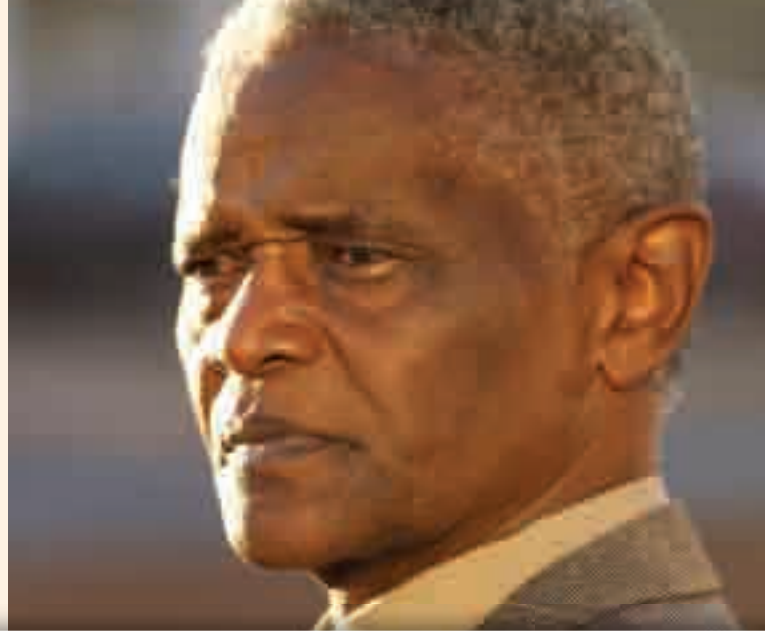


HEARTLINES

values that connect



EVALUATING HEARTLINES



Eight Weeks Eight Values
One National Conversation

2006

A Platform for Change

Summary report - June 2007



ACKNOWLEDGEMENTS

The HEARTLINES team played a critical role in mounting the first 8-week campaign. Their dedication and expertise is valued and appreciated.

Health and Development Africa (HDA) conducted the independent external evaluation and produced an extensive report, of which this is the summary. Thanks particularly to Dr Gill Schierhout, Dr Saul Johnson and Marcela Ospina. The quantitative data collection was conducted by a national survey firm, A.C.Nielsen, and the qualitative data collection by Darryn Crowe of Wolpe Development Strategies. We are also indebted to Dr. Sue Goldstein of the Soul City Institute for Health and Development Communication and Dr Larry Kincaid of John Hopkins Centre for Communication, USA, for technical support in the qualitative and quantitative components of the project respectively.

All our partners and consultants unfailingly gave of their time and helped ensure that the 8-week campaign was as successful as this evaluation report demonstrates.

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A summary report of the
research by Health and
Development Africa
June 2007

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HEARTLINES -
A feature film about second chances.

executive summary

The Good Provider -
A film about responsibility.



Background

HEARTLINES is an innovative programme developed by The Mass Media Project in South Africa. The intervention's purpose is to address South Africa's social issues, such as HIV and AIDS, crime, violence and the breakdown of family and social structures. HEARTLINES is unique in its approach in that it addresses these issues through values – the primary aim of the intervention is to promote reflection on people's value systems and how these values are lived out in daily life.

Over 85% of South Africans adhere to religious beliefs which have clear moral ideals and principles. One explicit strategy of HEARTLINES is to build on this already established authority of religious and spiritual beliefs. Using the authority of FBOs and religious faith, the Mass Media Project aims to promote values, to encourage people to live out their values more fully, and provide tools for this purpose.

The campaign

This evaluation is focused on the first stage of the HEARTLINES intervention. This included two main initiatives, namely, the national broadcast of 8 HEARTLINES films or dramas, with supporting print and below-the-line media components and secondly, the start of social mobilisation of faith-based organisations, where FBOs were provided with relevant tools to teach values and encouraged to undertake discussion-based activities. This first stage of HEARTLINES was evaluated using scientifically rigorous evaluation methods.

Reach

During the 8 weeks of broadcast, **an estimated 26% of the adult population, or 7.3 million adults** watched one or more of the HEARTLINES films on television. Because of time constraints in getting ethical approval for the research, people under the age of 18 were not included in the group. The total number of people exposed to the films is therefore likely to be much higher than this, since 22% of the population falls between the ages of 10 and 19, with 6.48% falling between the ages of 15-17. In the 18-24 age group, exposure was particularly high, with **34% of people aged 18 to 24 years** having watched HEARTLINES.

The audience of HEARTLINES doubled from the first to the last week.

Impact

Almost two-thirds of those who had watched HEARTLINES, had discussed the films with others. **Thus HEARTLINES was responsible for an estimated additional 4.5 million values-related conversations.**

Both quantitative and qualitative evaluation showed that HEARTLINES helped South Africans to be more connected to others in their lives. This was evidenced in greater self-reports of having helped others in difficult situations, increased willingness to volunteer for caring for someone affected by HIV or AIDS, concrete action taken in this regard and more forgiving attitudes on several attitudinal measures. Given the state-of-the-art evaluation techniques that were used to analyse the results of the survey, it is possible to estimate that there were **an additional 82 000 acts of caring for people affected by AIDS attributable to HEARTLINES.**

In addition to the quantitative data supporting this claim, there is a lot of qualitative evidence of the positive impact of the campaign:

“Wherever I go I hear people speaking about the programme, and the various values. In trains, buses, groups, church, homecell, class and even over the phones, the HEARTLINES project is being discussed. People are just talking about HEARTLINES, and sharing their testimonies regarding the films. It’s so edifying. I would suggest that they continue with projects like these...It’s really a national conversation. Making people aware of these values.”

[email received by HEARTLINES, male student, Western Cape]

HEARTLINES had a positive impact on decreasing stigma towards PLWA in South Africa.

HEARTLINES has established **support and credibility within FBOs** that were visited and stories of far-reaching self-reflection and change attest to the impact of HEARTLINES on individual-level attitudes when used at FBOs, particularly with respect to forgiveness.

Conclusion

HEARTLINES **achieved excellent reach for an 8-week intervention.** Reach was especially high among youth, and young women in particular, a very important group for HIV prevention.

HEARTLINES was **highly successful in achieving national dialogue on values** in South Africa, both during the intervention (as indicated by the qualitative data), and sustained 3-4 months after the intervention (as shown in the quantitative evaluation survey). This is an important intermediate step in terms of behaviour change.

Overall, this phase of HEARTLINES has laid a firm foundation for the continuation of the programme. However, the programme does need to be continued and extended in order to show significant measurable impact in behaviour change.

Opportunities to integrate the material in school, FBO and correctional service programmes that have been created by the success of the first phase of the programme will be important in deepening the impact of the intervention. Reach was especially high among young adults and young women in particular, a very important group for HIV prevention.

- **7.3 million adults watched one or more of the HEARTLINES films**
- **HEARTLINES was responsible for an additional 4.5 million values-related conversations**
- **HEARTLINES generated an estimated 82 000 additional acts of caring for people affected by AIDS**

background



The Other Woman -
A film about compassion

HEARTLINES is an initiative of the Mass Media Project, an NGO registered in South Africa as a Not-for-Profit (Section 21) company in 2002. Established to drive positive and sustained societal change, HEARTLINES launched the first phase of its mass communication campaign in July 2006 to spark national debate and discussion around a number of core values.

Promoted under the slogan *'8 weeks-8-values-One National Conversation'*, the values were Acceptance, Perseverance, Forgiveness, Honesty, Responsibility, Self-Control, Compassion and Second Chances. The campaign – a partnership with South Africa's national broadcaster, the SABC - was spearheaded by a series of hour-long TV dramas, each of which focused on one of the eight values.

Over an eight-week period, each episode received multiple flightings on national TV (preceded in every instance by a message from Nelson Mandela). For the first time in history, the SABC flighted the same programme on all three channels in the same week. The initiative was underpinned by an extensive multi-media campaign which included:

- At least 14 hours of television airtime on news, magazine and talk-show programmes
- Radio coverage (on 15 SABC and 15 FBO radio stations).
- Print coverage (More than 500 articles in over 40 publications)
- A storybook for parents to read to young children (45 000 copies distributed)
- A music CD (produced by some of SA's leading recording artists)

These interventions were supported by Faith Based Organisations (FBOs) across the country, whose leaders were mobilised prior to the eight-week period - to focus the life of their institution on the values conversation. Letters of support were received from Christian, Muslim, Hindu and Jewish leadership. A targeted campaign was prepared for the Church, as this represents the largest FBO in South Africa. Endorsement was received from all the main-line churches, with leaders from many denominations encouraging their members to devote their lessons/sermons over the eight weeks to the HEARTLINES values.

This was supported by the dissemination of:

- Theologically-based discussion guides, which connected each of the values to aspects of HIV and AIDS (60 000 of these were distributed to FBOs around South Africa)
- *A Soul City*: IHDC fact book on HIV and AIDS

In keeping with international best practice, the HEARTLINES approach uses mass media in combination with individual, communal and institutional mobilisation. The mass media uses story in order to promote this change.

There are several theoretical frameworks supporting this approach. For example, Schulman identifies three sources of moral motivation:

- a) empathy (being moved by people's feelings)
- b) moral affiliations (moved by the goodness of moral models);
- c) commitment to principles or personal standards of right and wrong.¹

HEARTLINES has drawn on all three of these sources in its approach: using story as a way of accessing people's empathy; using people's affiliation with the church/religious authority as a mobilising mechanism, and presenting stories which encourage people to think and talk through their personal standards of right and wrong.

The Films

HEARTLINES developed a series of eight narrative films that put a values focus on critical social issues, such as poverty, HIV and AIDS, inequality, racism and discrimination, at a personal level.

The stories portray ordinary South Africans faced with circumstances which force them to make value-based choices. Each film is set in a unique environment with unique characters that represent the variety of personalities, cultures and circumstances that make up South African society. Shot in several South African languages with English sub-titles, the series aims to speak to all South Africans.

The films together with the value each film set out to promote and broadcast dates are shown below.

FILM TITLE	VALUE	BROADCAST DATES
THE MINERS	Acceptance	16, 20, 22 July 2006
THE GOOD PROVIDER	Responsibility	23, 27, 29 July 2006
THE CROSSROADS	Forgiveness	30 July, 3, 5 August 2006
THE GOOD FIGHT	Perseverance	06, 10, 12 August 2006
THE BET	Self-Control	13, 17, 19 August 2006
THE PIANO	Honesty	20, 24, 26 August 2006
THE OTHER WOMAN	Compassion	27, 31 August, 2 September 2006
HEARTLINES	Second Chances	03, 07, 09 Sept. 2006

For the first time in history, the SABC flighted the same programme on all three channels in the same week.

1. Schulman M. Handbook of Positive Psychology. Oxford University Press, 2002.

the evaluation

The Piano -
A film about honesty.



evaluation design

An evaluation of a complex intervention like this requires fairly complex tools and analysis in order to understand the effectiveness and impact of the programme.

It is well recognised that an effective intervention needs to be sustained for 3-5 years before evidence of measurable impacts on behaviour can be seen. The evaluation of HEARTLINES therefore needed to identify intermediate outcomes, steps on the way to achieving the desired behaviour change.

One of the most critical of these is dialogue, which is increasingly recognised as a critical precursor to social change.

Other intermediate outcomes are identified in the Steps to Behaviour Change (SBC) framework. This framework, which is an adaptation of a number of behaviour change theories,²⁰ shows how individuals and groups progress from knowledge/belief to approval, to sustained behaviour change and eventually advocacy. Although people do not always move through these steps in a stepwise manner, belief and approval is a fundamental building block for the process of behaviour change.

The evaluation methods that were used included both quantitative and qualitative components.

1. Baseline National Survey

One of the normal evaluation methodologies for this type of media intervention is a before and after survey among the target market. In order to ensure cost-effectiveness, the baseline survey was done through insertion of specific questions into an omnibus survey. The national baseline survey of 2400 respondents was conducted in June 2006, just prior to HEARTLINES' broadcast.

The purpose of the baseline was to establish a reference point against which future changes could be compared. Another aim was to give input to the questionnaire for the post-broadcast survey.

²⁰ These include the Diffusions of Innovation Theory by B Ryan and N. Goss 1943, the Input/output Persuasion Model W.J. McGuire 1969 & 1989 and Social Cognitive Learning Theory by A. Bandura 1977 & 1986 amongst others.

2. Qualitative Evaluation

The qualitative evaluation focused on the impact of HEARTLINES within Faith Based Organisations. The evaluation aimed to document the process of change within participating FBOs, as well as to try to understand and document the change at an individual level, within people's lives.

Key Features of the Qualitative Evaluation

- Fieldwork was conducted in 4 provinces of South Africa during November 2006-February 2007 – KwaZulu-Natal, Gauteng, Eastern Cape and Western Cape.
- Participants were recruited from Faith Based Organisations who had participated in HEARTLINES, through receiving FBO packages, or participating in discussions.
- 9 Focus Group Discussions were held with leaders of FBOs to understand the implementation of HEARTLINES at the organisational level.
36 in-depth interviews were conducted to elicit personal stories of individual level response to HEARTLINES and establish possible impacts.
- Interviews and discussions were conducted in the language of the respondents.
- The group discussions and interviews were approximately 1-2 hours in duration.
- All interviews and focus groups were recorded, translated and transcribed.
- Data were analysed thematically.

3. National Evaluation Survey

This survey was designed to provide measurable quantitative evidence of the impact of HEARTLINES.

Key Features of the Evaluation Survey

- Interviewed approx. 3500 respondents in South Africa in November 2006.
- Included adults 18 years and older across all provinces and language groups.
- The questionnaire was translated into Afrikaans, Zulu, Xhosa, Tswana, South Sotho, North Sotho, SiSwati, Tshivenda, Setswana, Sepedi and IsiNdebele.
- At each selected household, personal at-home interviews were conducted using a structured pre-tested questionnaire. The questionnaire covered socio-demographic characteristics, exposure to the range of HIV and AIDS media campaigns in South Africa and various HIV and AIDS knowledge, attitude and behaviour indicators.
- Interviews were conducted in the home language of the respondent.
- The interview was about 1 hour in duration.
- A 20% validation check was done personally or telephonically on the work of each interviewer.
- Data have been weighted up to the national adult population of South Africa.

The national sample was drawn to be representative of the national adult population. Time delays related to getting ethical approval for surveying people under the age of 18 meant that this group was not sampled. This proved to be a key problem when estimating the reach of the intervention, since 22% of the total population falls into the 10-19 age group.

The information yielded from the survey still provides the opportunity for detailed evaluation of HEARTLINES, as well as providing a framework for understanding HEARTLINES within the broader context of values and behaviour change in South Africa. The questionnaire is available on request.

Methods of Analysis

The data were analysed using the statistical package STATA.

The main method of analysis used to assess impact is a relatively new statistical technique, propensity score analysis, considered to be a highly appropriate method of assessing the impact of national coverage communication programmes². This approach was used to construct statistically matched treatment (exposed to the relevant intervention – HEARTLINES) and control (not exposed to HEARTLINES) groups of respondents from the population-based survey. The results obtained from this approach approximate what would be expected from a classic experimental design in which subjects are randomly assigned to receive the intervention or to act as controls. This method is accepted as highly appropriate to the evaluation of mass media health national coverage interventions, and it allows for the effect of the intervention to be isolated. Further details are provided in the box below.

Propensity Score Analysis – A Method to Assess the Impact of National Coverage Communication Interventions

Propensity score is a means to balance the treatment and control units by combining a set of predictors of being exposed into a single variable by means of multivariate logistic regression. The propensity score is the probability of recalling the messages of a campaign as predicted by the regression of recall on a set of all possible determinants of exposure (14 socio-demographic control variables). This type of analysis approximates the conditions of a randomized experimental design by constructing a matched control group that is statistically equivalent to the treatment group (viewers) in terms of the probability (propensity) of watching the drama.



2. Rosenbaum, P. R. and D. B. Rubin. 1984. Reducing bias in observational studies using subclassification on the propensity score. *Journal of the American Statistical Association* 79: 516-524.

Purpose and Objectives of the Report

This report integrates data from the baseline, the qualitative evaluation and the quantitative evaluation. The report has the following objectives:

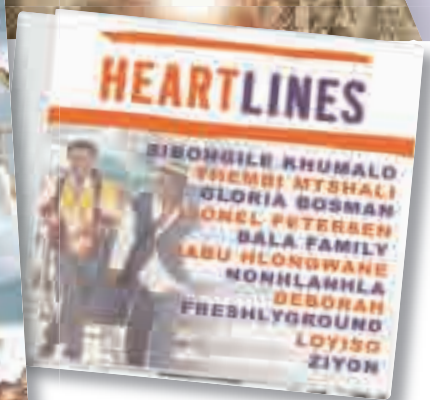
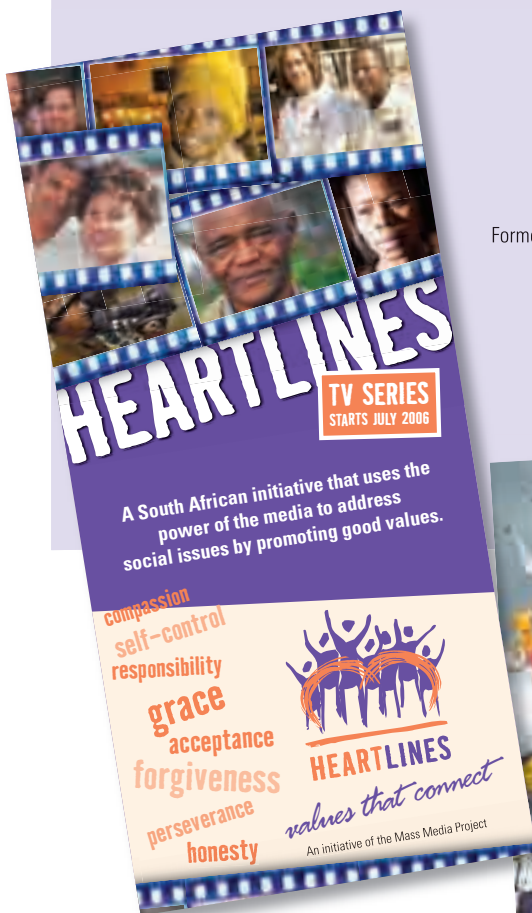
- To determine levels of exposure to the HEARTLINES intervention.
- To describe the patterns of exposure and the audience.
- To determine the impact of HEARTLINES on the intended attitude and behavioural outcomes that the films intended to address.
- To determine the way in which HEARTLINES was received within FBOs, and to document the process of attitude and behaviour change achieved,
- To provide measurable evidence of the impact of the programme on attitudes, intention and behaviour.

The evaluation is an unbiased and objective view of the impact of HEARTLINES and thus both positive and negative or unintended consequences are explored. The purpose of the evaluation is both for accountability and for assisting with the future development of HEARTLINES to ensure that it is as far as possible based on sound evidence of its impact.

**“Values sustain any walk to freedom.
And values commit us to a continuing walk.”**

Nelson Mandela

Former President Nelson Mandela appeared in the opening sequence of all the films.



the context for behaviour change in south africa

Media Access

Since HEARTLINES uses the mass media, mainly television, to reach people, it is important to assess to what extent people have access to these media. Daily exposure to radio and television is now almost equal in South Africa, with almost 60% of the national sample accessing radio every day and a similar proportion watching TV every day. Newspaper readership is higher than expected at around 60% of the sample reading newspapers once a week or more often. Internet exposure is still very low.

Although the percent of respondents watching television was high in all race groups, black respondents showed lower frequency of television viewing than other race groups : 53% of black respondents watched television every day, compared to 72% of coloureds, 96% of Indians and 72% of whites. In terms of age, older age groups had slightly lower media access than younger age groups (40% compared to 63% watched television every day).

TABLE 1 Frequency of Television Watching by Race Group

Frequency of TV watching	Race Group			
	Black	Coloured	Indian	White
Never	19.3	2.4	0.1	3.0
One day a week or less often	6.0	4.3	0.6	5.1
2 - 6 times a week	21.8	21.2	3.2	20.1
Every day	52.9	72.1	96.1	71.9

HIV & AIDS awareness

Increasing numbers of people infected and ill with AIDS mean that many respondents' awareness of HIV and AIDS is heightened in South Africa through personal contact with those affected. This direct contact with the impacts of HIV has the potential to profoundly influence the way people think about risk, life, and many of the values and behaviours of interest to HEARTLINES.

Almost two-thirds of adults across South Africa personally know of someone who has died of an AIDS related condition or who is currently ill with AIDS. Just over half know a child whose parents have died from an AIDS related condition. The 25-34 year old age group were most affected, with 70.2% knowing someone ill with AIDS or has died from an AIDS-related condition.

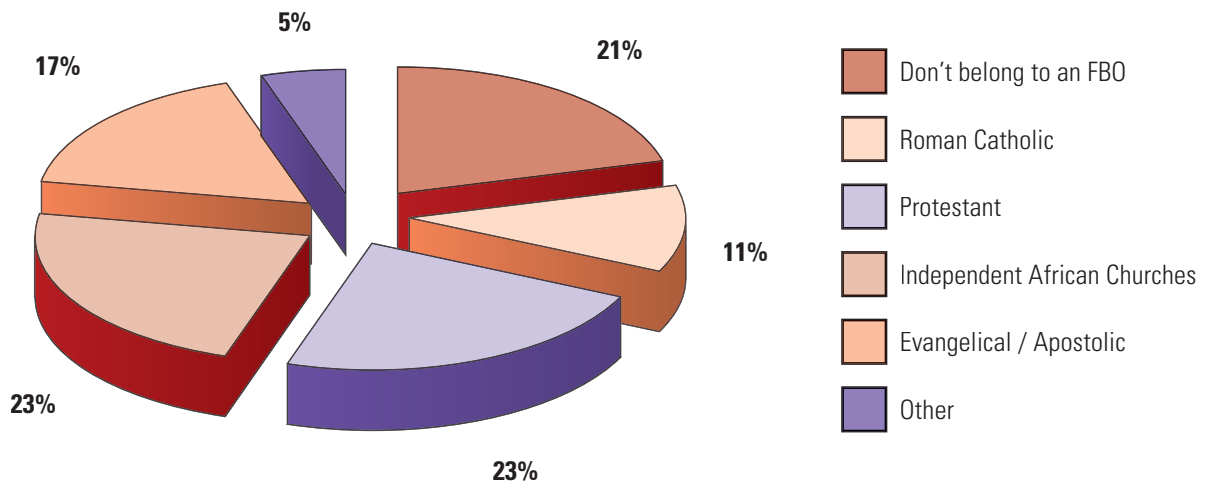
"I would say it included things that we never really had an open discussion about before amongst the congregation - amongst the homeless people that are coming on Sunday evenings most of them are HIV positive, we have been very fearful for a long period of time - but now we encourage them to come to the service and speak to us every Sunday and sit amongst us, whereas previously they were sitting in the gallery, whatever kind of help we can give them, they feel more comfortable being part of and it is a challenge for both of us"

[Female, focus group participant. Kwa-Zulu Natal].

Affiliation to organised religion

Given that HEARTLINES is premised on South Africa being a highly religious population, it was important to verify this context in the survey. Over 80% of South Africans said they belonged to a religious denomination and most attend church on a regular basis. This confirms and supports the HEARTLINES approach, both of using values as a way to reach out to people, and of looking to partner with FBOs as a way of engaging South Africans.

FIGURE 1 Percent of the National Population Who Stated A Religious Denomination (only most commonly reported groups of denominations shown)



Positive affective responses to religion

The survey showed that the vast majority of South Africans believe that religion affects their personal behaviour. Approaching the issue of behaviour from a values perspective therefore seems an appropriate channel to achieve wide reaching social change.

TABLE 2 Positive affective responses to religion

	18-24 years	25-34	35-44	45-54	55-64	65 and older	Total
God helps me lead a better life	97.1	96.5	98.0	95.3	97.2	100.0	97.0

- Thank u to SABC 2 and FNB 4 such an uplifting program, we need more shows like this to bring back morality and hope to our nation, we thank God 4 this
- Excellent film. Thanks 4 exhalting God in this film. Great work.
- Faith is in all of us, the film makes me believe again.
- Excellent movie, great program, true lessons. S.A. needs this. Thank you!
- Forgiveness is the best remedy. Ha oa lebala but o tswela pele.
- Ayanda Rocks!! 4rm Subi
- We need more of these heartlines stories,i have learnt a lot,prayer also helps. Khanyi

[SMSs received during the Big Question television debates on the HEARTLINES values]

exposure to HEARTLINES

By Age

During the 8 weeks of broadcast, an estimated 26% of adults, or 7.3 million adult South Africans watched one or more of the HEARTLINES films on television. The audience doubled from the first film to the last.

There was particularly high reach amongst young adults, with 34% of those aged 18-24 years having watched one or more HEARTLINES films. 31% of people aged 18-35 years, or 4.9 million young adults watched HEARTLINES. It is estimated that many more people under the age of 18 also watched the films, but this was not measured. Anecdotal feedback from schools was that viewership amongst the 15-19 age group was high. Schools were active partners in promoting HEARTLINES.

TABLE 3 Percent Watching HEARTLINES by Age Group and Number of Films Watched

	18-24 years	25-34 years	35-44 years	44-54 years	55-64 years	Over 64 years	Total
Any Episode	34.3	25.8	26.6	16.3	14.0	10.0	24.7
Less than Half	14.4	9.7	11.4	7.5	4.5	3.8	10.0
Half or more	20.0	16.1	15.2	8.8	9.5	6.2	14.6

By race

All racial groups in South Africa watched HEARTLINES. This is a significant achievement in terms of the potential to build a common understanding between racial groups on issues of values and connectedness with others. As shown in Table 4 below, exposure was particularly high amongst the Coloured population. Some of this can be explained by general higher television watching in this population, the relationship may also be influenced by religious affiliation and church attendance, which is higher in the coloured population than in other racial groups. In addition, the primary channel used by HEARTLINES was SABC2. This channel broadcasts the most in Afrikaans, and hence is the one most watched by the Coloured population.

“I’m a 27 year old white Afrikaans woman and have found the HEARTLINES series and discussions inspirational, educational and healing! The movies also opened my eyes to more people that I walk past in our SA streets every day. I now feel I can understand even better where some of them come from through the HEARTLINES stories of what they’ve been through. We are all culturally different, but if we carry on this way we will soon have a love and understanding for everyone that lives in this beautiful country with us”.

[email received by HEARTLINES, Afrikaans female, 27]

TABLE 4 Percent Watching HEARTLINES by Race Group and Number of Films Watched

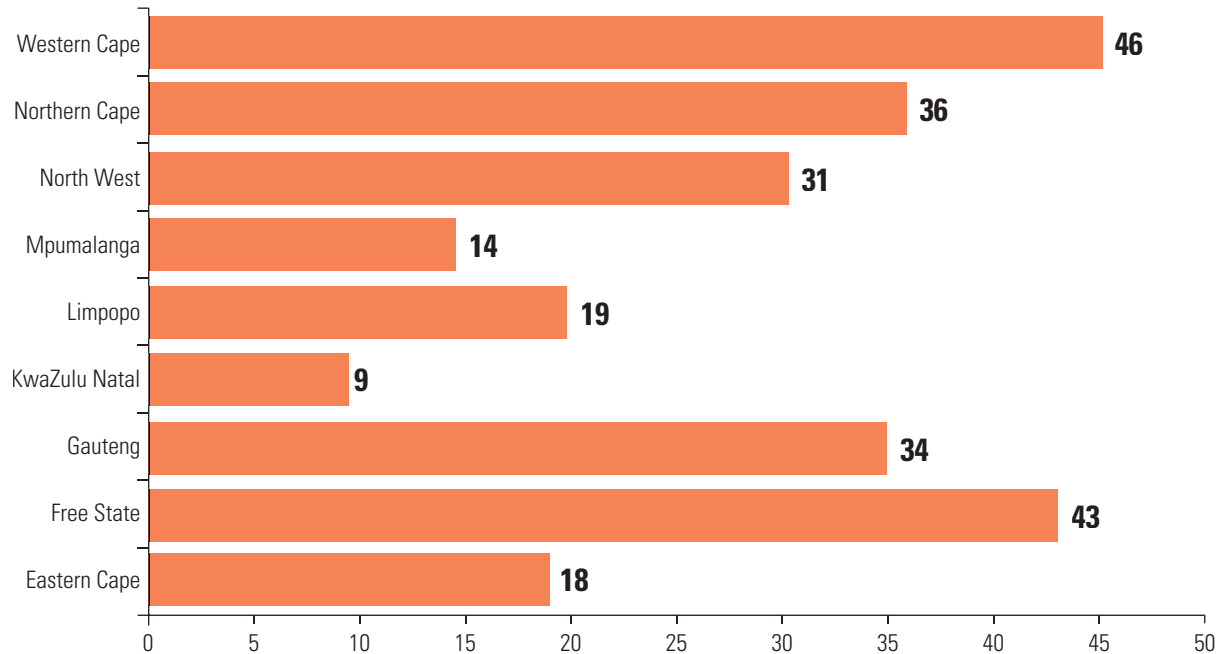
	RACE GROUP				Total
	Black	Coloured	Indian	White	
Any Exposure	23.3	45.7	22.7	20.3	24.7
Less than Half	8.6	22.5	13.2	10.5	10.0
Half or more	14.8	23.2	9.5	9.8	14.6

By Province

One of the strongest factors associated with watching HEARTLINES was province of residence. This is likely to reflect differences in media access, age profiles, religious affiliation and other socio-demographic factors. Reach was highest in the Western Cape and the Free State provinces with over 40% of adults in these provinces having watched HEARTLINES.

The province with the lowest reach was KwaZulu-Natal (9%). One possible explanation for this is that the main channel used for marketing and promotion was SABC2, which does not carry Zulu.

FIGURE 2 Percent Who Watched HEARTLINES by Province



Number of HEARTLINES Films Watched

One important indicator of audience loyalty is the number of films watched.

Amongst those who had ever watched HEARTLINES, some 61% had watched half or more of all of the films.

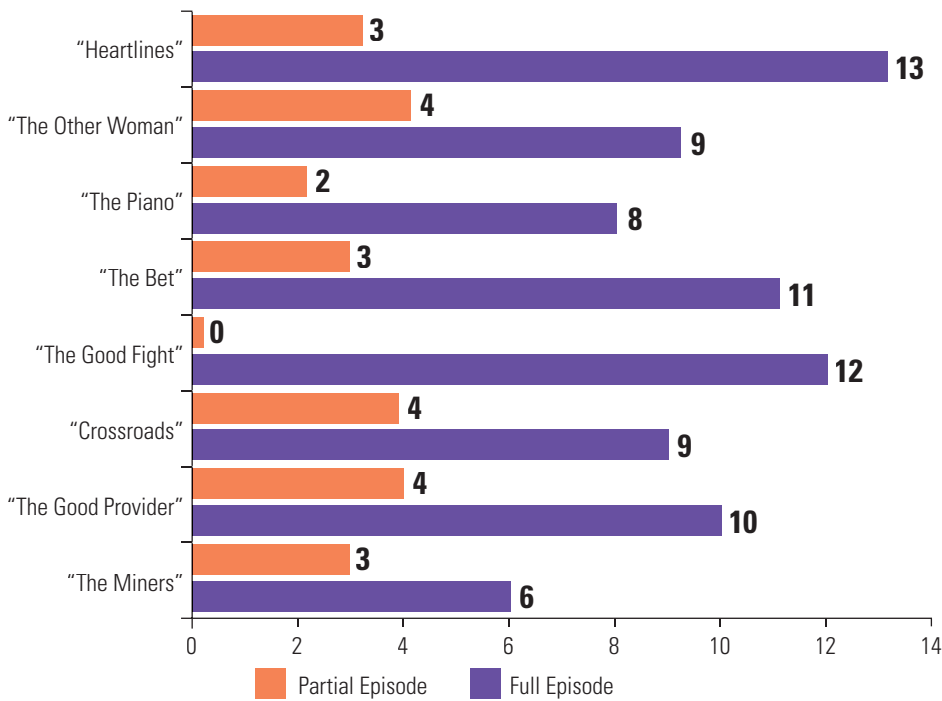
As a percentage of the population, some 15% of the total adult population watched half or more of all of the HEARTLINES films that were broadcast.

As indicated in Figure 3 on page 15, the percentage of the population watching the films almost doubled when comparing the first film (*"The Miners"*) to the last film (*"Heartlines"*). As shown, some 9% of the adult population watched the first film and 16% watched the last film. Most viewers of each film, watched the entire film, not just part of it.

It is interesting to note that of those who watched *"The Good Fight"*, all watched the entire film; this may indicate that this film was particularly compelling.

- Amongst those who had ever watched HEARTLINES, some 61% had watched half or more of all of the films
- Of those who watched *"The Good Fight"*, all watched the entire film

FIGURE 3 *Percent Who Watched Each of the HEARTLINES Films*



Discussion about the films with others

Of those who had watched the films, some 63% said that they had spoken about the films to someone else. Younger viewers were more likely than older viewers to have discussed the films with someone else. Some 72% of the 18-24 year olds who had watched HEARTLINES had discussed the films with another person.

This is highly encouraging, as dialogue about the films indicates that the films 'lived on' in peoples' minds, beyond the period of viewing. Dialogue, as discussed earlier, is also an important precursor to achieving social change.

"We shared things, we put ourselves in the characters' shoes and debated about them. My husband asked me about the first episode, no, I think it was the second when that guy was not retrenched but the company liquidated and he did not tell the truth to the family: Am I like him in your eyes? If you were in the same position what will you do? Debate about it and talk about it as a family"

[Female 48. Kwa-Zulu Natal]

- **Three-quarters of 18-24 year olds who watched HEARTLINES had discussed the films with another person**
- **The audience doubled from the first film to the last**



The quality of **HEARTLINES** films has been recognised in international film circles:

- The “**HEARTLINES**” film has been screened at five international film festivals

Awards for the “**HEARTLINES**” film include:

- Special Recognition, Best Fiction Film Award at the New Orleans International Human Rights Film Festival
- Remi Creative Award at **WORLDFEST** in Houston
- Best South African Feature at the Durban Film Festival
- Special Jury Sony Digital Cinema Award at the 4th annual **SKIP CITY INTERNATIONAL Digital-Cinema Festival** in Japan
- The **HEARTLINES** series won the Andrew Murray–Desmond Tutu media award for 2007
- The ‘Good Provider’ won the prestigious “**Rockie**” in the Family and Youth Category award at the 28th Banff World Television awards

South Africa's top professional artists recording the **HEARTLINES** anthem.



impact of HEARTLINES

NATIONAL IMPACT – QUANTITATIVE RESULTS

Introduction

HEARTLINES was highly successful in achieving many of its intended outcomes. There were some instances in which exposure to HEARTLINES was associated with outcomes in an unexpected direction – sometimes this has to do with the measurement challenges inherent in surveys such as this, which attempt to measure complex and nuanced behaviours.

For the purposes of analysis and presentation, the impacts of HEARTLINES are grouped into 4 main categories.

- Impact on dialogue about values
- Impact on connectedness to others, which includes issues of forgiveness, second chances and compassion
- Impact on acceptance of difference and tolerance
- Impact on personal responsibility for behaviours, including safer sexual behaviours, honesty, perseverance in the face of adversity and responsibility towards family.

The focus of the evaluation is on findings from the evaluation survey. However, where relevant, data from the baseline survey, in-depth interviews and focus groups are presented.

Data collection for the evaluation survey and the qualitative evaluation were conducted during November 2006 to February 2007. Therefore, the impact reported reflects the situation some 2-3 months following the intervention.

All findings were controlled for the impact of socio-economic variables. This is important because these factors can influence the way in which HEARTLINES impacted on the audience.

Increased dialogue about values

Dialogue about values is very important as it provides impetus for people to live out or act on the values under discussion, and in some cases, is the first step towards behaviour change.

Respondents in the national survey were asked about dialogue on specific values within the preceding two weeks. This two-week period for recall is consistent with that used in many questionnaires and enhances the reliability of responses – expecting respondents to recall conversations further back than two weeks is not feasible. •

However, what this means, is that the levels of dialogue attributable to HEARTLINES reflects dialogue that happened some 2-3 months following the national broadcast.

HEARTLINES was highly successful in achieving dialogue about values in South Africa. Main findings were:

- Some 51% of those exposed to HEARTLINES had spoken about 3 or more of the values in the preceding 2 weeks, compared to 42% in the matched control group.
- The more films that were viewed, the greater the likelihood of dialogue about values (A 7 percentage point spread between those who watched no films, and those who watched all of the films, with a clear dose-response gradient evident).

Exposure to HEARTLINES was associated with a 10% and 15% increase in dialogue about doing the right thing amongst the national adult population and amongst young adults respectively. Thus HEARTLINES was responsible for **more than half a million conversations about doing the right thing.**

...more than half a million conversations about doing the right thing.

• The dialogue measured in the national survey and presented here, is different in this respect from that measured during the qualitative evaluation; the qualitative evaluation asked people about dialogue that occurred primarily during the campaign itself. It was possible to do this using qualitative methods because the interviewer is able to probe

Increased connectedness between people

HEARTLINES aimed to foster greater connectedness between people through depiction of stories that included responses to situations that challenged people's settled beliefs about their actions, required forgiveness or depicted people confronting opportunities to put their beliefs and values into practice.

Connectedness between people was measured using the following dimensions:

- Behaviour and behaviour intention with respect to forgiveness and giving second chances
- Behaviour and behaviour intention with regard to caring for people who need help
- Self-perception of connectedness to others

forgiveness

HEARTLINES was successful in achieving modest improvements in attitudes and behaviours on willingness to forgive and to give people second chances.

- Whilst the majority of the population (around 90%) agreed with the statement that 'those who have been punished for their wrong doing should be given a second chance', a small positive impact of HEARTLINES was evident (92% amongst those exposed and 90% amongst the unexposed).
- HEARTLINES was associated with an increase in forgiving attitudes; some 57% of people exposed to HEARTLINES and 52% in the matched control group disagreed with the statement 'if someone has hurt me and later needs help, as far as I am concerned they can go somewhere else for help' – a 4% attributable difference.

Respondents were also asked a number of questions designed to assess forgiving attitudes on different dimensions, including forgiveness of others, forgiveness of self and forgiveness of situations.♦ Using this measure, exposure to HEARTLINES showed a small impact in an unexpected direction: 48% of those exposed compared to 50% in a matched control group showed high levels of forgiveness of others. This represents a decline of around 2% amongst those exposed. This highlights a similar issue to one raised in the qualitative research - the following small extract from an in-depth interview highlights how HEARTLINES, by raising certain issues, may result in people revisiting old experiences and realising that what they thought was forgiveness, still had some way to go for full resolution.

" I always put it behind me. It's just that program brought everything back. I really need to ask her so many things. ...These stories are about values. I even ask myself if I had to forgive her for what because I still have questions. I think we [still] need to talk..."

[Female, in-depth interview]

It would be unrealistic for an 8 week intervention to have hoped to achieve population-level change on such a complex and long term process as forgiveness; this first step illustrated above of re-visiting previously buried issues goes some way to explain why in the data, outcomes may apparently 'get worse' before 'getting better'.

"I always put it behind me. It's just that programme brought everything back"

♦ Questions and constructs were adapted from the HEARTLANDS forgiveness scale, an 18-item scale developed to assess levels of forgiveness. See for example, http://www.forgiving.org/campaign/press/relationships_crsnyder.asp



The Other Woman -
A film about compassion.

caring for others

Overall, the national survey found that the majority of South Africans profess willingness to give help to care for people ill with AIDS. For example, almost 90% of respondents said they would be willing to volunteer to care for someone ill with AIDS or infected with HIV. Around two-thirds of the national population personally knew of someone ill with HIV or AIDS or died of AIDS. Of these, some 29% had helped someone ill with AIDS or affected with HIV.

HEARTLINES was responsible for an additional 2.4% of people helping someone affected by HIV or AIDS, or 82 000 additional acts of compassion.

"My friends and I have been "glued" to the television since the Heartlines movies and discussion started. I can honestly say it has had a profound effect on our lives. I find that my entire week and thoughts are consumed by the theme of each week. It has made me more aware and cautious of life. Being a breast cancer survivor and doing voluntary work for CANSA, I feel that these movies inspire me to continue my voluntary work with more enthusiasm".

[email received by HEARTLINES, female, unknown age]



increased acceptance of difference

HEARTLINES showed people from different backgrounds dealing with their similarities and differences in order to promote reflection on differences and increased tolerance for these.

Dimensions of acceptance of difference measured in this survey included primarily:

- Attitudes towards people of other race groups
- Stigma towards people living with HIV and AIDS.

race

For young people, aged 18-24 years, HEARTLINES had a positive impact in increasing racial acceptance - 47% of young people exposed to HEARTLINES gave a positive response to a situation where a child of theirs may marry someone from another race group, compared to 42% amongst a matched control group (a 4% attributable difference).

Some 94% of those exposed and 89% of the matched control group said that they were always willing to listen to what people from other race groups have to say. Predictably, the older age group was not as accepting of other race groups.

stigma

HEARTLINES had a positive impact on decreasing stigma towards PLWA in South Africa. • This was true for both the older population (an increase of 4% amongst those exposed to HEARTLINES compared to the matched control group) and for younger people (an increase of 2%).

• Stigma towards people living with HIV and AIDS was estimated through use of a 4 item scale based on responses to the the following items: (1) Getting AIDS is the result of sinning; People who know they are HIV positive should not have sex (3) It is a waste of money to train or educate someone who is HIV positive (4) When you learn that you have HIV your life is over. Alpha, indicating reliability, was 0.70.

increased responsibility for behaviour

This section includes discussion on a range of dimensions of responsible behaviour. These include:

- Responsibility to protect oneself and others from HIV
- Being positive/proactive in the face of adversity (perseverance)
- Responsibility to behave ethically (honesty).
- HEARTLINES also addressed parents' responsibility towards children and other family members

Delaying sexual debut and reducing the numbers of sexual partners are two of the cornerstones of a national HIV prevention response. Changing behaviour on these two key dimensions is believed to have been critical in reducing the rate of spread of HIV in several other African countries.

- Amongst younger people HEARTLINES resulted in a 4% increase in people agreeing with the statement 'People should only have sex within marriage or when they are ready and responsible to do so.' (50% exposed and 46% in the matched control group).



Capturing the conversation: Headlines in Beeld, Isolezwe, Sowetan, The Star and The Zululand Monday Observer.

perception of personal risk of HIV

International best practice in behaviour change communication for HIV suggests that increasing people's sense of personal risk is a desirable intermediate outcome towards achieving safer sexual behaviour. On the other hand, it is important that people feel empowered to protect themselves, and do not fall into a sense of despair at the apparent inevitability of becoming infected, particularly given such high levels of HIV – a state of mind which would counter safer behaviour.

Respondents were asked whether or not they agreed with the statement that: 'there is not much that people like me can do to protect ourselves from getting infected with HIV'.

Overall, across the national population around one third of people believed that there was nothing that a person in his/her position could do to protect themselves from getting HIV infection. It was expected that through increasing a sense of perseverance, and positive attitude, that HEARTLINES would result in fewer people feeling this nihilism. In fact, the data found the reverse to be true. With regards to impacts of HEARTLINES on this measure, some 65% of young people exposed to HEARTLINES and 69% in a matched control group disagreed with the statement 'there is not much that people like me can do to protect themselves from getting HIV' – a 4% attributable difference, in a negative direction. Whilst this is of concern, it may reflect that HEARTLINES was effective at

increasing young people's sense of personal risk of HIV infection. In the qualitative research respondents said that they realised through watching the films that HIV 'can happen to anyone.'

There is clearly an urgent need for HIV prevention interventions to address not only attitudes such as these, but the underlying realities that make these perceptions so prevalent.

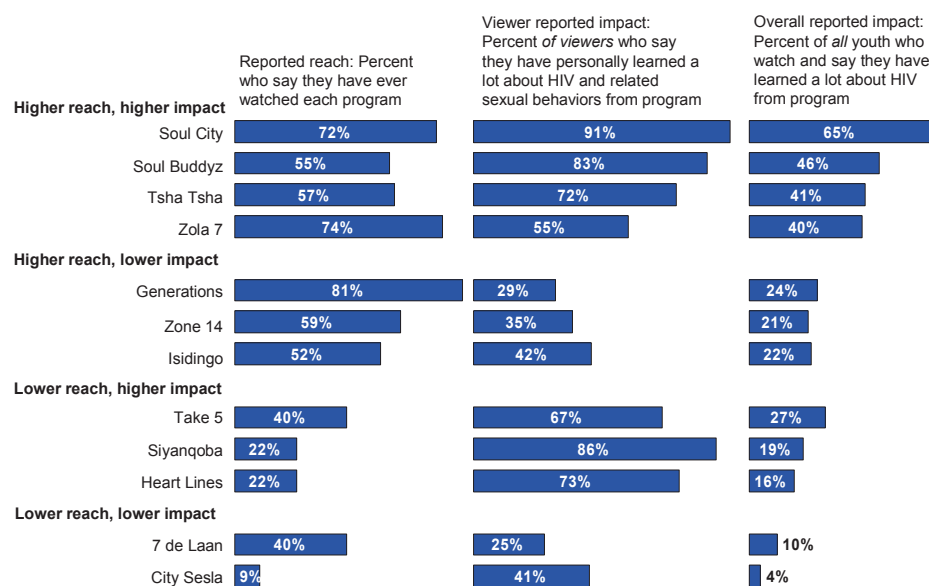
reported reach and impact of HEARTLINES and other TV programmes with regards to HIV

In order to better understand the attitudes of young South Africans towards the media's role in HIV prevention and education, the Kaiser Family Foundation and the South African Broadcasting Corporation conducted a survey of nearly 4,000 South Africans ages 15-24 between August and December 2006.

The survey asked about twelve specific television programs, all of which have contained some level of information about HIV and AIDS. These shows vary in the amount and type of HIV-related content they contain, and young South Africans gave them a wide range of ratings when asked about each show's usefulness in teaching young people about HIV and AIDS, and whether they personally have learned anything useful from the programs.

One way to look at the impact of such programming is to combine the "reach" of the program (i.e. the share who report ever watching) with the reported impact among those who have seen the show (Figure 4). From this figure, it is apparent that even though HEARTLINES was lower than the longer-running, more established programmes in terms of reach, its impact was fourth highest, a remarkable achievement considering that HIV and AIDS was only referred to in three of the eight films.

FIGURE 4 Reach and reported impact of specific TV programs



Source: *Young South Africans, Broadcast Media, and HIV/AIDS Awareness*, Kaiser Family Foundation and South African Broadcasting Corporation, 2006.

73% of youth aged 15-24 who had seen HEARTLINES said they had learned a lot about HIV and related sexual behaviours from the programme.

perseverance

Perseverance or the ability and will to overcome obstacles and to not give up are critical values to a national moral regeneration. HEARTLINES showcased stories of people who lived through difficult situations and found dignity and in some cases, a new start.

HEARTLINES had a small positive impact, for example, on the proportion of youth who feel less helpless in the face of difficulty than they did the preceding year (55% amongst those exposed compared to 50% in the matched control group).

Because of the content matter of HEARTLINES, some of the measures used to assess perseverance had to do with the importance of overcoming passivity if unemployed, and finding work. It is interesting that on these measures, the impact of HEARTLINES, although small, was in the opposite direction to what would have been expected – that is, slightly more people exposed to HEARTLINES agreed that it was ok for someone to stop looking for a job if he/she looked without success.

Although this is in the opposite direction to the expected impact, the finding can be viewed in a positive light if looked at in relation to the other roles and values promoted by HEARTLINES – those of being present to one's family and having compassion for others in the difficulties they are facing, for example.

“Personally speaking; if I had a family and lost my job and could not provide them; I would lower my head in shame, at least that’s what I’ve thought before. Watching this series [HEARTLINES] made me see that just being there or buying food for them is not enough; you need to show emotional support and you have to accept if your wife is the one working.... If you can’t get a job to provide for them, then you just need to be there physically to show them that you care... [IDI – young man, Gauteng]

Power of Values

THE cycle of violence that marks and mars our society on many levels must be broken.

In recent weeks we have witnessed several tragic deaths including those of Durban schoolboys Shane McCormall, following a fight with a school colleague and Simphwe Ntshil, after allegedly being assaulted at a Durban shopping centre. Last week it was reported that a group of schoolgirls gugged as they returned and turned a pet mouse to death in a cardboard box.

Many other examples of demented mentality leading to criminality occur daily and are reported in the media. However, such tragedies simply would not occur in a more caring and tolerant society where children were taught, from an early age, to have real values. Our society has become too permissive in terms of the reported diet of violence to which children are exposed on television, in films, comics and musical lyrics. This so-called Western liberal influence is compounded, in our own society, by high levels of social inequality, poverty and crime.

What most children think when adults in normally peaceful communities are sometimes moved to take vigilante action against suspected criminals, because of the inability of our police to protect them?

Young people, exposed to a climate of criminality, drug peddling and gang mentality in some schools, also witness ill-discipline among their own parents, relatives or teachers under the influence of alcohol or drugs.

It is time to take a stand against a moral cancer in our mind. We desperately need a moral reawakening, such as the one currently being promoted in the media by the non-government organisation Heartlines. Among other things, its eight-part television series, broadcast on SABC 2 on Sundays and SABC 1 and SABC 3 later in the week, explores the healing and regenerating power of values.

As former national cricket hero Jerry Rhodes said in *The Mercury* on Friday, self-discipline and respect (including self-respect) are critical to success.

The teaching and learning of these and other solid values, including the power of forgiveness, honour and humility, are two sides of the same coin. This is the only way to turn losers into achievers.

Editorial in the Mercury newspaper 24 July 2006

A valuable idea

Not enough has been made of a national conversation about values. And given that former president Nelson Mandela is the architect of many values we hold dear, and which appear to be under threat, there is no better week to launch such a dialogue than the week of Mandela's 88th birthday.

Heartlines is a multi-sector initiative to talk about values in an eight-week programme. With support from the major faith groupings and the endorsement of Archbishop Desmond Tutu, it is a conversation worth joining.

The values they have chosen to highlight are those of "second chances" (for those who have fallen prey to crime, drug abuse and the like); responsibility; forgiveness; perseverance; self-control; accepting difference; compassion and honesty.

The SABC, which usually comes in for a drubbing, deserves praise for making *Heartlines* its showpiece public broadcasting initiative for the year.

But it will only work if South Africans take it to heart and begin the process of introspection. When Mandela led the ANC, it was the receptacle of many of these values. But, now embroiled in a vicious power struggle, it no longer provides the national leadership it once did.

Ordinary South Africans must take Mandela's baton and inspect whether we live out our values. Compassion and selflessness are being torched by an overriding greed and an acquisitive national spirit. A supposedly developmental state (with money to deliver its programmes) appears unable to provide even the rudiments of compassion.

One need only look at the billions siphoned from the welfare grants budget and the Human Rights Commission's damning findings on the education system to prove the point. The commission found that, 12 years on and many, many millions of rands later, schoolchildren are no better provided for.

What of honesty? Growing crime, corruption and cronyism suggest that acquisitiveness is undermining public integrity. And diversity? We seem to retreat into our various "native clubs", showing no real commitment to realising the promise of non-racialism contained in the Constitution.

Acknowledging Mandela's birthday must go beyond birthday cakes and special supplements. Standing on his shoulders and respecting his legacy means building on the values he bequeathed. It is hard but necessary work.

Editorial in the Mail and Guardian newspaper 21 July 2006



The Good Provider -
A film about responsibility.

honesty

Measuring honesty and people's propensity to act within an ethical framework is inherently difficult. In this survey, measurement of honesty included two questions that measured an individual's own propensity to honesty and then also asked a series of attitudinal questions about people's views of what is and is not acceptable.

There was a small impact of HEARTLINES on honesty in relation to responses on one of the scenarios; those exposed to HEARTLINES were more likely to give the desired 'honest' response to the scenario involving 'what would you do if you saw your friend steal money from a co-worker?' (86% amongst those exposed and 83% amongst the unexposed).

HEARTLINES did not have a positive impact on any of the other measures of honesty that were used in the national evaluation. For example, those exposed to HEARTLINES were less likely to agree with the statement 'I strongly object to other peoples dishonest acts' (60% amongst those exposed and 67% amongst those unexposed); those exposed were less likely to disagree with the statement 'sometimes it can be right to take something that does not belong to you' (73% amongst those exposed and 78% amongst those unexposed).

It is important to note that these two statements contain an implicit judgement of others, rather than being a true measure of a person's own ethical behaviour. These findings need to be interpreted in the context of other impacts of HEARTLINES – in particular, it is highly possible that an impact of HEARTLINES on increased understanding between people, to the extent that this happened, would render people less inclined to judge others for their 'wrong doing', and thus explain the apparent negative finding that was observed on these two measures.

Story of a Challenge to Ethical Behaviour – Young man, Western Cape

"I used to have a friend who was staying in Langa. He owned a taxi but it was destroyed, so ...he no longer had an income. One day he came with money saying that he was working, in Claremont but I was the only one who knew. I thought that this was where the money was coming from, but when the police arrived and he said that the money was mine, I found out that he was stealing cars. He had no job; I knew I was at fault, I should have told an adult...The police said that all the cars were stolen; so they arrested him and he was going to be released in 2009. I should have told someone, even made sure that he was really working, asked someone to keep an eye on him. I made a mistake by keeping his money... I apologised to my family and I told them what had happened....I have learned from Manyisa that if I want something, I cannot just take from someone else. I have to work for it myself because stealing is not just 'easy come, easy go', there are consequences, either you get caught or you end up dead. [because of HEARTLINES] I told my parents, and I watched those films."



HEARTLINES -
the feature film.



Johannesburg Correctional Facility
women's choir at the launch of the
HEARTLINES feature film.



Zolile Mlisana, Deputy Chairperson, and
Zama Mkosi, chairperson of HEARTLINES
at the HEARTLINES feature film launch.



The Bet -
A film about self-control.



impact of HEARTLINES

FBO IMPACT – QUALITATIVE

Introduction

The evaluation of the FBO component of HEARTLINES aimed at documenting and analysing the impact of the FBOs' role in promoting conversations about values on their members' personal attitudes and behaviour. The second objective of this evaluation was to document the supporting role, if any, of the mass media (national broadcast) on impact experienced.

The following churches were represented across the focus group discussions: Anglican Church; Apostolic Church; Baptist Church; Christ Embassy; Ethiopian Church; Evangelical Lutheran Church; Ilizwi in Zion; Independent Presbyterian Church; Methodist Church; Roman Catholic Church; Salvation Army; Vuseleli Church and the Zionist Christian Church. 8 focus groups were held, and 37 in-depth interviews with individuals.

The Focus Group Discussions tended to focus on the activities that FBOs organised to encourage their members to discuss and act on the values promoted by HEARTLINES and the level of engagement of congregants in these activities. The interviews tended to focus on personal stories regarding the impact of HEARTLINES on their lives. There was however some inevitable overlap between these different data sources.

The analysis also included emails that leaders and members of FBO's and groups sent to HEARTLINES, providing feedback about the intervention in their organisations.

Support from FBO leaders

HEARTLINES was supported by all the major faith based organisations represented in South Africa. Leaders were mobilised prior to the eight-week period to focus the life of their institution on the values conversation.

“Our organisation, MEDIA961, a Durban based Muslim media and public relations organisation supports the Heartlines campaign and believes that all attempts at promoting nation building, morality and common human values must be promoted and cherished”.

[Dr. Faisal Suliman, Chairperson]

“The challenge of moral regeneration in 21st Century South Africa is of paramount importance.[...] HEARTLINES is a project that seeks to fulfil this important mandate and thereby contribute significantly to uplifting the South African soul.”

[Rabbi Dr Warren Goldstein, CHIEF RABBI]

“HEARTLINES is an initiative that promises to take the message of moral regeneration into every living room across the country and even to countries outside South Africa”.

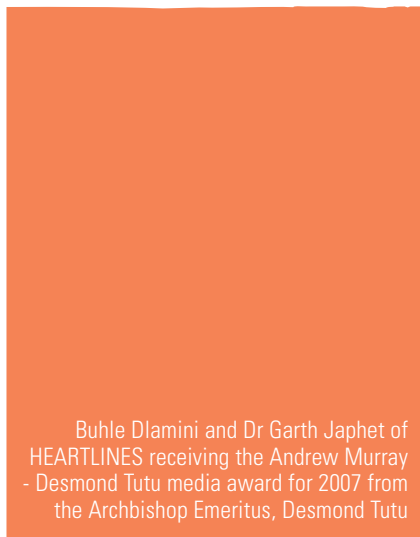
[Wilfred Cardinal Napier OFM, Archbishop of Durban]

“The South African Hindu Maha Sabha fully supports the HEARTLINES project on living values that would be presented for eight weeks. South Africans are living in a world without hope and this programme would certainly provide a new paradigm shift as a means of restoring the human dignity in mankind.

[Dr D Moodley, Jt. Hon. Secretary, SA Hindu Maha Sabha]

"I endorse the HEARTLINES concept enthusiastically. Everyday we are faced with making choices. It is a confusing world and we need to be making decisions that are not only good for ourselves, but also good for the people who share our lives. HEARTLINES will be helping South Africans to think through important issues for themselves and to assist them in considering the implications of their choices. We have a wonderful country and wonderful people – the HEARTLINES project aims to help us grow together as individuals and as a nation where compassion and respect are nurtured.

[Desmond M Tutu Archbishop Emeritus]



Buhle Dlamini and Dr Garth Japhet of HEARTLINES receiving the Andrew Murray - Desmond Tutu media award for 2007 from the Archbishop Emeritus, Desmond Tutu



The role of FBOs in promoting HEARTLINES

HEARTLINES packages (60 000) were distributed among a number of FBOs all over South Africa to encourage them to actively participate in getting the nation to talk about values. In response to this initiative, some congregations held regular meetings whilst the films were broadcasted. Since HEARTLINES distributed the packages before the films were aired, FBOs had time to set up weekly discussions.

"The Sunday sermon was on the value that was being screened that night ...and then on Wednesday we got together to discuss both the sermon and the episode and everything that had come up... We followed the films [chronologically]... and asked people to say how they felt when they watched them...what emotions were involved, were there any memories that came back to them"

[Female, church leadership]

The role of FBOs in promoting values and encouraging people to live according to them was crucial to people's openness to share their personal stories. In the focus groups, participants discussed the dynamics of these activities and some people who shared their personal stories in the in-depth interviews, spontaneously mentioned that they heard about HEARTLINES through their FBOs or through another congregant. A participant recalled how he got to know about HEARTLINES:

"A friend of mine came to visit and she said there was going to be a programme shown on SABC 2 called HEARTLINES. She told me that this was an interesting topic so I should get a poster that can be posted at church and announce it to every one. People started to come in and ask about it"

[Male, 35. Gauteng].

Opportunity to promote openness and connect with other people's stories

Different stories about forgiveness and other values came up in the group discussions held at FBOs. These conversations created a space for people to share experiences that they had gone through and related to the stories told by the films. At the same time the regular meetings became an opportunity for them to get some kind of support from others who had been through something similar. A church leader pointed out that some participants could understand other people's their suffering and pain:

"I think every one hearing one another's story learnt about somebody's pain and certainly respected the place where it was told... that is another thing to me that [HEARTLINES] brought up, to create awareness with people to listen to others and realise the need of people, and [create] a place to tell their stories, that was portrayed very well in the series and to realise that there is a lot of pain out there"

[Male, focus group participant. Eastern Cape].

From discussion to action

Some FBOs reported a different kind of activity besides the regular meetings. An FBO member in Nigel emailed the HEARTLINES team to let them know that her organisation has been motivated by the films to start projects to support the community:

"We are starting different projects in our community spreading as far as the East Rand. One such project is a hospital where we will be taking on the children's ward and just putting some nice touches to the ward so it does not feel so cold and impersonal for the kids, and the value we are applying here is taking responsibility and having compassion for others"

[Female, FBO member. Gauteng. Email]



During the 8 weeks, the HEARTLINES website had 21 082 visitors. "Google" hits on HEARTLINES at the peak of the campaign (16 August 2006) returned 21 900 entries for HEARTLINES on South African pages.

The role of participants' age and cultural background

The qualitative survey found that discussions about the films were strongly influenced by the participants' cultural background and personal experiences. Most of the discussions focused on a specific value relevant to the participants regardless of the film that was broadcast in the corresponding week. This should be taken into account in the future, as for some FBOs it might take more than one week to discuss a particular value, especially when congregants have gone through life-changing experiences such as forced removals or rape, amongst others.

Participants also interpreted films differently according to their age and particular circumstances of their lives at the time at which the films were broadcasted. In general, it seems that people aged 18 to 22 years identified themselves most with the story told in "The Bet" and connected with the characters to the extent of discussing with their families and friends the values presented in the film and even acting on them.

"The Bet is all about love and peer pressure...When my friends and I were watching the story of Biko and Ayanda, we had discussions later and we love them. Biko is charming who had dreadlocks, like us and they were focused on Ayanda. The story taught us how to focus on the future and to stick on your plans"

[Male, 22. Rural area, South of Durban]

Forgiveness

Across all the discussions, it appeared that the value of forgiveness was one that dominated. There were also numerous stories of where discussion on forgiveness had resulted in action taken.

"We're talking about forgiveness. I remember there was this lady in a small group and I was there this night when she shared how her son had stabbed and killed the opposite neighbour. There was this unforgiveness from her and ... between the two families and she had to go across and ask for forgiveness. It was very teary ... it was one of those movie stories and the families had to be brought together"

[Male, church minister. Western Cape]

HIV & AIDS

FBOs were aware of the problem that HIV poses in their communities and some of them provided emotional and/or material support to HIV infected people prior to the HEARTLINES films. The films encouraged many of the FBOs to begin discussing HIV openly and in some cases encouraged acts of compassion and disclosure.

In one focus group, the minister shared how there was congregant that, encouraged by HEARTLINES, was able to disclose her status and now is able to share her experience with other congregants:

"We had another situation here with a particular lady in the church who has the HIV/AIDS and she comes to church regularly she's more free to worship now and I think as a result of the HEARTLINES program and the whole concept around forgiveness and... all of that. I think she has now learnt that she can help other people"

[Male, church minister. Western Cape].

conclusions



Crossroads -
A film about forgiveness.

- **REACH OF HEARTLINES WAS EXCELLENT** for an 8 week intervention, and has laid the basis for further interventions. Reach was particularly high among youth, and young women in particular, which is important for HIV prevention, since this group is the worst affected by HIV. However, the programme needs to find other ways to reach the older black population, which is important for care and support and also stigma. Older black people, particularly grandparents also have a significant role to play in the transmission of values in the family. This group is not as well reached through television, and other channels may have to be explored. Some of the dramas may have been seen not to have much relevance for older people.
- The main intended outcome of the HEARTLINES intervention was on dialogue, and in this area the programme was extremely successful. A very high proportion of people who watched the dramas discussed them with someone else, and this shows that the attempt to promote a **NATIONAL DIALOGUE ON VALUES** was successful, and also increased the reach of the dramas themselves.
- Once the evaluation gets beyond dialogue to issues of attitude differences and changes in behaviour, it becomes much more difficult to show differences due to exposure to HEARTLINES. This is not surprising, since the programme was of such a short duration. For example, in the area of forgiveness and the ability to give a second chance, only small differences were shown between the exposed group and the matched control group. In some areas it remains a **CHALLENGE TO FIND MEASURES** that are sensitive to what the intervention is trying to achieve.

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- One of the important areas that HEARTLINES wanted to have an impact on was **PROMOTING CARING FOR PEOPLE**. Here again the proportion of the respondents in the survey who held positive attitudes and behavioural intention was very high, and it becomes difficult to show change in this situation. There was a small effect of HEARTLINES, but it may well be too early to show any impact on this set of indicators.
 - HEARTLINES did have a positive impact on making people more **ACCEPTING OF DIFFERENCES**, especially racial differences. This is still an important issue in South Africa, as the country slowly progresses towards racial reconciliation.
 - HEARTLINES also had a demonstrable impact on **REDUCING STIGMA** towards people living with HIV. In many countries it has been demonstrated that decreasing stigma and promoting openness towards HIV is often the first step in tackling the HIV epidemic.
 - The **FBO PART OF THE INTERVENTION WAS CLEARLY SUCCESSFUL** at creating an opportunity for FBOs to engage in discussion around the values highlighted by HEARTLINES. This occurred even in settings where these discussions were not previously happening.
 - Some FBOs became more actively involved with **PROJECTS** as a direct result of HEARTLINES. This was a positive if unexpected finding, given the limited time over which the intervention occurred. As mentioned above, the active involvement of FBOs is likely to be an important component in mobilising communities around HIV.

It is important to note significant difficulties in conducting this evaluation. The measurement of exposure was not entirely satisfactory. There were many different aspects to the HEARTLINES programme, of which we were really able to measure only the television dramas. It is therefore quite likely that people we considered unexposed may well have had indirect exposure to the programme, through dialogue with people who had been directly exposed. The overall impact of this would be to minimise the difference between the exposed and the matched control group, and in reality the difference due to HEARTLINES may well have been bigger than that shown here.

In the next phase of HEARTLINES it may be beneficial to tie the messages on values with providing direction on concrete action that people can take. Many communication campaigns have demonstrated that clear messages relating to some form of action are both easier to understand, as well as easier to evaluate.

Overall, this phase of HEARTLINES has laid a firm foundation for continuation of the programme. However, the programme does need to be continued and extended, otherwise the investment and the progress that has been made so far will be somewhat wasted. Interventions like HEARTLINES need a number of years to show impact in areas such as behaviour, and this evaluation has shown that progress has been made some important intermediate indicators.

highlights



- An estimated 26% of the adult population, or 7.3 million adults watched one or more of the **HEARTLINES** films on television
- **HEARTLINES** appealed across all racial groups
- The audience doubled from first film to last film
- **HEARTLINES** generated more than 500 articles in the press
- Almost two-thirds of those who had watched **HEARTLINES** had discussed the films with others, resulting in 4,5 million values-related conversations
- **HEARTLINES** was responsible for an estimated 82 000 additional acts of caring for people affected by AIDS
- **HEARTLINES** had a positive impact on decreasing stigma towards PLWA in South Africa
- **HEARTLINES** has established support and credibility within FBOs
- There were numerous stories of far-reaching self-reflection and change as a result of **HEARTLINES**
- More than 45 000 copies of a children's story book have been distributed
- **HEARTLINES** materials are going to be used in schools, FBOs and correctional services nationwide
- The quality of **HEARTLINES** films has been recognised through several local and international awards



HEARTLINES

values that connect

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