Changing attitudes and social norms that encourage violence and discrimination

**Soul City (South Africa)**

Soul City Institute for Health and Development Communication is a Non-Government Organization (NGO) originally based in South Africa. In partnership with the National Network on Violence Against Women (NNVAW), Soul City formulated an intervention to reach and teach communities about domestic violence through ‘edutainment’ – popular types of media such as television and radio. Rather than set up new offices, the programme recruits independent, local NGOs and supports them with training and resources to build a sustainable, self-reliant and locally branded communication platform.

By reaching the individual, community and social environments, Soul City’s mutually reinforcing education efforts have proven to be so successful that plans are in motion to expand the model to other countries. Soul Buddyz, a multimedia project of Soul City, offers television, radio and interactive content that targets children aged 8-12 with potentially life-saving messages before they become sexually active, with strategies for dealing with bullying, racism, violence, sex and HIV/AIDS.

Result: The results of an evaluation of the exposure to Soul City media from 1999 to 2000 revealed that Soul City reached 86 per cent, 25 per cent and 65 per cent of audiences through television, print booklets and radio, respectively. The evaluation also found a demonstrated link between public exposure to Soul City’s fourth series, which focused on domestic violence, and increased knowledge of support services: 41 per cent of respondents reported awareness of a South African helpline set up by Soul City.

This is entirely attributed to the fourth series and the joint National Network on Violence Against Women intervention as the line was established specifically for this purpose. Specifically, 16 per cent of people with no exposure to the fourth series compared to 61 per cent of respondents with exposure to a selection of 3 fourth series media knew about the Helpline. Attitude shifts were also associated with the intervention, with a 10 per cent increase in respondents disagreeing that domestic violence was a private affair. Soul Buddyz was watched at least once by children aged 8-15, according to an assessment.

For more information:
**Sexual and Social health awareness and education**

http://www.soulcity.org.za/