

*'The way the virus spoke, it was like it was talking to me':
Fear and efficacy in the television drama series,
Intersexions*

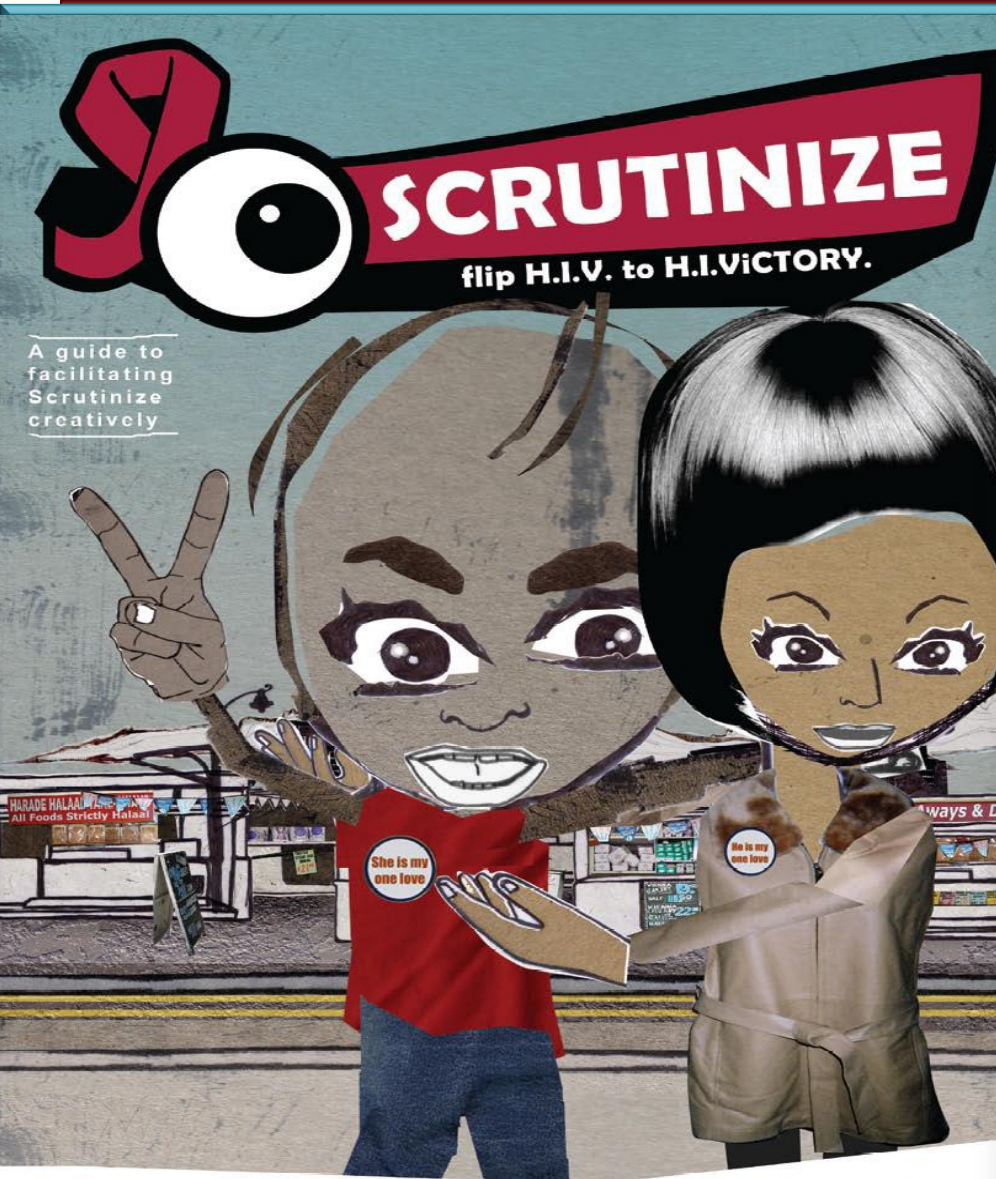
Laura Myers, Senior Researcher, CADRE



Cadre



Health communication



A guide to
facilitating
Scrutinize
creatively

“ THERE IS A NEW MAN
IN SOUTH AFRICA.
A MAN WHO TAKES RESPONSIBILITY
FOR HIS ACTIONS.
A MAN WHO CHOOSES A SINGLE PARTNER
OVER MULTIPLE CHANCES WITH HIV.
A MAN WHOSE SELF WORTH
IS NOT DETERMINED
BY THE NUMBER OF WOMEN HE CAN HAVE.
A MAN WHO MAKES NO EXCUSES
FOR UNPROTECTED SEX,
EVEN AFTER DRINKING.
A MAN WHO SUPPORTS HIS PARTNER
AND PROTECTS HIS CHILDREN.
A MAN WHO RESPECTS HIS WOMAN
AND NEVER LIFTS A HAND TO HER.
A MAN WHO KNOWS THAT
THE CHOICES WE MAKE TODAY,
WILL DETERMINE WHETHER WE SEE TOMORROW.
I AM THAT MAN.
AND YOU ARE MY BROTHER.

”

Yenza kahle!
Do the right thing

Health communication

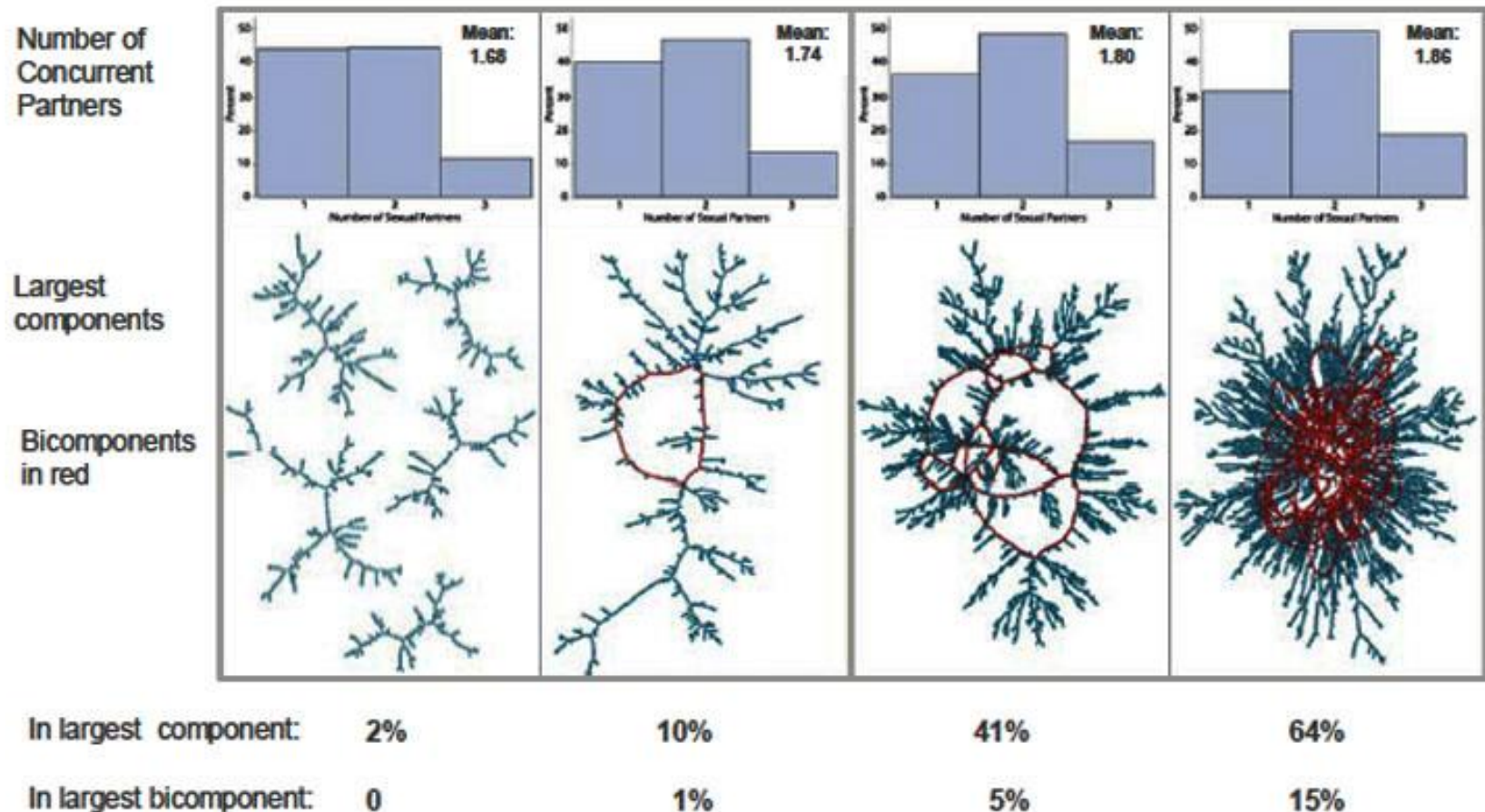


KNOW YOUR STRENGTH

zazi.org.za /  #teamzazi /  teamz

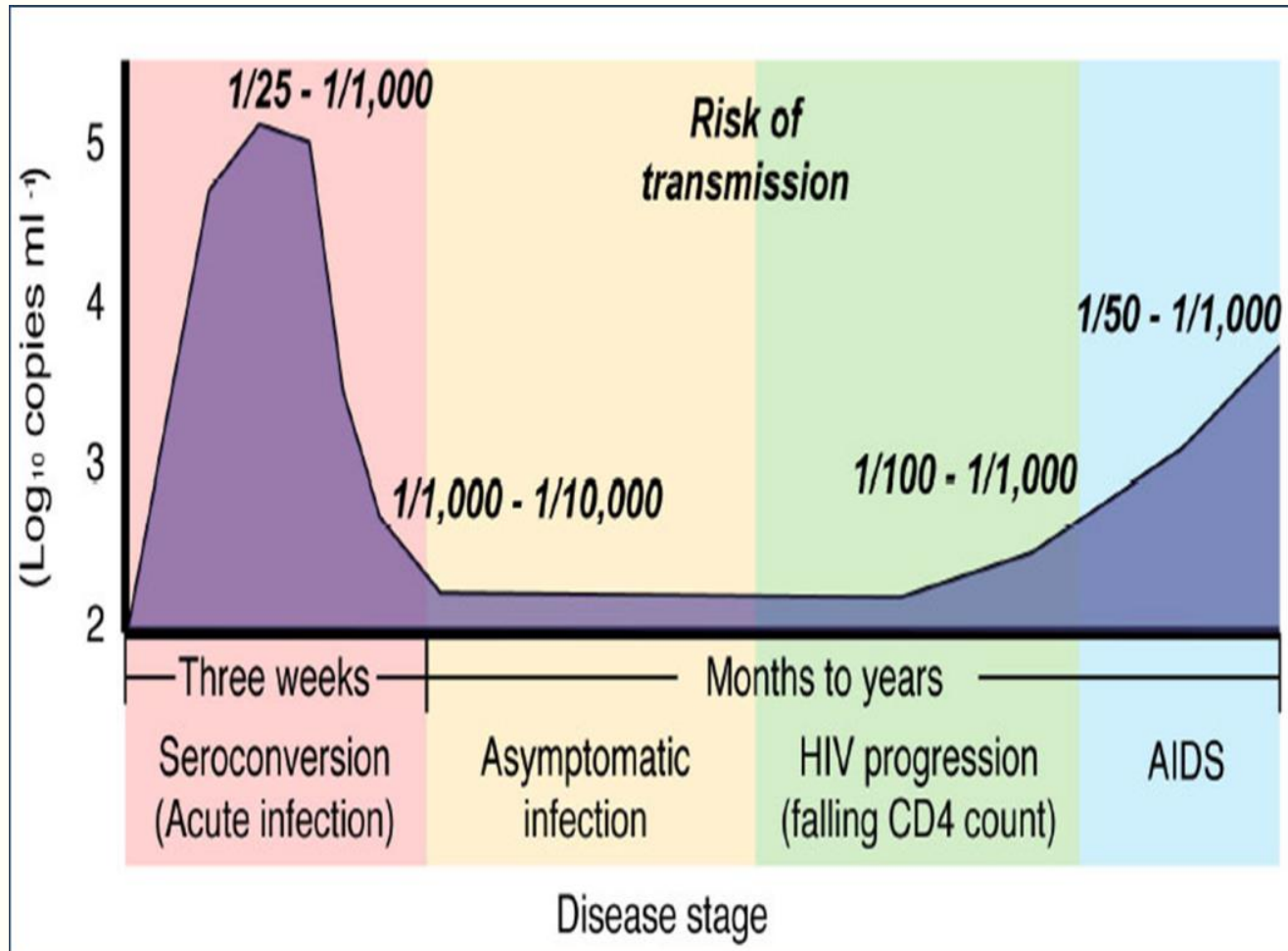


'Connectivity' and # of sexual partners



It's all about acute infection...

Viral load over time...



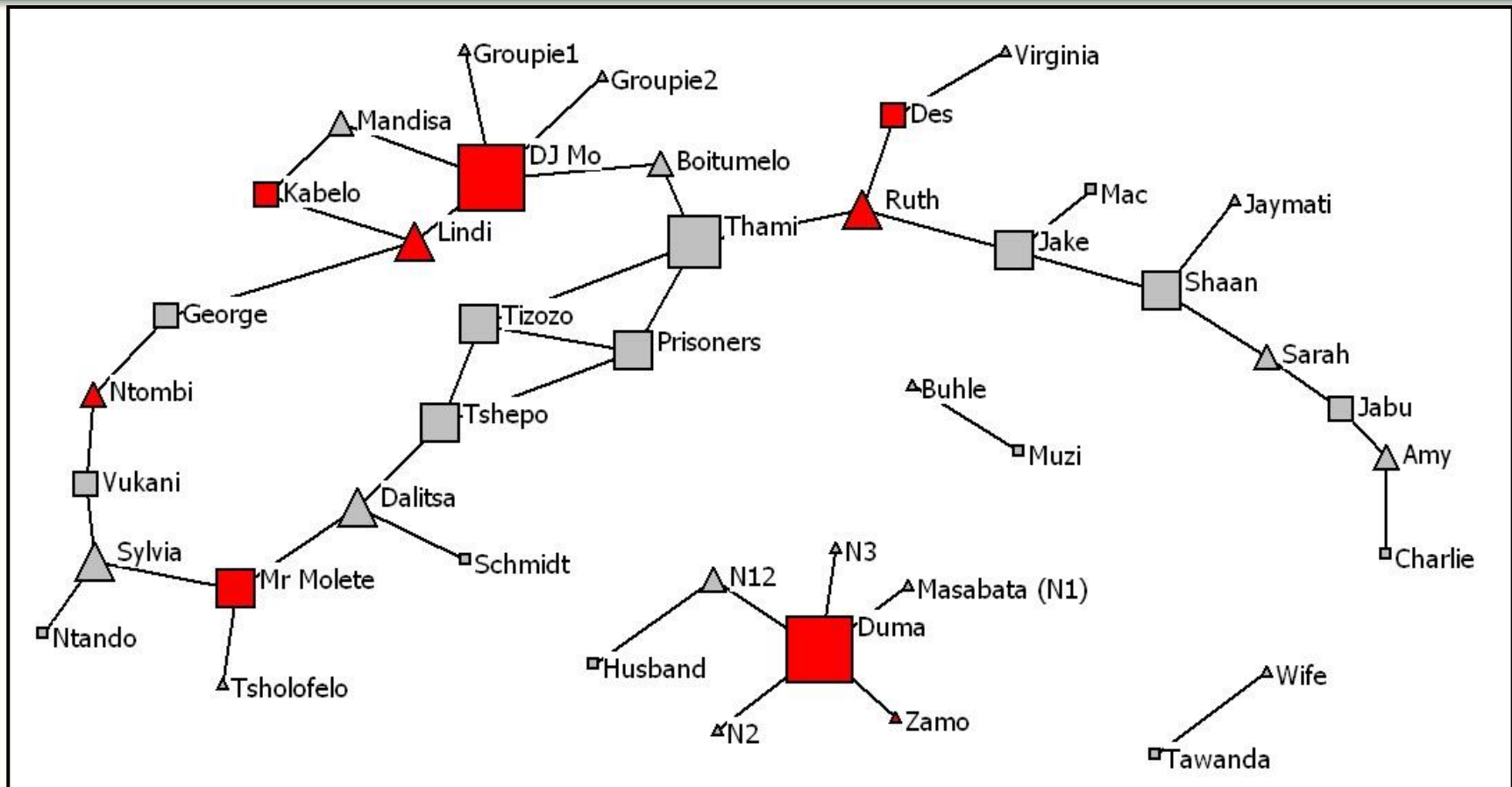


Intersexions

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



Sexual relations among the characters



*'Our lives intersect in a vast network that affects us all.
In sex, there are no strangers...'*

Do you know who your previous lovers slept with?



Do you know your lovers' lovers?

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Social media presence



InterSEXions
76,628 likes · 1,614 talking about this

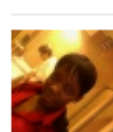
✓ Liked Message * ▾

TV Show
Brings drama to your screens every Tuesday at 20:30 on SABC 1.
Visit <http://www.intersexions.co.za/>

About - Suggest an Edit

 Photos
 **76,628** Likes
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Social media presence



Maria Sethebe Love it,love it,love it!
Tonight's episode was awesome,totally PRICELESS!
12 hours ago · Like · Comment

👍 Lieketseng Dee Mokoena likes this.

Write a comment...



Olwethu Nhonky Molosecant wait to buy an Intersexions 1 dvd.....Mr Producer it better b in the pipeline.
12 hours ago · Like · Comment

👍 Busisiwe Sinayo Radebe likes this.



Busisiwe Sinayo Radebe The DVD is a must have, Big up intersexions
12 hours ago · Like

Write a comment...



Mabokala Motsele Wow! Intersexions is da best tv series ever in a long time in SA. Bigup U guys. Such original romance... Priceless!
12 hours ago · Like · Comment

👍 Busisiwe Sinayo Radebe likes this.

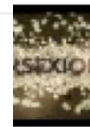
Write a comment...



Thabo McLoving Temba LmAo Lol u made my nite intersexions ;)
13 hours ago · Like · Comment



Brendon Mampela shapa inter shapaaaaaaa, diz episode wat fab, expect again next week(style sa ko maqaeng)



InterSEXions Victor Scrutinize Which one do you prefer



📅 20 hours ago · Like · Comment · Share

👍 22 people like this.

💬 View all 79 comments

InterSEXions In last night's episode we saw Zamo tell Ntando th positive before anything else happened between them. Two quest you continue with the relationship if you found out your new lover Would you be upfront with your new lover if you were HIV+?

02 February at 10:27 · Like · Comment

👍 26 people like this.

💬 View all 60 comments



InterSEXions Most men who cheat are unhappy in their relationships? or false?

Sunday at 17:45 · Like · Comment

👍 25 people like this.

💬 View all 215 comments

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?*



New understandings about HIV

- *Complexity* of sexual networks
- Networks *traverse social, geographical boundaries*
- *Speculation* about chain of infection
- *Fear* of the non-discriminatory nature of HIV

Internalisation of the message:

- Intense engagement with the concept of *sexual connectivity*
 - *Realisation of personal sexual interconnectedness*
 - *Insight into HIV risk consequences*
- Reflection on personal sexual risk
 - *Questioning current partners' fidelity and sexual history*

Personification of 'Mr. V'

- Mr. V gave a *human quality* to the virus
- Seen to permeate ones personal & social space
- *Embodiment* of HIV gave the feeling that HIV *'is very close'*

I also like the way he made HIV sound so human; he made you feel that it is real and it will get to you the same way he said it would
(Male, 18-24, peri-urban, North West)



Danger-control response

- The series appeared to enhance viewers' understanding of the nature of HIV risk & their personal vulnerability by arousing a kind of *fear* that provoked a *desire to control* the *danger* of the *threat of HIV*, rather than a sense of powerlessness.
- The sense that Mr V *'is always there next to you saying, if you do not use a condom, I will get you'* was described as frightening and often accompanied by a call to take action.

Interpersonal communication



Self-reported behaviour change

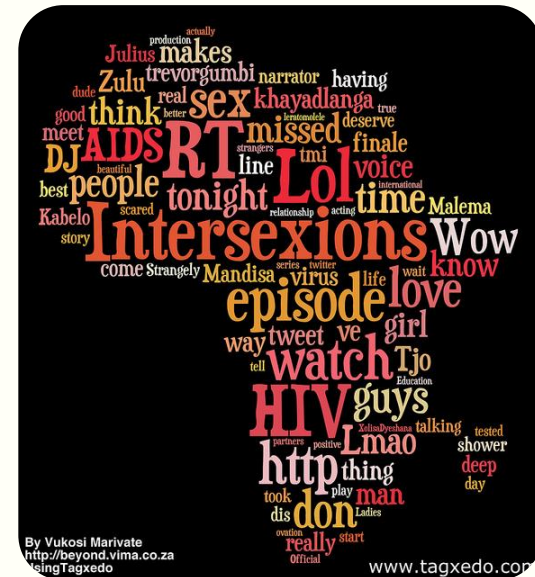
- Transference of meanings derived from the series to their own lives and social contexts;
- *Actionable forms of knowledge* led to conceptualised and enacted behaviour change
 - Could do, will do, have done..
- HIV testing, condom use, communication with sexual partners, reductions in alcohol use and # of partners



Conclusion

The series met its overall objectives and its impact took various forms...

- *enhanced knowledge about nature of HIV and sexual network in particular;*
- *personal reflection, identification with 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*



Partners

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