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# **THE NATIONAL ADOLESCENT SEXUAL HEALTH INITIATIVE**

*A NATIONALLY CO-ORDINATED STRATEGY  
TO REDUCE THE INCIDENCE OF TEENAGE  
PREGNANCY, HIV AND STDs  
AMONG YOUNG SOUTH AFRICANS*

# THE NATIONAL ADOLESCENT SEXUAL HEALTH INITIATIVE

The National Adolescent Sexual Health Initiative (NASHI) is a national collaborative partnership among leading South African non-government organizations, together with the Department of Health of the South African government, the National Youth Commission and other government agencies and private sector organizations. The primary goal is to impact positively on adolescent sexual behavior and gender relations through means of a nationally coordinated, sustained, multi-dimensional strategy of public awareness, education, service development and institutional support. The main objectives are to reduce teenage pregnancy, and to prevent the spread of HIV and other STDs among young South Africans.

## The Aids Crisis in South Africa

Most surveys show that about 98% of South Africans are aware of HIV/AIDS, as well as the means of transmission and prevention of the virus. Surveys also show that only about 15% of South Africans are prepared to change their sexual behavior to prevent contracting or spreading HIV.

South Africa's HIV epidemic is still emerging. Already the implications are horrific. Conservative estimates are that 3.8 million people are already infected and there are about 1,500 new infections per day. The rate of new infections is highest among young adults 20-35 years of age. In the past year infection rates among adolescents aged 15-20 increased by 65%. Approximately 40% of the South African population

NASHI

is under 15 years of age. In about five years an estimated six million South Africans will have contracted HIV. There is no cure for HIV. The impact on virtually every aspect of South African life will be profound.

But HIV is not the only negative consequence of unsafe adolescent sexual behavior. Approximately 330 per 1,000 live births are to teenager mothers—one of the highest teenage pregnancy rates in the world. The incidence of STDs among the target group is as high as 60% in some parts of the country.

### A New Approach

The need for a new approach in South Africa to HIV education and prevention is based on nearly two years of research and investigation into the best models internationally of public health education campaigns designed to effect behavior change. The most salient lesson from the substantial international experience in this field is that single message (e.g. “use a condom or get AIDS”), single medium (e.g. television) campaigns have only limited impact.

The planning phase of this new initiative also included extensive focus-group research among a nationally representative cross-section of South African adolescents aged 12-20 to establish what they know about sex, what they want to know and from whom they want to hear about it etc. While most respondents could quite graphically describe HIV, only a small number could accurately describe the basics of human reproduction. Few respondents equated HIV with sexual behavior.

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Planning for the initiative was also informed by six years of research among adolescents in the Northern Province undertaken by the Health Services Development Unit to establish greater understanding of the factors influencing adolescent sexual behavior and to inform reproductive health service development. That research established that the age of sexual initiation is as young as 9 years among boys and 12 among girls in rural parts of South Africa. There is also substantial evidence that coercion, peer pressure and violence are common features of adolescent sexual behavior.

An assessment of the HIV/AIDS prevention efforts already tried or underway in South Africa was also commissioned. Although there are several hundred organizations working in HIV/AIDS education nationally, their work is mostly parochial and of generally limited impact. The high levels of public awareness of AIDS can probably be attributed mainly to the South African government's past efforts in this regard.

The challenge now is to turn awareness into behavior change. This, international experience and research among South African adolescents shows, requires broad based, sustained, multi-dimensional, coordinated effort. That is to say that HIV education and other sexual risk factors have to be put in the context of broader sexual health, choices regarding sexual behavior and sexual expression, and gender relations.

### **The Initiative**

This new initiative will build on existing HIV and sexual health education programs and develop innovative new approaches in the context of nationally

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coordinated strategy to reduce the risks associated with unsafe adolescent sexual behavior and to promote gender equity. The primary target group is adolescents aged 12—17 years. In addition, special aspects of the initiative will also be directed at children 8-12 years and parents.

Through branding and marketing this initiative will become part of the popular culture. The principal channels for the initiative will be the fun/hip/cool things that young people spontaneously gravitate toward. This dimension will be reinforced by easy access to substantive education materials, counseling and adolescent friendly services.

Popular media—music, television, radio—as the principal means of informing young people of the need to better inform themselves about the choices and risks associated with sexual behavior including unwanted pregnancy, sexually transmitted diseases and HIV/AIDS. The media aspect of the initiative will be reinforced by substantial educational materials produced in an idiom appropriate to adolescent readers and distributed through channels easily accessible to young people.

A third element of the initiative will be developing adolescent reproductive health services and outreach programs including a 24 hour nationally accessible HelpLine, several hundred peer counseling groups across the country, adolescent friendly advice and counseling centers, and special adolescent friendly clinics. In addition, the initiative will focus on making the public health service more accessible to young people and more responsive to their needs.

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The initiative will establish a brand identity based on popular culture and will use young voices and young faces to communicate the message. It will be upbeat, optimistic and fun. The goal is to seek out synergistic opportunities to promote the initiative and to make it part of the popular culture—owned and shaped by young people.

The initiative will be sustained for at least five years. The Henry J. Kaiser Family Foundation has provided start-up funds of R15 million for the initiative. Additional funds and technical support will be sought from the South African private sector, the South African government and international funding agencies. Further phases of the initiative will evolve from the early experience and will also be informed by a substantial, ongoing research and evaluation effort.

A National Advisory Board chaired by incoming First Lady, Mrs. Zanele Mbeki has been formed. The Board comprises leading South Africans from various sectors, including Archbishop Njokonkhulu Ndugane (head of the Anglican church in southern Africa) and His Majesty King Goodwill Zwelithini. Half the 20 member board is made up of young adults (see attached).

The initiative will be spearheaded by a consortium of the following five organizations: Advocacy Initiatives, the Media Training Centre, Planned Parenthood of South Africa, the Reproductive Health Research Unit, and the Health Systems Trust. A small national administrative office has been established to coordinate the effort. The National Director is Ms. Shirley Ngwenya, one of South Africa's foremost experts on adolescent reproductive health and service needs.

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## Assumptions Informing the Initiative

There are a range of basic assumptions which have been taken into consideration in conceptualizing the initiative.

1. About 40 percent of the South African population is under the age of 15 years. About 70 percent of this age group live in the rural areas and about 75 percent of those live in households with less than minimum level income.
2. There is significant segmentation among South African adolescents. Besides the basic male/female divide, the adolescent population can be grouped as follows:
  - trendsetters (sometimes called “city slickers”)
  - urban poor
  - transitional (usually squatter camp or recent urban arrival)
  - rural (the concept of ‘rural’ is a misnomer, because the former homelands are mostly densely populated, but are also mainly characterized by lack of infrastructure and high rates of poverty).
3. Focus group research conducted among these populations on behalf of the Foundation revealed that despite the segmentation these groups share common aspirations:
  - good job
  - material possessions
  - idealized family life
  - optimism

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4. There are a range of specific factors affecting contemporary adolescent behavior and attitudes including:

- violence (criminal, political, abuse)
- disdain/disregard for authority
- collapse of family structure
- dysfunctional school system
- poor standard of education/high functional illiteracy
- chauvinism
- boredom/lack of recreational opportunities
- limited disposable income
- material aspirations

5. Research has also identified a range of specific factors affecting adolescent sexual health including:

- sex is the main form of recreation among adolescents
- lack of knowledge about basic human reproduction
- sexually transmitted diseases are more prevalent than HIV
- teen pregnancy is common
- alienation of adolescents from the public health system and fear of seeking professional help
- poor institutional support
- nobody to talk to about sexual health choices
- fear, coercion, abuse, peer pressure.

The following diagrams, together with the draft log frame, provide a schematic overview of the initiative.

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# **National Adolescent Sexual Health Education Initiative**

## **MUSIC / ENTERTAINMENT**

SEXUAL HEALTH  
DISCUSSION FORUM  
(SABC-TV)

TUBE TV  
(TALKING WITH KIDS)

"FACES/VOICES"  
(E-TV)

BASKETBALL

OTHER CHANNELS

## **PRINT/ RADIO**

EDUCATIONAL  
MATERIAL

"TRENDSETTER"  
MAGAZINE

RADIO  
(PROGRAMS, PSAs,  
TALK SHOWS)

## **SERVICES / INSTITUTIONAL SUPPORT**

ADOLESCENT  
REPRODUCTIVE HEALTH  
SERVICE DEVELOPMENT  
(DOH and Provincial)

HELPLINE  
(COUNSELING SERVICE)

PEER GROUPS  
(EDUCATION)

Y CENTRES  
(EDUCATION, COUNSELING,  
& CLINICAL SERVICES)

## **RESEARCH / EVALUATION**

MONITORING  
IMPACT

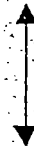
EVALUATING  
SERVICES

DEVELOPING  
UNDERSTANDING OF  
ADOL. BEHAVIOUR

CREATIVE COORDINATION - MESSAGE DEVELOPMENT - MONITORING

# **National Adolescent Sexual Health Education Initiative**

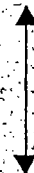
**NATIONAL ADVISORY BOARD**



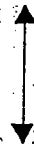
**NATIONAL DIRECTOR**

**NATIONAL  
ADMINISTRATOR**

**DIRECTOR  
SECTORAL INITIATIVES**



**EXECUTIVE COMMITTEE**



**CONSORTIUM**

**MEDIA &  
ENTERTAINMENT**  
Advocacy  
Initiatives

**PRINT &  
RADIO**  
Gabriel Ugoiti  
(Consultant)

**SERVICES &  
OUTREACH**  
Planned Parenthood  
Association of SA

**RESEARCH &  
EVALUATION**  
Reproductive Health  
Research Unit

**FINANCIAL  
ADMINISTRATION**  
Health Systems  
Trust

# THE NATIONAL ADOLESCENT SEXUAL HEALTH INITIATIVE (NASHI)

## WORK IN PROGRESS

The NASHI brand identity and programs will be formally launched on September 15, 1999. An exciting country-wide brand development process, involving young people in the creation and conceptualization of the "brand" is underway. We expect the product to quickly become an icon of popular culture.

Since the inaugural meeting of the Advisory Board on April 16, NASHI consortium partners have been hard at work developing what we consider the cornerstones of NASHI's national strategy to positively inform adolescent sexual behaviour and to bring about reductions in teenage pregnancy, HIV and other sexually transmitted diseases (STDs).

Facilitating a public discussion of sex and AIDS is NASHI's most important first phase objective. The evidence from countries that have succeeded in curbing the HIV epidemic is that a frank and open discussion of the inextricable linkage between AIDS and sexual behaviour is a fundamental part of the effort. For this reason, NASHI is at this stage putting a lot of emphasis on developing exciting new channels for young people to more openly talk about sex, sexuality and the challenges of being young and at the epicentre of the world's most deadly epidemic.

The logo for NASHI, consisting of the letters N, A, S, H, and I in a stylized, outlined font. The letters are tall and narrow, with the 'A' and 'S' having unique internal structures. The 'H' is composed of two vertical bars connected by a horizontal bar. The 'I' is a simple vertical bar.

NASHI's strategic framework comprises four inter-linked components:

## ***AWARENESS***

Although surveys show that about 98 percent of South Africans are aware of HIV/AIDS and its means of transmission, focus group research among young South Africans shows that they often do not equate AIDS with sexual behaviour. One result is that the rate of HIV infection is growing fastest among 15-20 year olds.

NASHI's goal is to broaden awareness, and to put discussion of HIV/AIDS firmly in the context of sex and sexual behaviour.

In the next several months NASHI will launch the following awareness building activities:

- A 13 week youth sex talk show on SABC 1
- Youth sex discussion forums on six SABC Radio Channels
- A 26 week real life TV drama "*Faces and Voices*" based on interviews with young people about life at the epicentre of the world AIDS epidemic
- A six month "*Talking with Kids*" TV series in partnership with Tube TV targeting younger children and parents

## ***EDUCATION***

One of the key objectives of building awareness is to persuade people to learn more about the issues. NASHI will reinforce its awareness activities by developing comprehensive reproductive health education materials in an idiom and format that

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young people can relate to. All NASHI publicity and programs will promote an information hotline.

NASHI is presently working on:

- An evaluation of existing reproductive health print materials
- Developing a comprehensive reproductive health manual for adolescents
- Developing print materials to assist parents in talking with their kids about sex and other difficult issues

### ***OUTREACH AND SERVICES***

A centre piece of NASHI's long term strategy is developing adolescent friendly reproductive health services as an integral part of primary health care. But equally as important is the need to build non-clinical institutional support mechanism that young people can turn to for advice, guidance and information.

By September, NASHI plans to:

- Launch three *Y Centres*
- Expand peer education to include gender relations
- Launch a sexual health hotline for adolescents in partnership with the National Youth Commission

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## ***RESEARCH AND EVALUATION***

Understanding the impact and effectiveness of NASHI's efforts is critical to planning the initiative's future priorities. For this reason, a comprehensive research and evaluation agenda is being developed including sentinel sites to monitor key indicators such as:

- The incidence of HIV and other STD's
- Increases in adolescent attendance at reproductive health clinics
- Increases in adolescents seeking reproductive health information

If you would like more information, please do not hesitate to contact the NASHI national director, Shirley Ngwenya on (082) 650-0766.

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# **THE NATIONAL ADOLESCENT SEXUAL HEALTH INITIATIVE**

**Advisory Board Members**

- **Ms. Samantha Bonita Adams**

Samantha Adams was a Rotary Exchange student in 1994, where she spent one year in Arlington, Texas, USA learning about different cultures and peoples. Samantha has a diploma in journalism and currently works as a Marketing and Public Relations Coordinator. Part of her responsibilities is as a student councilor where she gives career counseling to high school students. She also works as a presenter on *Jam Alley*, a television youth music show that provides a forum for new musicians on the South African music scene.

- **Ms. Betty Dolly Chiloane**

Betty Chiloane is 18 years old and works hard at being a peer educator to young girls. From 1994 to 1998, Betty was a member of the Brooklyn Adolescent Group—part of the Health Systems Development Unit's Sexual Health Programme. The group consisted of 16 teenage girls who performed dramas, songs and poems on sexuality and HIV/AIDS at youth conferences and World AIDS Day celebrations. Betty has received her Standard 10 certificate (S).

- **Dr. Nina de Klerk**

Nina de Klerk is the Executive Director of the Association of Advertising Agencies (AAA). She is also the National Chairperson of the AAA APEX Awards, a prestigious award for effective advertising that achieve significant results in the market place. Nina is the author of over 40 scientific articles/publications, and has consulted in the field of marketing, advertising, corporate and intercultural communication. From 1984 – 1994, she was Professor and Head of Department of Communications at the Rand Afrikaans University.

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- **Mr. Marcel Golding**

Marcel Golding is the Chairman of Hosken Consolidated Investments and Softline Holdings. He is also a director of the JCI and Global Capital, all of which are listed companies on the Johannesburg Stock Exchange. Marcel was the founding chairman of the Mineworkers Investment Company, one of the two pioneering trade union investment companies in South Africa. From 1994 – 1997, he served as a Member of Parliament, where he chaired the Minerals and Energy Committee and the Audit Commission, the oversight committee of the office of the Auditor-General. Marcel holds a post graduate degree from the University of Cape Town.

- **Mr. Doc Khumalo**

One of South Africa's best known soccer stars, Doc Khumalo has played for the national team for the past four years

- **Mr. Andy “The Admiral” Kasrils**

Andy Kasrils, popularly known by his stage name “The Admiral” is an accomplished musician and disc jockey. He just recently released a kwaito-ragga CD, “Ragga Gong” which has received a lot of radio and television airplay and is also being used for Coca-Cola campaigns. Andy's draws from his international and domestic experience in information dissemination in appealing to his audience on his weekly show on y-FM.

- **Ms. Brenda Kali**

Ms. Kali has held many senior positions in television work and is currently head of programming for SABC TV2.

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- **Ghetto Luv**

Singing a combination of rap, ragga, house, kwaito, and R&B, this all-girl musical group sing lyrics from everyday experiences which young teenagers can relate to. With the release of their debut single “Ghetto Luv” these girls are set to change the face of South African music forever. (Note: Members of the group will alternate on the Board.)

**Chantel “Rasta Queen”**

Chantel, who loves ragga, is from Port Elizabeth. She has just completed her matric and is very dedicated in establishing herself as an artist.

**Wanda “Chocolate”**

Wanda does lead vocals and has featured for many artists in the past. Her goal is to use her voice to bring a positive message to the youth. She is currently doing her matric.

**Yolande “Queen Goddess”**

Yolande loves to dance and this is the way she expresses her talent. She is from Cape Town.

- **Ms. Pinde Gule**

Pinde is broadcast journalist and popular presenter at Y fm Radio in Johannesburg.

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- **Mr. Saki Macozoma**

Saki Macozoma is the managing director of Transnet Limited, a position he has held since 1996. He was a Member of Parliament from 1994 to 1997. Saki has used his academic background in political science, economics and journalism in a wide range of career opportunities, including the position of Chairperson of the parliamentary Portfolio Committee on Communications, which is responsible for Posts, Telecommunications, Broadcasting and the South African Communication Services.

- **Ms. Zindzi Mandela-Hlongwane**

Zindzi is one of South Africa's most successful entertainment promoters having been responsible for bringing numerous top international stars to perform in South Africa over the past five years.

- **Mrs. Zanele Mbeki**

Is founder of the Women's Development Bank, one of South Africa's most successful micro-lending institutions. Mrs. Mbeki is also a trustee of the Kagiso Trust and the Nelson Mandela Children's Fund.

- **Dr Eddie Mmhlanga**

Chief Director of Maternal and Child Health for the Department of Health.

- **Mr. Thomas Msengaiu**

Thomas is better known as popular Y-fm Radio deejay, BadBoy T.

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- **Mr. Tim Modise**

Tim is one of South Africa's best-known radio broadcasters and television anchor. Currently the anchor for SAFM's PM Live program, Tim has also worked for Radio Metro. Tim has done extensive television work and has been the anchor on numerous prime time news and discussion programs.

- **The Most Reverend Njongonkulu Ndungane**

Reverend Njongonkulu Ndungane has been the Anglican Archbishop of Cape Town since September 1996. Before that, Rev. Ndungane was the Bishop of Kimberley & Kuruman. He was awarded an honorary Doctor of Divinity from Rhodes University, Grahamstown, and was made a Fellow of King's College, London in July 1997. Rev. Ndungane served a three-year sentence on Robben Island as a political prisoner from 1963 – 1966. He has written numerous books and essays.

- **Ms. Anu Nepal**

Anu Nepal is currently a student at the Practical Legal School, University of Natal, where she is working towards her law degree. Her professional experience includes an internship at a law firm in Durban, where she was responsible for researching up information on criminal and civil law, labour law and matrimonial law. Anu has also worked as a TV presenter and actress and is a professional Indian classical dancer, choreographer and musician.

NASHI

- **Ms. Connie September**

Ms. September is deputy general secretary for the Congress of South African Trade Unions (COSATU)—the first woman to have held the position. Connie is a longtime member and former general secretary of the Clothing and Allied Workers Union based in Cape Town.

- **Mr. Eric Mandla Sibeko**

Eric Sibeko is currently a first year law student at the University of Witwatersrand. He has served as chairman and acting Junior Mayor of the Greater Johannesburg Junior City Council, where he was responsible for managing seven committees. Eric has been recognized numerous times for his work and activities, including recently as a Youth Ambassador for South Africa in the World Vision Youth Ambassadorial Programme. He has also received numerous Public Speaking awards, and has been selected as a Gauteng Young Historians finalist.

- **Thandiswa Mazwai**

Thandiswa is a singer/musician and currently the lead vocalist for the popular group BongoMaffin.

- **Ms. Bronwen McGregor**

Bronwen is a graduate of the Jeppe High School for Girls, Johannesburg and is currently a third year drama student at the Pretoria Technikon. Bronwen is actively involved in church work and plans to go to Bible school after completing her drama studies.

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- **Ms. Khopotso Connie Mofoko**

Connie is a qualified AIDS educator and counsellor and currently runs a support group for young people with HIV.

- **Mr. Zwelakhe Sisulu**

Zwelakhe Sisulu is the Executive Deputy Chairman of New Africa Investments Limited (NAIL). With a professional background in journalism, Zwelakhe has held positions both as a print and broadcast journalist. He also served as a media officer for Nelson Mandela in 1989. Before moving to NAIL, Zwelakhe served as the Group Chief Executive for SABC. He has received numerous awards including the Pringle Award, South African Society of Journalists; the Union of Swedish Journalists Award; the Rothko Chapel Award for Human Rights, Texas, USA; the International Human Rights Law Group, Washington USA Award, and the Culture in Another South Africa (CASA), Amsterdam, Netherlands Award, and the Nieman Award.

- **King Goodwill Zwelithini**

King Goodwill Zwelithini is the head of the Zulu Nation and founder of the King Goodwill Trust, which, among other things, focuses on the well-being of Zulu youth.

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# HIV/AIDS IN SOUTH AFRICA:

AIDS HELPLINE  
0800 012 300



DEPARTMENT OF HEALTH

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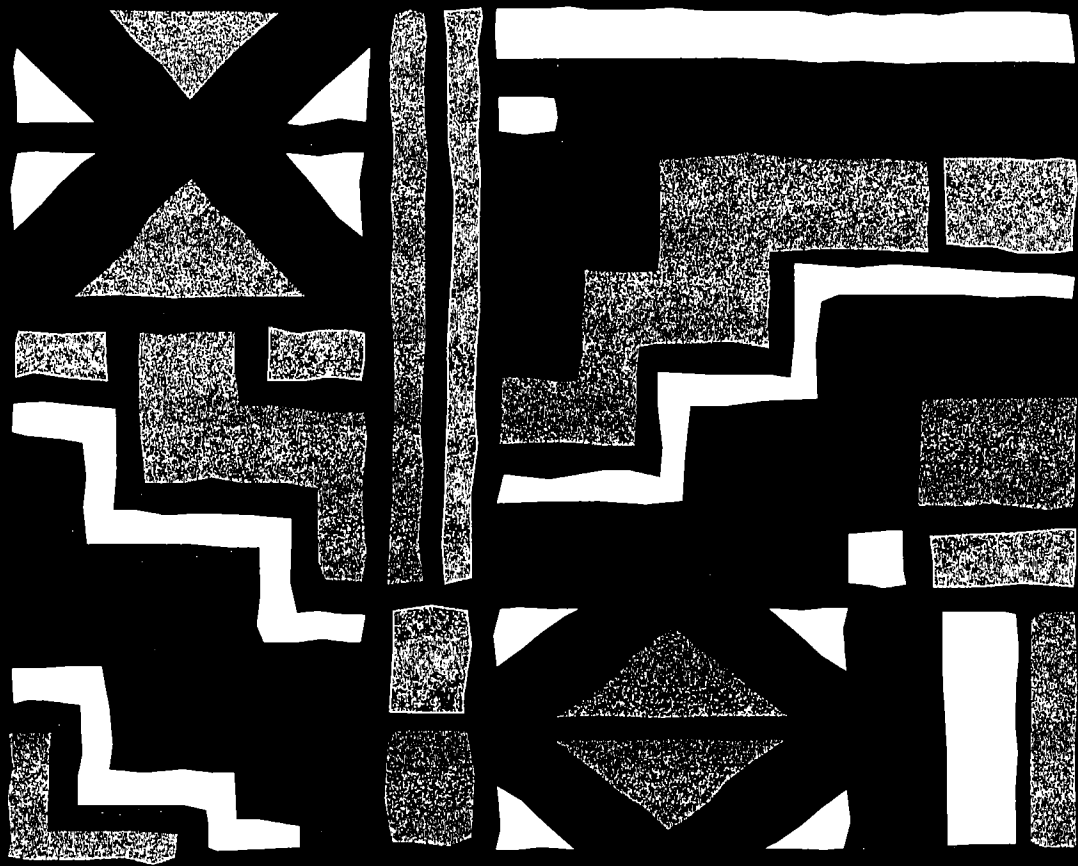
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# Program for Health and Development in South Africa



THE HENRY J.  
KAISER  
FAMILY  
FOUNDATION

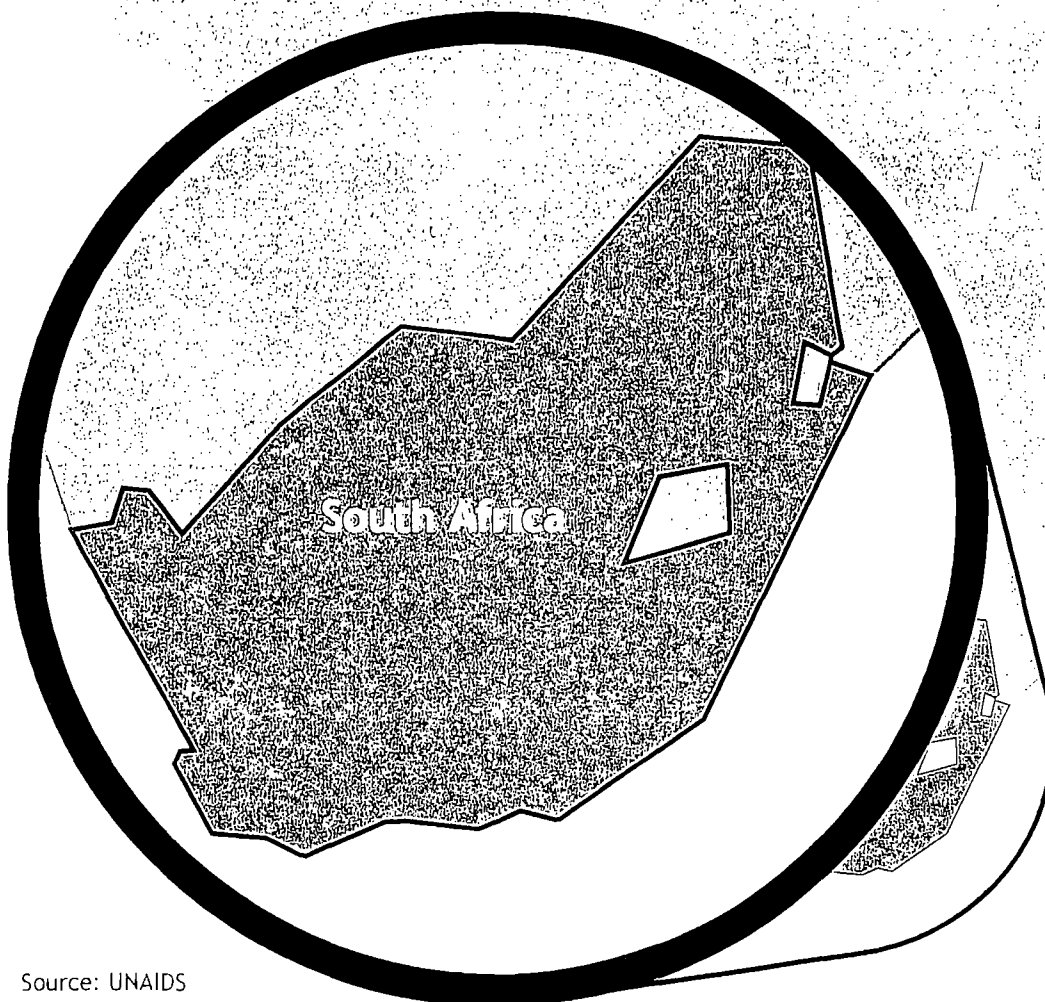
# South Africa HIV/AIDS Statistics

Currently:

- 3.5 million people are HIV positive

In the next five years:

- 5.6 million people will become HIV-infected
- 2.1 million people will have died
- 18% of the workforce will be infected



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The planning phase of this new initiative also included extensive focus-group research among a nationally representative cross-section of South African adolescents aged 12-20 to establish what they know about sex, what they want to know and from whom they want to hear about it etc. While most respondents could quite graphically describe HIV, only a small number could accurately describe the basics of human reproduction. Few respondents equated HIV with sexual behavior.

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  - urban poor
  - transitional (usually squatter camp or recent urban arrival)
  - rural (the concept of ‘rural’ is a misnomer, because the former homelands are mostly densely populated, but are also mainly characterized by lack of infrastructure and high rates of poverty)
3. Focus group research conducted among these populations on behalf of the Foundation revealed that despite the segmentation these groups share common aspirations:
  - good job
  - material possessions
  - idealized family life
  - optimism

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4. There are a range of specific factors affecting contemporary adolescent behavior and attitudes including:
  - violence (criminal, political, abuse)
  - disdain/disregard for authority
  - collapse of family structure
  - dysfunctional school system
  - poor standard of education/high functional illiteracy
  - chauvinism
  - boredom/lack of recreational opportunities
  - limited disposable income
  - material aspirations
5. Research has also identified a range of specific factors affecting adolescent sexual health including:
  - sex is the main form of recreation among adolescents
  - lack of knowledge about basic human reproduction
  - sexually transmitted diseases are more prevalent than HIV
  - teen pregnancy is common
  - alienation of adolescents from the public health system and fear of seeking professional help
  - poor institutional support
  - nobody to talk to about sexual health choices
  - fear, coercion, abuse, peer pressure

The following diagrams, together with the draft log frame, provide a schematic overview of the initiative.

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# National Adolescent Sexual Health Education Initiative

## MUSIC / ENTERTAINMENT —

SEXUAL HEALTH  
DISCUSSION FORUM  
(SABC-TV)

TUBE TV  
(TALKING WITH KIDS)

"FACES/VOICES"  
(E-TV)

BASKETBALL

OTHER CHANNELS

## PRINT/ RADIO

EDUCATIONAL  
MATERIAL

"TRENDSETTER"  
MAGAZINE

RADIO  
(PROGRAMS, PSAs,  
TALK SHOWS)

## SERVICES / INSTITUTIONAL SUPPORT

ADOLESCENT  
REPRODUCTIVE HEALTH  
SERVICE DEVELOPMENT  
(DOH and Provincial)

HELPLINE  
(COUNSELING SERVICE)

PEER GROUPS  
(EDUCATION)

Y CENTRES  
(EDUCATION, COUNSELING,  
& CLINICAL SERVICES)

## RESEARCH / EVALUATION

MONITORING  
IMPACT

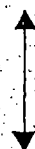
EVALUATING  
SERVICES

DEVELOPING  
UNDERSTANDING OF  
ADOL. BEHAVIOUR

CREATIVE COORDINATION - MESSAGE DEVELOPMENT - MONITORING

# **National Adolescent Sexual Health Education Initiative**

**NATIONAL ADVISORY BOARD**



**NATIONAL DIRECTOR**

**NATIONAL  
ADMINISTRATOR**

**DIRECTOR  
SECTORAL INITIATIVES**

**EXECUTIVE COMMITTEE**

**CONSORTIUM**

**MEDIA &  
ENTERTAINMENT**

Advocacy  
Initiatives

**PRINT &  
RADIO**

Gabriel Ugoiti  
(Consultant)

**SERVICES &  
OUTREACH**

Planned Parenthood  
Association of SA

**RESEARCH &  
EVALUATION**

Reproductive Health  
Research Unit

**FINANCIAL  
ADMINISTRATION**

Health Systems  
Trust

# THE NATIONAL ADOLESCENT SEXUAL HEALTH INITIATIVE (NASHI)

## WORK IN PROGRESS

The NASHI brand identity and programs will be formally launched on September 15, 1999. An exciting country-wide brand development process, involving young people in the creation and conceptualization of the "brand" is underway. We expect the product to quickly become an icon of popular culture.

Since the inaugural meeting of the Advisory Board on April 16, NASHI consortium partners have been hard at work developing what we consider the cornerstones of NASHI's national strategy to positively inform adolescent sexual behaviour and to bring about reductions in teenage pregnancy, HIV and other sexually transmitted diseases (STDs).

Facilitating a public discussion of sex and AIDS is NASHI's most important first phase objective. The evidence from countries that have succeeded in curbing the HIV epidemic is that a frank and open discussion of the inextricable linkage between AIDS and sexual behaviour is a fundamental part of the effort. For this reason, NASHI is at this stage putting a lot of emphasis on developing exciting new channels for young people to more openly talk about sex, sexuality and the challenges of being young and at the epicentre of the world's most deadly epidemic.

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NASHI's strategic framework comprises four inter-linked components:

## ***AWARENESS***

Although surveys show that about 98 percent of South Africans are aware of HIV/AIDS and its means of transmission, focus group research among young South Africans shows that they often do not equate AIDS with sexual behaviour. One result is that the rate of HIV infection is growing fastest among 15-20 year olds.

NASHI's goal is to broaden awareness, and to put discussion of HIV/AIDS firmly in the context of sex and sexual behaviour.

In the next several months NASHI will launch the following awareness building activities:

- A 13 week youth sex talk show on SABC 1
- Youth sex discussion forums on six SABC Radio Channels
- A 26 week real life TV drama "*Faces and Voices*" based on interviews with young people about life at the epicentre of the world AIDS epidemic
- A six-month "*Talking with Kids*" TV series in partnership with Tube TV targeting younger children and parents

## ***EDUCATION***

One of the key objectives of building awareness is to persuade people to learn more about the issues. NASHI will reinforce its awareness activities by developing comprehensive reproductive health education materials in an idiom and format that

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young people can relate to. All NASHI publicity and programs will promote an information hotline.

NASHI is presently working on:

- An evaluation of existing reproductive health print materials
- Developing a comprehensive reproductive health manual for adolescents
- Developing print materials to assist parents in talking with their kids about sex and other difficult issues

### ***OUTREACH AND SERVICES***

A centre piece of NASHI's long term strategy is developing adolescent friendly reproductive health services as an integral part of primary health care. But equally as important is the need to build non-clinical institutional support mechanism that young people can turn to for advice, guidance and information.

By September, NASHI plans to:

- Launch three *Y Centres*
- Expand peer education to include gender relations
- Launch a sexual health hotline for adolescents in partnership with the National Youth Commission

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## ***RESEARCH AND EVALUATION***

Understanding the impact and effectiveness of NASHI's efforts is critical to planning the initiative's future priorities. For this reason, a comprehensive research and evaluation agenda is being developed including sentinel sites to monitor key indicators such as:

- The incidence of HIV and other STD's
- Increases in adolescent attendance at reproductive health clinics
- Increases in adolescents seeking reproductive health information

If you would like more information, please do not hesitate to contact the NASHI national director, Shirley Ngwenya on (082) 650-0766.

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# **THE NATIONAL ADOLESCENT SEXUAL HEALTH INITIATIVE**

**Advisory Board Members**

- **Ms. Samantha Bonita Adams**

Samantha Adams was a Rotary Exchange student in 1994, where she spent one year in Arlington, Texas, USA learning about different cultures and peoples. Samantha has a diploma in journalism and currently works as a Marketing and Public Relations Coordinator. Part of her responsibilities is as a student councilor where she gives career counseling to high school students. She also works as a presenter on *Jam Alley*, a television youth music show that provides a forum for new musicians on the South African music scene.

- **Ms. Betty Dolly Chiloane**

Betty Chiloane is 18 years old and works hard at being a peer educator to young girls. From 1994 to 1998, Betty was a member of the Brooklyn Adolescent Group—part of the Health Systems Development Unit's Sexual Health Programme. The group consisted of 16 teenage girls who performed dramas, songs and poems on sexuality and HIV/AIDS at youth conferences and World AIDS Day celebrations. Betty has received her Standard 10 certificate (S).

- **Dr. Nina de Klerk**

Nina de Klerk is the Executive Director of the Association of Advertising Agencies (AAA). She is also the National Chairperson of the AAA APEX Awards, a prestigious award for effective advertising that achieve significant results in the market place. Nina is the author of over 40 scientific articles/publications, and has consulted in the field of marketing, advertising, corporate and intercultural communication. From 1984 – 1994, she was Professor and Head of Department of Communications at the Rand Afrikaans University.

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- **Mr. Marcel Golding**

Marcel Golding is the Chairman of Hosken Consolidated Investments and Softline Holdings. He is also a director of the JCI and Global Capital, all of which are listed companies on the Johannesburg Stock Exchange. Marcel was the founding chairman of the Mineworkers Investment Company, one of the two pioneering trade union investment companies in South Africa. From 1994 – 1997, he served as a Member of Parliament, where he chaired the Minerals and Energy Committee and the Audit Commission, the oversight committee of the office of the Auditor-General. Marcel holds a post graduate degree from the University of Cape Town.

- **Mr. Doc Khumalo**

One of South Africa's best known soccer stars, Doc Khumalo has played for the national team for the past four years.

- **Mr. Andy "The Admiral" Kasrils**

Andy Kasrils, popularly known by his stage name "The Admiral" is an accomplished musician and disc jockey. He just recently released a kwaito-ragga CD, "Ragga Gong" which has received a lot of radio and television airplay and is also being used for Coca-Cola campaigns. Andy's draws from his international and domestic experience in information dissemination in appealing to his audience on his weekly show on y-FM.

- **Ms. Brenda Kali**

Ms. Kali has held many senior positions in television work and is currently head of programming for SABC TV2.

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- **Ghetto Luv**

Singing a combination of rap, ragga, house, kwaito, and R&B, this all-girl musical group sing lyrics from everyday experiences which young teenagers can relate to. With the release of their debut single "Ghetto Luv" these girls are set to change the face of South African music forever. (Note: Members of the group will alternate on the Board.)

**Chantel "Rasta Queen"**

Chantel, who loves ragga, is from Port Elizabeth. She has just completed her matric and is very dedicated in establishing herself as an artist.

**Wanda "Chocolate"**

Wanda does lead vocals and has featured for many artists in the past. Her goal is to use her voice to bring a positive message to the youth. She is currently doing her matric.

**Yolande "Queen Goddess"**

Yolande loves to dance and this is the way she expresses her talent. She is from Cape Town.

- **Ms. Pinde Gule**

Pinde is broadcast journalist and popular presenter at Y fm Radio in Johannesburg.

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- **Mr. Saki Macozoma**

Saki Macozoma is the managing director of Transnet Limited, a position he has held since 1996. He was a Member of Parliament from 1994 to 1997. Saki has used his academic background in political science, economics and journalism in a wide range of career opportunities, including the position of Chairperson of the parliamentary Portfolio Committee on Communications, which is responsible for Posts, Telecommunications, Broadcasting and the South African Communication Services.

- **Ms. Zindzi Mandela-Hlongwane**

Zindzi is one of South Africa's most successful entertainment promoters having been responsible for bringing numerous top international stars to perform in South Africa over the past five years.

- **Mrs. Zanele Mbeki**

Is founder of the Women's Development Bank, one of South Africa's most successful micro-lending institutions. Mrs. Mbeki is also a trustee of the Kagiso Trust and the Nelson Mandela Children's Fund.

- **Dr Eddie Mmhlanga**

Chief Director of Maternal and Child Health for the Department of Health.

- **Mr. Thomas Msengaiu**

Thomas is better known as popular Y-fm Radio deejay, BadBoy T.

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- **Mr. Tim Modise**

Tim is one of South Africa's best-known radio broadcasters and television anchor. Currently the anchor for SAFM's PM Live program, Tim has also worked for Radio Metro. Tim has done extensive television work and has been the anchor on numerous prime time news and discussion programs.

- **The Most Reverend Njongonkulu Ndungane**

Reverend Njongonkulu Ndungane has been the Anglican Archbishop of Cape Town since September 1996. Before that, Rev. Ndungane was the Bishop of Kimberley & Kuruman. He was awarded an honorary Doctor of Divinity from Rhodes University, Grahamstown, and was made a Fellow of King's College, London in July 1997. Rev. Ndungane served a three-year sentence on Robben Island as a political prisoner from 1963 – 1966. He has written numerous books and essays.

- **Ms. Anu Nepal**

Anu Nepal is currently a student at the Practical Legal School, University of Natal, where she is working towards her law degree. Her professional experience includes an internship at a law firm in Durban, where she was responsible for researching up information on criminal and civil law, labour law and matrimonial law. Anu has also worked as a TV presenter and actress and is a professional Indian classical dancer, choreographer and musician.

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- **Ms. Connie September**

Ms. September is deputy general secretary for the Congress of South African Trade Unions (COSATU)—the first woman to have held the position. Connie is a longtime member and former general secretary of the Clothing and Allied Workers Union based in Cape Town.

- **Mr. Eric Mandla Sibeko**

Eric Sibeko is currently a first year law student at the University of Witwatersrand. He has served as chairman and acting Junior Mayor of the Greater Johannesburg Junior City Council, where he was responsible for managing seven committees. Eric has been recognized numerous times for his work and activities, including recently as a Youth Ambassador for South Africa in the World Vision Youth Ambassadorial Programme. He has also received numerous Public Speaking awards, and has been selected as a Gauteng Young Historians finalist.

- **Thandiswa Mazwai**

Thandiswa is a singer/musician and currently the lead vocalist for the popular group BongoMaffin.

- **Ms. Bronwen McGregor**

Bronwen is a graduate of the Jeppe High School for Girls, Johannesburg and is currently a third year drama student at the Pretoria Technikon. Bronwen is actively involved in church work and plans to go to Bible school after completing her drama studies.

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- **Ms. Khopotso Connie Mofoko**

Connie is a qualified AIDS educator and counsellor and currently runs a support group for young people with HIV.

- **Mr. Zwelakhe Sisulu**

Zwelakhe Sisulu is the Executive Deputy Chairman of New Africa Investments Limited (NAIL). With a professional background in journalism, Zwelakhe has held positions both as a print and broadcast journalist. He also served as a media officer for Nelson Mandela in 1989. Before moving to NAIL, Zwelakhe served as the Group Chief Executive for SABC. He has received numerous awards including the Pringle Award, South African Society of Journalists; the Union of Swedish Journalists Award; the Rothko Chapel Award for Human Rights, Texas, USA; the International Human Rights Law Group, Washington USA Award, and the Culture in Another South Africa (CASA), Amsterdam, Netherlands Award, and the Nieman Award.

- **King Goodwill Zwelithini**

King Goodwill Zwelithini is the head of the Zulu Nation and founder of the King Goodwill Trust, which, among other things, focuses on the well-being of Zulu youth.

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