



Annual Report

2004

CADRE



CADRE'S MISSION STATEMENT

CADRE is a South African non-profit organisation working in the area of HIV/AIDS social research, programme development and communication. We are committed to fast-tracking appropriate and effective response to HIV/AIDS through developing coherent strategic models for interventions.

Guiding Principles

CADRE is committed to:

- a concept of society based on democratic principles of consultation, maximization of participation, and accountability to broader society;
- mobilising clear understanding and rapid response to emerging issues in HIV/AIDS;
- fast-tracking social response to the epidemic through prioritising key areas and through making research findings, models and tools readily available;
- fostering the development of a clear understanding of the continuum in HIV/AIDS that exists from prevention through care and support issues;

the need for a multifaceted response to HIV/AIDS based on the understanding of HIV/AIDS as a complex and layered social phenomenon.

Organisational approach

CADRE has a national orientation, but also conducts work in other countries, mainly in Africa. We place an emphasis on development of policy and strategy approaches based on research and are involved in developing theoretical frameworks, conceptual models, best practice frameworks, research tools, and training approaches. We are interested in promoting the needs of communities directly experiencing the impacts of HIV/AIDS. We are committed to developing people and to developing collegial and collaborative partnerships in all spheres of our work.



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DIRECTORS' REPORT



HIV/AIDS COMMUNICATION AND SUPPORT INTERVENTIONS



Tsha Tsha Television series

Tsha Tsha is a multi-part entertainment education television drama series commissioned by SABC Education and produced by CADRE and Curious Pictures. Additional support is provided by Johns Hopkins Bloomberg School of Public Health Centre for Communications Programs and funding is presently provided by USAID. Tsha Tsha deals with young people living in a world with HIV/AIDS and its primary audience is young South Africans aged between 18 and 24 years old. Tsha Tsha is broadcast in Xhosa with English subtitles.

The series was initiated through a call for proposals by SABC Education in 2001. CADRE collaborated with Curious Pictures in the development of a proposal and the short-listing process included the development of a pilot episode of the series. Key emphases in the proposal were on the development of a theoretical framework for an entertainment education series as well as the location of the story in an impoverished small town in South Africa.

Tsha Tsha is broadcast in Xhosa with English subtitles and is set in the small fictional rural town of Lubusi in the Eastern Cape. It explores young peoples' lives as they make their way through the passage to adulthood, developing self-efficacy and humanity at an individual and community level. It addresses many of the challenges facing young people in South Africa today and aims to enhance their capacity to reflect on problems, to engage in developing solutions, and to become active agents in crafting the circumstances of their own lives.

The rural setting was chosen because it allows for the exploration of issues relating to community life including the marginalization of youth, and creates an appropriate setting for a character-based drama dealing with personal and social transformation. The interplay between the opportunities and limitations of rural settings provides a useful context for highlighting the relationships between personal self-efficacy and environmental resources as factors in personal development.

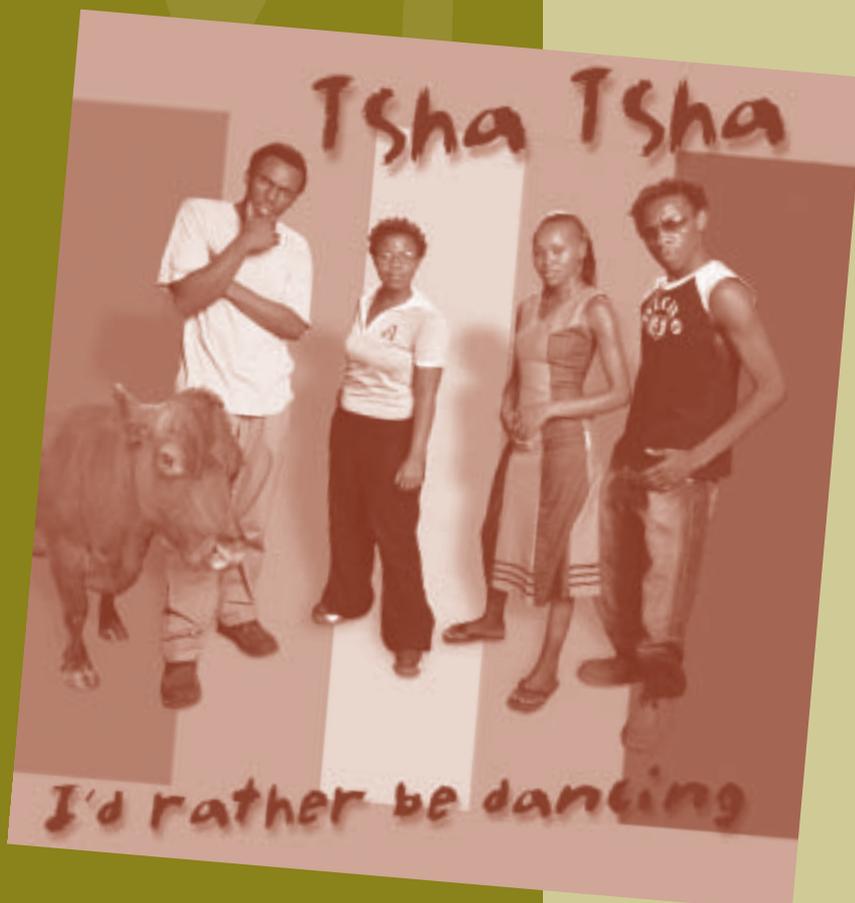
Tsha Tsha tells the story of DJ, a young man who has lived his life in urban Johannesburg, who is sent to Lubusi for his own safety. The tension between what Lubusi offers and his prior life in the city is revisited throughout the series as the characters struggle to create personal and social contexts where they can be creative and fulfilled in a personal as well as a social sense.

Ballroom dancing is used as an organising concept in the drama. It provides a thread of continuity in the eventful circumstances of young people's lives and also brings the

characters together. At the same it provides images of creative relationships between people which are not beset by the complexities of life outside of the codes of dance.

Dance is like life. You come here to learn to dance, but what you will learn is how to live. How to rise above the everyday, to a place of beauty, life and light. Right. In a circle. Big circle. We start to dance by learning to walk. (Mrs Kekana, dance teacher — Episode 1)

HIV/AIDS issues dealt with in the first 13 episodes include: the plight of young people having to care for sick and dying parents, including the financial and social risks associated with this and the burden of responsibility for younger siblings; confronting the possibility of being HIV positive and undergoing Voluntary Counselling and Testing (VCT); personal social challenges of discovering that one is HIV positive; dealing with HIV-related stigma as a community; the challenges of adopting HIV risk avoidance behaviours including condom use, secondary abstinence, faithfulness and use of alternative forms of sexual expression; and recognising the risks of sexual violence.



JOURN-AIDS

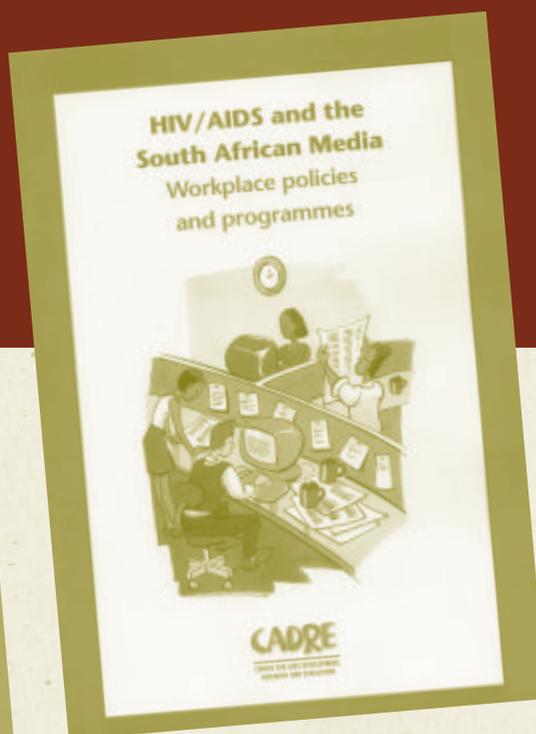


Journ-AIDS is a research-based project that involves providing resources for in-depth and analytical reporting on HIV/AIDS in the South African media. The project follows a participatory approach, involving journalists and stakeholders in various activities.

In the first phase of the project a number of research studies were conducted including:

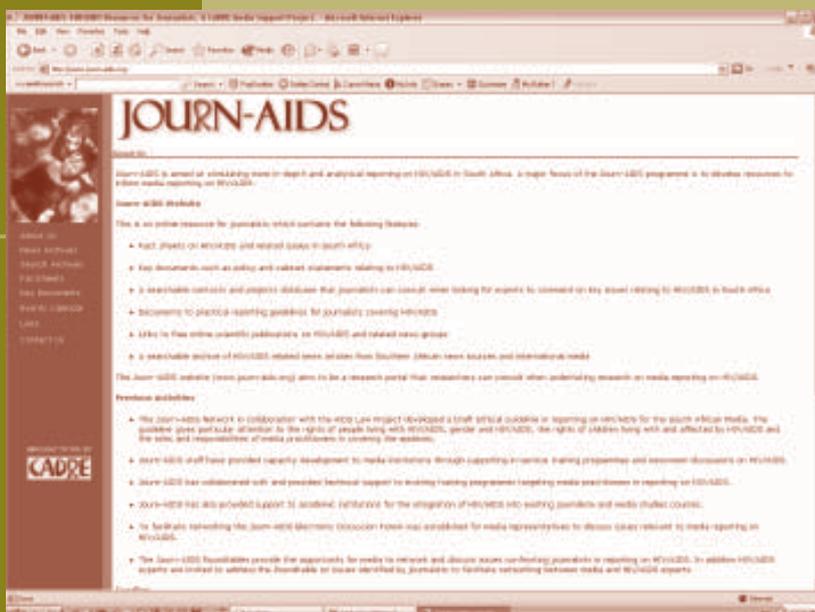
- **HIV/AIDS and the media: A literature review** - which details reporting and networking in relation to HIV/AIDS journalism and potentials for the South African Media;
- **HIV/AIDS and the media: A bibliographic review** - which lists resources from journals, conferences and reports on HIV/AIDS and the media;
- **HIV/AIDS and the South African media: Workplace policies and programmes** - which reviewed media institution responses and practices in relation to HIV/AIDS in the workplace. It identifies gaps and also provides sample guidelines and policies.
- **What's News: Perspectives on HIV/AIDS in the South African media** - which reviews the perspectives of journalists, editors and stakeholders in relation to contemporary reporting on HIV/AIDS. The report distinguished between strong and weak advocacy roles in relation to HIV/AIDS and addressed the potentials for in-depth and proactive reporting through greater internal editorial commitment, training, and integration of community perspectives.

phase one



Following the research phase, a website was established to provide support and resources to journalists and organisations working in the HIV/AIDS and media field. The website, www.journ-AIDS.org includes:

- Daily HIV/AIDS reporting in the South African media;
- Fact sheets on HIV/AIDS related issues in South Africa
- Key documents such as policy and cabinet statements relating to HIV/AIDS
- A searchable contacts and projects database that journalists can consult when looking for experts to comment on key issues relating to HIV/AIDS in South Africa
- Tools for journalists providing links to practical reporting guidelines for journalists covering HIV/AIDS www.journAIDS.org



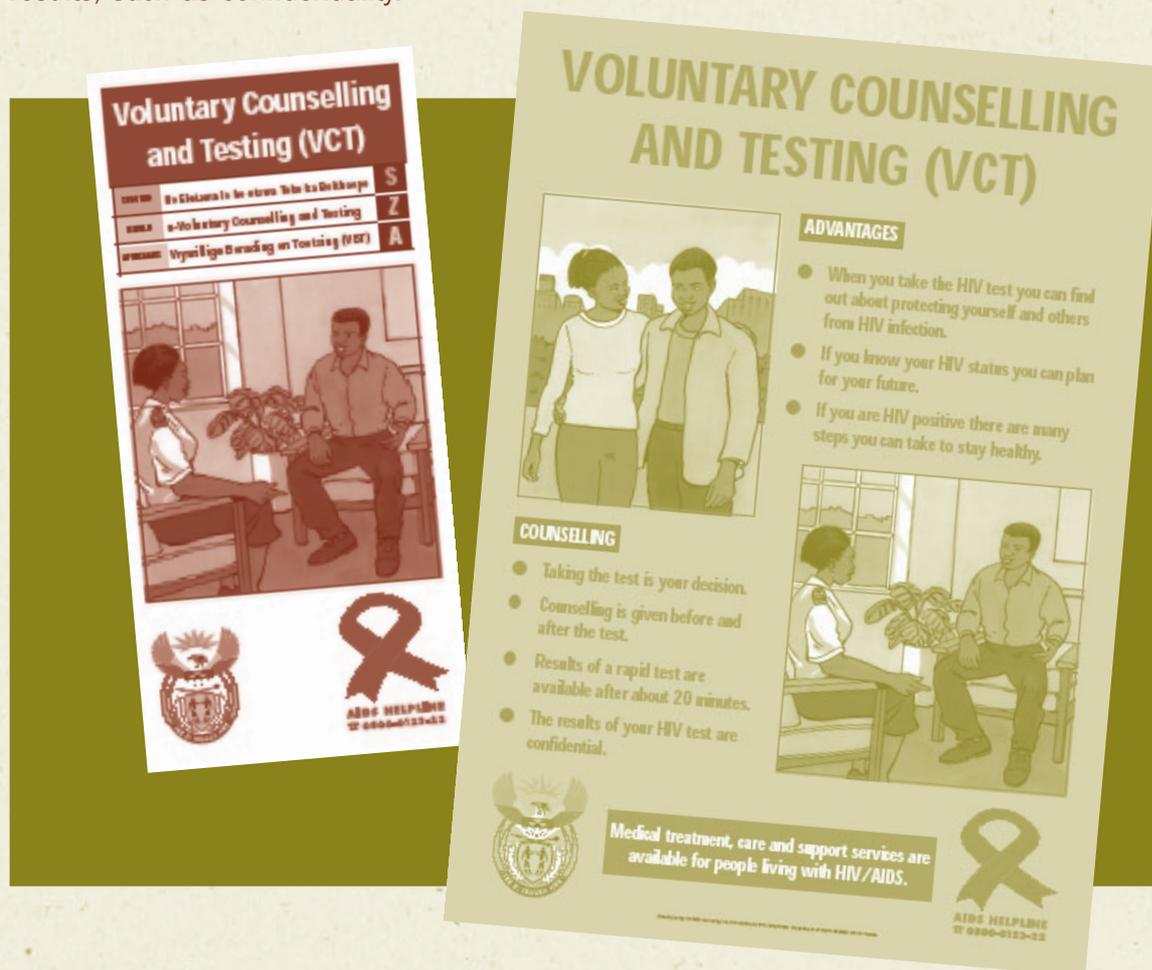
The Journ-AIDS Network in collaboration with the AIDS Law Project, developed a Draft Ethical Guideline in reporting on HIV/AIDS for the South African Media. The guideline gives particular attention to the rights

of people living with HIV/AIDS, gender and HIV/AIDS, the rights of children living with and affected by HIV/AIDS and the roles and responsibilities of media practitioners in covering the epidemic.

Journ-AIDS provided training to journalists through supporting training programmes and newsroom discussions on HIV/AIDS, as well as providing presentations and lectures to formal journalism programmes in various tertiary institutions. Presentations were made to the South African National Editors' Forum (SANEF); to the HIV/AIDS media reporting of the Johnnic Group; gender perspectives on HIV/AIDS with Gender Links, and for the Media Institute of Southern Africa (MISA) on the impact of the HIV/AIDS pandemic on the media at a meeting in Dar es Salaam in Tanzania. In 2002 Journ-AIDS conducted two seminars on AIDS in the media for the Masters in Journalism students at the Department of Journalism and Media Studies at Rhodes University. Journ-AIDS also consulted with students on the production of a collection of stories called 'Facing AIDS: Stories from Grahamstown'.

Voluntary Counselling and Testing (VCT) Materials

CADRE was commissioned by the Department of Health to provide assistance in the development of communication materials to support Voluntary Counselling and Testing (VCT). These included a multilingual eight-panel flyer on Voluntary Counselling and Testing, explaining the purpose of VCT, standard VCT procedures, what the results of the test mean, and the various key principles behind provision of the HIV test and in providing the results, such as confidentiality.



AfroAIDSinfo

AfroAIDSinfo is an Internet project of the South African Medical Research Council (www.afroaidsinfo.org). The aim of the project is to disseminate important information on HIV/AIDS to researchers, the health profession, the public, infected individuals, educators and policy-makers. CADRE provided bibliographic reviews and key links for the portal in the area of young people and HIV/AIDS.

RESEARCH CAPACITY BUILDING

The African Journal of AIDS Research (AJAR)

AJAR was established in July 2002 by CADRE and the National Inquiry Services Centre (NISC) to address the dearth of social theory developing around the massive social changes occurring in Africa and the challenges faced as a result of the HIV/AIDS epidemic. It is a peer-reviewed, inter-disciplinary research journal that focuses on AIDS in African contexts, with a particular emphasis on the work of researchers from the social sciences and humanities.

CADRE consulted widely on the need for the journal and there was enthusiastic support for the concept. The Editorial Board of AJAR represents a broad spectrum of disciplines and research experience. CADRE Research Director, Kevin Kelly, is AJAR's Managing Editor.

AJAR publishes papers that make an original contribution to the understanding of the social dimensions of HIV/AIDS research in African contexts. The journal includes articles from the disciplines of sociology, demography, economics, epidemiology, psychology, anthropology, media, health communication, cultural studies, public health, nursing, social development and social work. Papers relating to impact, care, prevention and social planning as well as articles covering social theory and the history and politics of HIV/AIDS are also considered for publication.

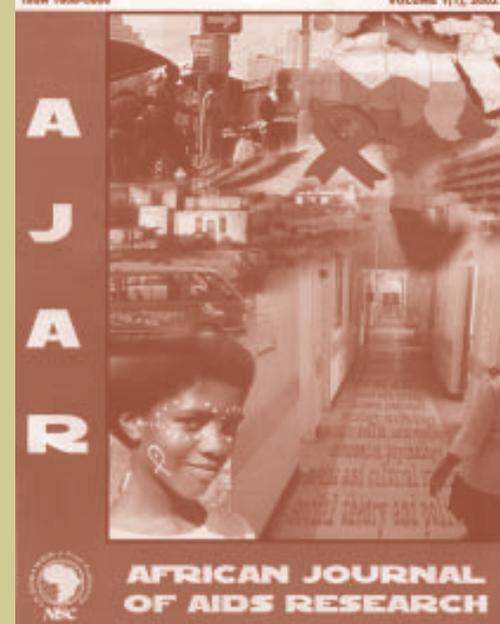
AJAR editorial policy emphasises upholding its status as a rigorously peer reviewed journal and is accredited by SAPSE.

Entertainment Education (E-E) Course

CADRE partnered with the Communication, Culture and Media Studies (CCMS) programme at the University of Natal in Durban, along with DramAidE and Johns Hopkins University Center for Communications Programs, in the development of a post-graduate course in Entertainment Education (E-E). Entitled "Public Health Promotion via Education Entertainment", the course provides opportunities for post-graduate students, to develop knowledge and research skills in this rapidly growing field.

E-E communication strategies are rooted in oral traditions of ancient times and now extend to include a wide range of communication approaches including mass media technologies. E-E has been central to HIV/AIDS communication programmes in South Africa including mass media interventions such as Soul City and Tsha Tsha, participatory theatre approaches as pioneered by DramAidE, and the use of puppetery, and other approaches that foster community level dialogue.

The course was first offered in 2003.



EVALUATION RESEARCH

Bambisanani baseline study

In 2001 CADRE was commissioned by the Department of Health's Equity Project to undertake research on the Bambisanani Project in the Eastern Cape. Bambisanani is a comprehensive HIV/AIDS care and support programme, which aims to serve the needs of communities surrounding Bizana, Lusikisiki and Umzimkulu, in the northern part of the Eastern Cape. The study included a review of the development of research procedures and instruments for understanding community responses to HIV/AIDS prevention, care and support; using these research tools to describe the community responses; interpreting findings to identify intervention needs and opportunities; describing key issues, problems, and factors potentially optimising community reception of the interventions and subsequent participation; and, determining the overall implications for the strategic development of the Bambisanani Project.

Partnerships for Health Monitoring and Evaluation Tool

The European Union (EU)-funded Partnerships for Health Programme (PHP) draws together project partners including the government of South Africa, the United Kingdom's Department for International Development (DfID) and the United Nations Population Fund (UNFPA). The objective of the project is to foster the decentralization of health services in South Africa by strengthening and supporting cooperation between non-profit health service providers and government services, and creating formal partnerships for delivering primary health care (PHC), especially services addressing HIV/AIDS. CADRE was commissioned to develop a comprehensive monitoring and evaluation (M&E) framework to serve as a foundation for the six-year project. CADRE also developed a CDROM research literature and website links.

‘Mobilising young men to care’: DramAidE

CADRE conducted a two-phase evaluation of DramAidE’s “Mobilizing Young Men to Care” programme. The programme was run in 2001 in tertiary institutions and non-governmental organizations (NGOs) across South Africa.

DramAidE is based at the Universities of Natal and Zululand in KwaZulu-Natal and offers participatory and learner-centred education, allowing groups that it works with to actively explore problems and to develop their problem-solving skills through role-playing various options. The programme teaches life-skills such as communication and negotiation skills, while not relying on high levels of literacy but, rather, connects with established oral tradition.

PPASA in Peddie, Eastern Cape

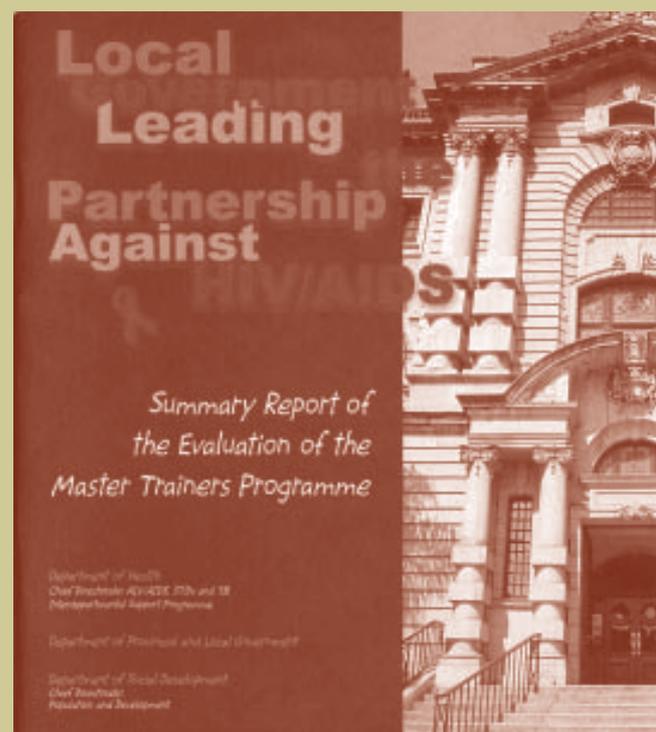
CADRE was commissioned by the Planned Parenthood Association of South Africa (PPASA) to conduct a baseline assessment of adolescent sexual and reproductive health in Peddie in the Eastern Cape to inform intervention needs in the area. This involved the use of the Dynamic Contextual Analysis methodology - an approach that entails exploring individual sexual and reproductive behaviour in relation to social contexts.

Health promoting schools evaluation

CADRE conducted an evaluation of Health promoting schools in the Makana Municipality. This was presented at a workshop at Rhodes University focused on the Health Promoting Schools (HPS) programme in the Albany District of the Eastern Cape. Workshop participants included representatives of the three pilot schools in the HPS programme, staff members of South Africa’s health, education and social development agencies; local HIV/AIDS organizations, NGOs, government and donor representatives, and Rhodes University staff.

Local Government HIV/AIDS master trainers programme evaluation

CADRE conducted an evaluation of South Africa’s Master Trainers Programme of the Local Government Programme Steering Committee. The project is linked to the national government’s Inter-departmental Support Programme (ISP) in the Department of Health and the South African Local Government Association (SALGA). The primary objective of the project was to plan and implement an HIV/AIDS training programme for local government councillors and officials.



Young offenders AIDS challenge: monitoring and evaluation framework



The Young Offender Programme was initiated in 1994 as a special project within the President's Award for Youth Empowerment Programme in South Africa. It provides developmental opportunities for young people in more than 60 correctional facilities and diversion centres in six South African provinces. REintegration And Diversion for Youth (READY) programme included an AIDS Challenge Programme in 2002. This programme drew on research conducted by CADRE including surveys, interviews, and focus groups with young people in prisons and "youth empowerment facilitators" working in correctional facilities throughout South Africa. Objectives of the programme included HIV/AIDS awareness encompassing prevention, care and support within the youth development programme in South Africa prisons and diversion centres, and related empowerment of volunteers in South Africa's Department of Correctional Services (DCS) and diversion centres to run the HIV/AIDS programme.



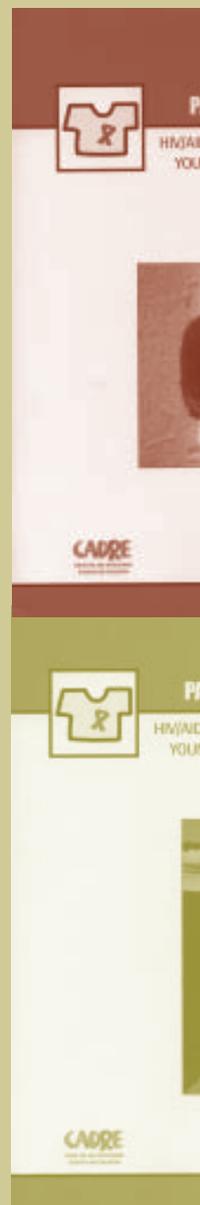
PROGRAMME DEVELOPMENT RESEARCH

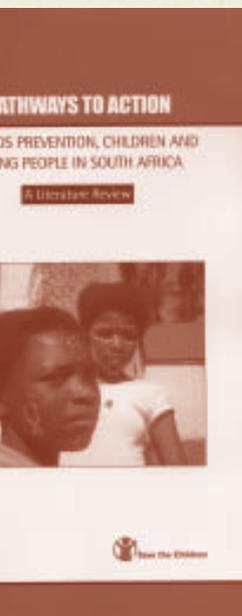
HIV/AIDS communication and children

CADRE conducted a review of HIV/AIDS communication for children on behalf of the Center for Communications Programs at Johns Hopkins University in Baltimore commissioned. This included identifying key issues related to children and HIV/AIDS, such as discrimination, grief, knowledge, attitudes, and practices; determining the programmes implemented to date on children and HIV/AIDS, both in the media field and elsewhere; providing a comprehensive bibliography of literature in this area; conducting supplementary interviews with key stakeholders working in this programmatic area, based on the findings of the literature review; and developing a summary of the findings from the literature review. The review was used to inform the development of the television series “Takalani Sesame”, a locally developed version of the international Sesame Street series.

Evaluation of the Integrated Community-Based Home Care (IHC) Model

CADRE was commissioned by the Policy Project/USAID to conduct a review of the IHC model implemented by the Hospice Association of South Africa. The objectives of CADRE’s research were to identify and discuss key similarities and differences between the hospice IHC model and other home-based care models used in South Africa; to identify and critically review the core elements of the model; and to highlight key aspects of best practices stemming from the model. The IHC model was found to be flexible and adaptable to an individual home-based care need or situation. The study also found that the IHC model maintains the underlying ethos of care provision - i.e. caring for individuals and their families in all aspects - combined with an understanding of the community contexts.





Save the Children: Pathways to Action

CADRE was commissioned by Save the Children UK to conduct research and publish a series of reports on the impact of the HIV/AIDS epidemic on children and young people. Three reports were produced – A literature review entitled Pathways to Action: HIV/AIDS Prevention, Children and Young People in South Africa, a related bibliographic review and a report on field research in the area entitled Making HIV/AIDS Our Problem: Young People and the Development Challenge in South Africa.

Pathways to Action reviews behavioural theories and models; social theories and models; mediators of behaviour; behavioural interventions; lifeskills interventions and evaluation of interventions. Making HIV/AIDS our problem involved two research studies on activating youth response to HIV/AIDS – one in a school for blind children, and the second, in Amatole Basin, a cluster of rural villages in the Eastern Cape.



Gender-based Violence and HIV/AIDS

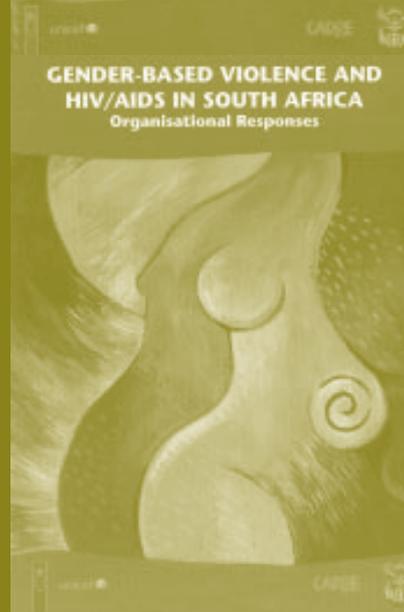
CADRE was commissioned to produce a series of reports related to Violence Against Women and HIV/AIDS in South Africa. The project was funded by the Royal Danish Government, in partnership with South Africa's Department of Health and UNICEF. The aims of this project were to improve knowledge, informed advocacy, and public dialogue on this topic and to support the development of policy in this area.

Reports included:

A literature review on Gender-Based Violence and HIV/AIDS in South Africa

A review of organisational responses to gender and HIV/AIDS

A review of rape and Post-Exposure Prophylaxis (PEP)



Communicating AIDS Needs (CAN) Project

The Communicating AIDS Needs (CAN) Project included the following objectives:

objectives

- To develop tools for rapid input of important research results into HIV/AIDS-related policy;
- To provide a comparative analysis of policy opportunities;
- To create a replicable model for rapid assessments of HIV/AIDS communications networks and the contexts in which they operate in communities and nationally; and,
- To assess the communication and contextual influences affecting the continuum of HIV/AIDS prevention, care, treatment, and support in the study's specific sentinel sites.

The pilot phase of the project was funded by USAID and the Department for International Development (DFID). Locations in three provinces were chosen as the study sites for the Project in South Africa. These included Obanjeni, a rural community in KwaZulu-Natal province; Grahamstown, a small town in the Eastern Cape; and, Vosloorus, an urban township in Gauteng. These communities serve as sentinel sites for the analysis of local responses to HIV/AIDS.

Another research facet of the CAN Project was the analysis of calls to the national tollfree AIDS Helpline – a service established by the Department of Health and run by Life Line. In the first phase of this study CADRE undertook a quantitative analysis of the helpline and conducted focus groups with counselors on a range of themes related to caller inquiries. A report on condoms was produced. Other themes will be explored in later phases of the project.

Hospice evaluation

CADRE was commissioned by the Policy Project/USAID to research and review a potential model for home-based care, based on the existing programme implemented by the Hospice Association of South Africa. The objectives of CADRE's research were to:

objectives

- Identify and discuss key similarities and differences between the hospice ICHC model and other home-based care models used in South Africa;
- Identify and critically review the core elements related to the ICHC model as implemented by the Hospice Association of South Africa; and;
- Highlight key aspects of best practices stemming from the hospice ICHC model.

While, the Hospice has had to expand their services rapidly as direct result of the emerging needs of the HIV/AIDS epidemic; the ICHC model was found to be flexible and adaptable to an individual home-based care need or situation. The study also found that the ICHC model maintains the underlying ethos of care provision - i.e. caring for individuals and their families in all aspects - combined with an understanding of the community contexts.

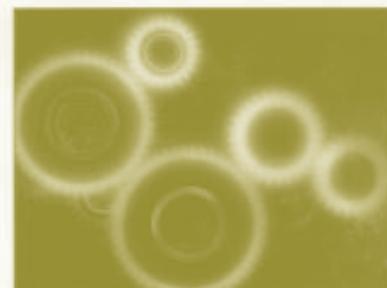
Fox S, Fawcett C, Kelly K & Ntlabati P, 2002, Hospice Integrated Community-based Home Care (ICHC) in South Africa: A review of the model implemented by the Hospice Association of South Africa, Johannesburg: CADRE/The Policy Project/ USAID.

HIV/AIDS economics and governance

CADRE was commissioned by USAID and the Joint Center for Political and Economic Studies to conduct a literature review on HIV/AIDS, Economics and Governance in South Africa. The review identified completed and ongoing research conducted on the economic aspects of HIV/AIDS and the implications for governance in South Africa; provided a comprehensive bibliography of available literature; assessed the quality of existing research and identified gaps and priorities for further research

HIV/AIDS, Economics and
Governance in South Africa: Key
Issues in Understanding Response

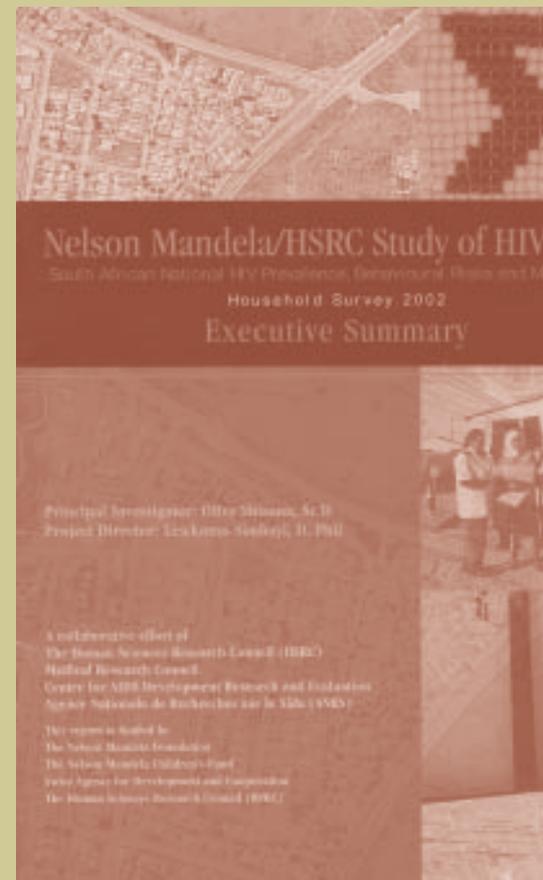
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Communication Consultancy in China

CADRE provided support to the development of national HIV/AIDS communication strategies in China in partnership with The Futures Group (Europe). Activities included sharing experiences of the South African Beyond Awareness Campaign and related participatory strategies. Participatory workshops were also run with youth and with intravenous drug users and a series of leaflets and posters were developed to support communication to these two sectors.



SOCIO-BEHAVIOURAL RESEARCH AND INTERVENTIONS



Nelson Mandela HSRC Study of HIV/AIDS in South Africa

CADRE was a collaborating partner on the national Nelson Mandela Foundation/HSRC household survey on HIV prevalence and behaviour. This was the first national level survey to explore HIV prevalence amongst persons two years old and older. The study demonstrated key differences between antenatal and population-based approaches to measuring HIV prevalence. It demonstrated lower levels of HIV prevalence than previously projected, and also showed important shifts in key behavioural responses to the epidemic.

Condom Choice Study

CADRE was commissioned by Family Health International (FHI) to conduct the South African arm of a multicountry study on the influence of condom type on condom use patterns. The study is designed to provide guidance to international condom procurement initiatives and includes recruitment and follow-up of male condom users in three provinces. The study is due for completion in 2004.

Commuter AIDS Information Project

CADRE partnered with Comutanet; the National Association of People with HIV/AIDS (NAPWA) and DramAidE in the implementation of a Department of Health funded project in over 25 taxi ranks countrywide. The project involved employing some 40 young people living with HIV, who worked as Commuter Educators. The project operated from Comutanet kiosks and provided commuters with basic HIV/AIDS information, leaflets and condoms. One-to-one counselling was also provided and commuters requiring additional services were provided with referral information. CADRE provided support in the areas of research, monitoring and evaluation. The research findings provided insight

into the complexities of providing services in taxi ranks, as well as the need for supportive infrastructure when services were provided by people living with HIV/AIDS.



List of publications

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FINANCIAL STATEMENT

	Notes	2003 R	2002 R
ASSETS		398,788	1,122,393
Non - current assets		295,252	177,574
Equipment	2	295,252	177,574
Current assets		103,536	944,819
Accounts receivable		17,146	360,642
VAT receivable		50,645	39,901
Bank and cash on hand		35,745	544,276
Total assets		398,788	1,122,393
RESERVES AND LIABILITIES			
Reserves		258,244	(185,920)
Accumulated surplus		258,244	(185,920)
Current liabilities		140,544	1,308,313
Accounts payable		78,714	143,071
Accruals		61,830	48,645
Deferred income		-	1,116,597
Total reserves and liabilities		398,788	1,122,393

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