

Audience identification with a character's dilemma to use traditional medicine vs. ART: the capacity of a television drama series to promote health-enhancing behaviour

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Research and Evaluation



Intersexions

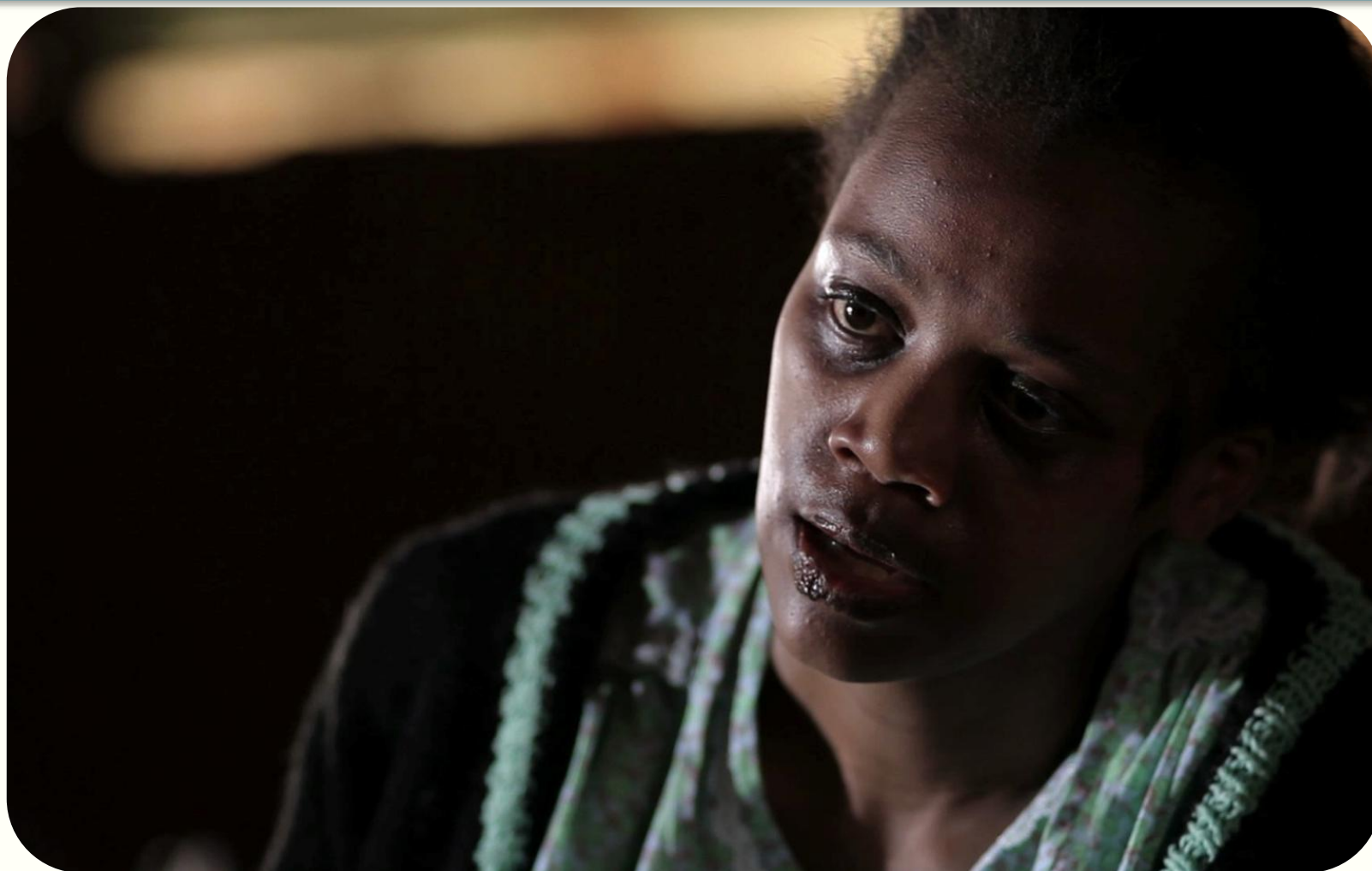
The moment someone becomes sexually active, they become part of a sexual network of people who are related even though they may be complete strangers



Post-broadcast evaluation

- 12 focus groups, 11 in-depth interviews
- Six provinces; included 87 regular viewers
- Rich data on how viewers engaged the series and its impact on different levels:
 - *Did participants interrogate existing understandings of themselves & social world?*
 - *Did they develop new conceptualisations that are conducive to healthy behaviour?*
 - *Were spaces for critical dialogue and reflection opened?*
 - *To what extent was behaviour change conceptualised and enacted?*

Episode 21, 'the Lie'



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Benefits of ART



Portrayal of traditional beliefs



Ntombi's strength and agency



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Disclosure and living well w/ HIV



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Communicating w/ elders about ART



Examples of behaviour change



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Interpersonal communication



Conclusion

The impact of Episode 21 took various forms:

- *enhanced knowledge* about nature of HIV and benefits of ART in particular;
- opened up *communicative spaces* within families and communities about the health-enhancing benefits of ART

Personal reflection and identification with the characters and storylines:

- extended to key moments of realisation
- that sometimes accompanied the *conceptualisation of specific forms of action* that one might take
- or that had been taken in order to reduce risks of HIV infection

Careful and *emphathetic portrayal of cultural beliefs* and practices appeared to help this impact

Partners

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