

**Progress
Report
2005-2007**

CADRE

Mission statement

The Centre for AIDS Development, Research and Evaluation (CADRE) is a South African non-government organisation working in the area of HIV/AIDS social research, programme development and communication. CADRE was established in 2000. We are oriented towards fast-tracking appropriate and effective responses to HIV/AIDS through developing coherent strategic models and contributing to policies for intervention and evaluation.

Guiding principles

CADRE is committed to:

- a concept of society based on democratic principles of consultation, maximising 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 to treatment, care, support and rights;
- responding to 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 southern Africa. We seek to provide a critical, analytic and independent voice in the context of a complex HIV/AIDS epidemic. We place an emphasis on the development of policy and strategy based on sound research and epidemiology and are involved in developing theoretical frameworks, conceptual models, best practice frameworks, research tools, and training approaches.

CADRE is a leading organisation in the conceptualisation and development of evaluation frameworks for HIV/AIDS programmes, and is used extensively as a consultant to governments, non-governmental organisations (NGOs), and funders.

CADRE focuses on 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.

Executive director's report

Over the past two years CADRE has continued to consolidate activities in four key programmatic areas: Policy, Strategy and Epidemiology; Monitoring and Evaluation; HIV/AIDS Communication; and Local Level Responses to HIV/AIDS.

The period has included a number of significant changes in our organisational structure and, to some extent, our organisational approach. Our full-time staff complement has decreased from over twenty to just over ten, with additional support being provided by part-time staff members and consultants. This transition is a product of addressing non-continuous availability of funding for fieldwork activities as well as addressing efficiencies in administrative management.

Our work in the area of HIV/AIDS policy, strategy and epidemiology has expanded to a wider range of activities, including beyond South Africa. We have continued our involvement in the Nelson Mandela/HSRC national HIV/AIDS, behaviour and communication surveys, but are also now more extensively involved in similar surveys in South African workplaces and surveys in other countries.

CADRE promotes research on HIV/AIDS in Africa through the peer-reviewed Journal, AJAR, which is published in partnership with the National Inquiry Services Centre (NISC) with funding from the Swedish International Development Cooperation Agency (Sida). AJAR includes an author support programme for new and emerging journal authors. Knowledge sharing is also extensive within our Monitoring and Evaluation Programme, which includes conducting training workshops and an approach to evaluation that is oriented towards informing project and programme development.

Support to policy and strategy has included a number of reviews. CADRE contributed to an HIV/AIDS scenario planning project convened by Metropolitan Holdings Ltd, and a review of gaps and opportunities for regional programming in Africa for the Ford Foundation. Direct technical support has also been provided to the Department for International Development's HIV/AIDS Multisectoral Support Programme in partnership with Constella Futures. We have also been active in guiding workplace HIV policy in Lesotho; guiding strategic intervention in the Western Cape, Eastern Cape, and KwaZulu-Natal; and also contribute to biomedical research in the prevention of mother-to-child HIV transmission.

Our work in the area of communication over this period has included the production of a fourth series of *Tsha Tsha*, with a total of 78 episodes being broadcast to date. *Tsha Tsha* has garnered many awards and accolades and is a product of our multi-year partnership with Curious Pictures, the South African Broadcasting Corporation (SABC) and Johns Hopkins Health and Education in South Africa (JHHESA) with funding through the US President's Emergency Plan for AIDS relief (PEPFAR) and the United States Agency for International Development (USAID). We have also provided support to the development of a docudrama on the science of AIDS for the Discovery Channel Global Education Partnership, a national survey on HIV/AIDS communication in South Africa, and a review of HIV prevention communication in 11 African countries for Sida. Research for community radio programming has also continued in partnership with ABC Ulwazi.

Work in the area of local level responses to AIDS has increasingly focused upon the interface between civil society organisations and local, national and international structures involved in funding and coordinating HIV/AIDS activities. We have conducted three interrelated pieces of work for the Global Fund's Performance Evaluation and Policy Unit, looking at the effects of HIV/AIDS funding from a community perspective and documenting various models for supporting the work of community-level actors. We have also undertaken a year-long study into civil society organisations' access to AIDS funding in Lesotho, Malawi, Mozambique, Namibia, Swaziland and Zambia on behalf of the Open Society Initiative for Southern Africa (OSISA).

CADRE has established a firm base as a specialised HIV/AIDS research organisation working in the region, and our stability builds on the continuation of existing projects and expansion regionally as well as including a capacity to move and change rapidly in response to the epidemic.

HIV/AIDS policy, strategy and epidemiology

CADRE conducts a range of activities in the field of social research and epidemiology in South Africa and other countries. These studies inform policy and strategy in the region. This programme also includes the development and promotion of peer-reviewed research as well as critical perspectives on the relationship between HIV/AIDS and social contexts.

National surveys and epidemiological research

CADRE continues to partner with the Human Sciences Research Council (HSRC) and Medical Research Council (MRC) on national HIV prevalence, behaviour and communication surveys. The second Nelson Mandela/HSRC survey was released in December 2005 and a further survey is scheduled for 2008. The surveys include dry blood spots for HIV testing, which allowed for estimates to be made of HIV incidence.

CADRE has worked with Johns Hopkins University Center for Communication Programs (JHU-CCP) and NawaLife Trust in Namibia supported by PEPFAR/USAID on a series of mid-term community-level research surveys. This follows the completion of baseline surveys in 11 communities. Responsibility for mid-term and follow-up surveys has been transferred to CADRE on the basis of its regional HIV/AIDS expertise. Studies were conducted in four communities during 2006/7, and the findings will be used to understand HIV risks and responses, and to inform ongoing and new interventions amongst a range of stakeholders in the country.

Live the Future

Live the Future is a project of Metropolitan Holdings Limited. The project includes an exploration of HIV/AIDS scenarios for the period 2005-2025.

CADRE was involved in developing an overview of factors underlying future trends. The review explored HIV prevalence and AIDS impacts in relation to factors that would potentially change the course of the epidemic.

DFID Multisectoral Support Programme (MSP)

Since 2003 CADRE has been working with Constella Futures to provide technical support services in the implementation of the UK Department for International Development's HIV/AIDS Multisectoral Support Programme (MSP) in South Africa. The MSP provides support to a number of national government departments (Social Development, Health and Defence), provincial governments (Eastern Cape, KwaZulu-Natal and Limpopo), and civil society organisations. CADRE provides direct support to the management unit of the MSP at Constella Futures, as well as specialised technical and advisory support to government departments and other institutions involved with the MSP.

Support for provincial-level AIDS strategies and programmes

As part of the MSP, CADRE has provided a range of support to the Eastern Cape AIDS Council (ECAC) over the past two years. This has included developing a provincial monitoring and evaluation strategy for the province; providing assistance in the development of the province's annual review of responses to AIDS; designing and implementing a monitoring and evaluation training programme for ECAC partners; advising ECAC on the development of its research strategy; and providing technical assistance on the early drafts of a provincial strategic plan on AIDS.



In KwaZulu-Natal (KZN), CADRE staff have worked with the KZN AIDS Unit, in the Office of the Premier, on the redevelopment of the province's multisectoral AIDS response strategy; have assisted in preparing Terms of Reference for the development of a multisectoral monitoring and evaluation system for the province; and have provided a detailed review of strategy documents being developed for the Department of Health.

National Department of Social Development

During 2005/06, CADRE staff provided technical support to research processes within the Department of Social Development, including an investigation into the functional integration of HIV/AIDS-related services being provided by the departments of Social Development, Health and Education in all nine provinces. Another area of focus has been the Home Community-Based Care (HCBC) programme, where CADRE has assisted with analysis of the findings from a situational analysis into the management and organisational capacity of HCBC organisations in South Africa, in preparation for a national capacity building programme.

HIV/AIDS, stigma and faith-based organisations

Although faith-based organisations (FBOs) play a major role in responses to HIV/AIDS in southern Africa, they are frequently perceived as conservative institutions where stigma and discrimination against HIV-positive people continue to prevail. In collaboration with the Anglican Church of Southern Africa, whose HIV/AIDS programme is funded in part through MSP, CADRE undertook a review of recent literature around HIV/AIDS and religious institutions. The main findings of this work were that references to HIV/AIDS-related stigma in religious institutions are largely anecdotal and have not been investigated or documented systematically. It also found that there is a growing body of evidence about positive and proactive responses to AIDS among FBOs, contradicting the idea that stigma is widespread within religious settings.

Lesotho garment industry HIV/AIDS intervention

The Lesotho garment industry employs 45,000 people, mainly young women, and is the nation's largest employer. CADRE was contracted by a DFID-funded non-governmental organisation, ComMark, to conduct research to determine whether a long-term intervention would be feasible for this industry.



After extensive in-country research and investigations into potential industry models, CADRE proposed a comprehensive prevention and treatment model for the sector. This model won the support of the Lesotho government, employers' associations, trade unions and the major apparel brands.

In May 2006 the intervention, branded as the Apparel Lesotho Alliance to Fight AIDS (ALAFA), was officially launched. By January 2007 over R7-million had been raised and HIV prevention and treatment interventions were being rolled out across the industry.

CADRE has continued to play an important role in managing the care and treatment programme, in particular, although with the rapid expansion of the programme, it has become necessary to employ a director and a medical director. CADRE's role in the initiative is therefore shifting to the provision of technical assistance and M&E expertise to the ALAFA management team.

Prevention of mother-to-child transmission (PMTCT): the 'Good Start' Projects

Over the last few years, CADRE has been collaborating with the Medical Research Council, Health Systems Trust, and the University of the Western Cape in undertaking US Centers for Disease Control (CDC)-funded research into the operational effectiveness of the national prevention of mother-to-child transmission (PMTCT) programme. Following the success and the outcomes of the initial research, substantially more funding has been obtained from the CDC in order to undertake further intervention research. In August 2005, the collaboration started the 'Good Start II' study in three sites in South Africa.

In 2006 the collaboration shifted from a descriptive epidemiological approach towards assessing novel interventions to improve mother and infant health. 'Good Start II' aimed to determine whether trained infant-feeding 'peer supporters' are able to assist HIV-positive mothers to improve their infant feeding practices. Recruitment for this study closes in March 2007 and the results should be available soon after the 12-month follow-up ends in March 2008.

KZN Local Economic Development Programme

In 2004, CADRE was responsible for designing a programme for this EU-funded poverty alleviation programme. Subsequently in 2005, CADRE was contracted to assist with the implementation of the programme and to conduct a province-wide seminar tour in order to introduce the project to all the regions. Programme managers and staff are now able to assist consortia who apply for local economic development funding to be able to procure and implement service providers who will help them develop workplace HIV/AIDS programmes. Whilst programmes are common in the larger corporates, they are much less common in small and medium-sized enterprises. This project is now using an innovative approach to implement workplace programmes in this sector.

Workplace HIV research

During the last year, CADRE, in collaboration with Epicentre, has conducted workplace HIV prevalence and KAP (knowledge, attitude and practice) surveys in over 35 companies in all provinces of South Africa. Examples of companies and governmental organisations surveyed include the Gauteng Department of Transport, Rainbow Chickens, the South African Broadcasting Corporation (SABC), Unilever and the Capricorn (Limpopo) and Nelson Mandela (Eastern Cape) Municipalities.

CADRE is also implementing a contract through the KwaZulu-Natal Department of Health to conduct HIV prevalence studies in workplaces across the province that will cover 10,000 employees in 60 worksites. The project is funded by the Global Fund to fight AIDS, Tuberculosis and Malaria (GFATM). The results of this study will be used to determine the economic impact of the epidemic on key sectors. This will assist in planning prevention, treatment and mitigation measures to protect business, employees and the economy.

In June 2006 CADRE participated in an international workshop organised by the University of California, Los Angeles, which aimed to promote research into the impact of HIV on the private sector. An article describing the prevalence of HIV and associated risk factors in working populations has been accepted by the journal *AIDS*.

Burden of Disease in the Western Cape

The aim of the Western Cape Burden of Disease project is to provide a framework for a multisectoral strategy that will address the most common causes of morbidity and mortality in the province. HIV/AIDS and tuberculosis (TB) constitute the largest burden of premature mortality in the province, accounting for 22% of years of life lost.

CADRE contributed to the development of a conceptual framework for identifying risk of HIV and TB infection. This included exploring the evidence for risk as well as for effectiveness of interventions for prevention of these diseases.

Ford Foundation Africa Regional Programme

The Ford Foundation supports a wide range of HIV/AIDS initiatives and projects in Africa via four sub-regional offices. With a view to consolidating work in the AIDS field, the Foundation was interested in developing an enhanced Africa-wide initiative that would focus on catalysing cross-sectoral, multi-level responses to ignored or poorly addressed aspects of HIV/AIDS. This includes exploring the possibilities of working across the established Foundation programme areas of Asset Building and Community Development, Peace and Social Justice, and Knowledge, Creativity and Freedom.

CADRE was commissioned to conduct a review to inform the conception of a regional initiative on HIV/AIDS. The emerging report includes a literature review, interviews with key Foundation personnel, and reflections on various aspects of AIDS and related responses in Africa. The findings will be used to guide the Foundation's programming.

UNDP environmental assessment study

CADRE was commissioned by the Council of Scientific and Industrial Research (CSIR) to partner in a review of the existing models, methods, tools and approaches for conducting impact assessment and analysis of socio-economic and environmental issues. The project is funded by the UNDP Regional HIV Program. The project involves research leading to the development of a manual on methods, tools and approaches to assess impacts of development efforts and projects on the spread of HIV/AIDS.

African Journal of AIDS Research (AJAR)

African Journal of AIDS Research (AJAR) is a peer-reviewed research journal publishing papers that make an original contribution to the understanding of social dimensions of HIV/AIDS in African contexts. AJAR includes articles from, amongst others, the disciplines of sociology, demography, epidemiology, social geography, economics, psychology, anthropology, philosophy, health communication, media, cultural studies, public health, education, nursing science 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 considered for publication.

AJAR was established in partnership between CADRE and the National Inquiry Services Centre (NISC – www.nisc.co.za) in 2002. AJAR has been published with the assistance of the Swedish International Development Cooperation Agency (Sida) since 2004.

The number of manuscripts submitted in 2006 grew by 50% over the previous year, and the editorial team has had to develop systems to cope with the increased volume of submissions. The most recent issue exceeded 10 articles per issue for the first time.

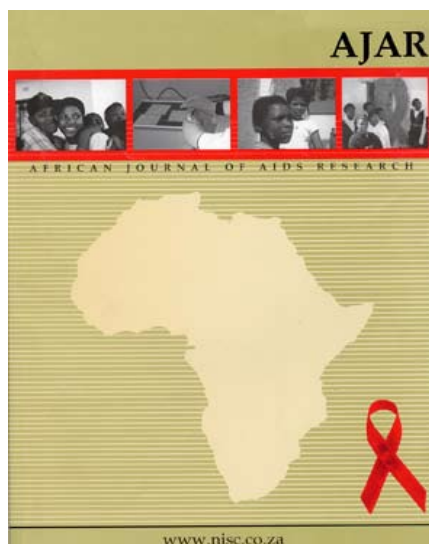
AJAR has been made available free to all low-income countries through African Journals Online. It is also available at a reduced subscription rate in middle-income countries.

About half the articles we have published to date have first authors who are women and we are encouraged by the increasing number of manuscripts sent to us from the African continent. We have significantly increased our efforts to communicate with African authors whose manuscripts have been rejected and provide assistance to them in improving and resubmitting their work for review. All authors whose work is not accepted receive high quality and detailed feedback and encouragement from two expert reviewers and the editorial team. Forms of author support offered include: assistance in locating relevant literature; advice on restructuring manuscripts; assistance in understanding how best to respond to reviewers' comments; copy editing; obtaining expert guidance on reworking technical parts of papers; and assistance with using appropriate terminology related to HIV/AIDS.

AJAR has continued to apply strict principles of peer-review and has gone to great lengths to apply the principle of one regional and one international expert reviewer for all reviewed articles. AJAR has increased its number of citation indices and has been favourably reviewed in all of its applications for citation status and the journal has been recognised by the Public Knowledge Project (University of British Columbia) as an example of a well-managed African-based journal.

Electronic dissemination

CADRE's website – www.cadre.org.za – provides a facility to download publications, reports, articles and conference papers presented by CADRE staff. Publications are also available through various portals including Eldis (www.eldis.org), Afroaids (www.afroaidsinfo.org), AIDSPortal (www.aidsportal.org), Soul Beat and the Communication Initiative (www.comminit.com and www.comminit.com/africa).



Monitoring and Evaluation (M&E)

CADRE provides support and training in HIV/AIDS-specific M&E in the southern African region. The programme recognises that M&E is an important element in HIV/AIDS programme development and implementation. M&E is an important aspect for developing efficacy and cost-effectiveness of AIDS response programmes and allows for rapid response to the changing needs of such programmes. During this reporting period CADRE has expanded its M&E support and training programmes and it has been active in developing the field of M&E in South Africa, in keeping with the increasing emphasis on monitoring and evaluation in the AIDS field.

Training

CADRE has conducted the following three- to five-day training programmes:

- Training of trainers in Swaziland to roll-out the Swaziland HIV/AIDS Output Monitoring System which is regarded as one of the leading multisectoral output monitoring systems;
- Training of programme managers in Botswana for UNICEF;
- Training of M&E managers in Botswana for the National AIDS Coordinating Agency;
- Training of AIDS programme managers from across Namibia on behalf of UNICEF;
- Training of AIDS programme managers working in partnership with NawaLife Trust;
- Training of programme managers in the 14 programmes that fall under the PEPFAR supported Johns Hopkins Health and Education South Africa (JHHESA);
- Development of a framework/curriculum for four training programmes for government officials, local government officials and NGO managers for the Eastern Cape AIDS Council entitled 'Building a culture of monitoring and evaluation within a multisectoral context in the Eastern Cape Province', with support from the DFID MSP, Eastern Cape.

Support and strategy development for M&E

CADRE has commenced an ongoing programme to develop M&E support and protocols for the 14 health communication organisations supported by JHHESA and funded by PEPFAR/USAID.

Under the DFID Multisectoral Support Programme CADRE achieved the following M&E outputs:

- Developing an M&E strategy for Eastern Cape AIDS Council and drafting of technical assistance terms of reference for procuring external assistance;
- Managing a process to produce an Eastern Cape AIDS Council annual review of multisectoral responses to AIDS;
- Providing technical assistance to Eastern Cape AIDS Council relating to research strategy;
- Providing technical assistance to DFID MSP in developing terms of reference for developing a multisectoral M&E system for multisectoral M&E system in KZN under the guidance of the AIDS Unit of the Office of the Premier;
- Conducting a review of HIV research in Swaziland and developed a draft Swaziland National Multisectoral HIV Research Strategy;
- Through a grant from the Nelson Mandela Children's Foundation (NMCF), providing a M&E technical assistance and assistance in developing knowledge management strategy. Under this programme CADRE assisted in developing a programme reporting system for the Goelama Project;
- Conducting a national review of behaviour change (situation and response analysis) in Zimbabwe in 2006 for UNFPA and the National AIDS Council of Zimbabwe which was directly used in developing a national behavioural prevention strategy.

CADRE has also been involved in evaluations for various international agencies including:

- Public-Private Partnership against HIV/AIDS – An Evaluation of the Response in Namibia which was funded by the World Bank;
- An end-of-project evaluation of the Partnership on HIV/AIDS and Mobile Populations in Southern Africa (PHAMSA) which was funded by the International Organisation for Migration (IOM) and the Swedish International Development Cooperation Agency (Sida);
- A mid-term evaluation of the Ndwedwe Integrated TB/HIV/AIDS Program (NITHAP) which was funded by USAID.

Developing the community of M&E practice

CADRE has a leading role in founding the South African Monitoring and Evaluation Association with one of our director's occupying the board portfolio of Education and Capacity Building. The association is a volunteer organisation, founded as a non-profit company and is highly active in developing the community of evaluation practitioners in South Africa.

Rhodes University support

During the current reporting period CADRE has continued being housed in the Institute of Social and Economic Research (ISER) of Rhodes University, and has benefitted from the location and provision of office space by the University, as well as from the reputation of Rhodes. In return CADRE has been active in supporting University academics and students, as well as contributing to its internal and external commitments to supporting AIDS responses in local communities and the province.

These commitments include:

- Participating in numerous consultations and requests for advice around AIDS strategy and student support, and conducting at least ten presentations for different constituencies of the Rhodes community;
- Providing advice and direct technical assistance to the Makana Municipality in auditing AIDS responses in the area, and initiating the process of forming a local AIDS council in the municipality;
- Representing Rhodes in the HIV research group of the Eastern Cape AIDS Council;
- Co-supervising of a PhD student in sociology and economics and ad hoc support to numerous honours and masters students engaged in AIDS-related research;
- Supporting lecturers in research projects and development of teaching course materials;
- Conducting two collaborative research projects with the ISER;
- Supporting students conducting research projects on at least a weekly basis;
- In partnership with the History Department, conducting a course as part of the Rhodes International Summer School;
- Assisting the Rhodes Community Outreach Programme in developing monitoring and evaluation tools for the Rhodes Community Engagement Programme;
- Providing a profile for Rhodes in AIDS research through the AJAR and CADRE involvement in AIDS research and discussions throughout the sub-continent.

During this period CADRE has had discussions with the new Vice-Chancellor of Rhodes, Dr Saleem Badat, about CADRE's relationship to the university and how this may develop. This led to discussions with the head of the ISER and the Board of this institute has endorsed the value of developing a more formal relationship, the mechanics of which are currently being explored.

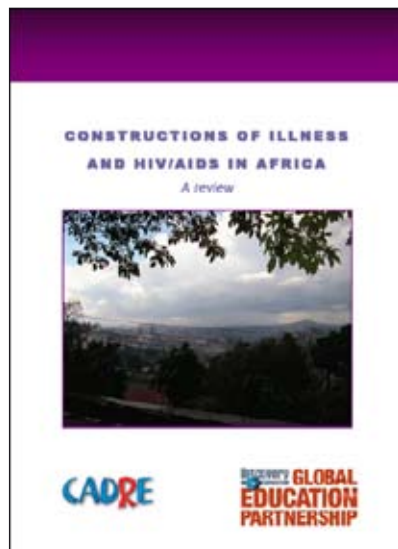
Communication and HIV/AIDS

CADRE provides support in the field of communication development and communication strategy, and has conducted a range of activities in South Africa and internationally. We develop and promote critical perspectives on the relationship between communication and HIV/AIDS through theoretical development, methodology development and rigorous approaches to research. Additionally, we are involved in the development, production and evaluation of communication interventions.

National communication survey

CADRE, in partnership with Health Development Africa/Khomanani/Department of Health, and Johns Hopkins University Health Communication Partnership, and Soul City, conducted a national survey on HIV/AIDS communication during 2005/6 with funding from PEPFAR/USAID. The study assessed the contribution of 14 national communication campaigns to individual-level responses and developed an understanding of the overall HIV/AIDS communication environment in South Africa, with a view towards developing a systematic national communication strategy. It was found that the joint effects of 14 media programmes have a substantial impact on attitudes and behaviour related to HIV/AIDS. The programmes have a strong cumulative effect on condom use and other prevention behaviours and practices. The need to intensify communication to address delayed sexual debut, partner turnover and concurrent sexual partners was also noted.

A qualitative research study explored the dynamics of sexual partnerships, particularly to establish contextual understanding of basic norms of sexual practices, including frequency of sexual partner turnover, issues of fidelity and how these are seen to affect HIV risk. Qualitative findings suggest that norms around attitudes and beliefs need to be addressed in the context of a severe HIV epidemic.



Discovery Channel Global Education Partnership

The Discovery Channel Global Education Partnership (DCGEP) is involved in a multi-stage research process towards the development of a television docudrama on the science of AIDS for African audiences, mainly in sub-Saharan Africa. CADRE was commissioned to assist this process through the development of a background literature review to inform the docudrama's treatment and script, as well as to provide research support to script development, production and evaluation stages.

An initial script treatment was tested in November and December 2006 in South Africa, Uganda, Ethiopia and Nigeria. Key findings included an overarching lack of understanding of the origins of AIDS and heightened fear of the possibility of HIV transmission through casual contact. Participants held many divergent views about HIV/AIDS, but it was also found that Western biomedical concepts were upheld alongside viewpoints that were grounded in religious and other beliefs.

HIV prevention communication in selected countries

The Swedish International Development Cooperation Agency (Sida) commissioned a study to inform understanding of the relevance of HIV prevention communication in 11 African countries extending from South Africa to Ethiopia.

The study incorporated an epidemiological analysis that emphasised the heterogeneity of HIV/AIDS between and within the countries studied. It was found that although there were

intensive prevention efforts in all countries, and that although impacts were made in many spheres of prevention, overall impacts on the epidemic were not extensive. This was particularly noticeable in relation to interventions targeting youth, where the clustering of funding and intervention does not appear to have sufficiently impacted on HIV prevalence. The report notes that HIV prevention communication needs to be led by a comprehensive understanding of HIV epidemiology within each country, and prevention communication interventions need to be designed with specific epidemiological changes in mind. This approach needs to focus on very specific short-term goals related to achieving declines in HIV prevalence and incidence nationally, sub-nationally and in relevant groups and sectors.

Entertainment education course at UKZN

CADRE staff members provide lecturing support to the post-graduate entertainment education course at the University of KwaZulu-Natal (UKZN). The course was developed in partnership between Johns Hopkins University Center for Communication Programs, Communication, Culture and Media Studies at UKZN, DramAidE and CADRE, and has been running for a number of years. Support is also provided by CADRE to student research projects.

The television drama series – ‘Tsha Tsha’

Tsha Tsha, a youth-oriented television drama series that deals with young people living in a world affected by HIV/AIDS. A total of 78 episodes have been produced and broadcast on SABC 1 since 2003, with 26 episodes produced in the current period.

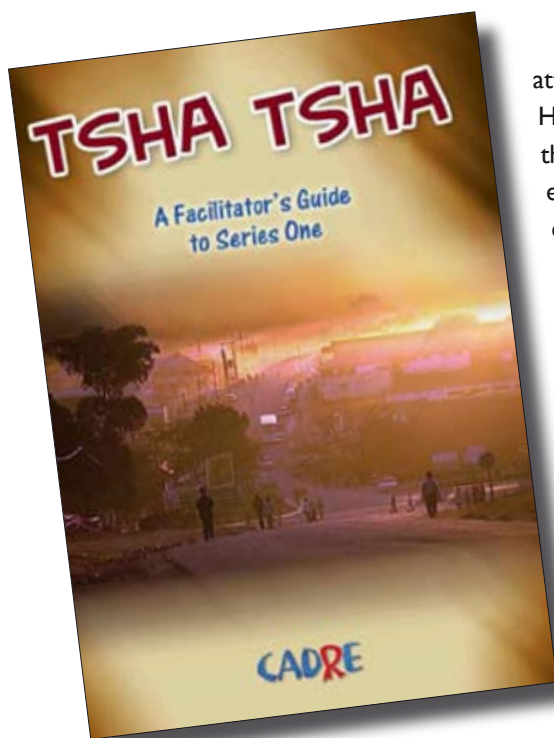
Tsha Tsha is produced by CADRE in partnership with Curious Pictures and SABC Education. Funding support is provided by the President’s Emergency Plan for AIDS Relief (PEPFAR) through the United States Agency for International Development (USAID) with technical and administrative support through the Health Communication Partnership based at the Johns Hopkins University Bloomberg School of Public Health Centre for Communication Programs (JHU-CCP) and, more recently, Johns Hopkins Health and Education in South Africa (JHHESA).

The development of characters and scripts is research-driven, and this approach contributes strongly to the programme’s realism and viewers’ ability to identify with the characters and events that take place. Research conducted by CADRE includes both scoping the external environment to determine the current issues within the HIV/AIDS and communication fields, and talking to people on the ground – people living in urban and rural communities, service providers and people living with HIV/AIDS – in order to identify the main challenges that act as barriers to effective individual and community responses to HIV/AIDS. In this way, the series becomes grounded in the issues and concerns embedded in the daily realities of young South Africans.

Tsha Tsha uses an entertainment education format to communicate lessons in relation to HIV/AIDS and has featured a cast of new talent in its latest series. *Tsha Tsha* series three was the recipient of several awards locally and internationally during 2006. It received 10 nominations at the South African Film and Television Awards (SAFTA) in October 2006, winning four Golden Horn Awards in the television drama section in the categories of best ensemble cast, best sound designer, best music, and best costume. At the 39th United States International Film and Video Festival, *Tsha Tsha* won a First Place Gold Camera Award in the social issues category, and a certificate for creative excellence in the medicine and health (professional-educational) category.

Expanded dissemination of ‘Tsha Tsha’

A pilot project using *Tsha Tsha* facilitator’s guides and videos was conducted at two correctional centres in Gauteng. Male and female offenders who had already been trained as peer educators in HIV prevention, care and support were trained by CADRE and JHHESA staff in the use of the *Tsha Tsha* materials to facilitate group discussions. A pre- and post-assessment of the intervention was conducted and key findings indicated improved knowledge of HIV/AIDS and positive changes in



attitudes and behaviours towards people living with HIV/AIDS. Recommendations have been made to the Department of Correctional Services for the expansion of the *Tsha Tsha* project to correctional centres across South Africa in 2007, and this process will be taken forward.

Tsha Tsha materials were also introduced at schools through JHHESA partner organisation, Dance4Life, in a pilot project that involved 10 schools in the Western Cape and KwaZulu-Natal.

The pilot project culminated in an international event held in Durban in November 2006 where over 1,700 South African children participated in a four-hour long dance event. This simultaneously linked children across five continents via satellite, and included clips

from *Tsha Tsha*. In Gauteng, members of the Apostolic

Faith Mission introduced *Tsha Tsha* into the life skills sessions at several schools on the East Rand. *Tsha Tsha* continues to be used as a resource as part of DramAidE's interactive work at higher education institutions countrywide.

'Body, Mind and Soul'

CADRE continued to work with ABC Ulwazi to develop HIV/AIDS educational programming for community radio stations. The 13-part radio drama series *Body, Mind and Soul*, first broadcast in 2004, was rebroadcast in 2005 on 20 new stations, bringing to 60 the number of stations that have aired the programme. Additional Listener Associations were set up in communities to facilitate discussions around the themes of the programme, which are derived from *Tsha Tsha*. Talk shows were held following the broadcasts on key HIV/AIDS-related themes, drawing upon a presenter's guide that was developed with research provided by CADRE. This work was conducted with support from PEPFAR/USAID.

CADRE provided support to ABC Ulwazi's evaluation of *Body, Mind and Soul*, as well as related support to the evaluation of other activities.

'The Journey' and 'Flowers from a Lizard'

With funding from the Royal Netherlands Embassy, ABC Ulwazi partnered with CADRE to develop educational content and radio drama scripts highlighting the impact of HIV/AIDS on women and girls. A 13-part radio drama called *The Journey* was researched, developed and produced, and was broadcast nationally on community radio stations in English, Afrikaans, Zulu and Sotho. The drama was accompanied by the development of Listener Associations in various communities, as well as the development of public service announcements. Key themes in the series were gender roles, domestic violence and abuse, living positively, and the psychological and emotional impact of HIV/AIDS on individuals and families.

Further projects included a 13-part radio drama series, *Flowers from a Lizard*, and a series of features entitled *The Price of Love*, and public service announcements funded by the Royal Netherlands Embassy. The overall objective of the intervention was to highlight the specific impact of HIV/AIDS on women and girls. The programmes were produced in five languages. CADRE also assisted in the training of community radio presenters in preparation for the broadcast of the radio programming.

‘Conversations: HIV and the Family’

Conversations: HIV and the Family is a project that tells the stories of families living with HIV. Combining photographs and first-person reflections, it tells of how HIV came into the families’ lives and how they are dealing with the disease. The project consists of three components – a publication, a photographic display and workshops – which can be used singly or in combination.

Conversations picks up where a previous project, *Living Openly*, left off. *Living Openly*, which was developed under the auspices of the national Beyond Awareness Campaign, told the stories of 31 South Africans who had publicly disclosed their HIV status. *Conversations* traces the impact of HIV on family life acknowledging that, at a time when HIV is affecting the lives of millions of people around the world, we can no longer relate to it as an individual experience, but as a disease that affects families and wider communities.

In November 2006, CADRE and JHHESA, launched *Conversations: HIV and the Family* at an event at the Perinatal HIV Research Unit (PHRU) at Chris Hani Baragwanath Hospital in Soweto. The launch was attended by families who participated in the project, representatives from donor agencies, the media, and civil society organisations.

The photographic display has been exhibited at various sites and used to raise awareness as well as to facilitate workshops and seminars that aim to discuss HIV and the family.



Local level responses to HIV/AIDS

With the deepening of the HIV/AIDS epidemic in southern Africa, civil society organisations (CSOs) have come to play an increasingly prominent role in providing services across the HIV/AIDS continuum (prevention, care, treatment, support and rights), as well as advocating for the needs of HIV-positive people and their families. The types of organisations involved in HIV/AIDS response range from informal associations and grassroots CBOs up to large NGOs that implement programmes on national and regional levels. Civil society is generally recognised as an important partner in strategies and policy frameworks for HIV/AIDS control and impact mitigation. However many CSOs, particularly those that are small, recently established, and/or located in rural areas, work under extremely challenging conditions with insufficient training and resources. One of the major challenges in this area, therefore, is identifying mechanisms and approaches for supporting the growth and effectiveness of local level responses and for facilitating the emergence of local coordination structures which draw together CSOs and other actors involved with AIDS response. During this period CADRE has undertaken a number of interrelated pieces of work looking at issues related to the resourcing and development of community-level activity on HIV/AIDS in South and southern Africa.

Community responses to HIV/AIDS in South Africa



During 2005 the Mobilising Caring Communities Project, funded by PEPFAR/USAID through JHHESA, conducted an analysis of a baseline study of CSO activity in the South African community. The findings were presented at the second South African AIDS Conference in Durban in June 2005. This community audit prepared the groundwork for further community-level studies. In 2006, CADRE continued work on this project including exploration of local level mobilisation around HIV/AIDS in an urban, rural and small town site in South Africa. The project focused upon the activities of organisations providing care and support to families and children, documenting their links and relationships with other local organisations and developing an understanding of the 'system of care' that exists at community level.

The work is ongoing and will result in a practical manual and tools for local organisations wanting to assess the functional integration of their local care and support systems as part of a process of strengthening coordination and referral capacities.

Analysis of the National AIDS Database

During 2005 CADRE completed an analysis of the work of faith-based organisations (FBOs) listed in the National AIDS Database, under the auspices of the Mobilising Caring Communities project supported by PEPFAR/USAID through JHU-CCP. It was undertaken with the cooperation of the Centre for HIV/AIDS Networking (HIVAN) at the University of KwaZulu-Natal. The research explored the work of more than 150 FBOs listed in the database (from among 1,500 entries overall) and found that they are involved with multiple aspects of AIDS response in South Africa, with a

particular focus on HIV prevention and care. The activities carried out by FBOs are fairly limited in reach and occur close to the ground in community settings. Integration with larger service delivery frameworks is limited, and the resourcing of FBO activity is heavily dependent upon donations, as opposed to other forms of support such as grants.

System effects of funding at community level

In 2005 CADRE undertook a study for the Strategic Information and Evaluation Unit of the Global Fund to fight AIDS, Tuberculosis and Malaria (GFATM) into the effects of large-scale funding for HIV/AIDS from a community perspective. Exploring the experiences of local organisations in trying to access and manage funding for HIV/AIDS in three different settings (urban, rural and small town), the study found that HIV/AIDS funding is contributing to enhanced levels of community activity around the epidemic, but that there are significant challenges related to the ability of communities to absorb and manage this funding.



Some of these challenges are linked to limitations in organisational capacity among NGOs and CBOs that struggle to access external funding and then to manage the implications of this in terms of their organisational sustainability. Other challenges are more systemic in nature and relate to the weakness (or absence) of community-level systems for allocating and dispersing funding, therefore exacerbating competition for limited funds and undermining partnerships at the local level.

Community systems strengthening

In 2006 CADRE continued its collaborative relationship with the GFATM through two related pieces of research.

The first study focused upon individual-level perceptions of community-level responses to HIV/AIDS and changing needs within this realm. It explored changes in individual perceptions and attitudes towards HIV/AIDS in Grahamstown, Obanjeni and Vosloorus, with particular attention to the role of community-level organisations and how their roles shape people's knowledge, attitudes and behaviours. The findings of the study suggest that community responses to HIV/AIDS are increasing. Formal health services were noted to offer various types of support, but often with limited resources. There was a stark lack of resources in the rural site, and most organised community responses to the disease appeared to be constrained by limited funding, limited reach, and difficulties in sustaining volunteer staff. The findings suggest the importance of resourcing and funding community-level responses to HIV/AIDS.

The second study took a case study approach in documenting the work of seven different models for funding, supporting and coordinating local level activity on HIV/AIDS in South Africa. It explored the evolution and structure of the models, the types of functions they play and how these interrelate to other forms of support, and the prospects for scaling up or replicating the models further. The cases studied included a grantmaking institution that pools and re-grants external donor funding to CBOs and NGOs; a training and mentoring organisation that works with rural CBOs; a NGO

partnership scheme run by a provincial Department of Health; a local HIV/AIDS 'clearinghouse' that helps to coordinate local activities and links organisations with funding and training opportunities; and a membership-based network of groups focused on HIV/AIDS and children.

Monitoring civil society organisations' access to AIDS funding

Resource flows for HIV/AIDS have been escalating rapidly over the past five years and there is growing interest in understanding how funding is being deployed and to what effect. During 2006 CADRE undertook a six-country study of AIDS funding for civil society organisations in Lesotho, Malawi, Mozambique, Namibia, Swaziland and Zambia with support from OSISA. The research involved a national survey of CSOs in each country, interviews with representatives of donor institutions and intermediary funding bodies, and qualitative community case study research.

Preliminary findings have shown that civil society organisations are receiving significant proportions of major funding flows for AIDS, but that this access is highly concentrated among a small proportion of large, well-established NGOs. In countries where large-scale sub-granting models have been established to support CSOs, these have become a significant source of support for small and medium organisations in particular. Funding is heavily oriented on service provision in core programme areas such as prevention, care and support, and impact mitigation, and rarely directed towards advocacy and rights-based campaigns.



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Television programming

CADRE, Curious Pictures & SABC Education (2005/6). *Tsha Tsha* Series Four, episodes 53-78, 24-minutes each. Produced in Xhosa with English subtitles. Broadcast on SABC 1, May-November 2006.

Radio programming

CADRE & ABC Ulwazi (2006). *Flowers from a Lizard*. Radio drama series, 13 episodes, 12-minutes each. Produced in English, Afrikaans, Xhosa, Sotho and Zulu.

CADRE & ABC Ulwazi (2006). *Price of Love*. Radio features, 8 episodes, 10 minutes each. Produced in English, Afrikaans, Xhosa, Sotho and Zulu.

CADRE & ABC Ulwazi (2006). *Flowers from a Lizard*. 8 Public Service Announcements. Produced in English, Afrikaans, Xhosa, Sotho and Zulu.

Staff and board of directors

Staff

Staff who worked at CADRE during this period included:

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|---------------------|---------------------------|
| Karen Birdsall | Research Manager |
| Mark Colvin | Director |
| Sue Cooling | Editorial Assistant, AJAR |
| Helen Hajjiannis | Senior Researcher |
| Nazli Jugbaran | Researcher |
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| Benjamin Makhubele | Senior Researcher |
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| Vukile Mlungwana | Junior Researcher |
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| Jackie Mondl | Project Coordinator |
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Mr Patrick Coleman
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Dr Kevin Kelly
Dr Patrice Matchaba
Mr Poovan Moodley
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Partnerships

Over the period, CADRE has worked in partnership with the following organisations and institutions:

Southern Africa

ABC Ulwazi • AIDS Unit in the Office of the Premier: KwaZulu-Natal • Anglican Church of Southern Africa • ALAFA Apparel Lesotho Alliance to Fight AIDS • Capricorn Municipality (Limpopo) • ComMark Lesotho • Constella Futures • Council of Scientific and Industrial Research (CSIR) • Curious Pictures • Dance4Life • Department of Correctional Services (SA) • Department of Defence (SA) • Department of Education (SA) • Department of Health (SA / KwaZulu-Natal / Eastern Cape) • Department of Social Development (SA) • DramAidE • Eastern Cape AIDS Council (ECAC) • Epicentre • Health Development Africa (HDA) • Health Systems Trust (HST) • Human Sciences Research Council Social Aspects of HIV/AIDS (HSRC-SAHA) • Johns Hopkins Health and Education in South Africa (JHHESA) • Khomanani • Makana Municipality (Eastern Cape) • Medical Research Council (MRC) • Metropolitan Holdings Limited • National Inquiry Services Centre (NISC) • National AIDS Coordinating Agency (Botswana) • National AIDS Council of Zimbabwe • NawaLife Trust • Nelson Mandela Children's Foundation • Nelson Mandela Municipality (Eastern Cape) • Rhodes University • Rhodes University: Institute of Social and Economic Research (ISER) / Department of History • Soul City • South African Broadcasting Corporation (SABC): Education • University of KwaZulu-Natal: Centre for HIV/AIDS Networking (HIVAN) / Communication Culture and Media Studies / HEARD • University of the Western Cape.

International

Centers for Disease Control (CDC) • Department for International Development (DFID) • Discovery Channel Global Education Partnership (DCGEP) • Ford Foundation • Global Fund to fight AIDS, Tuberculosis and Malaria (GFATM) • International Organisation for Migration (IOM) • Johns Hopkins University Bloomberg School of Public Health Centre for Communication Programs (JHU-CCP) • Open Society Initiative for Southern Africa (OSISA) • US President's Emergency Plan for AIDS Relief (PEPFAR) • Swedish International Development Cooperation Agency (Sida) • Joint United Nations Programme on HIV/AIDS (UNAIDS): East and Southern Africa • United Nations Development Programme (UNDP) • United Nations Population Fund (UNFPA) • United Nations Children's Fund (UNICEF) • United States Agency for International Development (USAID).

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