

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

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# Why use celebrities

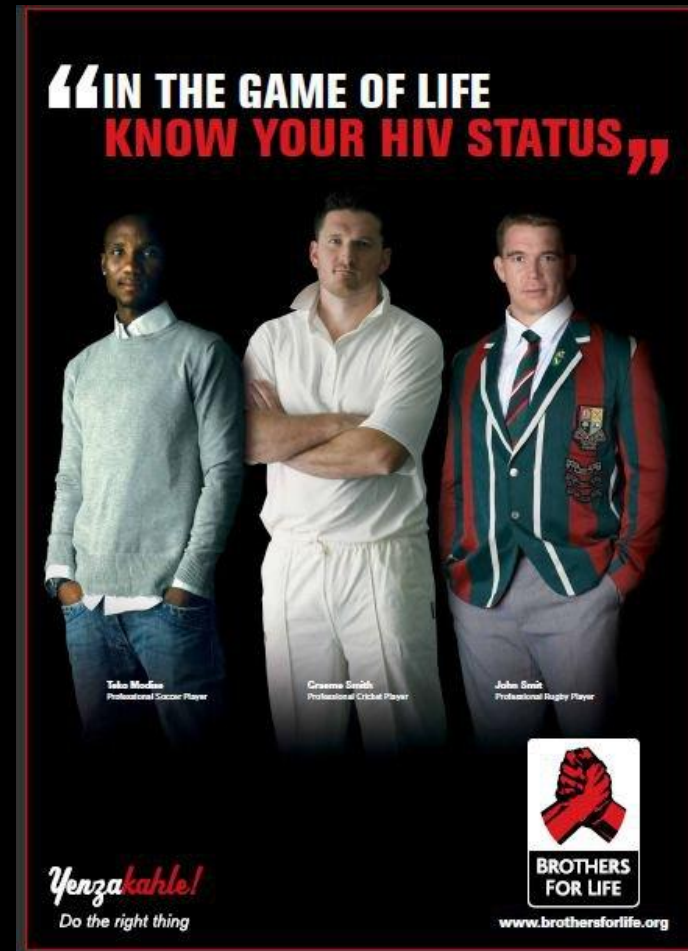


- The manner in which things come to have meaning is through discursive events that refer to the same object, share the same style, and support a strategy (Foucault)
- Representation (eg. advertising etc) establishes individual and collective identities ... Marketing can construct new identities at particular 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

**“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



**“BE A MAN WHO TAKES NO CHANCES AND ALWAYS USES A CONDOM,,”**

Graeme Smith Professional Cricket Player




**Yenza kahle!**  
Do the right thing

www.brothersforlife.org

## Role models highlight status



**NEW LEAF:** Brothers for Life ambassador Patrick Shai speaking to Alexandra residents.

PHOTOS: VATHISWA RUSELO

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



**Maputhi 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 Teko Modise and Matthew Booth, Mafikizolo's Theo Kgosinkwe, actor Siphwe Hlabangane, and *Istidingo's* Tshopo 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 Maphuti Manny taking an HIV test.



**WORTHWHILE:** Orlando Pirates player Teko Modise taking an HIV test.



# 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**



**BROTHERS FOR LIFE**

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.