Brothers For Life
Brothers for Life is a national Men’s campaign targeting Men aged 30 + with messages and education on HIV Prevention, Healthy Living and Healthy relationships.

The Campaign is a joint initiative by the South African National AIDS Council, the Department of Health, USAID/PEPFAR, Johns Hopkins Health and Education in South Africa, Sonke Gender Justice, UN System in South Africa, Danish Development Assistance and more than 100 South African partners.

The campaign utilizes Mass Media, Interpersonal Communication and Advocacy as its Community Education and Mobilization strategies.
Brothers For Life

The campaign is based on the 2007-11 NSP Directives:

- Accelerate programs to empower women and educate men and women on women’s rights and human rights
- Support national efforts to strengthen social cohesion in communities and to support the institution of the family
- Introduce programs to mitigate the impact of alcohol and substance abuse
- Develop a comprehensive package that promotes male sexual health and which addresses gender and gender-based violence
- Expansion of existing PMTCT services to include: contraception fertility services, reducing unwanted pregnancies and involving men, HIV prevention services in uninfected pregnant women
Supporting current NSP – 2012 -2016

Addressing key strategic objective: Prevent new HIV, STI and TB infections:

• Implement a comprehensive national social and behavioural change communication strategy with a focus on key populations

• This must be aimed at increasing people’s use of services. As well as promoting constructive values, attitudes, norms and behaviours.

• Negative Social and cultural norms and behaviours (particularly around Gender) that put people at risk of HIV and TB must be challenged

COMBINATION PREVENTION
**SOCIETY**
- National leadership; per capita income; income inequality; health policy and infrastructure; mass media; religious and cultural values; gender norms

**COMMUNITY**
- Leadership; level of participation; information equity; access to resources; shared ownership; collective efficacy; social capital; value for continual improvement

**SOCIAL NETWORKS**
- Partner and family relationships communication, trust, understanding, agreement, & power; peer influence, gender equity, bounded normative influence

**INDIVIDUAL**
- Behavior and intention; knowledge & skills; beliefs & Values; emotion; perceived risk; self-efficacy; self-image; subjective norms

**Physical Environment and Infrastructure**
- Burden of disease; climate and seasonality; transportation and communication networks, access to health care facilities, access to water, sanitation, and household technologies; etc.

**Types of Communication**
- Communication for Participatory Development
  - Dialogue
  - Community Mobilisation
  - Peer education

**Advocacy**
- To strengthen policy and systems
**Mass Media**

- Television PSA’s
- Radio PSA’s
- Community Radio Talk shows
- Daily Sun Monthly Full Page Feature
- WEB and Social Networks

**Advocacy Activities**

- Media Advocacy using Television, Radio and Print Media
- 2011 Focus on availability of services for Men
- Provincial Men’s sectors – Focus on GBV, MMC

**Social Mobilization**

- Community Partnerships
- Community Dialogues
- Toolkit Training and Workshops
- Workplace Programmes
- Men’s sector capacity development and Support

**Partnerships and Referrals**

- Mass Media Partnerships – SABC, Media Owners
- National and Provincial level Partnerships – DOH, Men’s sector
- Community Formations CBO’s, FBO’s
- Aids and GBV Help lines
- Community Based services
# The campaign to date - Launch Phase

**August 2009 – March 2010**

At the launch phase of Brothers For Life the campaign focused on:

- Creating a Movement and promoting the BFL ideals
- HIV Prevention Messages
- Male involvement in PMTCT
- Multiple and Concurrent partnerships

**April 2010 – August 2010**

- With support from UNICEF, Brothers For Life PSA were filmed in three countries: SA, England and Spain
- Ambassadors included local sports personalities and international stars such as Lionel Messi, Thierry Henry and Ryan Giggs
- The communication messaging focused on:
  - Promotion of Testing
  - Responsible Alcohol use
  - Partner Reduction
  - Condom use

**October 2010- March 2011**

- The GBV campaign phase was launched by the Minister of Health
- The Television PSA features the story of Patrick Shai, a well-known South African actor and the radio features true stories from other Men
- In the first 6 months, 171 spots of the PSA were placed on SABC and DSTV reaching over 3 million men aged between 30 and 60 an average of 9 times
- 69 Community dialogues and other activities were held on GBV reaching over 20,000 people
- More than 1 million people reached through community radio talk shows

---

**BROTHERS FOR LIFE**

**THE TIME IS NOW**

**SMS “MMC” TO 43740**

---

**BROTHERS FOR LIFE**
"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.

Yenzakahle!
Do the right thing

Send a ‘please call me’ to 072 924 2559 or visit www.brothersforlife.org to join the Brothers For Life movement.
I choose to protect my unborn child from HIV.
I am a Brother for Life.

Yenzakahle! Do the right thing.

Send a 'please call me' to 072 044 2500 and join the Brothers For Life movement.

“Be a man who chooses a single partner over multiple chances with HIV.”

Matthew Booth
Professional Soccer Player

Yenzakahle! Do the right thing

Brothers For Life
www.brothersforlife.org
Current Focus: Medical Male Circumcision

• Increase knowledge of the HIV and sexual health benefits of MMC from 10% (2009) to 80% by 2016.
• Increase awareness of the availability of safe MMC services within communities to 80% by 2016.
• Increase the number of men who are medically circumcised from 37% in 2009 to 70% by the end of 2016.
• Increase the number of men ever tested for HIV from 48% to 80% by 2016.
• To reduce the % of young men reporting having multiple partners from 30% (2009) to 15% by 2016.
• To sustain high rates of condom use amongst young men (70%+) and to increase the rates of condom use amongst men 30 – 40 years of age from 45% - 55%.
Model for Demand Creation around HIV Prevention/HCT and MMC

- National/Provincial Radio and Television Campaign
- Outdoor media
- Taxi TV and in taxi branding
- Community Action Teams
- Training
- Cell phone Service locator system
- Wound care SMS line

THE TIME IS NOW
SMS “MMC” TO 43740
Working with Traditional Leaders

- Provide technical support/capacity to TL sector on MMC
- Document existing best practices around MMC and Traditional circumcision integration
- Solicit political leadership from the traditional sector
THE TIME IS NOW
GET FREE MEDICAL
MALE CIRCUMCISION
SMS “MMC” TO 43740 FOR YOUR CLOSEST CLINIC

Yenzakahle!
Do the right thing
www.brothersforlife.org

THE TIME IS NOW
KNOW YOUR HIV
STATUS, TOGETHER

Yenzakahle!
Do the right thing
www.brothersforlife.org
WHICH CONDOMS GIVE YOU A RISE, MZANSI?

SOME CONDOMS are forehead, others give in the dark and some achieve both pleasure — that one thing in love. The condom is the source of a lot of joy in the bedroom. "In the eyes of a film," said Sander, store manager at the Sun, "every brand of adult shows at women." Sander argues with a smile that, contrary to popular belief, condoms need not be "passion killers" — in fact, if they are used with a little imagination, they may add excitement to sex. Love — especially during foreplay. "There is a variety of brands on the market that are designed to make sex more fun and pleasurable," said Sander. "I have had clients, who, even after using condoms for a while, still love them."

"These are the store's best-sellers," he said, pointing to a few popular brands, "on the shelf, nestled next to that, and the other, nestled next to that.

Condoms that get celebs' groove on

Phaflana Chakweni

"My favourite condom is the Gizeh. It's so nice, and it works!"

Mozisile

"My favourite condom is the Condom Man. It's the best!"

Alpho Mabola

"My favourite condom is the Charms. It's very nice!

Test and win!

For more information on how to win, ask for the Sun/Charms condom.

The hit parade

1. Charms
2. Gizeh
3. Condom Man
4. Charms

NEGOTIATING CONDOM USAGE

1. Communication: Open and honest communication is key. Discuss your needs and desires together.
2. Consent: Ensure that both partners consent to condom usage.
3. Availability: Keep condoms available and accessible.
4. Promotion: Promote condom usage by making it a priority.
5. Support: Support your partner in their decisions regarding condom usage.
Key Campaign Successes

- The campaign is supported by the Deputy President of South Africa and the Minister of Health
- The campaign listed as Best Practice Model in the COUNTRY PROGRESS REPORT ON THE DECLARATION OF COMMITMENT ON HIV/AIDS 2010 REPORT
- The total amount of people reached across the total population in 2010 is over 30 million through Television and Radio
- Through the Daily sun newspaper Brothers reaches over 6 million people with targeted messaging per month
- Over 100 organisations/ formations are utilizing the Brothers For Life campaign in their mobilization of Men
- More than 1000 Facilitators have been trained on the Brothers For Life Toolkit
Through our Social Mobilisation Activities we have reached over 400,000 men with BFL Messages.

- 13% increase in calls from Men on the National Gender Based Violence helpline since launch of the GBV campaign
- UNICEF and other Johns Hopkins Country offices working on the replication of the campaign in five other countries
- Over 50,000 units of material have been downloaded from the Brothers For Life website
- There are 8,000 members of the Brothers For Life email group, 50,000 on the cell phone messaging and 2,000 on Facebook
- The campaign has been nominated for two Loerie awards and one (South African Advertising Awards) and has won two silver awards on campaign identity and Public relations activation.
- In 2011 Brothers For Life and the public broadcaster SABC hosted the first ever recognition of male community builders in South Africa with men nominated by their communities and hailing from all corners of the country.
Brothers For Life
in Tanzania

“NAMLINDA MTOTO WANGU
DHIDI YA MAAMBUKIZI
YA VIRUSI VYA UKIMWI
MIMI NI
MWANAUME WA UKWELI”

“The time is now
SMS "MMC" TO 43740

Brothers For Life
Brothers For Life in Zambia

“A MAN TAKES RESPONSIBILITY THROUGH HIS THOUGHTS AND ACTIONS BE A MAN ... BE A BROTHER FOR LIFE”

Do the right thing. Be a Man. Be a Brother for Life.
Brothers for Life
Manifesto
"Please Call Me"
JHSA/60/001/E/T
Glasshouse
27/08/2009
Prevention of GBV