



oneloove

talk • respect • protect

Update

March 2010 Issue

Editorial

In 2006 the SADC called for a regional response to tackle the issue of Multiple Concurrent Partners (MCP). OneLove is a response to this call.

The Campaign launched in Tanzania in October 2008 and rolled out across the region throughout the next year.

Support in-country from National AIDS Councils and other partners,

as well as regionally from Africa Broadcast Media Partnership (ABMP), Trucking Wellness, International Organisation for Migration (IOM) and The Champions - has been unprecedented.

It is the largest cross-border communication campaign in this region.

OneLove has challenged people to think differently about their sexual

lives. It has got people talking and thinking about culture and the norms and values that perpetuate risky sexual behaviour.

This newsletter gives an update on the campaign, as well as plans for 2010. Together we are making a difference.

Harriet Perlman

Soul City Regional Programme

The Making of OneLove Campaign

The strength of the OneLove campaign is the power of a recognizable and collective approach; collaborative alliances and rigorous research and consultation which began in 2005.



The OneLove steering committee consists of representatives from 9 countries. It meets regularly to plan campaign activities.

Campaign countdown

August 2005 - African Health Ministers adopted the Maputo declaration, calling upon countries to work together to intensify HIV prevention.

May 2006 - A Southern African Development community (SADC) Think Tank Meeting in Maseru identified MCP as a core driver of HIV & AIDS in the region and called on member states to tackle the issue of MCP together.

October 2006 - A SADC/ UNAIDS/ Soul City consultation meeting in Swaziland recommended that MCP

reduction be a key focus of social change communication interventions in Southern Africa over the next 5 years.

May 2007 - Soul City and regional partners meet to design a formative research process across 10 countries.

May - October 2007 - Qualitative research was conducted across 10 countries, with 179 focus groups, 116 in-depth interviews and literature reviews.

November 2007 - Research feedback and consultation workshop held. Research revealed common themes across all countries driving MCP. Based on these findings the workshop recommended a regional campaign to run concurrently with local interventions to reduce MCP in SADC and a common set of messages to strengthen impact (including a possible common name)

December 2007 - A campaign and message design workshop was held.

February 2008 - MCP Steering committee set up with representatives from 9 partner countries to oversee and run the campaign. Proposed campaign names suggested and

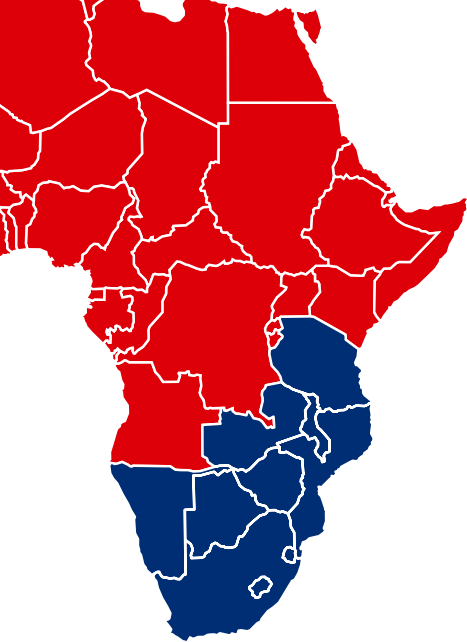


three names and logos chosen to pre-test.

March - October 2008- Findings revealed that the name OneLove (talk, protect, respect) resonated with campaign message and audiences across the countries. Need to translate and adapt the tagline for local languages and idiom was identified.

October 2008 - Campaign roll out begins.

The regional campaign uses the power of mass media (television, radio and print) and social mobilisation and advocacy, to drive social change in each country and across the region.



OneLove Country Updates

The OneLove campaign is unique because it combines both in-country campaigns with a regional component as well.

OneLove is the largest cross-border communication campaign to tackle the issue of MCP.

Highlights

- More than 8 628 800 copies of OneLove print materials published in 12 languages.
- 7 radio drama series developed in 10 languages, broadcast to reach about 20 million people across southern Africa.

Core Campaign Message

Having multiple concurrent partners puts you and your loved ones at risk of getting infected with HIV.

A safe relationship means:

- No secrets and lies.
- Communicating effectively.
- Challenging cultural practices that support MCP.
- Respect and equal rights for and between men and women.
- Societies must support and encourage safe relationships.



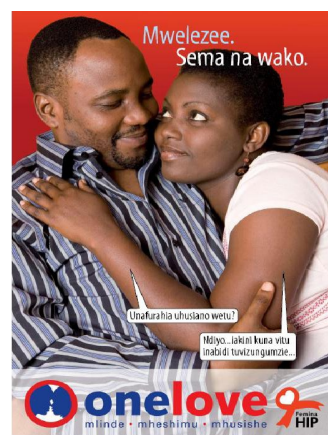
Billboards using local idioms have dotted the Lesotho landscape to get people talking about how their own sexual networks put them at risk.

Lesotho

The OneLove campaign in Lesotho was launched in December 2008.

Hope Dolo, director of Phela, the NGO partner leading the campaign in Lesotho, says "the Lesotho National AIDS Council has endorsed the OneLove campaign and community dialogues have begun all around the country."

Lesotho's multimedia roll-out comprised a booklet highlighting issues around gender, women and HIV & AIDS and a pamphlet detailing the risks associated with MCPs. More than 406 000 copies of a relationship booklet (**Relationships Made Easy**) were published in November.



Tanzania

The OneLove campaign in Tanzania was launched by Femina HIP on the 9 October 2009 in Dar es Salaam.

The Tanzania campaign focuses on the youth as its target audience. This is done through the **Fema TV Talk Show**, a 30-minute weekly talk show for and by young people in Tanzania.

The show is presented in Swahili. It is broadcast nationally on ITV and TBC1.

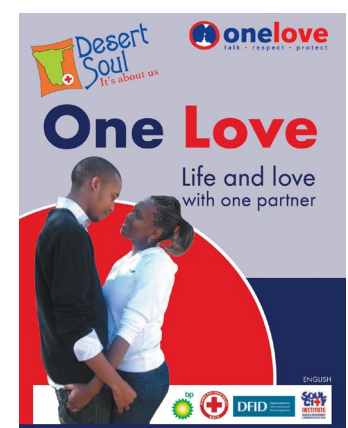
Femina HIP has also developed a short vignette, where two main characters dramatise relationship issues.

Namibia

The OneLove campaign in Namibia was launched in 2009 with a radio drama.

Desert Soul has published 350 000 copies of a book **Life And Love with One Partner**. A new radio drama is also planned for later in the year.

Desert Soul and its partners have also facilitated two workshops on MCP with traditional leaders.





the TV spot **Conheces o Ze**, the Mozambican adaptation of Meet Joe.

For the next three months N'weti will rollout a series of communication materials addressing MCP. This will include the distribution of more than 1 million booklets focusing on communication amongst couples. A radio drama telling the story of young Ibrahim and Rute is also being aired.

Swaziland

Swaziland launched their OneLove campaign in February 2009 with a mass media campaign.

The national campaign is led by NERCHA with Lusweti, and is characterised by strong partnerships between the urban and traditional sectors through Khulisa Umntfwana and the religious sector through the Church Forum.

Multimedia materials for the campaign include 225 600 copies of a booklet, **Love, Sex and You**, TV and radio adverts, where various community leaders champion OneLove, a radio drama series and a series of articles in mainstream media.

Mozambique

November 6th marked the launch of the campaign about Multiple Concurrent Partnerships (MCP) in Mozambique. It is commonly accepted throughout Mozambique that a "normal" man needs to have several sexual partners to prove his manhood.

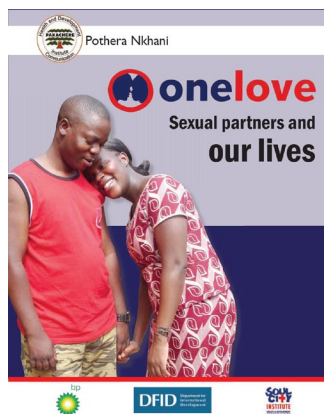
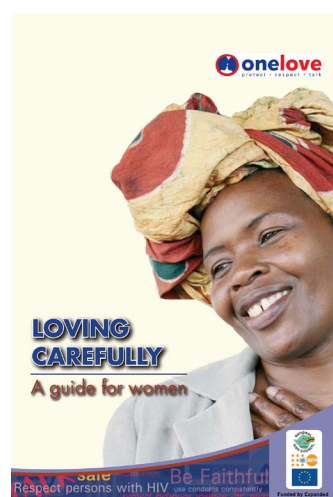
"Amores a mais é demais! Yuuh! Não vale a pena!" is the name adopted for the MCP campaign in Mozambique. The campaign, (done in association with OneLove) kicked off with the broadcasting of



Zimbabwe

Zimbabwe's campaign launch took place on the 3rd June 2009. An active partnership with UNFPA saw over 4 million materials, including booklets and pamphlets, being branded OneLove.

The campaign is supported by the NAC and spearheaded by Action.



Malawi

Malawi rolled out its OneLove campaign in October 2009. The campaign is being implemented in partnership with the NAC, key government ministries and departments, the UN Community, NGO and business sectors, the media, as well as faith-based organisations.

Campaign materials include TV and radio talk shows, a radio drama series, 970 000 copies of a relationship book (**Sexual Partners and Our Lives**), public service announcements, music, newspaper articles and adverts. The campaign also includes social mobilisation campaigns among the youth.

Zambia

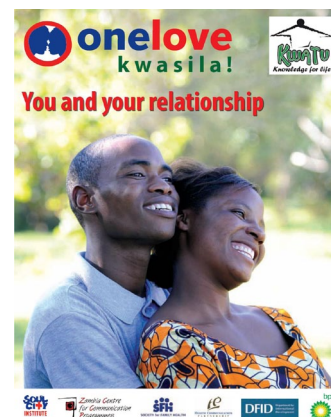
OneLove Kwasila led the campaign with a locally produced, innovative 10-part TV miniseries named Club Risky Business which highlights the risks of MCP. OneLove Kwasila also developed a 10 weeks live TV talk show and 600 buses branded with OneLove messages.

OneLove Kwasila has also published 730 000 copies of a relationship booklet (**You and Your Relationship**.) Over 5000 posters carrying key MCP messages and 5000 bumper stickers were also distributed.

OneLove Kwasila has also provided training on MCP

issues to top local musicians, religious leaders and the cabinet committee on HIV.

The campaign is led by the NAC, and other partners, including the ZCCP.

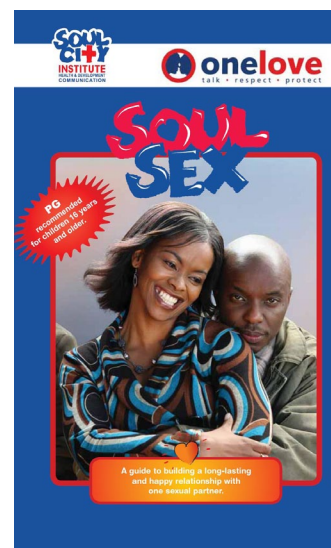


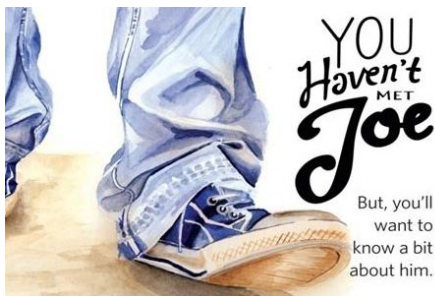
South Africa

The OneLove campaign in South Africa was launched at the end of January 2009 with the popular 13 part television drama, **Soul City**.

Campaign partners nationally were provided with toolkits (posters, T-shirts, booklets and bangles) which enabled them to hold OneLove dialogues. There was a radio drama and talk shows in 9 different languages as well as a number of PSAs.

At the end of 2009 a guide to good sex in a safe relationship was published called **SoulSEX**.





Regional Components

Meet Joe, consists of a one-minute animated TV PSA with an accompanying simple story booklet in four southern African languages.

In a surprising and entertaining way, **Meet Joe** highlights sexual networks and how having more than one sexual partner at the same time puts you at risk of HIV and AIDS.

The **Meet Joe** booklet is quick and easy to read and the accompanying TV PSA surprising and fun to watch. The booklet is being distributed at 4 border communities (Lesotho, Mozambique, Zimbabwe and South Africa) and at 14 Wellness Centres set up through Trucking Wellness to support truckers and mobile populations. It is also being distributed through IOM and SAFAIDS.

The animated PSA has been flighted on SABC1, 2, 3 and etv in South Africa and in Mozambique. In Namibia, it was aired on 56 screens in branches of First National Bank across the country.



In June students and peer educators from the University of Venda in South Africa partnered with their local district municipal management, the Soul City Institute and local NGOs to raise awareness of the OneLove campaign.

Upcoming Events

Many exciting events will be rolled out in 2010. These include:

- * A new TV series called "Love - Stories in a time of HIV & AIDS" is being broadcast across the region starting in February 2010. This exciting new TV series consists of 10 half-hour films from 10 countries dealing with different aspects of love and desire in a time of HIV & AIDS. Love Stories has been in development for more than a year. It brings together new and exciting talent from the region. For more information, contact the OneLove partner from your country to find out when the

series will be broadcast.

- * A partnership with The Champions
The Champions - for an HIV Free Generation is an organisation formed to provide positive, more visionary and outspoken leadership on HIV & AIDS. The Champions, led by His Excellency, Mr. Festus G. Mogae, the former President of Botswana, include four former African presidents, a Nobel Laureate and other high-level African leaders. We are honoured that The Champions is now a partner on the OneLove campaign.

Contact Us

For more information on in-country activities or to get materials, contact the OneLove regional partners:



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OneLove Regional Partners



SAFAIDS
Southern Africa
HIV and AIDS Information
Dissemination Service



Check out our web site

- Our exciting web site has a library of informative articles and videos on MCP, love, sex and relationships. You can also take polls and quizzes, join ongoing discussions and even share your own story with our readers.
- The site is really popular and has enjoyed an average of 70 000 page views per month since November 2009.

Visit www.onelovesouthernafrica.org for more campaign information.