. It provides developmental opportunities for young people in more than 60 correctional facilities and diversion centres in six South African provinces. The Reintegration And Diversion for Youth (READY) programme included an AIDS Challenge Programme in 2002. This programme drew on research conducted by CADRE including surveys, interviews, and focus groups with young people in prisons and 'youth empowerment facilitators' working in correctional facilities throughout South Africa. Objectives of the programme included HIV/AIDS awareness – encompassing prevention, care and support within the youth development programme in South Africa prisons and diversion centres – and related empowerment of volunteers in South Africa's Department of Correctional Services (DCS) and diversion centres to run the HIV/AIDS programme.

Programme Development Research

HIV/AIDS Communication and Children

CADRE conducted a review of HIV/AIDS communication for children on behalf of the Center for Communications Programs at Johns Hopkins University in Baltimore, USA. This included identifying key issues related to children and HIV/AIDS, such as discrimination, grief, knowledge, attitudes, and practices; determining the programmes implemented to date on children and HIV/AIDS, both in the media field and elsewhere; providing a comprehensive bibliography of literature in this area; conducting supplementary interviews with key stakeholders working in this programmatic area, based on the findings of the literature review; and developing a summary of the findings from the literature review. The review was used to inform the development of the television series 'Takalani Sesame', a locally developed version of the international Sesame Street series.

Evaluation of the Integrated Community-Based Home Care (ICHC) Model

CADRE was commissioned by the Policy Project/USAID to conduct a review of the ICHC model implemented by the Hospice Association of South Africa. The objectives of CADRE's research were to identify and discuss key similarities and differences between the hospice ICHC model and other home-based care models used in South Africa; to identify and critically review the core elements of the model; and to highlight key aspects of best practices stemming from the model. The ICHC model was found to be flexible and adaptable to an individual home-based care need or situation. The study also found that the ICHC model maintains the underlying ethos of care provision - i.e. caring for individuals and their families in all aspects - combined with an understanding of the community contexts.



Save the Children: Pathways to Action

CADRE was commissioned by Save the Children UK to conduct research and publish a series of reports on the impact of the HIV/AIDS epidemic on children and young people. Three reports were produced – a literature review entitled Pathways to Action: HIV/AIDS Prevention, Children and Young People in South Africa, a related bibliographic review, and a report on field research in the area entitled Making HIV/AIDS Our Problem: Young People and the Development Challenge in South Africa.

Pathways to Action reviews behavioural theories and models; social theories and models; mediators of behaviour; behavioural interventions; lifeskills interventions; and evaluation of interventions. Making HIV/AIDS Our Problem involved two research studies on activating youth response to HIV/AIDS – one in a school for blind children, and the second in the Amatole Basin, a cluster of rural villages in the Eastern Cape.



Gender-based Violence and HIV/AIDS

CADRE was commissioned to produce a series of reports related to violence against women and HIV/AIDS in South Africa. The project was funded by the Royal Danish Government, in partnership with South Africa's Department of Health and UNICEF. The aims of this project were to improve knowledge, informed advocacy, and public dialogue on this topic and to support the development of policy in this area.

Reports included:

- ❑ A literature review on gender-based violence and HIV/AIDS in South Africa
- ❑ A review of organisational responses to gender and HIV/AIDS
- ❑ A review of rape and Post-Exposure Prophylaxis (PEP)

Communicating AIDS Needs (CAN) Project

The Communicating AIDS Needs (CAN) Project was designed to meet the following objectives:

- ❑ To develop tools for rapid input of important research results into HIV/AIDS-related policy;
- ❑ To provide a comparative analysis of policy opportunities;
- ❑ To create a replicable model for rapid assessments of HIV/AIDS communications networks and the contexts in which they operate in communities and nationally; and
- ❑ To assess the communication and contextual influences affecting the continuum of HIV/AIDS prevention, care, treatment, and support in the study's specific sentinel sites.

The pilot phase of the project was funded by USAID and the Department for International Development (DFID). Locations in three provinces were chosen as the study sites for the project in South Africa. These included Obanjeni, a rural community in KwaZulu-Natal province; Grahamstown, a small town in the Eastern Cape; and Vosloorus, an urban township in Gauteng. These communities serve as sentinel sites for the analysis of local responses to HIV/AIDS.

Another research facet of the CAN project was the analysis of calls to the national tollfree AIDS Helpline – a service established by the Department of Health and run by Life Line. In the first phase of this study CADRE undertook a quantitative analysis of calls to the Helpline and conducted focus groups with counsellors on a range of themes related to caller inquiries. A report on condom-related calls was produced. Other themes will be explored in later phases of the project.

HIV/AIDS Economics and Governance

CADRE was commissioned by USAID and the Joint Center for Political and Economic Studies to conduct a literature review on HIV/AIDS, economics and governance in South Africa. The review identified completed and ongoing research conducted on the economic aspects of HIV/AIDS and the implications for governance in South Africa; provided a comprehensive bibliography of available literature; assessed the quality of existing research, and identified gaps and priorities for further research.

Communication Consultancy in China

CADRE provided support to the development of national HIV/AIDS communication strategies in China in partnership with The Futures Group (Europe). Activities included sharing experiences of the South African Beyond Awareness Campaign and related participatory strategies. Participatory workshops were also run with youth and with intravenous drug users and a series of leaflets and posters were developed to support communication to these two sectors.



Socio-Behavioural Research and Interventions

Nelson Mandela HSRC Study of HIV/AIDS in South Africa

CADRE was a collaborating partner on the national Nelson Mandela Foundation/HSRC household survey on HIV prevalence and behaviour. This was the first national-level survey to explore HIV prevalence amongst persons two years old and older in South Africa. The study demonstrated key differences between antenatal and population-based approaches to measuring HIV prevalence. It demonstrated lower levels of HIV prevalence than previously projected, and also showed important shifts in key behavioural responses to the epidemic.

Condom Choice Study

CADRE was commissioned by Family Health International (FHI) to conduct the South African arm of a multi-country study on the influence of condom type on condom use patterns. The study is designed to provide guidance to international condom procurement initiatives and includes recruitment and follow-up of male condom users in three provinces. The study is due for completion in 2004.

Commuter AIDS Information Project

CADRE partnered with Comutanet, the National Association of People with HIV/AIDS (NAPWA), and DramAidE in the implementation of a Department of Health-funded project at over 25 taxi ranks countrywide. The project involved employing some 40 young people living with HIV to work as Commuter Educators. The project operated from Comutanet kiosks and provided commuters with basic HIV/AIDS information, leaflets and condoms. One-to-one counselling was also provided and commuters requiring additional services were provided with referral information. CADRE provided support in the areas of research, monitoring and evaluation. The research findings provided insight into the complexities of providing services in taxi ranks, as well as the need for supportive infrastructure when services were provided by people living with HIV/AIDS.

Summary Financial Statements

Balance Sheet

ASSETS	2003 (R)	2002 (R)
Non - current assets	295,252	177,574
Current assets	103,536	944,819
Total assets	398,788	1,122,393
RESERVES AND LIABILITIES		
Reserves		
Current liabilities	258,244	(185,920)
Total reserves and liabilities	140,544	1,308,313
	398,788	1,122,393

Income Statement

INCOME	2003 (R)	2002 (R)
Grants	2,265,406	1,949,589
Fees	365,500	3,110,551
Profit on sale of assets	25	18,316
Interest received	25,111	
Total income	2,656,042	5,078,456
EXPENDITURE		
Projects and operations	2,211,878	5,264,376
Total expenditure	2,211,878	5,264,376
NET SURPLUS FOR THE YEAR	444,164	(185,920)

Staff

Staff who worked at CADRE during 2002/3 included:

Andile Tobi

Athi Mntonintshi

Cally Fawcett

Florence Mohlala

Joane Stein

Kevin Kelly (Research Director)

Mphikeleli Mnguni

Pumla Ntlabati

Reginald Ncube

Richard Delate

Salome Oyosi

Siphiwe Zwane

Siyasanga Nkungwana

Susan Fox

Ulrike Kistner

Vukile Mlungwana

Warren Parker (Director)

Zinhle Nkosi

Board members

Dr Kevin Kelly (Research Director); Dr Patrice Matchaba; Dr Saadiq Kariem;

Ntsiki Jolingana; Patrick Coleman; Pooven Moodley; Professor Lynn Dalrymple;

Professor John Duncan; Warren Parker (Director)

Organisational Partners

Centre for Culture and Media Studies (CCMS), University of Natal

Comutanet

Curious Pictures

DramAidE

National Association of People with AIDS (NAPWA)

Planned Parenthood Association of South Africa (PPASA), Eastern Cape

Rafael Centre

Rhodes University

The President's Award

Funding Partners

AVERT Project (UK)

Center for Communications Programs, Johns Hopkins University (USA)

Department for International Development (United Kingdom)

Department of Health (South Africa)

European Union (South Africa)

Futures Group (Europe)

Human Sciences Research Council - HSRC (South Africa)

Joint Centre for Political and Economic Studies (South Africa)

National Inquiry Services Centre - NISC (South Africa)

Policy Project/USAID (South Africa)

Save the Children (UK)

South African Broadcasting Corporation - SABC

United Nations Children's Fund (UNICEF)

United States Agency for International Development (USAID)

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WEBSITE

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