




### Culturally-Embedded Positive Deviant Stories Inspire HIV/AIDS Dialogue, Behavioral and Normative Change in Mozambique

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American Public Health Association  
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### PRESENTER DISCLOSURES

Patricia Poppe

The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose



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### HIV/AIDS IN SUB-SAHARAN AFRICA

- Adult HIV rates 20% and higher in some countries
  - 64% of worldwide infections occur in this region
- Feminization of the epidemic
  - 59% of those infected are women
  - Girls 13-19 years of age have 3-5 times higher infection rates than boys
- Multiple concurrent sexual partnerships (MCP) a key factor in the spread of HIV
- Pervasive gender & sexual norms, and inaccurate risk perception fuel the HIV epidemic



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## FIRST THINGS FIRST: FORMATIVE RESEARCH

**The challenge**

- Analyze windows of opportunity
- In-depth exploration of norms related to gender and sexual practices
- Discussing sex is considered taboo

**Projective Research techniques**

- Stimulate individuals to project their opinions onto objects or situations
- Deeply ingrained cultural factors can be difficult to articulate through traditional inquiry
- Sensitive matters (sexuality) become easier to discuss when referring to third person contexts
- Reduce the potential for providing socially acceptable answers or withholding information by using the third person





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### RELATIONSHIP PARADIGM FOR COUPLES

Men set the rules within the family and women obey

Breadwinner of the house	Take care of the house and children
<b>DESIRED ATTRIBUTES—ASPIRATIONAL</b> Men and women favor views of more equitable roles	
<p>Greater understanding More dialogue (HIV, condom) Peace in the family Lasting relationship Reduce the workload at home Appreciation for women Disagree with GBV and encourage dialogue</p>	<p>Greater understanding: Be a brother More dialogue Respect for her opinions Sharing leisure time and activities Consider the workload in the house He appreciates/values me, it makes me feel strong</p>
<b>RUPTURES &amp; OPPORTUNITIES for change</b>	<b>THREATS to the emerging paradigm</b>
<p>Men admire men who are faithful = smart, honest, an example to their kids Men and women's views on subordination = strains family relationships, brings conflicts, dissatisfaction Women are looking for spaces to compare and discuss their marital life</p>	<p>Peers and neighbors <u>reinforce</u> traditional norms Relatives and rite of passage counselors are <u>gatekeepers</u> of inequitable norms Alcohol consumption favors unprotected sex Mutual <u>lack of trust</u> between couples Domestic Violence</p>

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## PROGRAM INTERVENTIONS

**NORMATIVE, GENDER AND BEHAVIORAL CHANGES**


- **Tchova Tchova Historias de Vida**
- **Radio Magazine: Champions in the airwaves**
- HIV/AIDS Advocacy among Leaders
- **Mocambique em Accao:** TTHV hit BIG PRIVATE MEDIA
  - MCP multi-media campaign: *Andar Fora é Maningue Arriscado*
- Tsha Tsha drama series in prime time
- Journalist Networks increase HIV/AIDS media coverage

**STRENGTHENING HIV/AIDS SERVICES TO INCREASE ART ADHERENCE**

- Provider's skills to increase ART Adherence
- Job Aids for HIV providers (PMTCT, ART, Pediatric AIDS)
- Set of ART adherence materials for clients

**LEADERSHIP TO COORDINATE AND HARMONIZE HIV/AIDS PREVENTION COMMUNICATION STRATEGIES**

- Leadership & Coordination of national HIV/AIDS prevention SBCC




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### TCHOVA TCHOVA LIFE STORIES: A CATALYST FOR GENDER & COMMUNITY-DRIVEN CHANGE

**HIV/AIDS Prevention Gender Tool**

- Real life *video profiles* depicting “positive deviant” women, men and couples who have overcome normative and gender barriers and risky behaviors to improve their lives and adopt healthier behaviors.
- The profiles serve as *catalyst for collective dialogue* leading participants to examine their own behaviors, questioning their lifestyles, social roles and power dynamics.



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### TCHOVA TCHOVA LIFE STORIES: THEORETICAL FOUNDATIONS

- *Paulo Freire “Empowerment Education”*: knowledge comes not from “experts” but rather from collective dialogue and knowledge from within themselves.
- *Albert Bandura Social Learning Theory*: people learn new behaviors from observing others and identifying their own abilities by seeing them modeled in others.
- *Noelle – Neuman Spiral of Silence*: people tend to remain silent when they feel that their views are in the minority. People have a fear of isolation and know what behaviors will increase their likelihood of being isolated.

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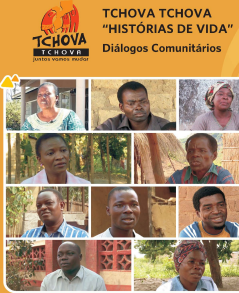
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PERFIS EM VÍDEO  
PORTUGUÊS

#### COMMUNITY LEADERS AND STAKEHOLDERS IDENTIFY CASES

- Sharing findings from the Formative Research
- Discussion on TTHV Gender/HIV Prevention Tool
- Commitment to use TTHV in the geographical areas
- Consensus on criteria to identify cases
- Discussion with pre-selected couples and individuals
- Consent Agreement
- Video Taping & Pretesting

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**GENDER & HIV/AIDS PROFILES**

1. What men can do (gender roles)
  - o Augusto Figueredo & Regina Domingos
2. What women can do (gender roles)
  - o Augusto Figueredo & Regina Domingos
3. When traditions/cultural values are against women
  - o Lucrecia Kimaro
4. Ways to overcome domestic violence
  - o Martinho de Nascimento & Fatima Vaquinze
5. Blaming women for "bringing HIV home"
  - o Victorino Raul & Julieta Trinta




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**GENDER & HIV/AIDS PROFILES**

6. Adult Child Dialogue & Sex Ed
  - o Mendes Figueiredo & Augusta Luis Valente
7. Dialogue on condom use
  - o Hortensia Dalufe & Janeiro Sunde
8. Sexual networks
  - o Antonio Mafeca & Elisa Manuel
9. Discordant couple: Managing differences
  - o Aurelia Azar & Ernesto Rungo
10. ART adherence: Live longer
  - o Rosita Joaquim & family
11. Staying together & acting together




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**TCHOVA TCHOVA LIFE STORIES: NORMATIVE & BEHAVIORAL OBJECTIVES**

- Increase equitable gender values and improve communication & interaction between men and women
- Increase risk perception related to MCP
- Reduce number of concurrent partners
- Increase collective efficacy to lead change
- Increase commitment among community leaders to promote HIV/AIDS preventive behaviors


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### TCHOVA TCHOVA LIFE STORIES: GENDER & HIV PREVENTION TOOL COMPONENTS

- 9 Gender and HIV profiles
- Facilitator's Guide for group discussion
- Field implementation model
- 15 Champion's stories mini posters: "early adopters"
- Cue-to-Action cards (Lembranças)
- TTHV Advocacy—keeping the group together and taking action
- Program, Outcome Monitoring & Impact evaluation

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### STORIES OF CHAMPIONS OF CHANGE

- Facilitators were trained to identify *Champions of Change* among TTHV participants.
- They agreed to share their stories to inspire others through radio interviews, champion's stories posters and pictures of their new lives.
- Trickle-Up Approach



Men ignores his brother opinion and supports his wife's decision to work outside the home

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### STORIES OF CHAMPIONS OF CHANGE DOCUMENTED



Respect and Trust for his wife makes the husband support her desire for **continuing education**



A couple decides to stop **domestic violence** and rebuild their lives



Man gains awareness of his **alcohol abuse** and achieve harmony at home

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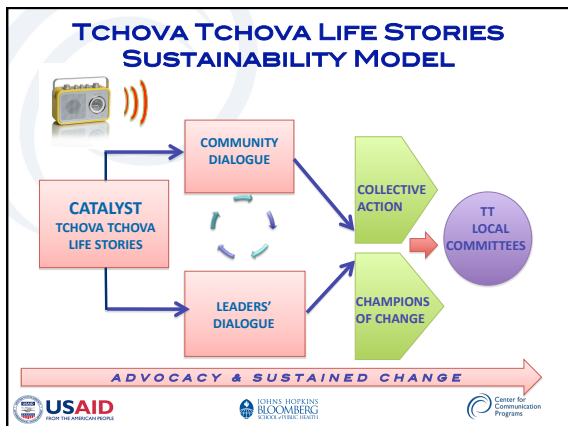
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### OUTCOME MONITORING KEY FINDINGS

**COMMUNITY**

- People highly appreciated the life stories & debates
- Provided a strong sense of belonging, group identity and “a guide” for a new way of life
- Increased community cohesion (harmony)
- More inclusion of people living with HIV

**INDIVIDUAL**

- Recognition of a higher status for women
- Agreement on men’s participation in household chores
- Encouraged family harmony (reduced violence & alcohol issues)
- Increased “valuing of women”
- Recognition of widows property rights
- Recognition of women’s right to study and work
- Better understanding of HIV/AIDS

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### TCHOVA TCHOVA LIFE STORIES IMPACT EVALUATION

- Post-only survey with matching control group
  - 462 TTHV participants (men and women) from Zambezia & Sofala
  - 453 men & women who did not participate in TTHV, including some who had agreed to participate (to control for self-selection)
- Field work conducted by Ernst & Young Mozambique during July 19-29, 2010

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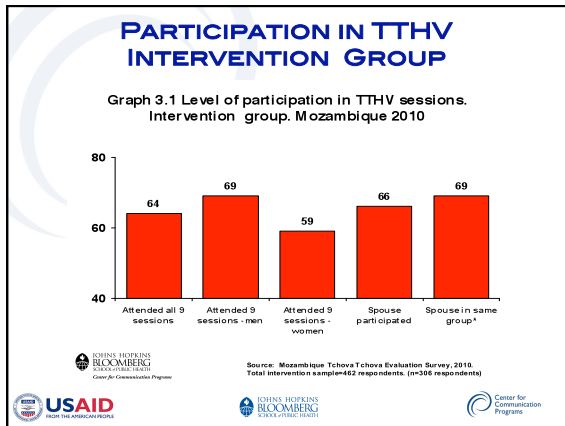
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### TTHV EVALUATION HIGH RECALL OF IMAGE PROFILES AND STORIES

Photo shown	Percentage		
	Total	Women	Men
Image 1: (what women/men can do)	88.7	82.0*	96.0*
Image 2: (traditions, dead husband's goods)	71.4	69.6	73.3
Image 3: (domestic violence, alcohol abuse)	76.4	71.3*	81.8*
Image 4: (TARV)	74.9	72.6	77.3
Image 5: (sexual network)	73.8	72.2	76.6
All 5 images recalled	52.6	50.6	54.7
None of the images recalled	4.1	-	-

95% of respondents provided spontaneous valid answers related to the image of the story shown

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### TTHV EVALUATION BEHAVIORAL OUTCOMES – GENDER ROLES

Household task <sup>1</sup>	Only Women		Only men		Both		Stat signif <sup>2</sup>
	Control	Interv	Control	Interv	Control	Interv	
Work in machamba	15	12	2	3	83	85	ns
<b>Prepare meals for family</b>	<b>75</b>	<b>43</b>	<b>0.4</b>	<b>0.7</b>	<b>25</b>	<b>56</b>	<b>p&lt;.001</b>
Make blocks	2	1	39	26	59	73	p<.001
Work outside for money	5	3	53	34	42	63	p<.001
<b>Bathe children</b>	<b>71</b>	<b>32</b>	<b>0.5</b>	<b>1</b>	<b>28</b>	<b>67</b>	<b>p&lt;.001</b>
Do the dishes	75	42	1	1	24	57	p<.001
Cut wood/burn charcoal	29	12	19	20	51	67	p<.001
<b>Fetch water for household</b>	<b>69</b>	<b>37</b>	<b>0.2</b>	<b>2</b>	<b>31</b>	<b>61</b>	<b>p&lt;.001</b>
Work household structure	20	9	20	20	59	71	p<.001
<b>Do laundry</b>	<b>69</b>	<b>40</b>	<b>1</b>	<b>0.6</b>	<b>30</b>	<b>60</b>	<b>p&lt;.001</b>
Clean house	64	31	1	1	35	67	p<.001

<sup>1</sup>All respondents in sample  
<sup>2</sup>All differences between the intervention and the control group are statistically significant except when ns is noted.

Greater differences for traditionally gender-differentiated tasks

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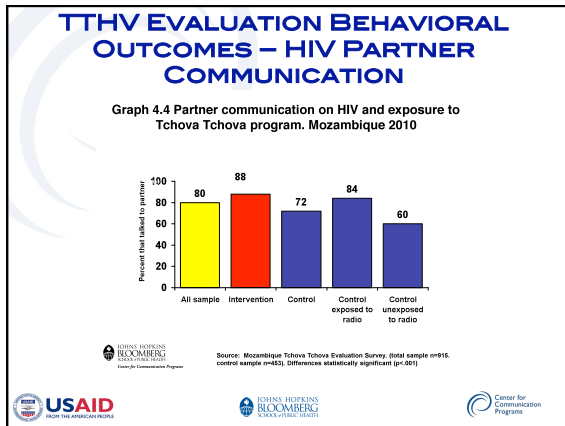
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### TTHV EVALUATION BEHAVIORAL OUTCOMES: HIV RISK PERCEPTION

What can people do to prevent getting infected with HIV? (spontaneous responses)	Percentage*	
	Intervention	Control
Abstain from sex	32.9	24.3
Use condom	92.2	80.1
Have sex with only one partner	67.3	54.1
Be faithful to your one partner	69.3	59.4
Avoid sex with prostitutes	11.0	4.4
Avoid having more than one partner	18.8	8.2
Reduce the number of partners	11.0	5.7
Avoid having sex with someone that has other partners	6.7	2.6
Bring new blade to healer ( <i>curandeiro</i> )	24.2 (ns)	20.7
Demand new syringe ( <i>seringa</i> ) in health services	13.4 (ns)	13.5
Average number of correct answers	3.5	2.7
Maximum number of positive answers provided	10	7

\* All differences between groups are statistically significant (p<.01), except where (ns) is indicated.  
 (ns) Difference between groups is not statistically significant.

Logos: USAID, Johns Hopkins Bloomberg School of Public Health, Center for Communication Programs

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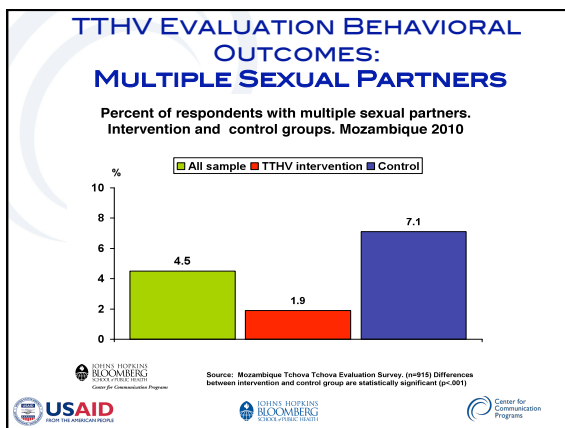
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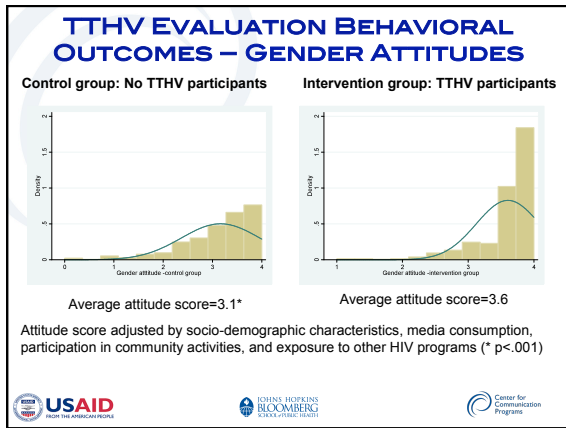
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Questions and comments are more than welcome.

Obrigado and Thanks!



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