

# Evaluating the impact of an HIV& AIDS Community Training Partnership Programme (CTPP) in five diamond mining communities in South Africa

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# Background

- In 2006, De Beers Consolidated Diamond Mines in South Africa entered into a partnership, with the Soul City Institute for Health and Development Communications, to implement an HIV/AIDS Community Training Partnership Programme (CTPP), initially in five diamond mining areas in three provinces of South Africa.
- Soul City is a multi-media 'edutainment' and development communication programme in operation since 1992, which combines radio, television, newspapers and magazines to impart messages and to advocate on healthy public policy. The objectives of the CTPP are to:
  - **Train trainers** in the communities who then train other community trainers,
  - **Educate communities** around De Beers mines about HIV and AIDS
  - **Distribute** the Soul City Materials

# Background

- In February 2007, Soul City and De Beers requested a qualitative evaluation of the process and impact that the programme has had in the five mining areas, in order to inform future programmes and/or activities.
- Specifically the objectives of the evaluation were to determine:
  - The impact of the training programme on the trainers in the community
  - Community trainers' activities and the barriers and facilitators to their actions
  - The impact that the training has had (if any) on the surrounding community

# Location of the study areas in South Africa



White dots show study sites

Source: <http://www.debeersgroup.com>

## METHODS. OVERVIEW OF EVALUATION

### components

No	Target of evaluation	Objectives	Methods	Instruments
1	Key informants: <ul style="list-style-type: none"><li>•Soul City</li><li>•De Beers</li><li>•Community leaders/ 'influencers'</li><li>•Mine HIV coordinators</li></ul>	Obtain their views/ opinions on the CTPP and recommendations	<ul style="list-style-type: none"><li>•Interviews with 13 key informants</li><li>•1 Focus Group Discussion</li></ul>	Structured questionnaire
2	Master trainers in NGO training partners	Assess the work and activities of the master trainers and the barriers and enablers/ facilitators to their actions	<ul style="list-style-type: none"><li>•Record review</li><li>•Interviews with 9 master trainers</li></ul>	Checklist Structured questionnaire
3	Impact of programme on community trainers: Activities of community trainers	Assess activities of community trainers Determine impact of the training programme on the community trainers	<ul style="list-style-type: none"><li>•Interviews with 12 community trainers</li></ul>	Structured questionnaire
4	Community impact of programme	Determine impact of training (if any) on the surrounding community	<ul style="list-style-type: none"><li>•Interviews with cumulative total of 142 community members post intervention</li></ul>	Structured questionnaire

# Results



# Results: overall positive aspects

- The partnership between de Beers and Soul City succeeded in:
  - HIV&AIDS knowledge transfer to targeted communities in remote diamond mining towns
  - Capacity building of master and community trainers
  - Strengthened relationships between mines and communities;
  - Introduction of innovative approach to training and assisting people to confront issues of personal significance.

# Master trainers

- Reported job satisfaction generally high among 9 master trainers, all who rated training as excellent
- Soul City brand listed as reason for the successes and achievements
- Reported constraints and/or challenges:
  - Lack of buy-in from key stakeholders
  - Infrastructure and resources;
  - Language barriers
  - Lack of support.

# Community trainers

- Community trainers' rated Soul City training materials as user-friendly; easy to read, use and understand and accommodate all age groups, but requested materials that accommodate people with disabilities and the translation of the workbooks into different languages
- Their main responsibilities involve training and peer and/or community education activities, and little actual training was done in practice.
- Community trainers' reported impact of the CTPP include:
  - Personal benefits
  - Enhanced public profile in the community
  - Facilitated community access to information on HIV&AIDS
  - Encouraged greater openness among communities on HIV&AIDS
  - Increased HIV&AIDS awareness among mining communities
  - Reduced stigma and facilitated disclosure
  - Encouraged behaviour change and community participation.
- Constraints reported by community trainers
  - High turn over rate of peer educators
  - Low coverage , especially of men and of young people
  - Lack of community support and mis-perceptions among communities
  - Lack of appropriate training venues and lack of funding to embark on follow-up activities.

# Community members' knowledge about HIV&AIDS

Basic Knowledge	Number (n=142)	%
HIV can be transmitted by infected needles	140	99.3
People can protect themselves from HIV by using a condom correctly every time they have sex	137	97.5
The only way to know if you have the HIV virus is to have an HIV test	136	96.5
You can get HIV through contact with infected blood	136	96.5
A person can get HIV by using a cup or plate that has been used by a person with HIV/AIDS	135	95.7
HIV can be transmitted from mother to child through breast feeding	135	96.7
Having sex with a disabled or old woman can cure HIV and AIDS	135	96.4
People who are HIV positive can often live for a long time if they live in a healthy way	134	95.7
ART is not a cure for AIDS, but can help people with AIDS to live a longer. healthier life	134	95.7
HIV and AIDS are almost always passed on through unprotected sex	133	95.0
The transmission of HIV can be prevented from mother to baby	132	95.0
Showering, or washing one's genitals/private parts, after sex keeps a person from getting HIV.	129	92.1
HIV can be spread by mosquitoes.	128	90.8
Having sex with more than one partner can increase a person's chance of being infected with HIV	124	87.9
One can get HIV through witchcraft.	124	87.9
A woman cannot get HIV if she has sex during menstruation	123	88.5
Having sex with a virgin can cure HIV/AIDS	123	87.9
There is a vaccine that can stop adults from getting HIV	118	84.3
There is no cure for AIDS	97	69.3
You cannot get HIV and AIDS from hugging or kissing	95	67.9
A person cannot get infected with HIV if he/she has only one partner	94	67.6
You cannot tell if someone is HIV positive just by looking at them	91	64.5

*\* Options were: true, false and don't know. Don't know responses were grouped under incorrect responses*

## Community members ' reported sexual behaviour

	<b>Number (n=142)</b>	<b>%</b>
Ever had sexual intercourse	112	80.6
Had sex in the past 3 months	105	76.1
How many sexual partners did you have during the last 3 months?		
0	21	14.6
1	84	58.3
2 and more	31	22.5
Non-regular partners (exclude regular spouses or live-in partner) in the past three months	33	22.9
Have you ever used a condom?	109	79.0
Did you or your partner use a condom the last time you had sex?	89	66.4
Did you use a condom the last time you had sex with a non-regular partner?	51	77.3
Yes	15	22.7
No		



# Conclusions and Recommendations

# Discussion

- The Soul City edutainment brand is popular and stood out as a major reason for success of the CTPP
- A relatively high proportion of participants reported having multiple sexual partners (23%) and lack of condom use with non-regular sex partners (23%) thus the translation into sexual behaviour change appears to be limited.
- An overall CTPP monitoring and evaluation framework was lacking.

# Recommendations and conclusions

- Recommendations for programme strengthening include:
  - Adjustments to the overall implementation framework in line with specific mining context;
  - Programme expansion and improved coverage of men and youth;
  - Developing a standardised, clear, yet user-friendly monitoring and evaluation framework, to enable measurement of inputs; outputs; process and outcomes and to allow for comparisons across the mining areas.

# Conclusion

- In remote areas and resource constraint settings, partnerships between non-governmental organisations and the corporate sector may be required for successful community HIV& AIDS initiatives.
- Independent evaluations are useful to strengthen programme implementation and overcome identified challenges.
- CTPP is an important initiative that made a difference in remote mining towns in South Africa, as shown by quotes below:
  - 'I appreciate this out-reach programme and the fact that Soul city is really trying to accommodate all the provinces. The partnership with De Beers serves a good purpose because the communities around here know De Beers, and they are familiar with De Beers. We appreciate this initiative (the evaluation) a lot, it will go a long way in terms of ensuring that we do our job a lot better'
  - 'Thanks to you for coming' (evaluators). 'Soul City was like a wave that became bigger and bigger. My wish is that it must grow. HIV is close to my heart because my friend suffered from it and died..... that is why it is so close to my heart'

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