

# EVERYONE'S CHILD EVALUATION REPORT IN ZIMBABWE

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## 1. INTRODUCTION AND BACKGROUND

As the HIV/AIDS epidemic continues to take its toll in Africa particularly sub-Saharan Africa. In Zimbabwe the situation is quite bleak given that the country has a very young population (44 per cent under the age of 15) and whose life expectancy is being undermined by the prevalence of HIV/AIDS. The country also has a high child dependency ratio ( $\frac{3}{4}$  the number of child dependants for every one 100 adults). The National AIDS Coordination Programme estimates that one out of every five adult people is HIV positive (Zimbabwe National Family Planning Council, 1998).

Countries like Zimbabwe have been hardest hit by the epidemic. In Harare, 32% of pregnant women were already infected in 1995 and 1998 estimated one in four adults estimated to be infected by the virus. Rural women face the risk of HIV infection from husbands returning from the city or their place of employment. Women between the ages of 15 and 24 years tend to be infected at a younger age than men are, and as a result they die early in life leaving behind their children as orphans. According to UNICEF, children orphaned by AIDS in Zimbabwe are the largest and fastest growing category of children 'in difficult circumstances'. Currently, there are over 300,000 children whose parents have died of AIDS (UNICEF, 1998).

The epidemic casts a big shadow over both urban and rural communities, and besides itself creating millions of orphaned children. The exact number of children orphaned by AIDS is not known: in 1997 alone, AIDS orphaned approximately 1.6 million children. It is believed that over 90% of those orphans live in Sub Saharan Africa (UNAIDS, 1998).

The varying definitions of orphans make estimating their number difficult. Most organisations define orphans as those children who have lost one or both parents. In Africa, HIV is largely sexually transmitted; one parent who becomes infected is very likely to pass the virus on to the partner. Children who lose one parent to AIDS are thus at great risk of losing their second parent as well.

Until recently, it was widely believed that there was no such a thing as 'an orphan' in Africa, because the extended family systems have traditionally been able to provide support and absorb the stresses caused by rapidly increasing numbers of orphans. AIDS, combined with other factors such as migration and urbanisation, is pushing the extended family system to breaking point. As the number of orphans grows, the number and capacity of potential caregivers shrinks, and traditional coping mechanisms crumble. Government resources are inadequate to cope with the magnitude of the crisis, and the social welfare system is already overwhelmed.

Compounding the problem is that discrimination and poverty may also increase the risk that the orphans themselves may become infected with HIV. Discrimination and exploitation of orphans may manifest itself in many ways, orphans may be denied property rights leading to gross poverty and this leads them to activities that expose them to HIV.

Strategies for addressing this problem have and are still being developed. The government, together with NGOs and other partners has adopted a multifaceted approach in getting the message across. A range of information materials including

brochures, magazines, posters, etc. have been produced and distributed widely across the country. Radio has also been used quite extensively, especially for programmes targeted at adolescents. Zimbabwe Broadcasting Corporation's Radio 3 produces a weekly phone in/write in radio programme called Youth For Real, providing a forum for youth to discuss issues that affect them in the community. The Zimbabwe National Family Planning Council funds this programme. Radio 2 also produces a similar programme, put together after interviews and discussions with adolescents from other parts of the country especially in rural areas, who otherwise would not have the opportunity.

Film and video have also been used, but their application is limited due to infrastructural constraints. The greater part of rural Zimbabwe does not have access to electricity, which means where film and video is needed, people have to depend on generators. In most cases, equipment malfunctions, because of the dusty conditions and rough terrain.

## 1.2 Everyone's Child – feature film

*Everyone's Child* is one of the few films that have been produced to raise awareness of the problems related to HIV/AIDS, particularly the worsening orphan problem. The feature film was produced by Media for Development Trust, an organisation involved in the production and distribution of educational feature films in Africa. The idea of *Everyone's Child* was mooted in the early 1990s and was followed by formative research with some communities and experts working in the area of HIV/AIDS. The idea of the research was to understand something of the problems communities face as a result of HIV/AIDS, and to come up with specific issues that would be captured in a feature film, for distribution in various African countries, particularly in sub-Saharan Africa which is worst affected by the epidemic.

This process came up with the idea of a film to impart the following messages:

- That the problem of orphans is real and immediate
- Everyone has responsibility to care and respond to the problem
- The needs of a child are paramount, and
- All needs are potentially better met in the community.

The feature film was produced and launched at the country's major cinemas in 1996. The film won three awards at the Southern African Film Festival and a further two at the international film festival in Ouagadougou. MFD has successfully negotiated distribution contracts with the local Zimbabwe Broadcasting Corporation and MNET who have broadcast it several times. Millions of viewers in urban and rural Africa have seen the film.

## 1.3 Grassroots distribution

However, According to the producers, the film did not do as well as expected, especially compared to other earlier feature films that they had produced. After its poor box office performance, the producers explored other means for distributing the film because of the critical importance of the issues it addresses. With further funding from the Department for International Development Central Africa (DFIDCA) embarked on a community support initiative to distribute the feature film more widely. An accompanying training package of a manual and short video was also produced for use by community trainers.

As a strategy for distribution, a total of 31 institutions, working with communities and specifically on the issues of HIV/AIDS were invited to a two-day workshop in Kadoma, in April 1998. The purpose of the workshop was to introduce the institutions to the feature film and support package, and to train them on how they could use it in their own work. At the end of the workshop, 259 copies of the feature film were presented to the participants. 101 copies (English), 104 copies (Shona), 39 copies (Ndebele) and 2 copies (Tonga) of the support video were distributed to the participating organisations.

#### 1.4 The Evaluation

DFIDCA approached Intermediate Technology Development Group – Zimbabwe to undertake an evaluation of Everyone's Child and its accompanying training package. The purpose of the evaluation was to assess to what degree the project had achieved its objectives of – increasing awareness of the problems faced by AIDS orphans, and to stimulate debate and discussion on how individuals, families, communities and authorities can care more effectively for the increasing number of orphans and/or distressed children. The evaluation was to focus specifically on the effectiveness of the distribution mechanism and to make recommendations on how this could be strengthened.

## 2 METHODOLOGY

The evaluation team began the exercise by holding extensive group discussions to obtain a common understanding on the scope and issues to be covered in the evaluation and how it would approach the exercise. The team then collectively developed a discussion guide to be used in open-ended discussions with the respondents. It was not possible to obtain inputs into the terms of reference from many of the organisations consulted at the outset as required in the term of reference due to communication difficulties. Relevant comments raised were incorporated during the course of the interviews.

Review of relevant literature was carried out, including proposals used in securing funding by Media for Development Trust. Additionally, a meeting was held with MFD before interviews were carried out with participating institutions, to share with them the ambitions of the evaluation and to gain from them insights into the strengths and weaknesses of the film and its distribution.

Field visits were made to various organisations in Harare, Manicaland, Matabeleland and Midlands Provinces, selected from a list provided by MFD and others considered relevant, which the evaluators came across in the course of the exercise. In addition interviews were also held with individuals in the film, communication and information sectors to obtain views on the use of film as a communication and education medium, and insights into alternatives which successfully reach rural audiences.

Discussions held with the institutions were mainly intended to assess the effectiveness of the dissemination strategy, and to find out whether the film had been included within the organisations' own programmes of work. Focus group discussions were held with community representatives who had viewed the film and also a sample of people who

had not seen it. This was to assess whether there had been any behaviour change as well as community action plans as a result of the information obtained from the film.

The major limitation faced in the evaluation exercise was that of absence of records regarding usage made of the film. The lack of records and other monitoring data in most of the institutions made it particularly difficult to organise focus group discussions. In addition in a number of organisations the persons who attended the training workshop had moved on and the institutional memory had been lost. Communication with organisations outside of Harare also proved particularly problematic.

The multidisciplinary evaluation team was made up of the following people: Mrs Farai J Samhungu (team leader), Mrs Megan Lloyd-Laney, Mr Absolom Masendeke, Ms Nomasomi N.Mpofu and Mrs Gift Mwanyisa and Parkie Mbozi (Zambia).

### 3. MAJOR FINDINGS

Generally, the team found that the film has been used by most of the institutions to whom it distributed, although for different purposes and varying degrees of consistency in its use. Urban based institutions, with access to basic infrastructure such as electricity and video-screening equipment used it more frequently. However, it was quite clear that those institutions with already effective outreach programmes had a greater reach in terms of the numbers, and held more informative discussions with communities.

The messages of the films as intended by the producers were quite clear and confirmed by most of the viewers. However, there were some areas where people felt the messages could have been strengthened. For example, the role of church was not given enough justice in the way the priest was portrayed. People felt that the church is involved in much more than just praying. Informants gave examples of orphan care programmes run by churches, which have been going on long before the film was produced.

The training package was not used as widely as expected for a number of reasons. Many facilitators reported limitations in using it because they felt it did not bring out the subject as clearly as it was presented in the film, which resulted in some confusion during the screenings. Due to staff turn over and in cases where the facilitators are not Information Education Communication (IEC) there was a problem of facilitation skills of some of the field officers screening the video. Participants at the workshop in Kadoma were clearer of what was expected of them. In some cases, viewers who had seen the full length feature film, found it difficult to relate to characters like Uncle Ozias who were now portrayed positively in the training video.

#### 3.1 IMPACT OF THE FILM, ITS CONTENT AND MESSAGES

- Numbers reached, including balance of men and women, age range etc.

The following table attempts to provide an overview of where the film *Everyone's Child* and its accompanying training video and manual have been shown. Sometimes the film has been shown on its own, with facilitated discussions afterwards, and sometimes it has been shown along with the training video where there has been sufficient time.

There was a dearth of institutional monitoring and evaluation by the participating institutions, which meant that gathering statistics on where the film and accompanying training video had been shown was not always fruitful. Where the individual who had attended the original training in Kadoma was still in post and available for interview, the information about who had seen the video; where and when was qualitatively much better than where they had moved onto another job.

The table below is an attempt to provide an indication of the numbers reached.

Name of institution	Times shown, to whom	Total number of viewers reached
Zimbabwe Aids Network (ZAN)	-	-

Zimbabwe Network for People living with HIV/AIDS	Not used	-
Zimbabwe Red Cross Society (Training Dept)	-	-
Mashambazhou Care Trust	1	Not known
Rural Information Service, Ministry of Education	Not used	-
UNICEF Child Rights Programme	-	-
Zimbabwe Aids Prevention Project	-	-
Women's Action Group (WAG)		+1600
The Centre	Not known	+1700*
Department of Social Welfare	Copies not made available	-
CADEC Chinhoyi	-	+1000
Alliance Francaise	Not used	
United Nations Information Service	-	-
AIDS Counselling Trust		-
SAFAIDS	Six distributed at Book Fair	-
NECTOI	-	-
Zimbabwe AIDS Network	-	-
Dananai (Murambinda Home Based Care)	-	400 Community carers 1451 through Community Education Programme 258068 Through Community Peer Education Programme 61 Peer Educators 142110 working people No figures available on single associations and churches
FACT MUTARE	Out of the 226 schools they only reached 28 Urban schools	Not known
Matebeleland Aids Council	42 institutions – distribution by Information Office, not exhaustive	Not known
Scripture Union		Not known
Dept. of Social Welfare – Matebeleland	+ - 20, Shown at Trade Fair	Not known
CADEC – Health Services	18 copies to parishes	Not known
Gweru Women AIDS Prevention Association	Not used	
Midlands AIDS Service Organisation	Shown to care givers, borrowed by a number of institutions and	+ 1000

	individuals – no records available	
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\*Assume 5 people at each viewing for the individual loans

As illustrated by the table above, it is quite clear that although the film was shown, very few records were kept on the numbers reached, and disaggregation according to age and gender. This problem was compounded by the lack of institutional memory (due to staff turnover), where the current incumbents failed to give an even an estimation.

In information starved areas, there was great demand for the film. In information centres in high density suburbs the young people made repeat visits and always wanted to see *Everyone's Child* over other videos because they could relate to the people in the film and felt that it reflected circumstances in their own life.

Very few institutions kept records of where the film had been shown, or the numbers of viewers watching at each screening, and this makes estimating the reach of the film very difficult.

- Use of film and training video/manual

Virtually every institution visited said that they welcomed the training video and manual, which accompanied the film, and often used it as a facilitator's checklist, but rarely had enough time to show both the film and the training video. Some institutions used the manual as a guide, working through the exercises without the training video. One institution said that they tried using the training video without showing the film to save time, but this was confusing to the audience and was not repeated. Most people found that the film shown on its own prompts sufficient discussion, although sometimes the film was shown on its own without any discussion and in these circumstances it was only successful in disseminating information rather than facilitating awareness raising.

Those institutions, which brought a community of people together specifically to watch the film were the only ones with the time to use both film and training video, but if it was shown as part of another training programme or awareness raising session, there was never enough time to use both materials. For the few who have used the three tools together, they felt the support material was carefully thought through and contributes to larger community response to the increasing number of orphans in the community.

The explicit purpose of the video and accompanying manual were meant to stimulate discussion of solutions but because they were very rarely used for reasons described above, the potential of the package was never realised. Some interviewees said that they used the structure of the video clips to frame the discussions that they held after the film, even though they didn't show it. Some used it for training in gender awareness and youth and sexuality; and rights and life skills.

- General impressions of the film and its messages

People said that the film communicated the reality of HIV/AIDS very effectively to viewers and enabled them to relate and understand them. The messages communicated were overwhelmingly that the community should care for orphans more than they do

now and that the problem is a real one. People felt that the use of Zimbabwean actors and actresses, and the accurate depiction of events (“that is how we sweep the house”, and “that is how are relatives are with us”) made viewers able to connect closely with the subject matter.

However, there were some issues, which were felt to be missing. Some institutions felt that the overall message of the film was negative (80% about hopelessness: 20% about hope), with few real solutions offered. In particular, village-level social protection systems and traditional initiatives to care for the vulnerable within the community which are coming back into practice, were ignored by the film. It was felt that such ideas could have been communicated to give viewers an idea of what to do in response to the problem. Even though such solutions could have emerged during facilitated discussions when using the training video, very few people had time to do more than show the film.

Both Ndebele and Shona translations were criticised: people felt that some of the words used were ‘not quite the right ones’ and brought about confusion about the issue. One interviewee criticised the acting, saying it was not ‘authentic’ and didn’t stir the emotions. Most of the people interviewed felt that the characters used were appropriate and suited the different settings, that is both rural and urban. The only drawback is limited character development as so many events are packed in the into the production in order to present the difficulties and pressures faced by orphans in rural areas and their struggles in urban streets. One person felt that the main character, Tamari genuinely failed to express herself in different situations.

The media of video was generally found to be effective for the communication of the message but maybe followed up by drama. Where there is lack of power to show the video an alternative medium should be found.

Both organisations and individuals felt that the film is good, and educational. It potrays a true picture of the impact of HIV/AIDS and the family, especially the impact of parental death on the orphans left behind. The struggles that the orphans go thorough have been clearly depicted. While there is evidence of the breakdown of the extended family support system and the loss of property by orphans, most people interviewed felt that the film is largely negative as it fails to portray efforts by some community members and families to support orphans except Ambuya's efforts. On the positive side, the film provokes communities to formulate strategies to deal with the looming problem of HIV/AIDS orphans. Most organisations felt that the film was appropriate for both HIV/AIDS prevention and care programmes. The video is suitable for viewing by both the young and adults. Many lessons can be drawn from the film.

- Sexual abuse of children and adolescents, especially girls, is higher among disadvantaged children like orphans
- Child prostitution is perpetuated by poverty
- Girls can get infected with HIV and other STIs at a very young age
- Stigmatisation and marginalisation of orphans is high especially when the parents died of AIDS
- There are reduced opportunities for orphans to access education, health services and employment

- Increased awareness

Every institution visited said that the film successfully raised their awareness of at least some of the issues around the subject of distressed children and in particular AIDS orphans. People who saw it who lived with HIV/AIDS confirmed that it was realistic. It made people cite examples within their own community. It made viewers share their own story now that they could see it in the film.

Those working with the community said that once people had seen the film, they added 'care of orphans' to their list of priority problems alongside 'hunger' and 'no work'. But while it succeeded in raising awareness of the problems, little awareness was raised of what to do about it and how it is possible to live positively with HIV/AIDS. People said it was too depressing and the youth interviewed specifically complained that the music was not uplifting. Some complained that the ending was unrealistic, and that instead of leaving the audience with a challenge for them to do something about the situation, it might have made them complacent and think 'somebody will do something about it'.

- Change in attitudes and behaviour of viewers

Cultural erosion is difficult with just one film but coupled with other media saying the same things it could bring about change.

Interviewees said that when they screened the video to church groups in particular, they heard it said that it is no longer enough for a priest to just pray to solve the problems of HIV/AIDS, but that it is unlikely that this view will be adopted just because of this one film. Possibly, with enough stimulation by a combination of media such as radio, television and film, attitudes could be change. The film stimulated open discussion about some contentious issues and revealed divisions within the community (for example within the church about whether the subject should be discussed at all): sometimes, this frank exchange led to greater understanding of other people's views, if not a change in attitude.

It was admitted that whilst the audience might declare in open discussion after the film that their 'minds had been opened' and their previous attitudes challenged, it is difficult to prove that this change in attitude has been long lasting. Similarly, the lack of onward monitoring of the viewers some time after they had been shown the film makes proof of whether behaviour has changed difficult to detect.

- Activities undertaken in response to the film.

The consultants found that the film hasn't changed the focus of the organisations that were involved in its dissemination, or that watched the film, but it has sometimes strengthened existing programmes, for example CADEC. It has also added certain elements of orphan care into existing outreach programmes. In isolated cases, the issues raised by the film which were new to institutions working in HIV/AIDS have prompted them to focus existing work on these issues (for example, the new focus on the problems of homosexuality for street kids within The Centre's work).

The film raised the viewers' awareness of the issues, but there is no proof that it prompted them to take concrete actions in support of distressed children. This lack of evidence could be attributed to a number of reasons: because people or institutions are

not acting any differently after watching the film; that they are, but no-one is looking for or collecting the evidence to prove it, or that they are acting differently but this changed behaviour cannot be ascribed to the influence of the film alone, but instead to a range of inputs and messages which they receive from peers, from other media such as television and radio, or from personal experiences.

### 3.2 DISSEMINATION OF THE FILM AND ITS ACCOMPANYING SUPPORT PACKAGE

Many of the institutions visited stated that there were no clear instructions given to distributing organisations on whom to distribute to, when, why and how and when to use the video. Some organisations that have received the videos still have them in stock, but they are often held in central libraries or resource centres, which aren't very well advertised, to their constituencies. In some cases, no records have been kept on who was given the original ten copies, and where these stocks have now disappeared; it makes tracking their whereabouts virtually impossible. Elsewhere, scanty records have been kept of their distribution and only anecdotal evidence is available, for example where the tapes were distributed at a book fair to participants and no record was kept. One therefore wonders whether the tapes were given to individuals or organisations.

In the majority of organisations visited, there were inadequate loan procedures in place to deal with the high demand to see the video, and personnel said that they had no choice but to refer people to commercial video shops if they wanted to see the video. Often, this advice was not followed up because the interested parties didn't have the money to hire it from shops, or the commercial shops didn't stock this Zimbabwean film. The evaluators are uncertain how many potential viewers were lost because of this limitation.

- Choice of institutions (both implementers and recipient agencies)

The fact that MFD selected organisations working in the area of HIV/AIDS, with some specifically implementing orphan programmes should be commended. This meant that no time was wasted in introducing the subject, and most of the institutions started using the video in their own work. Although frequency of use and how it is used varies from one institution to the other, almost all the institutions found use for the video. Institutions with concrete constituents (for example CADEC through its parishes and MASO, with its network of care givers and orphan support programme) were more active and successful agents of dissemination than those without obvious constituents. Apart from the fact that they were working in the area of HIV/AIDS it is unclear what the other criteria were for selection, a point that is explored elsewhere in the report.

There were missed opportunities too, by leaving out institutions that could have disseminated the video effectively. Commercial agents of dissemination were overlooked, and government bodies were lacking in the dissemination strategy. There was an amount of confusion and misunderstanding within the institutions of what their role was in the dissemination process, particularly with networks which tended to keep the videos centrally and not lending them out to their members (who themselves were more useful agents of dissemination because they had concrete constituencies).

- Support to institutions

Many of the institutions said that while the training course in Kadoma was very thorough and useful, it would have been helpful to ensure either that the participants already had facilitation skills, or to include a component of facilitation skills training in the course. This was because some of them felt they lacked the skills to generate and sustain discussion after showing the film. Other skills that were needed to bring about effective dissemination by the participating institutions were promotion, the mechanics of dissemination, integration of the video into the institution's own programmes of work, responding to demand and following up activities (such as production of literature in response to repeated questions triggered by the film). Monitoring of the usefulness of the film to the participating institutions by MFD was weak, as was the monitoring of the film's impact on those who had seen it by the institutions who showed it to them.

It was unclear to the institutions and to the evaluators how far MFD's support to the institutions went after the initial two-day training, and often opportunities to capitalise on the awareness raising potential of the film were not realised because institutions didn't know where to go for more copies of the video, more information, more assistance with equipment etc.

Most of the institutions at Kadoma workshop were given the English version and would have preferred vernacular: these came later.

At least one person from the participating organisations attended the training course held in Kadoma. Unfortunately, some of the persons trained have since left these organisations for greener pastures. The only positive aspect is that some of them have joined other related organisations where they can still use the videos. Those who participated in the training felt that it was a comprehensive training package, which was participatory in a nature. While each organisation left with a set of the video, there was no follow mechanisms put in place to the recipients of the videos.

- Institutional capacity

People trained were sometimes in jobs where they didn't travel out to the communities and it wasn't shown. The internal arrangements of the organisation weren't such that the videos were passed to appropriate people and so it wasn't shown.

Training workshop didn't cover facilitation skills, which are necessary so either include in training or make it criteria for selection.

Institutions didn't have equipment or it was used so heavily that they had broken down. For young institutions (e.g. Dananai which grew out of the hospital) doesn't have a legal identify and no institutional structure to support the work.

- Increased networking of agencies for further dissemination

A number of the institutions say that the video has increased their capacity to network with other institutions than before. When the video was advertised, a lot of institutions they had not worked with before were more interested in their activities.

- Mechanisms within institutions for dissemination

The evaluation team found evidence of confusion about how institutions could get hold of new copies, and what rights they had to promise others videos for dissemination, when MFD charged Z\$494.50 for each set (comprising of film and training video).

Often people who were trained have moved on and the knowledge of how the video should be used has been lost and the video therefore not used.

- Promotional activities/other methods of dissemination

There was felt to be a general lack of promotion apart from the premiere in urban centre cinemas, which would have helped to raise the profile and demand for the film. A large number of organisations and individuals responded to the advert which was placed in the newspapers by MDT advertising participating institutions which could be contacted for copies of the film, but there was no accompanying warning given to the participating institutions themselves. This meant that no mechanisms were put in place to respond to the high demand, which arose, and opportunities for initial dissemination were missed. Institutions, when asked about this, argued that they were given little support in this initial period and were surprised by the adverts and the interest generated, and this should be borne in mind for any subsequent strategy. Stepping Stones, another video and training package on AIDS, was frequently cited for its clarity and usefulness to institutions working with HIV+ and AIDS issues. This package is available through ZAN to members and other interested institutions that know about it.

This film and its accompanying training package was more often than not cited as a valuable resource in raising important issues, but questions were asked about what other media could have been used either in place of, or to complement the video. For example, the lack of equipment and power in the rural areas means that the logistics of screening in these remote areas – which are home to the majority of Zimbabwe’s population – are hugely difficult. Questions were asked as to why this story or others like it couldn’t have been made for radio which is more accessible to poor communities, or as community drama. One institution said that most of the high-density suburbs in Bulawayo have satellite dishes and these households could therefore be reached more effectively by putting the film on SABC. (Note - this is already being done on Digital Satellite Television’s Africa to Africa channel).

A number of institutions cited the Shona video on aids orphans ‘Nherera Dzedzedu’ which was made by UNICEF for the Ministry of Public Service, Labour and Child Welfare, which was more positive in offering solutions to the problems shown in Everyone’s Child, and wondered why this hadn’t been made available for screening with the video to facilitate more positive problem solving.

### 3.3 Monitoring and Evaluation

Monitoring and evaluation are important components for the success of any intervention. Media for Development Trust carried out a mid-term review, which involved visiting some of the distributing institutions. Very few organisations gave unsolicited feedback to MFD, either through reports or letters. For the few that did, their reports did not give an assessment of how the video had impacted on their activities as organisation or the target groups they work with. As a result most of the evidence of impact is anecdotal.

Because there was no agreed system for monitoring use and evaluating impact (with specific indicators of what was to be monitored), the evaluation team found out that most of the organisations did not keep records of how often the video was screened and changes in their communities as a result of the film. Dananai Home Based Care group in Murambinda, is the only organisation which kept very detailed monitoring of the use of the video. The information derived from their records was useful to make an assessment of the reach of the film.

#### 4. CONCLUSIONS

The overall conclusion of the evaluation team is that film is a useful and powerful way of communicating messages to a mass audience. It is a well made film, which accurately depicts the crisis situation in Zimbabwe and prompts viewers to look to themselves for better solutions to it. There is no doubt that the film has had some impact, especially in raising awareness on the issues of orphans in Zimbabwe. Most institutions testified that the film increased their understanding of the causes of the situation faced by the communities with whom they work. They also judged that the communities to whom they showed the film had a better understanding of the crisis after viewing, and that it moved them to want to find solutions to it. What was difficult to assess was the degree to which the film had brought about better care of orphans, more resources for orphan care programmes, or behaviour change by families and those running orphan care programmes.

The team appreciates the complexities of ascribing any changes within the community, in perception, behaviour or action to the film. But if a system of impact assessment had been designed and agreed with all the distributors in advance (for example, what records should be kept, how often, types of reports required, at what interval would evaluations be carried out etc.) it would have made the process of assessment much easier. It would also have made it easier for coherent and persuasive film project proposals to be compiled and funded using concrete evidence as their foundation.

Although there is general agreement that film is powerful, it can only be effective with certain conditions, some of which are presented below.

- Disseminating institutions need equipment as basic starting point for any distribution. It was quite clear from the evaluation that those organisations with the necessary equipment to reach target groups in varied environments achieved much more – Dananai which has a generator and mobile viewing equipment was not limited in their dissemination strategy, FACT Mutare could only reach 22 out of a potential of 226 schools they currently work with because they could not show the video to rural based schools.
- An institutional analysis, with a critical analysis of their capacity in financial, human and ways of working is critical for an effective distribution strategy. The evaluation revealed that the fact that most of these institutions were involved in AIDS in one way or other was not enough. An institutional analysis at the beginning of the exercise would have brought out the strengths and weaknesses of each institution, which could be supported by a well planned/resourced programme for supporting the institutions, based on their perceptions of what internal weaknesses need strengthening.

- Agencies showing the film need to have the adequate facilitation skills to realise the potential of the film so that it gives the viewers the impetus to do something to solve the problem. It was quite clear that in some cases, distributing agencies kept the videos locked in their drawers because they lacked the skills on how to make use of multi-media resources available to them. In cases where the video was used, some facilitators reported lack of skills to carry communities through discussions with more concrete ideas of what they would do after viewing the film.
- Absence of a systematic and holistic Monitoring and Evaluation System has worked against MFD because valuable information was not captured. For example, *Everyone's Child* was meant as an orphan care film but it has been used more widely e.g. in gender training to demonstrate the contrasting and stereotypical roles of the girl and boy child; it was also used in youth development programmes for youth to understand the culture and society and to acquire skills to understand the consequences of their own actions. This information is certainly helpful for future productions, particularly training programmes that accompany any films.
- At an institutional level, the absence of M and E of implementing institutions means that institutions do not get detailed information about the impact of the film on their target groups; what positive or negative actions have resulted as a result of the film; and what activities are most effective to improve programmes. It also means that they lose the opportunity to feedback to institutions such as MFD what issues are of burning interest to their constituency: information that could be crucial in making subsequent films with a defined and captive audience.
- Overlooking the potential of government dissemination structures, which are permanent (unlike NGOs which tend to have temporary, project-defined areas of work) means that dissemination opportunities are lost. There is recognition that government structures have limitations such as lack of money and implementing capacity and skills, but it would be better to recognise these limitations and seek to strengthen them rather than ignore them completely. Reaching out into the local level structures after getting approval through the formal structures is likely to get results. Incorporation of government institutions from the very beginning of the process is also likely to minimise subsequent hostility to dissemination at a later stage, even if it doesn't engage their active participation.
- Commercial structures of dissemination are very useful ways of keeping initiatives sustainable and while some ways e.g. engaging with ZBC and MNET are useful, there are other channels of sale for alternative media and videos on other subjects which have been overlooked.
- Mechanics of operating as a constituency (e.g. NGOs, MFD, private distributive outlets and government) are needed to get the most out of a distribution strategy. For example, by advertising the availability of the video without forewarning the distributing agencies resulted in uncoordinated responses to the demand that was created by the advertisements. Working on a common front is a skill needing to be honed.

- Evident downfalls of the film – i.e. that it dwelt on the hopelessness of the situation and didn't offer ways that the community could support orphans – could have been overcome by looking for other materials which filled that gap e.g. department social welfare video (Nherera Ndedzedu).
- Introducing the AIDS issue in a subtle way in the film brought both advantage – in that groups of people who didn't want to tackle the issue were prepared to discuss care of orphans – and disadvantage in that it didn't make people look to themselves and their behaviour which brings about AIDS and death and orphans.
- Because organisations weren't brought on board at the concept stage they didn't have the time to choose to integrate the final video into their programme.
- We found evidence of increased awareness but not changed behaviour or specific actions in support of orphans and this could be because it hadn't happened or because it is difficult to ascribe actions to a specific input such as viewing a film.
- Lack of equipment is a real and a large constraint to effective dissemination.
- Lack of follow-up means that the potential for identification of future titles is lost – e.g. MFD going back to institutions to be told that a sequel on homosexuality amongst street kids is a much needed topic to cover.

## 5. RECOMMENDATIONS

From evidence gathered from the field, the evaluation team is quite convinced that the feature film is of critical importance now than ever before, as the orphan problem worsens. It still has lots of potential to raise awareness on the issues affecting orphans and what can be done to support them. However, a more effective distribution strategy is needed in order for the film to realise its full potential. It is acknowledged that MFD initiated a grassroots distribution strategy from which a number of useful lessons can be drawn, especially by those institutions that intend to invest in film and video for wider distribution. However, their core business, structure and scope of activities is such that they are limited in terms of supporting institutions to effectively monitor use of the video and assess impact, which is critical.

MFD has indicated quite clearly they have made a strategic decision to focus on distribution. However, the scope of their distribution activities does not incorporate 'exhibiting', which means that they will not focus on what happens to film and video when distributed and the outcomes thereof. However, for a film like Everyone's Child, both the reach and impact on viewers behaviour is quite critical.

We are therefore recommending three possible strategies for more effective distribution:

- That if MFD makes a decision to take on the dissemination of any media product which they have produced, and if they are supported in doing so by funders such as DFID-CA, then they are asked to show how they will overcome some or all of the capacity constraints illustrated by participating institutions in the Everyone's Child programme. Special attention should be paid to enabling the participating institutions to monitor and evaluate the impact of the media intervention and to strengthen MFD's own internal monitoring and evaluation systems.

- That another institution, such as the National AIDS Control Programme and Zimbabwe AIDS Network, which are already working with a network of AIDS service organisations and projects, be given the responsibility for handling the distribution. However, we would like to stress that distribution should only be given on the strength that the organisation can work with institutions to effectively monitor and evaluate impact.
- A third model which integrates aspects of the above is to promote a 'stakeholder management' model.

The institution/s mandated to further distribute Everyone's Child and any future films on AIDS should take note of the recommendations we make below.

## PLANNING, MONITORING AND EVALUATION

- Institutions should be involved in the planning of the film so that they can incorporate the product into their own plan of activities and effectively disseminate the product downstream. Inclusion in planning would allow institutions not dealing specifically with orphans to add their own priority issues and thereby use it more effectively and disseminate it more aggressively.
- Agree mechanism for joint review of lessons and experiences in the different clusters (Matebeleland, Midlands, etc.). Institutions can learn from each other and share more effective strategies for distributing the video.
- Involve agents of dissemination at the planning stage of the film production and ensure that they are clear about their role and responsibilities in the distribution strategy by engaging their help in designing the dissemination strategy.
- There should be strategy, which should be modelled within the communities to bring on board traditional chiefs and leaders in planning for in such programmes. There is need to reach this group and use them because of their influential role in any community.
- The distribution strategy should incorporate elements of more effective monitoring and evaluation systems by the distributing institutions. However the issues to be addressed should be agreed with (complement already existing monitoring frameworks within institutions). It is therefore important to incorporate a monitoring and evaluation plan from project design and this will be used to steer the effective use of the video. This will facilitate the ongoing structured comparison of the planned and actual intentions and assessment of deviations from planned targets.
- There are some already proven monitoring and evaluation systems such as the Logical Framework (which reflects the indicators for all the major components in the project plan, namely; goal and purpose (effects and impacts), outputs/results (deliverables), activities and inputs (physical and non-physical means), and assumptions (external factors), which could be developed together with distributing agencies.

- Information should be collected monthly/quarterly to facilitate monitoring of the video. Such information would include; name of organisation using the video, target audience disaggregated by gender, purpose of showing the video, times shown etc. Such information can assist the organisation to track the effects of the video and help understand its use by different organisations.
- We would like to underline the importance of modelling the framework around their own activities so that they can assess how the video assists in meeting their own objectives. This way, institutions will not look at the process as an 'extra burden'.
- Both MFD (or the other producers of future films) and the institutions used in its dissemination should be given the capacity and support to follow up with viewers to see what lasting changes in attitude and behaviour have been instigated by the film.

#### SELECTION CRITERIA

- In selecting institutions to be involved in distribution, criteria should look at capacity, assess the degree of reach of each institution. Access to resources, the design of the programmes they are running, methods of work of an institutions, there is need to be convinced that the organisation has an effective outreach programme.
- Clarity on what is expected of distributing institutions, to enable institutions to develop a sustainable strategy for using the film in their own work. Make it clear to institutions how far they can go in terms of distributing the film without contravening copyright of the film.

#### PROMOTION

- Institutions should be supported to undertake more effective promotional activities, such as using already existing mechanisms in their own organisations, like their own newsletters, through meetings and their other activities (CADEC is already doing this). They also need to be supported to develop sufficient mechanisms of responding to demand and this should be linked to the promotional activities.

#### EQUIPMENT

- This can be overcome by purchase of capital or options like loaning other organisation's equipment or buying capital and offering it on a commercial basis with subsidy for social videos. Capital purchases could be useful within a programme of advocacy so that the people themselves are using the equipment to advocate to government to take over maintenance.

#### TRANSLATIONS

- Translations should be done not only by Ndebele and Shona speakers but by people who are skilled in translation work.
- Video subject matter should be translated into other media for example drama, which allows the people themselves to get involved and to tell their own story.
- Institutional support should include provision of equipment either loan or purchase and maintenance budget in return for concrete monitoring of the numbers of people reached and overall impact of the film

## 1. PROFILES OF ORGANISATIONS VISITED

Murambinda Home Based Care: Dananai Centre  
Interview with Sheila Chapfekwa and Nancy Masara  
Background

The Dananai Home Based Care Programme was formally launched in March 1992 to provide professionally supported home care to persons with terminal illness including persons suffering from HIV/AIDS and to create a greater awareness in Buhera about the implications of HIV infection and AIDS. A representative from Murambinda Home Based Care was invited by MFD to the Kadoma workshop. The Coordinator of the centre attended and brought videos and support materials. A feedback session was organized for all the staff members.

### Distribution of Videos and Support Material

Name of Organisation	Number of videos distributed	Key Considerations
Department of Social Welfare	1	<ul style="list-style-type: none"> <li>▪ Department has recently initiated a Child Welfare Forum which comprises all government departments dealing with children such as ZRP, National Affairs, Min. of Health and Child Welfare, Home Affairs and the Rural District Council.</li> <li>▪ Video was seen as a useful way of sensitising all institutions dealing with issues affecting children.</li> </ul>
Murambinda Rehabilitation Centre	2	<ul style="list-style-type: none"> <li>▪ Centre works hand in hand with social welfare</li> <li>▪ In executing their work in communities they see a lot of orphans whom they refer to the Dananai Orphanage.</li> <li>▪ Centre has a good relationship with the Village Community Workers (VCWs) in Buhera and has a wider catchment area for showing the video.</li> </ul>
Rujeko Home Based Care	3	<ul style="list-style-type: none"> <li>▪ Rujeko is an extension of Murambinda Home Based Care but covers Buhera South while the Murambinda programme cover Buhera North – they are therefore in similar work and work very closely.</li> <li>▪ Distribution to Rujeko was to ensure a wider geographical coverage.</li> </ul>
Ministry of Health and Child Welfare	4	<ul style="list-style-type: none"> <li>▪ Involved in a range of child related activities in the district.</li> </ul>
Murambinda Home Based Care	3	<ul style="list-style-type: none"> <li>▪ Retained by the centre to support running programmes in community and peer education and the in-schools and out-of-schools programme.</li> </ul>

## Issues to Note

- The coordinator who attended the Kadoma workshop demonstrated the videos and the training material at the point of distribution – no further follow up thereafter.
- The Murambinda Home Based Care could have distributed to overseas visitors to the centre but they were not sure about the permissibility of that. Most people who demanded the video were referred to MFD for assistance.
- The advert by the MFD in the Manica Post led to massive response and demand for the video from school headmasters, especially Nyashanu and Makumbe Missions.

## Dissemination of Everyone's Child by Dananai

The film was used in all the three core programmes of Dananai centre namely: -

- Home Based Care Programme, which deals with cases that, can no longer be absorbed in hospitals using a number of trained community carers. Danny has trained over 400 community carers and over 34 training workshops have been held. All the community carers had a chance to view Everyone's Child. Dananai support centre staff visit over 2 000 times under the home based care programme with the community carers visiting over 14 000 times to home based patients per any given year.
- The Community Education Programme is designed to reduce and prevent the spread of HIV/AIDS through awareness raising in the community covering the general community, youth in and out of school. Workshops were held in 13 wards with influential leaders who included chiefs, kraal heads, councillors, traditional and faith healers and the business community. The participants watched Everyone's Child followed by discussions on issues like widow inheritance, the importance of a will, the plight of orphans and the Zunde Ramambo Concept. Dananai Centre thinks that Everyone's Child has potential to destroy the strong cultural myths and misconceptions surround the spread and prevention of STIs and HIV/AIDS.

Under this programme, the film was also shown to People With Aids Support Groups which create forums for discussion of common concerns and give moral and emotional support and enable members to live positively with AIDS in a stigmatisation free environment. Training was given to 6 groups of 10 members each functioning in different wards. The film was also used in schools during the District Drama Competitions on the theme of Children Living in a World with HIV/AIDS. Other media used during these competitions were songs, role plays and drama. 12 schools participated in this programme.

The film was also used to reach the Out of School Youth, a difficult to reach group, to about 6 groups. The film was also shown in the School Based AIDS Action Co-ordinators from the Ministry of Education, Sport and Culture. These workshops are designed to help the teachers to take a more active role in Awareness Campaign in schools covering topics such as: roles

of these coordinators, heads of schools, school administrators at district level and roles of other teachers, basic counselling techniques and disseminating HIV/AIDS information.

The film has also been used during Community Gender & HIV/AIDS Workshops mainly aimed at generating debate in the community around traditional cultural beliefs and practices and how they impacted on expected roles of men and women in the family and community in the face of the AIDS challenge. Six workshops were held at Mudanda, Chikuvire, Masocha, Gunde, Chapwanya and Murambinda and these were attended by influential people such as villages heads (ma Sabhuku), Headman and Chiefs, Ward Councillors, Traditional Healers and Religious Leaders. The statistical records of the community education programme show that a total of 1451 people were reached, 550 were females and 901 were males.

- The Peer Education Programme is aimed at bringing awareness and disseminate HIV/AIDS information to peer education groups in the community and workplaces. Everyone's Child was used in these activities. Peer education reaches large numbers of people and is an important and large component of the dissemination process and empowerment of vulnerable groups. The film was shown to 40 peer educators who hold an average of between 6 and 7 hundred meetings monthly in homes, bars, markets, churches and workplaces, bottle stores, ndari, political meetings, dip tanks and traditional gatherings. Through community peer education, a total of 157 203 males and 100 865 females were reached.

The Workplace Peer Education Programme, targets workers with HIV/AIDS awareness information. 61 workplace peer educators were trained and these reached 142 110 male workers. No female workers were reached. The film was also shown to the Single Women's Association comprising mostly unemployed women who often turn into commercial sex life and many have since turned to income generation projects.

## Content

The messages, which were understood by the communities, are as follows: -

- The plight of orphans
- Widow inheritance
- The importance of a will
- The Zunde Ramambo Concept
- Cultural myths and misconceptions surrounding spread and prevention of STIs and HIV/AIDS
- Roles and Responsibilities of the Community in AIDS Mitigation and Orphan Care
- Role of men and women in the Family
- Self Reliance and Income Generation to unemployed women
- Responsibilities of the Employer and the Worker in HIV/AIDS Prevention and Orphan Care

- Role of the Pastor and the Church in HIV/AIDS Prevention and Orphan Care
- Child Abuse
- Child Protection Systems

### Impact

The film has raised the profile of Dananai Centre in Buhera District. Following an advertisement in the Manica Post many people previously unknown to Dananai thronged the centre to get a glimpse of the video and the response from schools has been the greatest. Dananai is lucky to have a generator and this allowed it to reach out to all the schools that expressed interest in Buhera North. Mission and boarding schools have borrowed the film several times to show it to the pupils since the headmasters have found it as an effective behaviour change tool.

Although behaviour change is a difficult variable to measure for Dananai, through observations and regular follow-ups, significant changes in behaviour have been witnessed among commercial sex workers and working people. The only baffling thing in Buhera is the continuing increase in STD statistics.

Everyone's Child has also catalysed the achievement of Dananai set targets by quickening the visualisation and internalisation processes of the problem by all age groups and challenging community practices and actions.

On a more general level, Everyone's Child had a huge impact on Dananai's activities and was widely disseminated in Buhera North.

### Recommendations

Owing to the busy schedule of the officers disseminating Everyone's Child, it was really difficult to use the supporting training materials that came alongside the video. Videos on HIV/AIDS issues should easily fit in the running programmes of a dissemination agency.

The dissemination methodology should be developed together with the targeted institutions so that they develop their own systems of monitoring and evaluation. This should create communication line between the film producers and the dissemination agencies.

The people interviewed strongly feel that the MFD should have gone through the Zimbabwe Aids Network, which has distributed a number of foreign videos on AIDS more effectively, and widely in Zimbabwe.

The use of appropriate language in videos that are targeted for rural communities.

The use of community dramas and plays can catalyse the understanding of film messages.

Family Aids Caring Trust (FACT) – MUTARE  
Meetings with Mrs. White, Mrs. Macula and Mrs. Muchaneta

## Background

FACT-Mutare is one of Zimbabwe's oldest AIDS service organisation founded in 1987. FACT uses a community and development-oriented approach to the AIDS pandemic in all its programmes which include a Youth Programme (focusing on prevention), a Training Programme (covering regional training and community development) and care and support (focusing on home care programme, Families, Orphans and Children under Stress (Focus) Church Programme, Family Aids Support Organization and Church Programme. Mrs. Makufa, the deputy director of FACT-Mutare was involved in the script development and attended the Media For Development Trust Kadoma workshop. Mrs. White coordinates the Youth Programme of FACT-Mutare while Mrs. Muchaneta coordinates the FOCUS programme.

## Dissemination of Everyone's Child

Everyone's Child was found to be more useful within the Training Programme, Youth Programme and the FOCUS Programme (where it has been extensively used). The film was disseminated to over 300 trainees who have been trained by FACT Mutare. However, despite having trained more than 15 000 community members, it has been difficult to use video as training aid because of the lack of electricity. FACT Mutare do not have a generator. Within the rural community training programme, the methods often used are illustrated stories, group discussions, community surveys, role plays and illustrated information. However, it was indicated that the training facilitators found the video and the training material to have been more empowering in their facilitation roles. The Church Initiative covers a range of age groups including adults and youths in the Church. FACT-Mutare managed to cover the urban community with Everyone's Child leaving out the larger number of its constituency, the rural areas due to problems of electricity. The film was also shown to urban based schools which constitute a very small proportion (about 38 out of more than 200 schools covered by the programme). The programme has also shown the film to street youth which meet weekly for entertainment, training and skills development.

## Content

The messages which were understood by the video are as follows:-

- Youth and Sexuality
- Role of the Church and the Community
- Gender and Family Responsibilities
- Vulnerability of Orphans
- Poverty and Self Sustenance
- Youth Choices

## Recommendations

The film greatly captured the attention of high density residents and the church community. It is important to have an impression of the target group in the process of developing films such as Everyone's Child.

The film was found to be too depressing for most viewers. This can produce two different results involving the need to act or the hopelessness of the situation. A good balance of showing the issues and the potential options for change should be an integral part of the film development process.

The lack of quantification in describing impacts of films is an indication of the weak monitoring and evaluation capacity of AIDS service organisations. Although FACT Mutare used to have an internal evaluator, it seemed sharing of impact information was missing. It would be important to strengthen the current monitoring efforts and create more platforms for sharing knowledge and information.

Ways of reaching the rural communities, who form the major target group FACT Mutare need to be found.

## ZIMBABWE AIDS NETWORK

### Meeting with Thembeni Mahlangu and Ann Kloforn, Programme Officer

The network was one of the institutions targeted for training by MFD at their original Grassroots Distribution workshop in Kadoma, April 7-8<sup>th</sup> 1999. The member of staff who attended had moved onto another organisation, but the interviewees recalled that he had returned with a favourable impression of the quality of training. They said specifically that the 'launch' of a video in this way was necessary for its successful uptake by busy organisations. Simply sending a video to an organisation and hoping that they would be able to incorporate it into their work was not realistic, however excellent was the actual video in content and message.

### Dissemination

The actual network does not carry out programme or project activities, but acts as a secretariat for its 123 members. Because some of their organisational members had attended the Kadoma workshop, ZAN hadn't felt it necessary to pro-actively disseminate the 10 videos and training packages which they had been given by MFD. They store them in their Resource Centre – which is more of an archive at present although there are immediate plans to turn it into an active centre for dissemination of information about what its members are doing for use by members and the general public – and have loaned them to anyone who has asked.

### Content

Both interviewees were happy that the film raised issues of value to their work and that of its members. They hadn't directly been canvassed in the process of script-writing but said that MFD were active members of their network and would have taken away with them information which might have informed their choice of subject. They welcomed the opportunity to be involved in any future venture which might want to capture the flavour of AIDS work and problems at a national level.

They expressed the view that 'everyone has an appetite for video these days' and that most of their members had the equipment necessary to show and use them as part of a broader dissemination programme in their own work. They praised the quality of the MFD video, saying that the 'Stepping Stones' video (another AIDS dissemination package) was of such poor quality that the people who were recipients of the information

had requested that the issues be acted out by drama groups instead, because the sound quality was so poor. The interviewees stated that even the rural areas are beginning to be penetrated by the necessary technology to show video and films. They made the point that assumptions about poorer households not watching videos and films are often wrong: in the townships of Bulawayo there are now hundreds of satellite dishes installed on the houses which are receiving all of the South African channels, so it is possible to reach them with messages broadcast through national media.

## ZIMBABWE AIDS NETWORK (ZAN)

ZAN is a non-profit making membership organisation, which is a network of NGOs involved with HIV/AIDS programmes. It seeks to develop the capacity of its members, as well as lobbying and advocacy. The organisation also promotes information sharing and effective mobilisation and use of resources.

The organisation was selected as one of the distributing agencies because of its networking role. One of the Programme Officers who has since left the organisation attended and participated in the training workshop held in Kadoma. Feedback from the workshop was that the training was good and there were clear instructions on use of the video and support materials. The officer brought a set of the video, and 10 videotapes were later on received from MFD.

### Dissemination

There were no instructions on who to distribute to. As a networking organisation, ZAN felt the tapes could be placed in their resource centre and member organisation can then access them on loan terms. However the resource centre is not yet operational, but plans are underway to make it active. Some of the videos were borrowed by member organisations, but there was no record of these organisations. ZAN has not done any follow-up on the videos to determine how the video was being used and assess the opinions of the members, since the organisation was not requested to do so.

### Content

ZAN operates at national level. Although MFD did not approach the organisation during the script writing process, a number of member organisations were involved and ZAN appreciated this move. ZAN has not solicited for information about the content of the video from member organisations. They however felt that the video was an effective tool for disseminating information on HIV/AIDS especially on raising awareness and sensitising the community about the plight of orphans. The video is appropriate for viewing in both rural and urban settings. The majority of their ZAN member organisations have the capacity to use the video as they have the equipment and expertise.

As soon as the resource centre is operational, ZAN members will know about the availability of the video at the centre through ZAN's news bulletin.

## SOUTHERN AFRICA AIDS INFORMATION DISSEMINATION SERVICES (SAFAIDS)

SAFAIDS is a subregional non-governmental organisation based in Zimbabwe. Its main purpose is to help strengthen capacity to address the socio-economic impact of HIV/AIDS and to promote HIV prevention, care and mitigation in Southern Africa. The organisation also promotes policy, research, and information sharing planning and programme development on HIV/AIDS.

### Distribution

SAFAIDS believe they were selected to distribute video because of the organisation's role of information dissemination. The organisation also has a strong distribution network although it focuses mostly on publications. There was however, no agreed upon strategy between SAFAID and MFD on the distribution of the video. At least 10 tapes were received by SAFAIDS, six (6) of which were distributed at the book fair to interested parties. Unfortunately there is no record of the recipients of the videotapes. The remaining four (4) tapes, which are all in vernacular, are in SAFAIDS's resource centre.

Of great importance is that, SAFAIDS through its bulletin of December Vol. 6 No.4, published an article about the video "Everyone's Child", thus informing all recipients of the bulletin and the public about the video.

### Content

According to the interviewee, the film set portrays clearly the impact of parental death on children left behind in rural Zimbabwe. It was felt that the key events, which present both, the pressures of rural life and the urban street struggle follow in rapid succession of each other. There is limited character development as so many events are packed into the production so as to trigger discussion on the needs of children and orphans. However, there is no doubt that care and thought has gone into to the production of the video set. This makes it suitable for viewing by children in schools, adults in different communities. The dilemmas that children, men, women and community members face due to the HIV/AIDS epidemic are clearly depicted.

The video set will facilitate an exchange of perceptions and sharing of ideas which will hopefully lead to further action and make each one of us feel that we have a role to play in the fight against HIV/AIDS.

## RED CROSS TRAINING CENTRE

The Red Cross is an international humanitarian organization. The organisation's primary focus is to alleviate the suffering of people in difficult circumstances. The activities include drought relief, primary nursing care etc. The training center received full set of (including the training video and manual) 10 videos in English and vernacular. The primary target group is the trainees at the center. Training is offered in community health, industrial first aid and advanced nursing.

### Distribution

A set of eight (8) videos was distributed to the Red Cross training centres in all the provinces. The distribution was delayed because the videos were directed to a different department and not the Health and Social Welfare department, which deals with such material. Although there was no contractual agreement between MFD and RedCross, a request was made for the organisation to distribute the video. The organisation felt it qualified to be one of the distributing agencies because of its participation at the video training workshop held in Kadoma. Since there were no instructions relating to the recipients of the video, Red Cross felt it was appropriate to distribute the video to provincial training centres. The video is well utilised, both as a training tool and a way of entertaining trainees. The curriculum has a component on HIV/AIDS.

### Content

The trainers have used the whole set, but in some cases, the video is used without the training video and manual. In such cases the presentation is usually followed by a discussion and this has also worked out well. Because the training manual requires one to read and follow instructions, some of the trainers have found this to be too cumbersome and time consuming although it is easy to follow. Some aspects in the video are not well captured in the manual.

The characters in the video are appropriate for the roles they played and the settings. The video is suitable for viewing by both adults and children and many messages are conveyed. The issue of inheritance in an African patriarchal society has been well demonstrated, the implications of not writing a “will”, because the notion that the extended family will take care of orphans could not be missed. The interviewees felt that messages on HIV/AIDS were sort of hidden in the packed sequences, although it was the central issue. There is however that poverty is a contributing factor to the spread of HIV.

The trainers have had an opportunity to assess the trainees’ views about the video. The general feeling was that it propels people to be more compassionate to each other.

### Target Audience (Trainees)

A discussion was held with a small group of young girls and boys (4) on the referenced video. One of the participants felt that the acting was not well polished, because in some instances when the main character Tamari was expected to be very sad or cry, she would not clearly present such a scenario. A number of messages and lessons were picked:

- ◆ Sensitising communities to care for each other especially orphans.
- ◆ Young girls are driven into prostitution mainly because of poverty.
- ◆ Men who are economically sound take advantage of young girls in desperate situations, and in the process risk contracting HIV.
- ◆ HIV/AIDS is still greatly stigmatised in our society.
- ◆ There were support systems in place, hence the need for counselling services.
- ◆ Communities can assist orphans in many ways if they are united.
- ◆ The proliferation of street kids is largely due to hard economic circumstances.

The interviewees said that all parts of the video are clear and easy to follow despite the fact that many events are presented. The video portrays real life situations both in the rural and urban areas.

ZNNP+ (ZIMBABWE NETWORK FOR PEOPLE LIVING WITH HIV AND AIDS)

Meeting with Isabel Laher, Co-ordinator

ZNNP is, as its title suggests, a network, which exists to service a community of people in Zimbabwe who are infected or affected by HIV and AIDS. It was established in 1997 and has one representative in each of the country's 10 provinces to service some 150 support groups. These support groups have between 10-25 people in them, and are not evenly distributed in each of the provinces. They represent the most vocal members of the community suffering from HIV/AIDS, and are those who are willing to be identified with the disease. Each representative is a member of the organisation's Executive Committee, together with the secretariat staff who are based in Harare. The purpose of the network is twofold: to facilitate the establishment of support groups as a way of sharing problems and providing solutions to everyday problems and second, to help establish income-generating opportunities for the members.

Institutional capacity limitations

Isabel attended the second day of the Kadoma workshop, and a colleague was there for the first day (he has since moved on to another organisation). They were not involved in the identification of issues or script development, but received 10 videos and the accompanying training package after the Kadoma workshop. One set was given to each provincial representative, but there has been no feedback from these people. Isabel was confident that the videos have not been shown to any support groups or individuals in the community because the reps have neither video equipment nor an office environment in which to show the video or carry out the support activities. Asked whether she communicated this limitation at the original workshop, she admitted not but recommended that if they were given 150 copies, then each of the support groups would be able to make good use of them. She suggested that at the time of distribution, the producers of the video should give a specific time in which to use the video (for example one month) after which time they would get them together again, or make a visit to discuss the shortcomings and areas which needed more support.

Content

Isabel was very generous in her praise of the video itself, and of the accompanying training package even though she has not used it herself (because of the nature of their network, which doesn't actually carry out work). She said that the existence of a Shona version is particularly useful because their members are neither English speakers, nor literate in the majority of cases. Video is an increasingly useful medium because even if the groups didn't have equipment themselves, they could liaise with NGOs in their areas and ask to borrow their facilities for a short time. Video enables members to identify with characters like themselves and issues, which they grapple with, because in many cases individual sufferers of HIV/AIDS are living in isolation with their problem. Their predicament is exacerbated by their isolation from other members of their community.

## ZIMBABWE RED CROSS SOCIETY, TRAINING DEPARTMENT

Meeting with Mr Gift Chatora, Training Supervisor, and Everest, Training Officer

The Red Cross Training Centre run a series of training courses at their centre off the Kambuzuma Road in Harare, including Community Based Health Care (one month), Industrial First Aid, Advanced First Aid, and Training of Trainers. All of the courses have components on HIV/AIDS integrated into them, and Everyone's Child is used within this. Although the interviewees were not the ones participating in the Kadoma Training, they were aware of the two-day workshop and had received the 10 copies sent as follow-up.

### Content

There was great enthusiasm for the video and training package. It was seen to touch on many issues around poverty, not only HIV/AIDS, and was therefore a useful entry point during training to discuss street children, inheritance, seduction etc. The trainers tended not to introduce it as a 'film about AIDS' so that the audience were visited by the issues as they arose in the film, and didn't jump to preconceived conclusions before watching the action.

The organisation was involved in both script development and pre-testing, although not the interviewees themselves. Great emphasis was put on the value of the characters in the video: that they accurately depicted characters in real life and were therefore believable, as were their actions. The main messages understood were that poverty is a major contributory factor to HIV/AIDS; that we as adults have a responsibility towards the weaker and more vulnerable members of society; that there is need for a collective approach to orphans which doesn't rely on the government to 'do something' but rather looks to members of the community to take responsibility.

Three trainees who had watched the video that day and taken part in the facilitated discussions afterwards, said that the messages they heard were first, that there are options open to anyone suffering from HIV/AIDS which are about more than just survival; second, that society – and that means us – has a responsibility to the families of those who have died from the disease; and third, that there is need for unity in our compassionate response to victims. They recommended that more resources be dedicated to the actual production so that the actors could be sincere in their emotions and make the audience feel what they are feeling. They praised the attention to detail and said that the people in the film actually did the things that happen in real life ("that's really how we sweep up at home", said one of the girls). They also said that there was a need for more films and videos covering the same topics so that the message really 'got home'.

### Use of the training video and support materials

The trainer admitted that he doesn't often use the training video or support materials, but rather shows the film and facilitates discussions about any issues that the audience heard. When asked why, he said that the fact that the training materials were written down in a booklet 'put him off', and suggested that he covers most of the issues in the freely structured discussions. The numbers of people reached by the video at the training centre have been captured by the Register of Trainees, which is kept for every training course. Similar records are kept for all of the 10 Provincial Training Centres which were

given copies of the Everyone's Child package and details will be forthcoming of a sample of them.

#### Dissemination of materials

Originally, the ten copies were sent to the Information Offices of each of the provincial offices, where they sat unused except for at events like Agricultural Shows. Then, it was discovered that they would be more useful in other departments as integral parts of training and outreach work and moved. Statistics of use?

#### Impact

All interviewees enthused about the positive impact of the film. They cited the following reasons for believing that it was making an impression: first, that the audience didn't fidget or talk during the whole screening; second that they were enthusiastic about the subject matter and had lots of opinions to express in discussions afterwards; third, that the rate of requests for multiple showings of the video by training residents was high; fourth that the trainees articulated changed opinions after seeing the film.

#### MASHAMBAZHOU CARE TRUST

##### Meeting with Brother Kizito and Pat Bailey

Mazhambazhou Care Trust is an NGO offering education and hands-on support to those suffering from AIDS related illnesses. In 1998 an Orphan Outreach Team was established and it currently deals with 1500 children in the high density suburbs of Harare. The head of this team, Brother Kizito, attended the Kadoma workshop for the full two days, and received five sets of Everyone's Child film and supporting training video and booklet.

##### Content and impact

Brother Kizito was full of praise for the film itself, declaring that it highlighted crucial issues in a way, which was both 'real and moving'. When the film was shown to a group of churchgoing women in Mbare, two women were prompted to reveal their own stories of being widowed through AIDS and left with small children to look after. The gathering allowed them to share their sadness and to explain their shame at being an AIDS widow with no one to talk to about their practical problems at home. The main messages understood by the film were:

- We are neglecting our children;
- The culture of support which used to exist in the community has been lost;
- Offering advice and support to members of a family with an AIDS-related bereavement has become unwelcome because it is perceived to be critical of the way the family is bringing up their children;
- Being poor makes us treat our children and other people's children badly (for example using them as a source of cheap labour, and having no time to care for others because we are too busy trying to survive ourselves);

##### Dissemination

The film has been shown only once, to a group of Catholic churchgoers at Mbare after Mass on Sunday morning. Discussions followed the film, but the supporting video was not shown. The film moved people, but they didn't break into groups to explore the

impact of the messages because people were tired and hungry and preferred to meet on another day (this has not happened to date).

Brother Kizito talked of his plans to bring together inter-denominational women through the church to show the video. He had approached the pastors of a church in Highfields after the workshop at Kadoma and they had appeared keen to be part of this process, and had contacted him to find out why nothing had happened months afterwards. When asked why no progress had been made, Brother Kizito explained that he doesn't have enough time or people to carry out this activity. His colleague, Moses, has been carrying out enumeration in Epworth and this would be an opportunity to bring people together to raise awareness and show the video, but nothing concrete has yet happened. He added that capacity constraints in all sections of the organisation meant that the videos were being under-utilised.

Pat Bailey, another worker at the Trust, said that the video might have been used at the first of their 'Education for Life' training courses which took place over three days at the Trust's premises. The course is for around 40 Municipality Staff and sisters and is aimed at behavioural change as a way of dealing with the AIDS crisis. This course may be replicated around Zimbabwe in the future with sufficient backing.

The English language version of the film had been loaned to Mount Pleasant, Glenview, Epworth and Seke secondary schools, the latter over a period of three weeks as part of their Aids Awareness teaching but no follow-up had been made as to the impact of the screening and subsequent discussions.

#### ZIMBABWE NATIONAL FAMILY PLANNING COUNCIL (ZNFPC)

ZNFPC is a parastatal tasked by the Ministry of Health and Child Welfare to provide family planning services nationwide. The organisation is spearheading the provision of reproductive health services. This was one of the first organisations to specifically target the youth with reproductive health information and services. In this regard, a number of Youth Centers have been established in some urban and rural areas. Issues that are dealt with include family planning, sexually transmitted infections and HIV/AIDS. ZNFPC was selected to distribute "Everyone's Child" because of its role in health service delivery. Within the various departments, ZNFPC has a strong Information Education Communication (IEC) unit. A number of strategies are used to disseminate information and educate the target groups, and these include print materials, electronic media, such as the radio and television, and tools like videos are used a lot to facilitate this process.

#### Distribution

The video sets were distributed widely to the ZNFPC provincial offices and youth centers. Most of the offices and centers are staffed with an IEC officer who provides guidance on the use of tools like videos. Because IEC officers have facilitation skills, the video set has been easy to use both as a training tool and a form of entertainment. Some of the youths manning the centers have also been trained on how to use the video.

Although there were no specific instructions from MFD to follow up and assess use of the video, as part of its routine follow up, ZNFPC attempted to determine which videos

were available (amongst other issues) in the various youth centers and how they were utilized.

#### Content

The video depicts real life situations especially in the rural areas where ZNFPC has five youth centers. The characters are suitable for the roles they played although there was room for character development. The messages sent are quite clear for both the young and the adults. The issues of inheritance in an African traditional setting and how it is handled have been well demonstrated. The struggles of orphans especially in the face of the epidemic and how the extended family is cracking, the issue of young girls being abused by older men because of poverty has been clearly portrayed. The increase in the street kids is bound to increase because of the epidemic as the children become desperate and have no one to fall back on. Despite all these negative aspects, it was felt that the communities could do something. The title is quite appropriate; it is everyone's responsibility.

ZNFPC would like encourage organisations like MFD to produce more of such films that are so informative and educative.

#### AIDS COUNSELING TRUST (ACT)

ACT is a non-profit making organisation which helps people living with AIDS and their families through the provision of support services like counseling, education, information and basic care skills. ACT runs a number of programmes as part of its strategies to combat the HIV/AIDS epidemic:

- ◆ Counselling Programme
- ◆ Home-based Care Programme
- ◆ Volunteer Mobilisation Programme
- ◆ Training and materials Production, and
- ◆ Networking , policy research and lobbying programmes

Within ACT's training unit videos are one of the tools that are used to disseminate information and educate the target audience on issues surrounding HIV/AIDS. Despite the organisation's role in fighting the epidemic, they have not received the video "Everyone's child". The training officer had an opportunity to view the video at a friend's house while it was being shown on ZTV. The first question asked was how ACT can get that video since it was so appropriate for the organisation role. This information was supplied and the trainer's opinion was that the video is useful to sensitise people, particularly those living with AIDS to make provisions for their children before they die. It was also mentioned that because of poverty, HIV/AIDS could wipe out the entire family as the girl children is driven into prostitution in order to fend for the family, and in the process the girl could contract the virus. The young boy who is on the streets could also contract the virus following abuse by unscrupulous men in the cities.

The need for counselling services for children in such difficult circumstances could not be emphasised.

## NATIONAL EMPLOYMENT COUNCIL FOR THE TRANSPORT OPERATING INDUSTRY (NECTOI) HIV/AIDS EDUCATION PROGRAMME.

NECTOI is a council for both employers and employees in the transport industry. Within the organisation is an HIV/AIDS education programme established in 1992. The programme targets truck drivers and it uses the peer education strategy. The current Programme Manager participated in the video training workshop held in Kadoma. According to the programme manager, the training was intensive and very informative. Each sequence was taken in stages to allow participants to follow and pick out the important messages and themes. NECTOI initially received a set of 20 videos and has recently received another 10 by post for distribution.

### Distribution

The then programme manager distributed the first batch of 20 videos received. There is however no record pertaining to the recipients of the videos. For the current batch, six (6) have already been distributed to the programme officers in NECTOI depots for use as a training tool, and some to organisations like the University of Zimbabwe's Health services unit which has a component on HIV/AIDS. Because there are no instructions as to who should be the recipients of this video, the programme manager uses his discretion to give to what he calls deserving organisations, especially community groups. NECTOI felt that they were selected to distribute the video because of the role they play in the fight against HIV/AIDS, they are ZAN members and that they were participated in the training workshop.

### Content

The video is packed with messages, such as the issue of inheritance, how poverty facilitates the transmission of HIV, sexual abuse of young girls facing harsh economic situations, lack of education for orphans and delinquent behaviour resulting from difficult circumstances. The interviewee felt that the role of the church was not clearly demonstrated, because in our communities the church has a number of social welfare programmes besides praying. Asked how NECTOI has used the video for the truck drivers' HIV/AIDS programme, the programme manager said the video was appropriate for the truck drivers because they are fathers who should lead a responsible life so that they do not infect their spouses and eventually leave orphans behind. The video also sensitizes the target group to make plans for their children to avoid desperate situations as those depicted in the video. Many men in the rural African culture do not make "wills" and this poses problems. The video therefore facilitates positive behaviour change.

## UNESCO ZIMBABWE FILM AND VIDEO TRAINING PROJECT

Meeting with Mr Pedro Pimenta, Chief Technical Advisor Tuesday 12<sup>th</sup> October

Although the UNESCO project is in its eighth year of strengthening indigenous filmmaking by providing a centre for a series of training courses, the CTA admitting to not having seen 'Everyone's Child'. The walls of the offices were decorated with promotional posters for all of the films produced in the region, including 'Everyone's Child', Neria, Jit, More Time etc.

His own experience of film-making in Mozambique concluded that the most successful dissemination occurs where the people themselves – organised in groups or institutions such as NGOs – identify the subject matter, the media for communication and the targets for dissemination. Only then will they integrate the product (in this case the video) into their programmes as a priority. In Mozambique there has always been a sophisticated and maintained structure of Mobile Film Units (except during the height of the war) where films are regularly shown in the rural areas. Before the war the network was run centrally by government but after independence the provinces maintained and staffed their own units.

The film and video project doesn't formally cover dissemination techniques with their students, although it is covered informally because there is no point making a film without knowing that there is an audience 'out there' who wants to watch it, and who can access it.

## SADC CENTRE OF COMMUNICATION FOR DEVELOPMENT

Meeting with Professor Chris Kamlongera, Centre Director, 12<sup>th</sup> October

The SADC Centre provides a range of communications services to government and the development community in the southern African region. It uses participatory activities and communication approaches, techniques and media to promote people's participation in the development process. Its approach is to emphasise that the community should be the starting point to any intervention; that organisations should work with them to identify what they already know; what they are keen to learn and what sort of collaboration would be fruitful to both parties. The Centre carries out training (often in the actual locations of work of their 'clients') to strengthen the communication capacities of implementing institutions, both government and non-government.

Asked about successful dissemination approaches, Professor Kamlongera stressed the advantages of going to the community at the outset of the video production, for identification not only of the issues, which are of concern to them, but the mechanisms for its subsequent distribution. In a UNFPA project in Malawi (US\$4.3m in four years) which aimed to disseminate messages about STDs to the rural communities, an original idea to develop a play for acting out to the people through theatre was rejected in favour of involving the people in the actual theatre development.

Instead, as part of the first phase of the project, a team was despatched from the drama department of the University to live with the community long enough to understand something of their problems and existing knowledge base. Once the team had been accepted and their ambitions understood, they were able to find out what sort of theatre would be most successful in articulating and communicating the necessary messages (for example should there be songs and dance?). Only then was the draft content scripted and toured to the six pilot villages in a way which encouraged and enabled members of the community to join in, become the actors if desired, and change the storyline according to their own reality. The play therefore changed in each of the communities in which this process was carried out, and was captured on video to share with others. The process was adopted nationally once an evaluation of the first phase of the project had been carried out (pilot project).

Key elements of this approach were as follows:

- Action research to identify baseline information about what people already knew and the extent of the problem;
- Evaluations – both internal and external – in-between each of the phases of the pilot;
- Establishment of Village Healthcare Committees to help facilitate the process of Theatre in Development and continue the process of education and mobilisation after the pilot project had withdrawn;
- Multi-sectoral ‘Think Tank’ based at the university representing members of government and non-government institutions involved in the healthcare sector, which sensitised players and put in place an effective dissemination strategy in which each institution played a part in getting the process replicated and the video seen in other parts of the country.

## EDWINA SPICER

Edwina Spicer is an independent filmmaker who was one of the first people in Zimbabwe to make films about social issues which were popular, and which were destined for a rural audience. Previous films about AIDS include ‘AIDS the Killer Disease’ (1986) and ‘No need to blame’ (1992). Both films were made for clients with their own distribution outlets (Ministry of Health and UNICEF respectively) so the task of getting the films and videos seen were tackled by them.

Her latest film ‘Keep a live voice’ (1995) which was about people’s expectations of independence was launched at the cinema in Harare and subsequently shown on video at a series of 15 district level workshops which were held to establish which institutions would be keen to, and have the capacity to show the video to their own constituency. The video subsequently became an integral part of the Civic Education Programme which is a five year project running up to May 2000, with multiple institutions jointly responsible for its implementation including the Catholic Commission on Justice and Peace (CCJP), ZRF, ZimRights etc. With a budget of some Z\$16m, the programme has been able to reach an estimated 500,000 people with the video at national, provincial, district and ward level workshops. Equipment is transported to venues without their own capacity to show the video.

The recommendation arising out of Edwina’s experience is that funders allocate a specific and generous budget to support an explicit dissemination programme for any film, which intends to reach a disparate audience in the rural areas. This programme should be built around the existing institutional work programmes of both government and non-government organisations working with AIDS as their focus (in this instance of ‘Everyone’s Child’).

## RURAL INFORMATION SERVICE, MINISTRY OF INFORMATION

Mr Mapongalera, Co-ordinator Mobile Film Units

The state of the mobile film units, which in theory travel out to the rural areas for 18 days in every month with a more limited service during the wet months, is in a dilapidated state. There are 13 units, which function at the moment, operating 16mm film screens and projectors. Although the Ministry of Information have been given video

equipment, this has not yet been installed. Mr Mapongalera said that they were only given one copy of 'Everyone's Child' which they have not been able to show because they have not had the appropriate equipment up to this time.

He confirmed that detailed records are kept of the numbers of people watching each film as it is screened, and that the operator facilitates discussions with the community. A record is also kept of the response of the audience to the film.

## ZIMBABWE AIDS PREVENTION PROJECT (ZAPP)

Meeting with Varna Mzezewa, head of Peer Education Project

### CONTEXT

The Peer Education Programme is just one area of activity undertaken by ZAPP in its overall HIV/AIDS prevention goal. A pilot project undertaken between 1993-1997 carried out a controlled test to evaluate the effectiveness of peer education in reducing the rate of HIV/AIDS infection. In 20 factories in and around Harare active peer education took place, involving week-long training for the educators (1 for each 100 employees) who used STD slides, videos, theatre and oral testimonies from HIV/AIDS infected persons. This was followed up with six-monthly training and provision of copious condoms for distribution. In another 20 factories (the control), only counselling, blood testing and provision of condoms was made. At the end of the project in 1997, there was a statistically significant 34% higher incidence of infection in the controlled group who had not received peer education. As a result, this approach is being replicated throughout Zimbabwe.

### Dissemination of Everyone's Child

Peer education involves the use of slides, oral testimonies, theatre and video to facilitate communication. The pilot project utilised a number of videos about AIDS, most of which related factual information (including 'It's not easy', 'No need to blame', 'Born in Africa', 'Faces of AIDS' and 'Life at stake'). Mrs Mzezewa said that 'Everyone's Child' would be a welcome addition to this list of videos, but at the time of the pilot project it was not available for use. She plans to use it in the replication project. She thought that it might have been used by some of her colleagues in other programmes but couldn't be sure about this.

### Content

The messages, which were understood by the video, are as follows:

- Vulnerability of orphans;
- Lack of adult responsibility for AIDS orphans;
- Lack of planning for the future by people HIV+;
- What should and can the community do to better care for the orphans?

### Recommendations

There is need for more Zimbabwean films about AIDS so that people can directly relate to the actors and the storyline rather than feeling that the problems don't relate to them because the video was made in West Africa (for example).

ZAPP's peer educators are currently carrying out 'listening surveys' at the factories to identify 'grey areas' in the knowledge of the workers about HIV/AIDS and it would be

good for this information to be used to identify future film production. Mrs Mzezewa thought that videos with more factual information about AIDS is missing in the range available. She welcomed the idea of a 'Task Force' of institutions with programmes of their own being established to devise the dissemination strategy for future films about AIDS. The funding (of the film) could include resources to carry out 'listening groups' in each organisation's constituency so that the 'grey areas' in knowledge could be identified and used to plan the script. In this way, the film would become part of their own programming and therefore the distribution would be organised and funded by them as part of ongoing work.

Video seemed an appropriate medium for this particular message about AIDS orphans but ZAPP would welcome complementary media such as cartoon books (comics), theatre productions and books to carry the message home to all the different constituencies.

## WOMEN'S ACTION GROUP

Meeting with Noel Muzondo, Information Officer, Friday 14<sup>th</sup> October

Women's Action Group (WAG) have eight field workers, a legal department and two full-time workers in their Health Information Programme, which covers activities around HIV/AIDS. The Health Information Programme was launched in July 1999 and is a pilot taking place in Midlands Province for a period of three years.

### Content

The messages understood from watching 'Everyone's Child' include the seriousness of the AIDS crisis in Zimbabwe; the need for community participation to care for the orphans created by AIDS; and the fact that poverty inhibits people's ability to care for orphans. The film was said to be 'quite capturing' and to have been clever in that it managed to make the viewer laugh within the context of communicating a serious message. It was thought to have succeeded in making the viewer treat people living with HIV/AIDS more empathetically after viewing the film.

### Dissemination

The video has been shown to a church group of some 500 people in Chitungwiza. It stimulated great discussion and disagreement within the group, some saying that bits of the film were unsuitable for viewing such as the scenes set in the bar whilst others said that this was the reality of life in Zimbabwe and it should be faced. The training video was not used because of lack of time.

The video has also been used at WAG's HQ to show fieldworkers, although it has not been used in their outreach and awareness raising sessions because they take place in the open where there is no power supply. It was agreed that field workers could use the videos during the meetings, which are often called at a district level when training centres are hired as venues.

Bits of the video 'might have been' shown at the provincial meetings of WAG's members (Chinhoyi 150 people; Manicaland 150 people; Masvingo 180 people; Bulawayo 220 people; Midlands 400 people, along with the set of videos which are held at WAG's headquarters in Harare.

### Institutional Capacity

One of the reasons cited for not showing the video was lack of money and equipment to take the video out to the rural areas where there isn't equipment ready to use. It was suggested that if a budget had been made available, greater dissemination would have taken place.

### Recommendations

- Follow-up training to reiterate the issues raised by the video.
- Earlier involvement in the planning of the film to ensure that its dissemination is written into the institution's own plan of action.
- Involvement of WAG's policy personnel as well as its operatives such as Noel.

### TITUS MOETSABI, DIRECTOR AFRICA COMMUNITY COMMUNICATIONS

Africa Community Communications (Africom) is a recently established private company providing a range of communications services to the development community both government and non-government. Their services include training courses to promote skills and build communications capacity at a field level, to undertaking consultancies to design communications strategies and designing multi-media campaigns within specific programmes of work.

Specific recommendations of mechanisms that promote effective dissemination of messages include the following:

- Using video clubs for entertaining videos with a social message, including a subsidy for groups unable to afford the video;
- Use of existing systems of showing films to rural audiences, such as the use of personal videos in a rural school (at a cost of \$1 per child) with subsidised screenings where children cannot afford to pay the price of entry;
- Inclusion of a dedicated capacity in any future video production to work with an over-arching Task Force of institutions working in the relevant field to ensure that the video is seen in the rural communities;
- Use of commercial distribution networks (such as the Women's Trust which makes and distributes the Women in Art in Southern Africa) giving the distributor a percentage of the profits of sales;
- Establishment of committees at district, provincial and national level of interested parties who are involved from the beginning (at subject identification stage) and who have planned to use the media product in their own programmes of work;
- Use of structures such as the District Resource Centres in Zambia where equipment is available to show videos and which can generate other media which 'communicates on' the same messages to communities not able to access the centres.

THE CENTRE, 32 VAN PRAAGH AVENUE, HARARE

Meeting with Eliot Magunje, Information Officer, Friday 14<sup>th</sup> October

### The Training

Eliot felt that the training course in Kadoma had been too 'technocratic' where people came 'to teach' without having any closeness to the subject area. He said that the technical part was well done however, and the ambition of getting across ways of using the video and facilitation skills etc. was realised.

### Content

The film successfully conveyed the reality of living with HIV/AIDS and proved the power of art in communicating to a mass audience. However, it was felt to dwell too heavily on the hopelessness of life with AIDS. Eighty per cent of the film was felt to be conveying pessimistic messages rather than focusing on the positive ways of coping with the disease.

### Dissemination

The video has been used in more than five of The Centre's training programmes. It has been shown to an estimated 1,000 people through the workplaces programme which targets companies such as Cotco with peer education. Some 13 loans have been made to Catholic sisters who have shown the video to an estimated 200 people. Eliot has loaned it to personal friends as well as to families coming to The Centre for counselling (118 loans) and to other institutions such as the Red Cross.

A new pilot project funded by UNICEF reaches around 112 street kids in Harare who use a 'drop in centre' in Mashonaland East. When they were first shown the video, their response was 'what can we do about this problem' and they didn't see any solutions in the film.

### Recommendations

- People living with HIV/AIDS should be involved in all aspects of future film production, from identification of subject area, through script preparation as well as in organising the training course for institutions using the film.

## MINISTRY OF PUBLIC SERVICE, LABOUR AND SOCIAL WELFARE

Mrs Ndhlembeu, Deputy Director, Department of Social Welfare

Mrs. Ndhlembeu has special responsibility for child welfare within the department. She was responsible for a video produced for the Ministry by Mighty Movies with support by UNICEF in 1997. The video, called 'Nherera Ndedzedu', chronicles the successes and approaches of a community based orphan care project which the department began in Masvingo as a pilot project in 1993. The video shows local chiefs, community and social workers explaining how the needs of orphaned children are better met in the community rather than in institutions. The aim of the video was to chronicle this approach to share with other provinces so that they could take whatever approaches they felt to be useful in their own locality and extend the programme to all parts of Zimbabwe.

Mrs Ndhlembeu had seen Everyone's Child, and believes it to be a very well made and entertaining video with important messages about AIDS orphans. She said that the department's involvement in the film had been sporadic, being asked every now and then to comment on certain aspects of it. Seeing the final product, she felt that it complemented the department's own video because one shows how a community can

care for its orphans and the other shows what happens when one of them 'slips through the net' and becomes a street child for survival. She contacted Media for Development Trust on a number of occasions to ask for copies to be disseminated alongside Nherera Ndedzedu in every province, but never received a reply.

The dissemination of the their video (an estimated 150 were produced) has been relatively easy because there are structures which exist at village, district and provincial level to show it to their constituency of the community. Child Welfare Forums were set up by the department to instigate discussion and co-operation between all government departments and units which are responsible in some part for the welfare of children, e.g. the police, department of health etc. Because they all have programmes of work which touch on the subject of childcare and protection, once they know about the video they are keen to use it as part of their outreach activities. If they had Everyone's Child, they would be able to use both of the videos in concert. When asked how many people exactly have been shown Nherera Ndedzedu, Mrs Ndhlembeu said that they hadn't searched for this information but now that the question had been raised she would immediately ask her Provincial Social Welfare Officers to brief her and find an overall figure for the reach of the video.

Mrs Ndhlembeu made the political and pertinent point that while NGOs and founders have money to pay for videos that they find useful in their work, government bodies usually do not have the money. There needs to be recognition that government is a vital instrument in the dissemination of information of social importance to the community, but they operate under constraints. They should be involved from the beginning of such projects to help feed in the information needs of the community, and to integrate the resulting communications package into their own work around the country.

CADEC, Chinhoyi

Sister Yuleta, Community Home Based Care, 14.00 Monday 18<sup>th</sup> October 1999

Sister Yuleta was one of the participants of the original Kadoma training workshop in April 1998. When she left the workshop, she was given a number of English language versions of the film and training package but only received the more useful Shona version months later, without any prompting from her own institution.

#### Dissemination

Through CADEC's various programmes of outreach, as well as counselling services which they provide to HIV+ families and loans to the Christian community in Chinhoyi, they have reached an estimated 1,000 people with the video. The main messages communicated were the responsibility of the community towards orphans and what can happen if they don't take this responsibility seriously, and the abuse of power of an older person towards a vulnerable person (in this case the uncle towards the girl).

#### Impact

Sister Yuleta felt that the video had been successful in communicating its main message and had raised the issues amongst viewers. She said that the Christian community has always supported orphans in practical ways to a certain extent, such as giving them food at crucial times of shortage. She couldn't say whether this support had been strengthened as a result of people seeing the film because they didn't conduct 'after-viewing' research.

### Institutional support

CADEC only has one video, which works at their headquarters, which means that Everyone's Child cannot be shown to all training courses participants which take in parallel at their offices. It also means that the video has either to be taken on a truck to show at workshops and gatherings in the field, or they have to borrow equipment from other institutions operating at a village level. A loan scheme, which offers video equipment to organisations wanting to show 'development' or 'social issue' films to the community, would be a welcome support in future. In addition, some materials, which tackle the increasing problem of child abuse and strengthening counselling skills to deal with this in outreach, would be welcomed.

### NATIONAL BLOOD TRANSFUSION SERVICES

#### Meeting with Mr Everisto Benyera, National Promotions and Youth Project Officer

Working within the Donor Information Section, Mr Benyera is responsible for both the Peer Promoter's Club and the Pledge 25 Club. The former looks to recruit and retain blood donors from schools and the latter searches out graduates and tries to commit them to donating 25 units of blood. 68% of the country's entire blood donations in 1998 (80,000 units) were from children with less than one per cent of all donations being HIV+. This figure, which is the lowest for some years has been achieved as a result of a rigorous strategy of oral screening, where obvious 'high risk' candidates are dissuaded from donating.

#### Messages

The video has been shown to a number of different groups, and the messages received from the film vary with each group. Responses from boys watching it on their own were first, how can boys be allowed to end up as street kids and what other alternatives are there? Second, why do we (the boys) laugh at street kids when they are our friends? Third, what is the extended family doing about this crisis and who can we turn to when we see problems such as this in our own community?

Groups of girls watching the film on their own had sympathy with Tamari's brother and were against her uncle. They said that sexual harassment such as Tamari suffered is common and worries them because there is little protection within society. Issues of inheritance surfaced in discussions, with girls complaining that 'boys inherit property: girls get problems' when their fathers die. The girls also said that the film showed how women treat other women badly and unkindly and maybe they shouldn't be so quick to judge other women. Lastly, they were critical of the role of the international NGO community and the church in society (prompted by the pastor's behaviour and the white man who tried to pick up the young boy in the city).

Adults who had been shown the film worried firstly whether they were doing enough to protect their own children. They asked themselves whether they were doing enough to communicate and discuss the subject of inheritance with their children, and wondered at what age they should begin to do this? They said that they weren't doing enough about AIDS orphans in their own community.

## Dissemination

The majority of the videos were in Mr Benyera's office but he had sent one to Dr Muhwava from the University who carries out student counselling sessions; Mrs Chatizengwa from a Women's Group in Harare; to the Industrial Relations Manager at Chibuku Breweries for their AIDS lessons which take place for all employees between 2-4pm every Wednesday; Mr Vokot, the External Affairs Manager at Clan Transport and Mrs Chikede who runs AIDS Awareness Clubs for the pupils at the Girls High School as well as other student groups outside of the school. All of these contacts had been made as a result of the advertisements put in the newspapers by Media for Development Trust advertising the Blood Transfusion Centre as a focal point for the film.

In addition, he has shown it to Chisipite School pupils as part of their 'Shona Culture' instruction at the end of the academic year. He has used 'highlights' of the film to pupils at Churchill Boys School: the headmaster is worried about the length of time needed to show the whole film and facilitate discussions, and this has been a problem in a number of locations.

The Blood Transfusion Centre has just recently acquired a television and video and they will now be able to show it to people coming into the centre. The film is one of a range available for those volunteering to give plasma and platelets that are put in a room with a TV and video, and is chosen an estimated three times a week. Three of the four Donor Promotion Officers in Masvingo, Gweru, Bulawayo and Mutare have now been given equipment and a copy of the film and training support video and are being encouraged to use it in their programmes of work.

Mr Benyera has shown the video to some 150 military personnel at Inkomo and Mutoko barracks, as well as to the 150 staff within the centre. It has been shown to the Chitungwiza Seventh Day Adventist Church and discussions followed.

## Women and AIDS Support Network

04/10/1999

Chiedza Musengezi (Director) Mary Sandasi (Programme Coordinator), Locadia Tafa (Youth Programme) Lillian Magaya (Women's Programme)

The programmes of WASN are targeted at women and focus on HIV/AIDS awareness, prevention and empowerment. It is in the process of re-focusing its programme and is adopting a multi-sectoral approach, integrating gender, health, traditional leadership, community empowerment among others. The aim is to develop a pilot model within two years.

The communications officer attended the training workshop but has since left the organisation. There is currently no one with responsibility for communication and marketing and this is one of the reasons to which the lack of usage of the film is attributed. WASN agreed to act as a distributor as the film was considered appropriate for its work in the area of HIV/AIDS. No contractual agreements were entered into with MFD regarding distribution and monitoring of impact of the film. WASN came into contact with MFD as it had previously been borrowing films from MFD.

The film was considered effective in taking messages to women who are at times have low levels of literacy and learn best by doing. The guide was useful in facilitating discussion. The interviewees were of the opinion that as they were frequently were dealing with the poorest of the poor they were unable to act upon the film's messages due to the high levels of poverty. While the film was considered to have given an indication of what community action was feasible, communities frequently only react after some tragic event such as death.

The film was used primarily with women's groups to affirm whether its contents were happening in the community. The film was shown to 30 persons in 6 groups. WASN received 5 copies of the video and 5 support copies. The major limitation in the number of viewers was that the communities where the organisation worked did not have the equipment to screen the video. In addition organisation is not specifically working with orphans, its target groups are women and adolescent girls; they come into contact with orphans in schools and hence the film is of relevance in their work.

Views expressed were that MFD focused primarily on production of the film without a clear distribution strategy and consultation with interested parties. The lack of a distribution strategy was further explained as being due to the fact that the film was not commercially driven.

As far as contributing to organisational objectives the film encourages women to plan for the future of their children in the event of death.

There were no requirements for internal reporting, as the film did not constitute the organisation's core business. MFD also did not undertake any follow up to establish what use was being made of the film.

The discussants recommended that in future films the users need to be more actively involved. They expressed the need to involve stakeholders, such as themselves at all levels of planning to come up with a more effective product and distribution strategy.

It was felt that the film would be only one of the factors that would contribute to galvanising communities into action. They also pointed out that although the problem of orphans is rampant, and should be addressed urgently, there is need for organisations such as DFID to provide resources for awareness raising activities, supported by resources to enable communities to do something practical.

Scripture Union Aid for AIDS Programme  
11/10/1999  
David Cunningham

The organisation's core business is training for better families as a strategy for preventing the spread of HIV/AIDS. Its programme Design for the Family was set up in response to the worsening HIV/AIDS situation in Africa. It offers life skills to reduce the spread of HIV/AIDS, by promoting wholesome relationships and strong family life in Africa. It is currently operating in 25 countries

It was pointed out that the Scripture Union Aid for AIDS Programme is not in contact with communities but acts as a co-ordinating organisation for Scripture Unions in Africa.

The organisation received 20 copies of the film in Ndebele, Shona and English in September 1999 without any clarity on what they were intended for. As a result none of the videos had been distributed. Nevertheless, they could be an excellent distribution channel of the film to other African countries where they currently operate. They would most likely be distributed to Scripture Union organisations in other countries.

Department of Social Welfare, Matabeland North Province  
12/10/1999  
Charles Ndlovu Child Welfare Coordinator

The Department is responsible for overseeing the welfare of orphans and is mostly involved in the traditional care mechanisms, which involve homes, fostering and adoption. These are considered to be no longer effective. Through its Child Welfare Forums it coordinates the activities of various actors (Revival of Hope, Salvation Army, Masiye Camp, Thutuka Street Kids, Emthunzini weThemba and many others) involved with issues pertaining to the welfare of children. It is currently involved in an exercise to map out the activities of these various actors as part of its co-ordinating role.

The department received one copy of the film, which has since gone missing. Members of the Child Welfare Forum in the urban areas have mainly viewed the film, among whom it was well received. However details on action arising from the information gained were not available. It has also been used in awareness campaigns with community groups and NGOs and in meetings with community leaders at District level. In addition the tape has also been used in the district awareness campaigns. The lack of electricity in the rural areas has precluded the screening of the film. The film is used in an interactive manner. There are no figures available on the numbers that have seen the film. There are plans to request additional copies of the film from MFD.

Feedback on the film is that people felt challenged to address the needs and problems of the orphans. An old peoples home, Emthunzini we Themba has been motivated by the film to undertake income generation projects as part of its orphan care programme, as has the Emakhandeni Project a home based care system. The Sikulile project in Barbourfields and Mzilikazi is also involved in orphan care in the form of gardens and kiosks. The film is considered to be one of the motivating factors in the implementation of the projects.

The respondent was not certain who in the department went for training nor has he had sight of the training materials. The film is only accessible in those areas where there is electricity. Further the department only has one television set and video recorder for the whole province comprising seven districts.

He was not aware of any agreement between MFD and the Department of Social Welfare.

Drama is also considered an effective communication media. The department does not produce any material itself but relies on material produced by other agencies such as Unicef. It has also used another video on orphans entitled Nherera Ndedzedu/Intandani Ngezethu/They are our orphans produced by Social Welfare in Masvingo with support from UNICEF.

Matabeleland AIDS Council (MAC)

12/10/1999

Some of the youth interviewed first saw the film on television in 1998, and have seen it a couple of times since then. At programme level they have shown the film to friends that have access to VCRs and held discussions thereafter. The film has also been used in the youth programme's gender discussion to illustrate the difference between the boy and girl children. They also used in their youth programme to discuss factors that contribute to vulnerability of the youth, particularly the girl child.

The key messages from the film are that while the girl turned to a number of people for assistance they all disappointed her that cannot do anything without money.

An example of an initiative which has been motivated by the film is that one of the youths has become involved in the running of an orphan camp in Maphisa which teaches life skills and household management skills. More than 600 orphans have been trained through this programme.

The youth were not aware of particular activities that focus on orphans that were occurring in their communities.

The training materials are considered simple enough to use.

The film as a communication medium is considered more effective when compared with print media. As youth television, radio and drama are considered the most effective communication media. A good balance was struck between entertainment and information.

The success of the video was the number of copies that were made available 75 copies were given to MAC, which were in turn distributed to other community based organisations such as the Nkayi Rural Library, Minda Mission in Kezi, the National Council of Disabled Persons. There was however no clarity on how and to whom the film was to be distributed. The support video and manual were also considered useful. The Ndebele support film was only received in the middle of October 1999.

The limited knowledge people had about the existence of the film was due to the fact that it did not receive as much publicity as Neria. The advertisement in the Chronicle resulted in increasing numbers of people coming to borrow the tape.

The film is shown at least three times a day at the Entumbane Information Centre with the majority of viewers being children. Few adults come to the centre and those that do are mainly men who come for condoms and can "accidentally" view the film if it is being screened. The film is attractive to the children because they can identify with the characters and the music. Despite the numerous screenings the film does not appear to generate much discussion among the child viewers.

Generally it has been observed that discussions are never forthcoming among groups that are not familiar with each other.

The portrayal of the girl is considered weak and stereotypical. Will there be a sequel to the film? Itayi is considered the most positive character in the film. The elderly female character could have been strengthened. The question of HIV/AIDS was treated in a light manner and did not come out clearly. The film is too long for daytime activities.

Other support provided by MFD includes a radio cassette and additional copies of the manual. An interim assessment of the film's impact was undertaken by MFD although the results were not shared.

According to the Information Officer who attended the Kadoma Workshop in May 1998 there was not enough time for training in the use of the film, as well as in facilitation techniques. The Information Officer attended the workshop.

Generally the contents of the film is considered useful across the broad spectrum of MAC's activities. The support programme using it to demonstrate care while the youth programme uses it with a youth focus. MAC does not have an orphan programme but comes into contact with a number of orphans through its home based care programme. Its clients are affected by HIV/AIDS and orphans are frequently not willing to speak out about their situation. The film raises issues of what being an orphan means culturally.

There was no distribution strategy agreed upon between MAC and MFD. Initially MAC waited for people to come and ask for the film and only became aware of their role as a distribution agency after the appearance of an advertisement in the newspaper. Further there was no guidance from MFD to which organisations the video was to be directed. There were no reporting obligations that had to be fulfilled by MAC towards MFD.

The information Centre at Entumbane has 1 copy of the video and three copies of the support video in English, Shona and Ndebele. The video is generally considered to be too long. On average the video is shown three times a week to an audience comprised predominantly of children and a few adults. There are no records kept of attendance and occasionally the peer educators conduct discussions.

As far as the support materials are concerned it is not clear why Ozias is profiled positively. Economic hardships are viewed as a factor that prevents communities from taking any action.

Focus group discussion participants  
Shepherd Dube, Zamiuse Ngwenyama, Walter Nyoni, Kindness Mangena, Eugene N. Chigeda (Youth out of school programme)

Interviews with Linda Ncube (Information Officer) and Sukholuhle Ndlovu (Information Assistant at Entumbane Information Centre)

CATHOLIC DEVELOPMENT COMMISSION

13/10/1999

Phayi Moyo – Assistant Training Co-ordinator

The Training Co-ordinator attended the training workshop in Kadoma. The interviewee was not certain of the existence of a contract between CADEC and MFD and other reporting obligations. CADEC received 17 copies of the main video and 12 copies of the support video. These have been distributed to volunteers in the parishes. There is one volunteer in each parish, and Bulawayo has 16 parishes and 15 mission. Not all parishes in rural areas have copies because of problems of electricity.

The video is used mainly in the family life, orphan care and teenage programmes as an awareness tool to highlight the reality and frequency of death that is occurring and the increasing numbers of orphans. The main message of the film is to create awareness on the neglect of orphans and the cruelty of relatives. It serves to adequately enlighten the community on its roles towards orphans and the problem of street children.

The video has been used mainly in training workshops and is also available to family life groups. Six individuals have borrowed the film in 1999. The video is also available through key contact persons in the parishes. There are nineteen parishes with the diocese of Bulawayo. The problem of electricity is a constraint to usage of films in the rural areas.

It is thought that the screening of the film has contributed to an improvement in the care of orphans in the parishes. The community within the various parishes now mobilise themselves to take for orphans and no longer rely as much as they did on external institutions such as CADEC. Although there is no doubt that the video has been used in the parishes, how often and the scope of its use could not be determined because of the lack of a monitoring system.

The film is considered useful as a communication medium and as a catalyst for discussion of issues, which might not ordinarily be discussed. The discussion guide is useful in helping and directing discussions. The Ndebele support video is poorly translated and is too short.

In the course of its training programmes the organisation uses booklets and other visual aids. It produces its own materials for the family life programme but for other programmes it relies on materials produced by other organisations.

Midlands AIDS Support Organisation  
19/10.1999

Michael Matimura (Prevention Programme), Ms Queen Mhlanga (Orphan Care Programme) & T Masimira (Chief Executive Officer)

MASO seeks to provide emotional, physical and spiritual support for People Living With AIDS. It offers training on issues relating to HIV/AIDS to companies, institutions, churches and clubs. It also runs a community home based case programme, where facilitators provide care, support and training to those that need it. The organisation received 10 copies of the film in English and 10 copies of the support video in English, Shona and Ndebele and began using it in 1997. No other promotional materials were provided.

The criteria for selection of MASO as a distribution agency was that the organisation was already using resources from MFD and that it was working in the area of HIV/AIDS.

The film is incorporated into the organisation's training programmes as well as hired out to other agencies such as the City of Gweru for use in its STI programmes, Musasa Project, the National Family Planning Council of Zimbabwe, the Commercial Farmers Union AIDS Project. Unfortunately there are no records kept on the number of times the film has been borrowed and who viewed it. Within the MASO the film is used with the following target groups, care givers, teachers as part of the youth alive clubs, parents associations. Ten to 12 workshops are held per annum with an average of 30 participants per workshop. In the rural areas 200 persons per quarter are estimated to view the film as part of the Information, Education and Communication (IEC) Programme. In addition five individuals have borrowed the film to dub it and it is not certain how many other persons they subsequently showed it to. Lending to individuals is difficult due to problems of follow up due to limited institutional capacity. The screening of the video on the television also resulted in increased requests to borrow the film.

There are no community activities can be directly ascribed to the film: The major comment on the use of the film was that it stimulated dialogue, as many of the scenes were comparable to real life situations. The film also contained important messages for the families who are caring for orphans. The character selected for the support video was not the most likeable in the film. If the support video is viewed in isolation of the main video then cannot relate to the main video. It was expected that the support video would have been a summary of the main video.

The film is useful for the orphan care programme and demonstrates the need for community support immediately after bereavement. Overall the film is considered a useful communication medium but for it to be effective in development terms there is need to develop a programme to accompany it. There is also need for commitment from those persons tasked with programme responsibility. The film was also considered effective in effecting behavioural change namely encompass changes in perception and in knowledge. Drama was also considered an effective mechanism.

The orphan programme is currently operative in Gweru Urban and is organised in zones with committees established to take care of the orphans. Other film resources used in the orphan care programme include Neria and Orphan Generation. Although the interviewees had heard of the film Nherera Ndedzedu produced under the auspices of the Department of Social Welfare they had not used it themselves.

There has been no formal monitoring of the organisation's usage of the film by MFD. The educational nature of the film generated interest for them to use the film and was a useful tool in generating discussion.

The institution has at its disposal two mobile VCRs and televisions. The organisation does not have a specific function of information officer as this has been absorbed in the Prevention Programme. Audiences viewing the film are mixed. The MASO Orphan Programme has 662 orphans registered with it. It is estimated that there could be as many as 5 000 orphans in Gweru. The programme is supported by 28 Care Facilitators.

## EVALUATION OF EVERYONE'S CHILD

### Interview Guidelines for Institutions and target audiences

It is paramount that the evaluation team keeps in mind the objectives of the evaluation and the intended outputs:

- Has the film increased awareness, stimulated debate and discussion on HIV/AIDS and the situation of orphans;
- Impact on behaviour change (what is being done after seeing the film);
- Efficacy of the distribution mechanisms.

#### Institutional/organisational issues

- How was the organisation selected by (or how did it come into contact with) MFD?
- Organisation's core business (summary of its programmes, etc.) its target groups, specifically work with orphans or children in distress;
- What criteria were used in selecting them as distributing agent?
- What contractual agreements were made between MFD and the distributing agency regarding the distribution of the film?
- What motivated the distribution agency to distribute Everyone's Child (eg. would acting as a distributing agency enhance profile, recognition of the organisation, raising awareness, income generation, galvanise communities into action)?
- How did the film contribute to the organisation in meeting its own organisational objectives (values, relevance to its work)
- What other media has been used by the organisation to communicate messages on HIV/AIDS and the care of orphans, what has been the impact?
- Organisational capacity (institutional and infrastructural capacity to act as a distribution agency)
- Management information systems (mechanisms for planning, monitoring and evaluation, gathering information for decision making, what types of reports are produced, how often)?

#### Distribution

- Did the organisation agree to a specific distribution strategy (method) with MFD?
- Did the organisation have a communication strategy, of which the film was an integral component?
- What support materials were made available to the organisation for distribution? What research was done to understand what was already going on at community level, and how the film could strengthen this?
- What promotional activities were undertaken as part of the distribution strategy?
- What targets were set in terms of numbers of people to be reached, number of tapes and training materials to be distributed? What was the outcome? How many people were reached
- What lessons can be drawn from the distribution of the film (perspective of the distributing agency – with hindsight what could have been done)?

- What staff and other resources were dedicated to film distribution (skills and training provided to staff, did distribution of the film require that the organisation bring in extra capacity?)

#### Training Package

- How was the training package useful in generating debate and discussion, household, community?
- Appropriateness of the package for their circumstances?
- What are their recommendations on production training materials to support films, which would make their activities at community level more effective?
- Recommendations on messages, distribution and other support mechanisms to meet their own objectives

#### Monitoring and evaluation

What mechanisms did the organisation put in place for the monitoring of impact of the film (elaborate on mechanisms and their effectiveness)? Systems for reporting back to MFD, follow-up mechanisms (were the issues arising out of the film integrated into organisation's programmes)

### COMMUNITIES AND OTHER VIEWERS

#### Awareness raising and behaviour change

- What was the viewer's understanding of issues of HIV/AIDS, orphans before watching the film? How did they change as a result of watching the film? Specifically what did they understand and what messages were conveyed by the film?
- What systems exist for taking care of orphans in communities? Has this care changed in nature/scope/range and quality
- Which intended messages of the film were not recognised or understood by the viewer?
- Their views on the media used, i.e. film (instead of radio, brochures, books, talks etc.) Did this influence the way they received the information)
- What lessons did they derive from the film for the care of orphans
- How has this changed the welfare of orphans in their community

DISTRIBUTION LIST FOR EVERYONE'S CHILD BY MATEBELELAND AIDS COUNCIL

1. Tshabalala Clinic
2. CADEC, Bulawayo
3. PTC, Bulawayo
4. Maphisa District Hospital
5. Nkayi Rural Library
6. Westgate Vocational Training Centre
7. Zimbabwe Council of Churches
8. Hillside Teachers College
9. United College of Education
10. Guyu Vocational Training College
11. Sir Humphrey Gibbs Training Centre
12. Imbovane Yamahlabezulu Group
13. United Bulawayo Hospital
14. Mpilo Hospital
15. Mpilo School of Midwifery
16. Hope for a child in Christ (HOIC), Salvation Army
17. M and S Chemicals
18. Turnall Fibre Cement
19. Advance Wholesalers
20. Swift
21. Cyrene Secondary School
22. Mpopoma Secondary School
23. Bulawayo Polytechnic
24. NRZ Aids Programme
25. Student Partnerships Worldwide
26. Contact Family Counselling Centre
27. Islamic Information Services
28. Scripture Union Thuthuka Street Children Project
29. Methodist College
30. Zimbabwe Red Cross
31. George Silundika Secondary School, Nyamandlovu
32. Binga Aids Network, Binga Hospital
33. SOS Children's Village
34. Ntabazinduna Training Centre
35. Imbizo Barracks
36. Llwellyn Barracks
37. Lutheran Church
38. Evangelical Fellowship of Zimbabwe
39. Zimbabwe Adventist Aids Programme
40. Nkayi District Hospital
41. Mater Dei Hospital
42. P.G. Manufacturing