

# The Khusela Project:

Using entertainment-education to spread PMTCT messages in 3 rural sub-districts in Eastern Cape, South Africa

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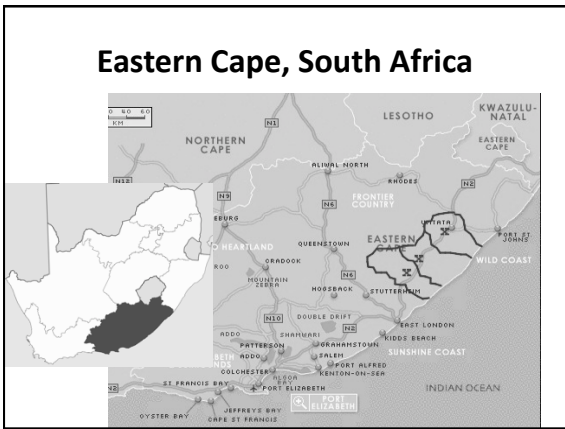



## Presenter Disclosures

Brittany E. Bricen, MPH

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

**No relationships to disclose.**




## Background: HIV/AIDS

- HIV prevalence among the general population, which includes children and those above 49 years in the Eastern Cape is 18.5% and is even higher (29%) among pregnant women attending antenatal clinics.\*

Nicolay, Nathea. "Summary of Provincial HIV and AIDS Statistics For South Africa." 2008. TS. Metropolitan Asset Managers, Capetown. Oct. 2008. Web. Nov-Dec. 2010.


## Khusela's Purpose

- To increase community engagement and leadership in promoting, supporting and utilizing PMTCT services and to increase awareness of and use of services within the targeted communities in the 3 sub districts.



## Background: Xhosa

- Rural dwelling
- Subsistence farmers
- Traditionalist/Christian
- Participants in MT troupes



Source: <http://www.encyclopedia.com/topic/Xhosa.aspx>

## Entertainment-Education?

- Skinner, D., C. A. Metcalf, J. R. Seager, J. S. De Swardt, and J. A. Laubscher. "An Evaluation of an Education Programme on HIV Infection Using Puppetry and Street Theatre." *AIDS Care* 3.3 (1991): 317-29. Print.
- Vaughan, W., Everett M. Rogers, Arvi, Peter. "Entertainment-Education and HIV/AIDS Prevention: A Field Experiment in Tanzania." *Journal of Health Communication* 5 (2000): 81-100. Print.
- Panford, S., M. O. Nyaney, S. O. Amoah, and N. G. Aidoo. "Using Folk Media in HIV/AIDS Prevention in Rural Ghana." *American Journal of Public Health* 91.10 (2001): 1559-562. Print.

## Background: Magnet Theatre

- **Target audience**
  - pregnant HIV+ women
  - unmarried women
  - older mothers/mothers-in-law
  - married men
  - couples

## MT Components

- **Gathering song**
- **Performance**
  - Presentation of the issue
  - Turning point or "Freeze moment"
- **Discussion portion**
  - Facilitated by a troupe member
  - Q & A session

## Mobilization Techniques

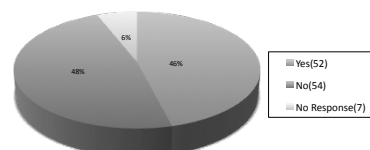
- **Singing**
- **Use of a loud speaker**
- **Informational Pamphlets**

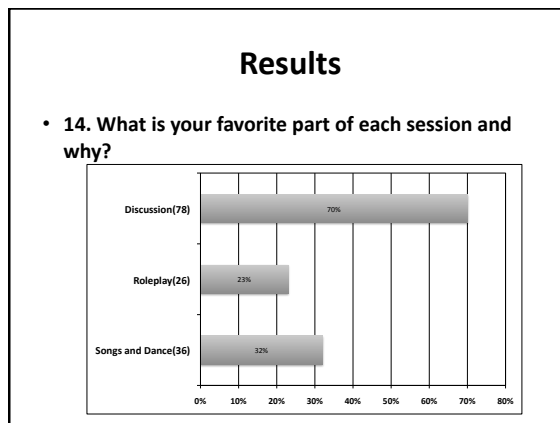
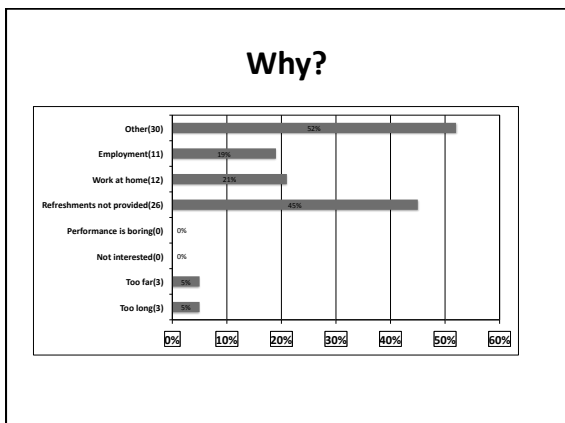
## Methods

- **Quantitative/Qualitative Survey**
- **N=117**
- **N=113, response rate 94%**
- **Sample Questions**
  - Do you attend sessions alone or with others?  
|Alone| |With Others| (go to 9a.)
  - What do you think are the goals of an MT session?

## Results

- **10. Is there any reason you would not go to an MT session?**





### Results

- 25. Do you talk with your friends and family about the session after it has ended?

**97% of respondents say YES!**

### Limitations

- Uneven sample sizes between sub-districts, KSD(58), Mnquma(39), Mbashe (16)
- Selection bias
- Attention Bias
- Recall Bias

### Conclusion

"I'm scared of being on stage, but I like the way these session brings us together as the community although few overlook it."-Female, KSD

- Population is interested in learning about HIV/AIDS/ PMTCT through MT
- MT is igniting HIV/AIDS/PMTCT discussion throughout the sub-districts
- Increasing awareness of and use of clinic services through MT will require further evaluation.
  - Listening to community members and troupes.

### Acknowledgements

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**Questions?**