

Grade 9 Life Orientation Worksheet

HIV/AIDS campaigns in South Africa

Read the following passage:

There are many different campaigns that are run in South Africa to both prevent and treat HIV/AIDS. Read about some of these different campaigns and the effect that they have had.

- ‘The Soul City Project’, which was started in 1994 and educated people about AIDS through radio, print, and television, using dramas and soap operas to promote its message.
- The ‘Beyond Awareness’ campaign, which ran between 1998 and 2000 and concentrated on informing young people about AIDS through the media.
- The ‘Khomani’ (‘caring together’) campaign, run by the Aids Communication Team (ACT), a group that was set up by the government in 2001. The Khomani campaign has used the mass media and celebrity endorsement to get across HIV prevention messages, with a particular emphasis on encouraging HIV testing.
- ‘lovelife’, the most prominent HIV prevention campaign to be carried out in South Africa, which specifically targets young people and attempts to integrate HIV prevention messages into their culture. It was launched in 1999, with the aim of reducing rates of teenage pregnancy, HIV and sexually transmitted infections amongst young South Africans. The campaign attempts to market sexual responsibility through the media as if it were a brand. It also operates a network of telephone lines, clinics and youth centres that provide sexual health facilities, as well as an outreach service that travels to remote rural areas to reach young people who are not in the educational system.

Although these campaigns have probably saved many lives, the actual difference they have made in reducing the number of new HIV infections is very difficult to measure. The prevailing high rates of HIV found across South Africa suggest that either the message isn’t getting through to many people, or that people are receiving information but not acting upon it. <http://www.avert.org/aidssouthafrica>

Now evaluate these campaigns by answering the questions below. There are no set answers so you will be given marks for the way in which you think about these questions and for your honest evaluation of the campaigns.

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Questions:

1. What do you think of the 'Soul City' project? Has it made a difference in your life or the lives of your friends?
2. You probably have not heard of the "Beyond Awareness" campaign because it only ran between 1998 and 2000 – what do you think of the title? Do you think this would appeal to young people? Why do you say so?
3. What is your knowledge of the Khomanani campaign – do you think it has been successful?
4. Write your impressions of the lovelife campaign.
5. Why do you think that the messages of these campaigns are not getting through to young people and getting them to change their lifestyles?

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Suggested Solutions

Question number	Possible marks	Solution
1 – 5	10	There are no set answers to these questions as it is the learners' own opinion. Assess learners on their ability to evaluate the campaigns and to put their ideas in writing.

1. Use the first rubric in the Appendix of Assessment Tools to assess learners on their ability to evaluate the campaigns and to put their ideas in writing.

2. Use the second rubric from the Appendix of Assessment Tools to mark each learner.

Complete the following rubric for each learner. Give one mark per point.

Total: 10 marks

Knowledge	Skills	Values and attitudes
Understand the concepts: <ul style="list-style-type: none"> • AIDS/HIV treatment • AIDS/HIV prevention • AIDS/HIV treatment options • Individual and group rights 	Ability to: <ul style="list-style-type: none"> • Express own ideas verbally. • Evaluate the campaigns. • Distinguish between positive and negative attitudes. • Identify ways to develop awareness of HIV/AIDS. 	Ability to: <ul style="list-style-type: none"> • Motivate answers. • Understand the difference between rights and responsibilities.