



Perceptions of the Value of Using Entertainers and Celebrities in Health Communication: The Brothers for Life Experience”

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Why use celebrities

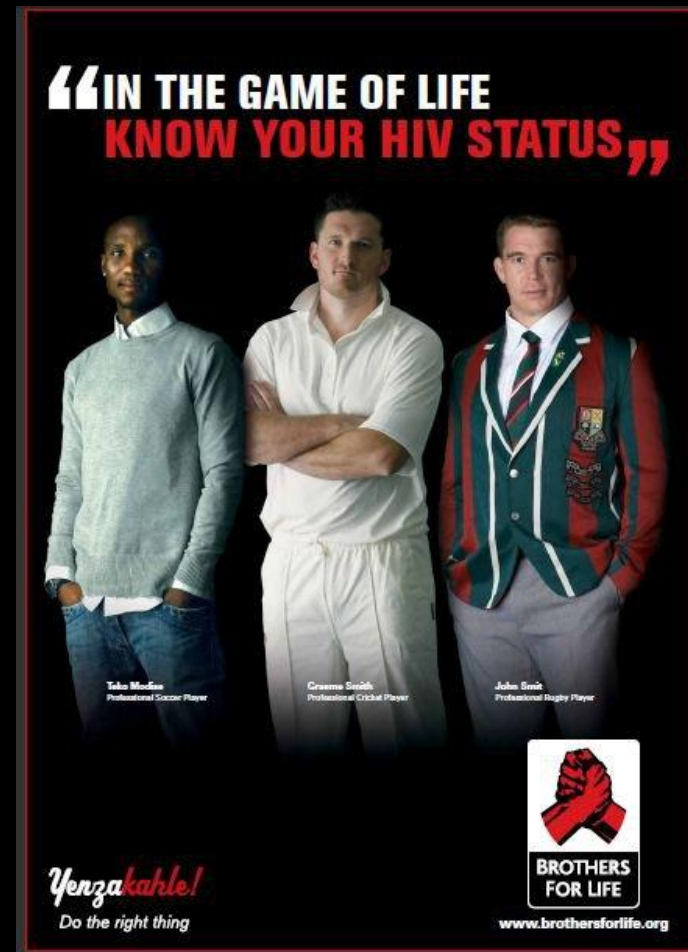


- The manner in which things come to have meaning is through discursive events that refer to the same object, share the same style, and support a strategy (Foucault)
- Representation (eg. advertising etc) establishes individual and collective identities ... Marketing can construct new identities at particular times ... as advertising can only work in selling us things if they appeal to consumers and provide images with which they can identify (Woodward, 1997)
- Social Modelling – people model their behaviours based on how they see others (Bandura, 1971).
- People are most likely to imitate the behaviours of successful people or that they associate with success (Wilson, 2009).

Brothers for Life

Working with Celebrity Ambassadors

- Initially intended to only use Soccer celebrities - expanded to include other sporting codes and community ambassadors.
- The pre-testing found that the use of only soccer personalities created the impression of the campaign and HIV as being only a black disease.
- The expansion embedded the values of brotherhood, meanings of national & global unity in combatting HIV; supporting the national testing campaign, and national unity in relation to the 2010 World Cup theme.



Brothers for Life

Our Ambassadors



- Sports Ambassadors:
 - Teko Modise (Soccer)
 - Matthew Booth (Soccer)
 - Thierry Henri (Soccer)
 - Patrice Evra (Soccer)
 - Mame Diouf (Soccer)
 - Yaya Toure (Soccer)
 - Lionel Messi (Soccer)
 - Keita (Soccer)
 - Bandisa Maku (Rugby)
 - Tiger Mangweni (Rugby)
 - John Smit (Rugby)
 - Graeme Smith (Cricket)

- Entertainment Ambassadors
 - Patrick Shai (Television)
 - John Kani (Television)
 - Trevor Noah (Comedian)
 - Theo Goskinwe (Music)
 - Tshepo Maseko (Music)
 - Tiyani wa ka Mabase (sports journalist)

**Community Ambassadors
nominated by their
communities as men who
embody the values of the
Brothers for Life Campaign**

Promoting the different messages of the campaign



Role models highlight status

Maputi Manny

RESIDENTS of Alexandra township came out in their numbers to see some of their favourite celebrities take HIV tests and talk openly about gender-based violence.

Life Line Johannesburg, Brothers for Life and eight other organisations yesterday ran a counselling and free mobile testing station and held a session for the community to discuss domestic violence.

Brothers for Life ambassadors, including Zone 14 actor Patrick Shai, Bafana Bafana soccer players Teto Modise and Matthew Booth, Mafikizolo's Theo Kgosinkwe, actor Siphwe Hlabangane, and *Isidingo*'s Tshelo Maseko tested at the station.

Shai said he used to abuse his wife but turned over a new leaf. He said he encourages men to do the same.

"I decided to change for the sake of my wife and children," he said.

"I didn't want my children to grow up in a violent home like I did."

Other celebrities came to the event to get tested with the hope of sending out a message to their peers and the public of the importance of knowing one's status.

Maseko said: "Aids is a reality that hits close to home and we can't keep candy coating these issues because the message doesn't get across. As celebrities we talk a lot and don't always act as we should and that should change. We have this influence we can use to say to people 'take responsibility and get tested'."

Modise said: "If what I am doing today convinces even just five people to get tested, then it is worthwhile."

PLAYING HIS PART: Mamelodi Sundowns player Matthew Booth taking an HIV test.

WORTHWHILE: Orlando Pirates player Teto Modise taking an HIV test.

NEW LEAF: Brothers for Life ambassador Patrick Shai speaking to Alexandra residents.
PHOTOS: YATHISWA RUSELO

INFLUENCE: Actor Tshelo Maseko taking an HIV test during an Aids awareness campaign in Alexandra.



Brother for Life Ambassadors Media



Ambassadors participate in public service announcements on radio and television.

Images with messaging to support outdoor media placed in high traffic volume areas – airports, major intersexions, along major transport routes

Write opinion editorials in which they expand on their experiences in relation to the issues that they are promoting.

Undertake advocacy mobilising others around them in support of the issue being addressed.

Brothers for Life Ambassadors

Social Mobilisation



- Nelson Mandela Day, 18 July 2010, Teko Modise and other sports stars give 67 minutes to help a girls home in Pretoria.
- August 2010 Springboks take a stand against gender based violence
- November 2011, John Smit tests for HIV in KZN and does school outreach project.
- World AIDS Day, 2011 – Teko Modise, Matthew Booth, Tshepo Maseko test for HIV in Alexandra as part of a community drive on gender based violence
- World AIDS Day, 2011 – Graeme Smith tests for HIV in Cape Town at a provincial government testing drive in a local mall.
- John Smit testing featured at IRB Sevens International Tournament to mobilise rugby supporters to test 183 people test – 116 males and 67 females.

**HIV & AIDS: SPORTSMEN
UNITE IN BROTHERHOOD**

Sports stars join



67 minutes spent to help the needy

What Audiences think about Brothers

*The logo, the hands.
Yeah, that hand shake
actually even in real life
is very strong ... It's
Brothers for Life itself...
it's a unity of purpose
and there is strength in
those hands, which
clearly shows that there
is determination and
there is will power to
do things together.
(Male, Limpopo)*



**Its a very different
campaign, its is
talking about
brothers, because all
the time when you
see the campaign its
always men.
(Male, Northern
Cape)**

It gives us an opportunity to
start opening up about
issues and also start learning
and to start changing our
lives and involved in life and
start to involve our wives in
our lives (Male, Limpopo)

The messenger is as important as the message



- The messenger is as important as the message

John Smit is not the type of guy to be read about from time to time in the news paper. He has never been followed by large women about his a sexual life, having fathered children or what not. This one was powerful, that of John Smit (Galeshwe male 18-29years males only).

- Celebrities are seen as appealing more to a youth audience

Especially to the youth when you speak of Teko Modise they easily recognize him or John Smith. I saw a certain school here where John Smith came to visit and the kids were so excited, they recognized him. But a lot of adults might not recognize John Smith.

So I think when they use the celebrities or the sports guys it's kind of like motivational, especially for the young target group, because I mean it makes you be at a point where if he can do it, then why don't I follow suit and take responsibility as well. (WC urban youth 18-29 yrs)

Contributing towards unity



- The use of celebrities from different segments of society contributed towards meanings of unity.

I can understand the relations to soccer, cricket and rugby, but if we put it in relations to context to HIV and AIDS and the message of knowing your status, the importance of knowing it, whether you are white or black, young or old, you need to know your status.

I like the fact that they mixed it up because Graeme Smith is a Cricket player, John Smith a rugby player and the other one from soccer, and people like those sports, so maybe if they should a rugby player, those interested in rugby will pay attention, if a soccer player, those interested in soccer will pay attention and so forth, so I think they balanced it out well. (MF 18-29 Peddie)

Where identification with the celebrity is high people do retain the message

In a country where there is a keen interest in sport the use of sports personalities did attract attention to the message

I have seen where there is Mathew Booth, I have seen Teko Modise and a couple of other sport people. I think also for the fact that one likes Mathew Booth or Teko Modise, the message was quite strong, I am not sure for people who are not sports people but for me as a sports person the message was really quite informative based on that. (Limpopo urban males only 30+).

Team affinities and passion can create an us and them situation where the campaign becomes defined in relation to certain team fan bases.

Not Teko Modise or Matthew Booth, some people hate them..... Because tend to take soccer very seriously and personally, if you see a pirate player there advertising you wouldn't I wouldn't want to listen to Teko, I don't. I am a Chiefs fan not a Pirates fan. Mathew Booth he is a Sundowns. (KwaZulu natal Urban male only 18-29yrs July 2011)

Real stories have stronger resonance



Real stories, narratives that draw on personal experiences that are emotional have a stronger resonance with audiences.

Let me say from all the adverts that I have seen, it's only the one of Patrick Shai, why, because he was crying, if he didn't cry I was not going to give it attention, it's because like M3 was saying, we don't know if he is acting or what he is doing, but because of crying, You just say, hey why is this guy crying, you see. It's the only reason I can relate to him, but the other; Graeme Smith, John Smit they just pass (Kimberly 30+ Male).

He is crying, hey he can cry. I saw him cry I didn't understand why, but in the end I got that he was telling a story about how he used to abuse his wife (KZN Male, 18 – 29)

Patrick Shai, I think it's my favourite because of my life and the way I grew up. Seeing my father beating my mother, I like it because it is very encouraging; sometimes I wish I can watch it with my father

What's in it for them?



- Audiences often question the integrity of celebrity cause endorsements in particular where celebrities are seen in too many advertisements....

THE CHALLENGES OF WORKING WITH CELEBRITIES



Giggs pulls a 'Mbazo'

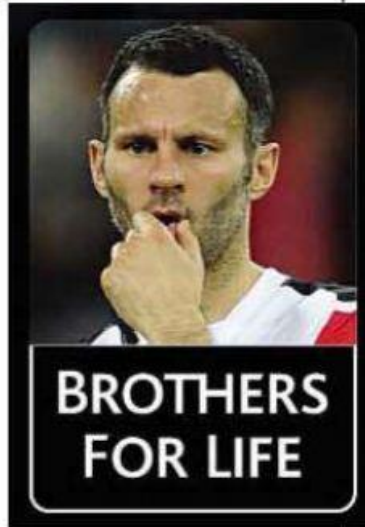
A storm is coming fast to sideswipe the whole soccer fraternity. Role model and living legend Ryan Giggs has allegedly been having an affair with his brother's wife. Giggs' brother Rhodri has reportedly

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eight-year affair with Ryan ... what's wrong with our footballers?

By Broke Fan



Celebrity endorsements can add value to a programme but they can also undermine a programme..

Caution needs to be exercised in a world with gossip magazines, and newspapers in relation to "truth".

Celebrities like all of us are innocent until there is sufficient proof to be proven guilty.



Brothers For Life



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THE TIME IS NOW
SMS "MMC" TO 43740



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Introduction to Brothers For Life

- Brothers for Life is a national Men's campaign targeting Men aged 30 + with messages and education on HIV Prevention , Healthy Living and Healthy relationships.
- The Campaign is joint initiative by the South African National AIDS Council, the Department of Health, USAID/PEPFAR, Johns Hopkins Health and Education in South Africa, Sonke Gender Justice, UN System in South Africa, Danish Development Assistance and more than 100 South African partners.
- The campaign utilizes Mass Media , Interpersonal Communication and Advocacy as its Community Education and Mobilization strategies.



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The campaign is based on the 2007-11 NSP Directives:

- Accelerate programs to empower women and **educate men** and women on women's rights and human rights
- Support national efforts to strengthen **social cohesion** in communities and to support the **institution of the family**
- Introduce programs to mitigate the impact of **alcohol and substance abuse**
- Develop a comprehensive package that **promotes male sexual health** and which addresses gender and gender-based violence
- Expansion of existing PMTCT services to include: contraception fertility services, reducing unwanted pregnancies **and involving men**, HIV prevention services in uninfected pregnant women



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Supporting current NSP – 2012 -2016

Addressing key strategic objective : Prevent new HIV, STI and TB infections:

- Implement a comprehensive national social and behavioural change communication strategy with a focus on key populations
- This must be aimed at increasing people's use of services . As well as promoting constructive values, attitudes, norms and behaviours.
- Negative Social and cultural norms and behaviours (particularly around Gender)that put people at risk of HIV and TB must be challenged

COMBINATION PREVENTION



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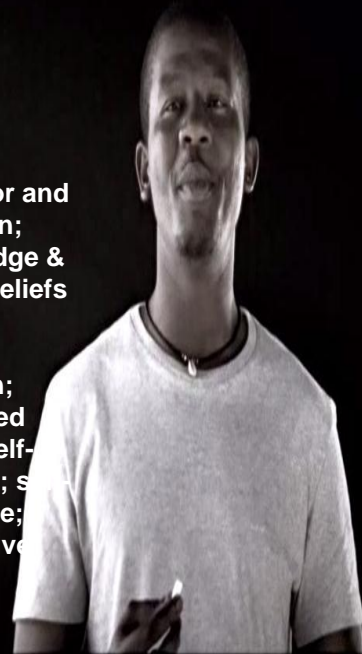
Types of Communication

**Engagement
Mass Media**
Dialogue
Counseling
Peer Education

**Communication for
Participatory Development**
Dialogue Community Mobilisation
Peer education

Advocacy
To strengthen
policy and
systems

INDIVIDUAL



Behavior and
intention;
knowledge &
skills; beliefs
&
Values;
emotion;
perceived
risk; self-
efficacy; s
image;
subjective
norms

SOCIAL NETWORKS

Partner and family
relationships
**communication, trust,
understanding,
agreement, & power),**
peer
influence, gender
equity,
bounded
normative influence

COMMUNITY

Leadership; level of
participation;
information equity;
access to
resources;
shared ownership;
collective efficacy;
social capital; value
for continual
improvement

SOCIETY

National leadership;
per capita income;
income inequality;
health policy and
infrastructure;
mass media;
religious and
cultural values;
gender norms

Physical Environment and Infrastructure

Burden of disease; climate and seasonality; transportation and communication networks, access to health care facilities, access to water, sanitation, and household technologies; etc.



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Mass Media

Television PSA's

Radio PSA's

Community Radio Talk shows

Daily Sun Monthly Full Page Feature

WEB and Social Networks



Social Mobilization

- Community Partnerships
 - Community Dialogues
 - Toolkit Training and Workshops
 - Workplace Programmes
- Men's sector capacity development and Support

Advocacy Activities

Media Advocacy using Television , Radio and Print Media

2011 Focus on availability of services for Men

Provincial Men's sectors – Focus on GBV, MMC

Partnerships and Referrals

Mass Media Partnerships – SABC, Media Owners

National and Provincial level Partnerships – DOH, Men's sector
Community Formations CBO's, FBO's
Aids and GBV Help lines
Community Based services



The campaign to date - Launch Phase

(August 2009 – March 2010)

At the launch phase of Brothers For Life the campaign focused on:

- Creating a Movement and promoting the BFL ideals
- HIV Prevention Messages
- Male involvement in PMTCT
- Multiple and Concurrent partnerships

(April 2010 – August 2010)

- With support from UNICEF, Brothers For Life PSA were filmed in three countries SA, England and Spain
- Ambassadors included local sports personalities and international stars such as Lionel Messi, Thierry Henry and Ryan Giggs
- The communication messaging focused on :
 - **Promotion of Testing**
 - **Responsible Alcohol use**
 - **Partner Reduction**
 - **Condom use**

(October 2010- March 2011)

- The GBV campaign phase was launched by the Minister of Health
- The Television PSA features the story of Patrick Shai, a well known South African actor and the radio features true stories from other Men
- In the first 6 months 171 spots of the PSA were placed on SABC and DSTV reaching over 3million men aged between 30 and 60 an average of 9 times
- 69 Community dialogues and other activities were held on GBV reaching over 20 000 people
- More than 1 million people reached through community radio talk shows

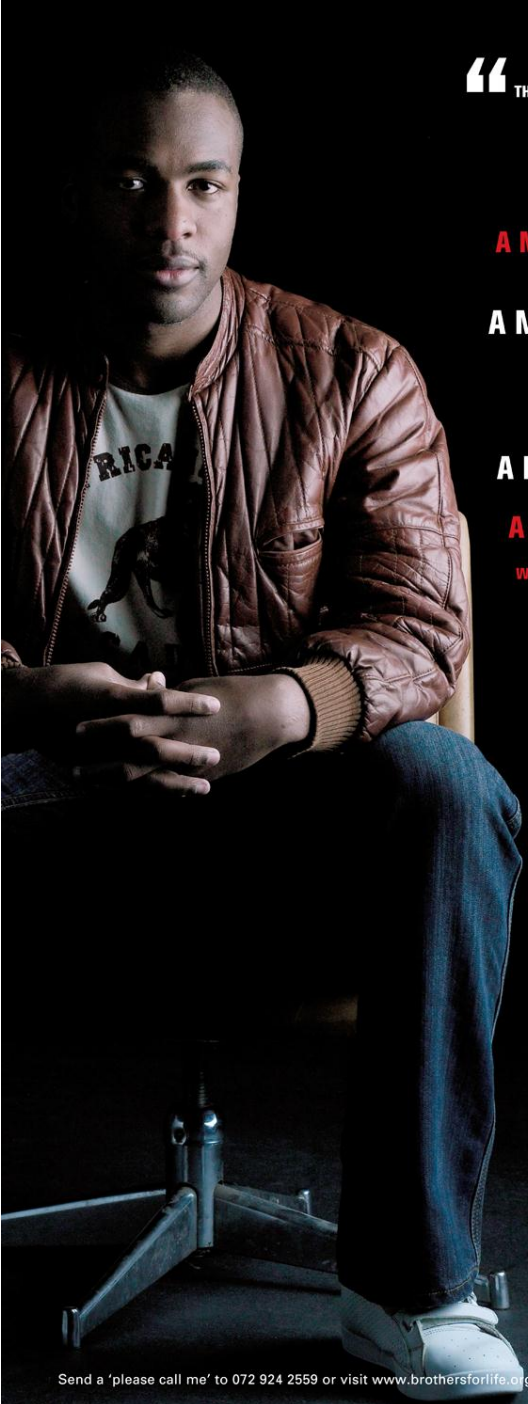


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“

THERE IS A NEW MAN
IN SOUTH AFRICA.

A MAN WHO TAKES RESPONSIBILITY
FOR HIS ACTIONS.

A MAN WHO CHOOSES A SINGLE PARTNER
OVER MULTIPLE CHANCES WITH HIV.

A MAN WHOSE SELF WORTH
IS NOT DETERMINED
BY THE NUMBER OF WOMEN HE CAN HAVE.

A MAN WHO MAKES NO EXCUSES
FOR UNPROTECTED SEX,
EVEN AFTER DRINKING.

A MAN WHO SUPPORTS HIS PARTNER
AND PROTECTS HIS CHILDREN.

A MAN WHO RESPECTS HIS WOMAN
AND NEVER LIFTS A HAND TO HER.

A MAN WHO KNOWS THAT
THE CHOICES WE MAKE TODAY,
WILL DETERMINE WHETHER WE SEE TOMORROW.

I AM THAT MAN.
AND YOU ARE MY BROTHER.

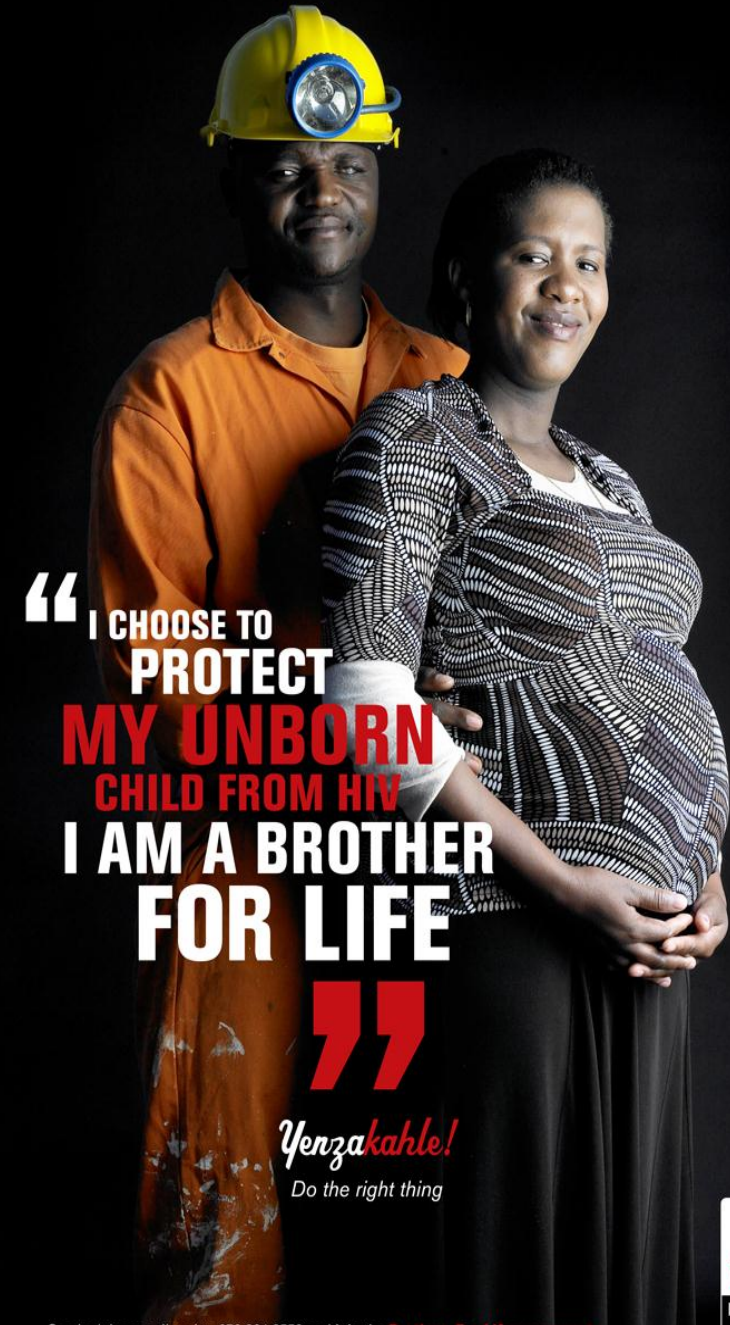
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Yenzakahle!
Do the right thing



Send a 'please call me' to 072 924 2559 or visit www.brothersforlife.org to join the **Brothers for Life** movement.





“ I CHOOSE TO
PROTECT
MY UNBORN
CHILD FROM HIV
I AM A BROTHER
FOR LIFE ”

Yenza kahle!
Do the right thing



Send a 'please call me' to 072 924 2559 and join the **Brothers For Life** movement.



“ BE A MAN WHO
**CHOOSES A
SINGLE PARTNER**
OVER MULTIPLE CHANCES
WITH HIV ”

Matthew Booth
Professional Soccer Player

Yenza kahle!
Do the right thing



www.brothersforlife.org





Current Focus: Medical Male Circumcision

- Increase knowledge of the HIV and sexual health benefits of MMC from 10% (2009) to 80% by 2016.
- Increase awareness of the availability of safe MMC services within communities to 80% by 2016.
- Increase the number of men who are medically circumcised from 37% in 2009 to 70% by the end of 2016.
- Increase the number of men ever tested for HIV from 48% to 80% by 2016.
- To reduce the % of young men reporting having multiple partners from 30% (2009) to 15% by 2016.
- To sustain high rates of condom use amongst young men (70%+) and to increase the rates of condom use amongst men 30 – 40 years of age from 45% - 55%.



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Model for Demand Creation around HIV Prevention/HCT and MMC

National/Provincial Radio and Television Campaign

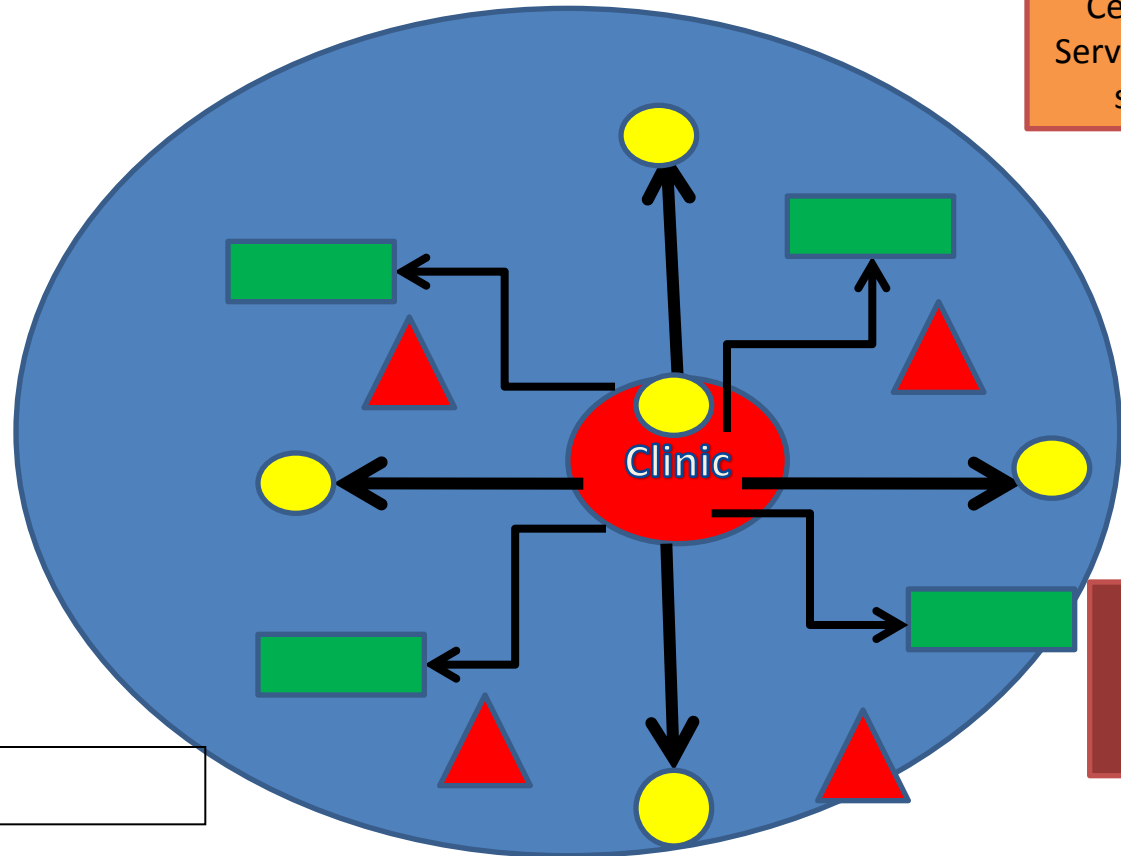
Cell phone
Service locator
system

 Outdoor media

 Taxi TV and
in taxi branding

 Community Action
Teams

Training



Wound
care SMS
line



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Working with Traditional Leaders

- Provide technical support/capacity to TL sector on MMC
- Document existing best practices around MMC and Traditional circumcision integration
- Solicit political leadership from the traditional sector



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THE TIME IS NOW
GET FREE MEDICAL
MALE CIRCUMCISION
 SMS "MMC" TO 43740 FOR YOUR CLOSEST CLINIC

THE TIME IS NOW
KNOW YOUR HIV
STATUS, TOGETHER

Yenzakahle!

Do the right thing

www.brothersforlife.org



health

Department of Health
 REPUBLIC OF SOUTH AFRICA



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Key Campaign Successes

- The campaign is supported by the Deputy President of South Africa and the Minister of Health
- The campaign listed as Best Practice Model in the *COUNTRY PROGRESS REPORT ON THE DECLARATION OF COMMITMENT ON HIV/AIDS 2010 REPORT*
- The total amount of people reached across the total population in 2010 is over 30 million through Television and Radio
- Through the Daily sun newspaper Brothers reaches over 6 million people with targeted messaging per month
- Over 100 organisations/ formations are utilizing the Brothers For Life campaign in their mobilization of Men
- More than 1000 Facilitators have been trained on the Brothers For Life Toolkit



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Through our Social Mobilisation Activities we have reached over 400 000 men with BFL Messages.

- 13% increase in calls from Men on the National Gender Based Violence helpline since launch of the GBV campaign
- UNICEF and other Johns Hopkins Country offices working on the replication of the campaign in five other countries
- Over 50 000 units of material have been downloaded from the Brothers For Life website
- There are 8000 members of the Brothers For Life email group , 50 000 on the cell phone messaging and 2000 on Facebook
- The campaign has been nominated for two Loerie awards and one (South African Advertising Awards) and has won two silver awards on campaign identity and Public relations activation.
- In 2011 Brothers For Life and the public broadcaster SABC hosted the first ever recognition of male community builders in South Africa with men nominated by their communities and hailing from all corners of the country



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Brothers For Life in Tanzania



**“ KUNA MWANAUME MNYA
TANZANIA
MWANAUME AMAYEWAJIKWA
KWA VITENDO.**

MWANAUME ANAYECHAGUA MVENZI MHOJA
KATI YA WENGI WANAOWEZA KUWA NA VIRUSI VYA UKIMWI
MWANAUME AMBAYE ANAJUA KUWA THAMANI YAKE
**SI KUWA NA WANAWAKE WENGI
MWANAUME AMBAYE HAPENDI KUFANYA
NGONO ZEMBE,
HATA BAADA YA KUNYWA POMBE.**

MWANAUME AMBAYE ANAJIUNGA MVENZI VOTE
**NA KUWALINDA WATOTO WAKE
MWANAUME AMBAYE ANAMHESIMU MVENZI WAKE
NA ASIYEWAZA KUINDA MKORO WAKE KUMPIGA
MWANAUME AMAYEJUA KUWA UAMUZI
TUNAOFANYA LEO HII**

MWANAUME AMBAYE ANAJIUNGA MVENZI MHOJA
**MIMI NI MWANAUME HUYO
NA VIVU NI KAKA VINGI.”**

*Fanya kweli
Do the right thing*



**“ NAMLINDA
MTOTO WANGU
DHIDI YA MAAMBUKIZI
YA VIRUSI VYA UKIMWI
MIMI NI
MWANAUME WA UKWELI”**

*Fanya kweli
Do the right thing*



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“A MAN TAKES RESPONSIBILITY THROUGH HIS THOUGHTS AND ACTIONS BE A MAN ... BE A BROTHER FOR LIFE”





blade

Brothers for Life
Manifesto
"Please Call Me"
JHSA/60/001/E/T
Glasshouse
27/08/2009



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Prevention of GBV



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MMC



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