

# “loveLife’s for us...”

A Survey of SA Youth 2001



**62%** of all young South Africans know about loveLife

Of those who know about loveLife **76%** say loveLife has made them more aware of the risks of unprotected sex; **65%** say loveLife has caused them to delay or abstain from sex

**64%** of those who know about loveLife say it has created opportunities for them to talk to their parents about HIV/AIDS

Among sexually experienced youth who know about loveLife: **78%** say loveLife has caused them to use a condom; **69%** have reduced their number of sexual partners; **63%** say they are more assertive in insisting on condom use

*The 2001 National Survey of South African Youth*



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## *The 2001 National Survey of South African Youth*

### **Introduction**

The following report is based on a national survey of South African youth ages 12-17. The survey was conducted October to November 2001 among a nationally representative sample of 2204 youth. The survey was designed to shed light on how South African youth view their lives today and what they think about their futures, with a particular focus on HIV/AIDS and sexual behaviour.

The survey also provides some initial data on South African young people's awareness of, attitudes towards, and experiences with loveLife. loveLife—South Africa's national HIV prevention programme for youth uses a comprehensive approach to HIV prevention which combines a highly visible awareness and education campaign with adolescent friendly services in public clinics and countrywide outreach and support programmes for young people.

In addition to the youth survey, the parents and guardians of the 12-17 year-olds were also surveyed about their views and experiences related to open communication about sex and sexuality and about loveLife.

It is important to note that the findings reported here provide some early indications of loveLife's reach. A separate comprehensive monitoring and evaluation programme developed with the assistance of an international expert advisory panel is underway and will provide the main evaluation of loveLife's impact, including indicators related to adolescent sexual behaviour, such as delayed onset of sexual activity, condom use and reduction in number of sexual partners, as well as reductions in HIV infection, other STDs and teenage pregnancy. This evaluation will be jointly implemented through a partnership between researchers at the Reproductive Health Research Unit, the Medical Research Council of South Africa, and Cambridge University (UK).

This report is organized as follows: It first outlines some aspects of South African youth's lives overall, including their current concerns and priorities for the future, and how they spend their time. It then discusses youth's sources of information about sex and sexuality, their knowledge related to some aspects of sexual health, and their current sexual behaviours and attitudes. Finally, the report examines awareness, assessment, and reported impact of loveLife, including the reactions of both parents and youth.

### **Methodology**

The 2001 National Survey of South African Youth was conducted among a nationally representative random sample of 2204 youth ages 12-17 by Africa Strategic Research Corporation and the Kaiser Family Foundation. The parent survey was conducted among the 2204 parents or guardians of the youth who were interviewed. Household interviews were conducted in person in the language of the respondents' choice between October and November, 2001. The margin of sampling error is plus or minus 2.3 percentage points for all youth and plus or minus 2.3 percentage points for parents. For results based on subsets of respondents the margin of sampling error is higher. Note that in addition to sampling error there are other possible sources of measurement error.

## Summary of Key Findings

South African teenagers name HIV/AIDS as the top concern facing young South Africans today. However, despite this concern about HIV for South African youth overall, the large majority of youth believe that they personally are at very low or no risk for infection.

Most young South Africans (77%) are aware that condoms protect against HIV and most are familiar with terms like “safe sex” (78%) and “unprotected sex” (74%) and understand what they mean. However, nearly a quarter of sexually experienced youth report problems accessing condoms when they want them and only 30% of sexually experienced youth report using a condom every time they had sex in the past year. Sexually experienced teenagers report that they are most likely to get condoms from clinics, but only 32% have been to a clinic in the past twelve months for sexual health advice or care.

More than 6 out of 10 (62%) young South Africans report having heard of loveLife, and although the programme is still in its early stages, initial indications are that young people are responding quite positively. About three quarters of youth who are aware of loveLife report that it has caused them to be more aware of the risks of unprotected sex. Among sexually experienced teenagers who have heard of loveLife almost 8 out of ten (78%) report that as a result of loveLife they have used condoms when having sex; 69% say loveLife has caused them to limit or reduce their number of sexual partners; and 63% say it has caused them to be more assertive in insisting on the use of condoms.

If these self-reported behaviours can be sustained, there is a very good prospect that over the next several years loveLife will positively influence youth’s sexual behaviours and choices. But there are many challenges: almost 4 out of ten (38%) teenagers 12-17 years are not yet aware of loveLife, and many key loveLife services, such as adolescent friendly clinics and Y centers, take longer to roll out nationwide than loveLife’s media programming. Awareness is also just a first step in a long-term process of impacting actual attitudes and behaviours. This process is complicated by the high reported incidence of transactional sexual activity among teenagers (27% of all youth say they are personally aware of somebody who has had sex for money or other favors); the early age at which many South African teenagers initiate sexual activity (51% of sexually experienced youth had sex before the age of 15); the number of youth who report having multiple sexual partners (52% of sexually experienced teens report having had multiple sexual partners in the past year); and the barriers to more open communication between parents and their children about sex, sexuality and relationships between men and women. On the other hand, the data indicate that some key opportunities to influence these behaviours still exist. Many older teens (42%) report being sexually experienced, but still the majority of 15-17 year-olds indicate that they have not yet had sexual intercourse, and even fewer (13%) 12-14 year-olds say that they have had sexual intercourse. This suggests that preventative programmes like loveLife have the chance to encourage these youth to delay the initiation of sexual intercourse as well as to provide them with the education and resources to make safe sexual choices if they do become sexually active.



In terms of communication between parents and their children, the study revealed some contradictions. About four in ten (42%) parents, in contrast to an overwhelming majority of teenagers (82%), think that more open communication about sex and sexuality can help reduce the risk of HIV/AIDS. In addition, youth who report having heard of loveLife indicate talking with their parents about sex and sexuality and other important topics much less frequently than parents report discussing these things with their children. One of loveLife's principal goals is to create an environment in which more open discussion between parents and their children about sex and sexuality is the norm. International experience suggests that this type of communication can contribute to better sexual health outcomes for young people.

In sum, this survey shows that the rapid implementation of loveLife across South Africa is paying early dividends. All signs are that the programme offers great promise to positively impact the lives of young South Africans and reduce the rate of HIV infection among young people, but much work remains to be done to implement key components of the programme and intensify and sustain it over time.

## I. South African Youth Today

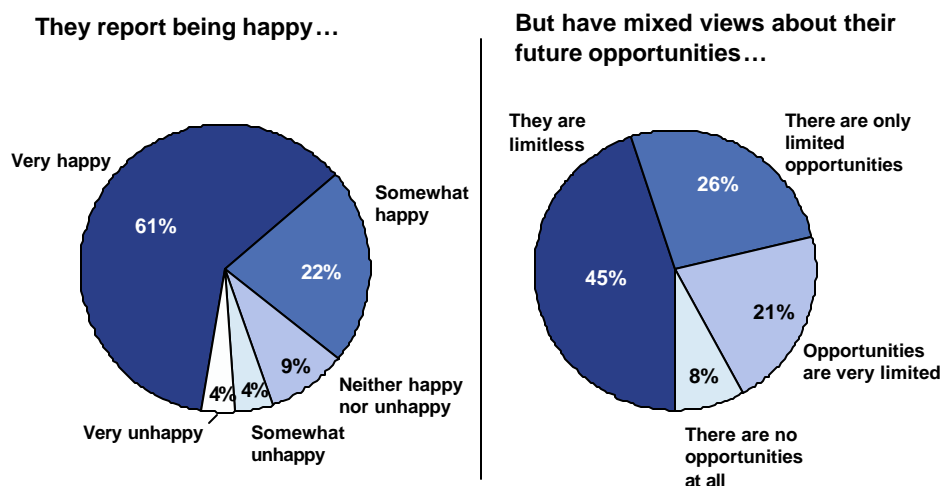
Overall, South African youth indicate that they are happy, but their optimism for the future seems to be tempered by concerns about the current problems facing youth today, particularly HIV/AIDS.

### *Current Lives and Future Opportunities*

- **Young South Africans generally respond positively when asked about their lives today, but hold mixed views about their future opportunities (Chart 1).** About eight in ten South African youth report being “very happy” (61%) or “somewhat happy” (22%) about their lives at present, and very few report being either “somewhat unhappy” (4%) or “very unhappy” (4%). When asked specifically about their future prospects, young people give more mixed responses. Almost half (45%) agree that they have “limitless” opportunities, but about a quarter (26%) believe their opportunities are “only limited.” Furthermore, about three in ten indicate that their future opportunities are “very limited” (21%) or that they have no opportunities at all (8%).

Chart 1

### **Most Young South Africans Report Being Happy, but Have More Mixed Views about Their Future Opportunities**



Source: *The 2001 National Survey of South African Youth* (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

- **Youth of different races and those who live in different areas give similarly positive assessments of their current lives, though this view is less prevalent among those who say their family is poor or very poor.** African (60%), coloured (65%), Indian (62%) and white (66%) youth are all likely to say they are “very happy” with their lives.

Similarly, six in ten youth living in urban (61%) and in rural (62%) areas report they are “very happy.” On the other hand, young people who describe their families as “poor” or “very poor” are less likely to say that they feel “very happy” about their lives (49%) at present, than are those who describe their families as having more than enough to live on or wealthy (73%).

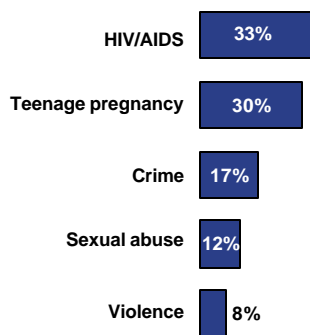
**Top Priorities**

- Education ranks as the number one priority for young people, but when asked about the greatest concerns facing young South Africans, HIV/AIDS and teen pregnancy top the list (Chart 2).** When asked to choose from a list of priorities, about two-thirds (63%) of young South Africans indicate that “getting a good education” is their top priority. Ranking second, but selected by far fewer youth is “protect myself and loved ones from HIV/AIDS” (21%). Even fewer choose having “a stable happy family” (11%), “marrying and having a family” (3%) or “living a responsible life” (1%) as their top priority. However, when asked instead what the five greatest concerns facing young South Africans today are, HIV/AIDS is named most frequently and picked by one third of young people (33%). Teenage pregnancy is second, picked by 30% as their top concern. Fewer indicate that crime (17%), sexual abuse (12%), or violence (8%) is their top concern.

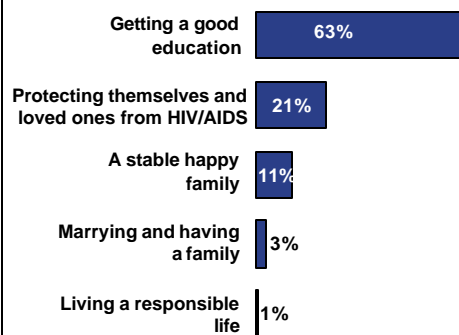
Chart 2

**Young South Africans Report that They Worry about HIV and Pregnancy, but Prioritize Getting a Good Education**

Asked what the five greatest concerns facing young South Africans today are, they choose HIV/AIDS and teen pregnancy...



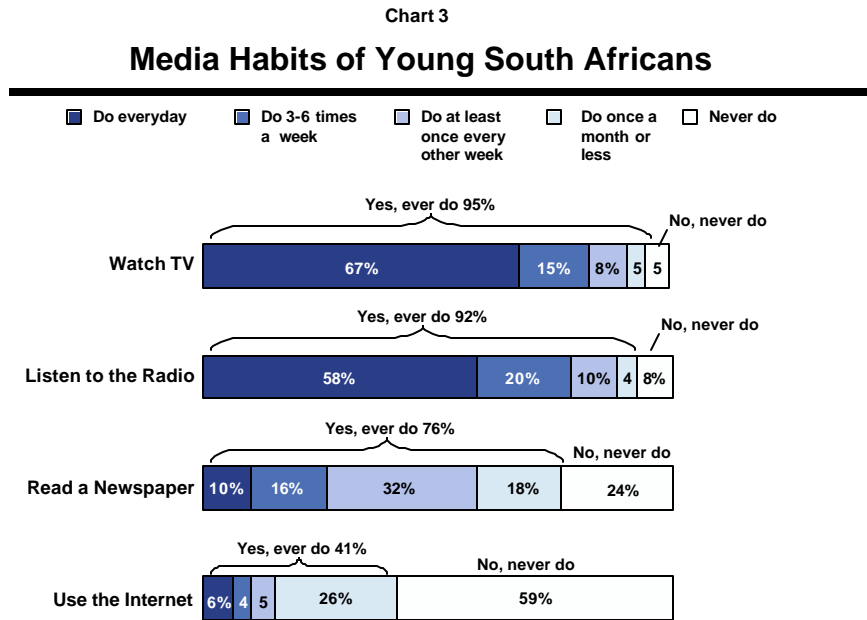
But choose getting a good education as their top priority...



Source: The 2001 National Survey of South African Youth (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

## Media Habits

- South African youth almost universally watch television and listen to the radio (Chart 3).** There has been phenomenal growth in television viewership among young South Africans—with 95% reporting they watch television, and similarly high numbers reporting that they listen to the radio (92%). In fact, about six in ten say they watch television (67%) or listen to the radio (58%) everyday. On the other hand, fewer youth use the Internet (41% ever used), including just 6% who say they use it everyday.



Source: *The 2001 National Survey of South African Youth* (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

- Among the activities asked about, use of the Internet varies most substantially by where youth live, their race, and their reported economic status.** Youth who live in rural areas are less likely to report having used the Internet (30%) than are those who live in urban areas (53%). Furthermore, while more than three-quarters of white (77%) and Indian (75%) youth report having ever used the Internet, fewer than four in ten coloured (38%) and African (36%) youth say the same. Similarly, almost two-thirds (64%) of those who report their family has more than enough to live on or is wealthy say they have used the Internet, compared to one-third (33%) of those who say their family is poor or very poor.

## II. Sources of Sexual Information and Sexual Knowledge

Youth indicate that they are primarily receiving information about sex and sexuality from the media and school, and that parents and family are playing a lesser role in educating them about these topics. While parents express concern about HIV, they do not seem convinced that open communication about sex and sexuality can do a great deal to help reduce the risk of HIV infection. Nonetheless, they do report talking about HIV with their children but indicate that they are not discussing other topics related to sex and sexuality as often. In fact, youth report talking with their parents about sex and sexuality and other sensitive topics much less frequently than parents report discussing these things with their children.

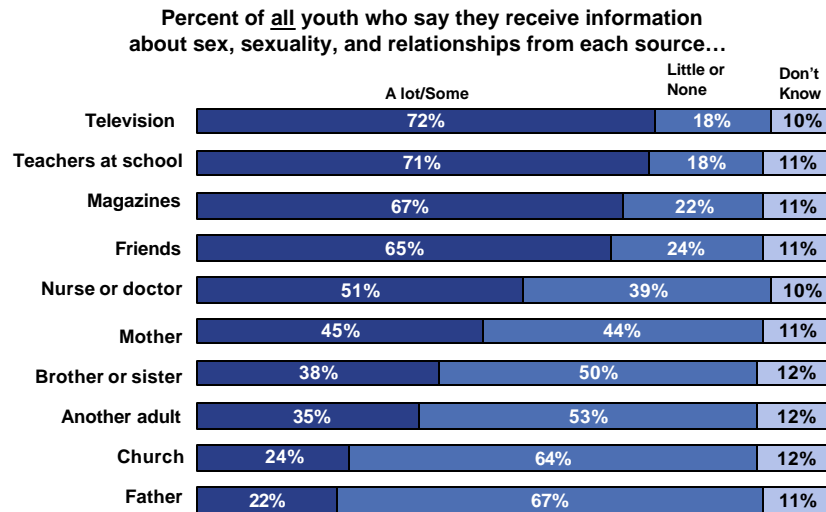
In terms of their level of knowledge, youth generally know what condoms are and many understand what the phrases “safe sex” and “unprotected sex” mean, though some concerning misperceptions do persist. Sexually experienced youth (defined here as those youth who have had sexual intercourse sometime in their lives) are somewhat more likely to recognize the role condoms can play in protecting against sexually transmitted diseases.

### *Sources of Information about Sex and Sexuality*

- **Youth are most likely to say that media, teachers, or friends provide them with information about sex, sexuality, and relationships (Chart 4).** A majority of youth say they get a lot or some of their information about sex from television (72%) or magazines (67%). Teachers are also named as a source of a lot or some information about sex by a majority of youth (71%) as are friends (65%). About half (51%) of youth say that they get a lot or some information from a nurse or a doctor. Less than half name family members such as mother (45%), brother or sister (38%), or father (22%) as a source of information about sexuality.

Chart 4

## Youth Most Likely To Say Media, Teachers, and Friends Provide Information about Sex, Sexuality and Relationships



Source: *The 2001 National Survey of South African Youth* (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

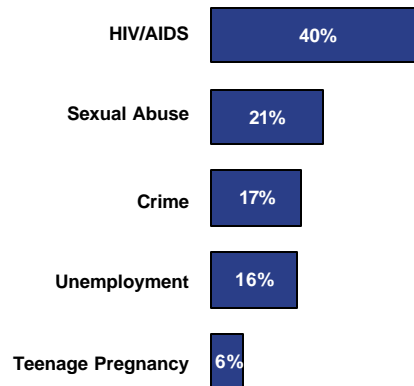
### Parents and Communication

- Parents voice concern about HIV/AIDS, but have mixed views on whether open communication with their children can help promote good sexual health behaviour (Chart 5, 6).** Four in ten parents of 12-17 year-olds choose HIV/AIDS as the top concern for young South Africans today, which is more than those who choose sexual abuse (21%), crime (17%), unemployment (16%), or teenage pregnancy (6%). However, more parents disagree (58%) than agree (42%) that open communication about sex and sexuality can help reduce a young person's risk of getting HIV/AIDS. This is also true when parents are asked about a variety of other sexual health behaviours. In addition, most parents do not seem to feel that open communication promotes sex (86% disagree)-- just 14% agreed that it does.

Chart 5

## Parents Most Likely to Name HIV/AIDS as Greatest Concern for Youth

Percent of parents of 12-17 year olds who chose each as the top concern for young South Africans today...

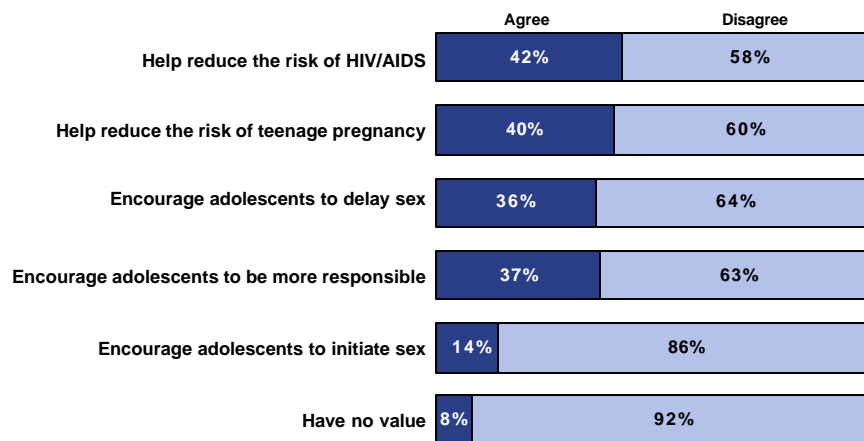


Source: *The 2001 National Survey of South African Youth* (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

Chart 6

## Parents Mixed on the Potential Role for Open Communication

Percent of parents of 12-17 year olds who agree/disagree that more open communication about sex and sexuality can...



Source: *The 2001 National Survey of South African Youth* (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

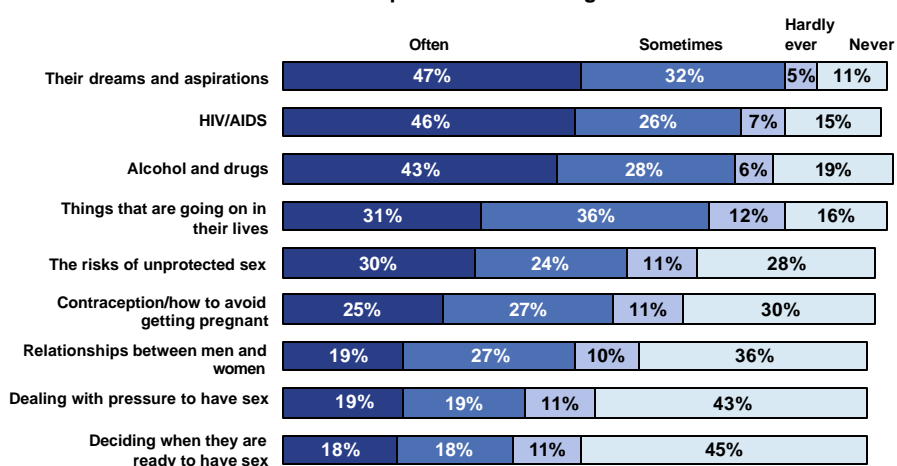
- **And while they are likely to report talking about HIV/AIDS with their children, parents are less likely to report having conversations about other sexual health concerns (Chart 7).** Parents of 12-17 year olds are considerably more likely to report that they talk with their teenager at least sometimes about

their child’s aspirations (79%, say ‘often’ or ‘sometimes’), HIV/AIDS (72%), and alcohol and drugs (71%). Fewer, but still about half, say they talk with their child at least sometimes about the risks of unprotected sex (54%) or contraception (52%). Even fewer report frequent conversations about pressure to have sex (38% said they do at least sometimes) or about deciding when and whether to have sex (36%), and more than 4 in ten say they have never talked with their child about either of these topics.

Chart 7

### Parents Talk With Their Kids About...

How often parents of 12-17 year olds say they talk about each topic with their teenager...



Note: 'Don't know/Refused not shown  
 Source: The 2001 National Survey of South African Youth (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

- **Youth who have heard of loveLife report talking with their parents about sex and sexuality and other important topics much less frequently than parents report discussing these things with their children (Chart 8, 9).** In all cases, on various topics such as the things that are going on in their lives, alcohol and drugs, and issues related to sex, youth do not report having discussions as frequently as parents do. For example, while 72% of parents say they talk with their child about HIV “often” or “sometimes,” many fewer youth (59%) who have heard of loveLife indicate that they are often or sometimes discussing HIV with their parents. Similarly, while 38% of parents say they discuss dealing with the pressure to have sex with their child often or sometimes, only 25% of youth who have heard of loveLife report discussing this topic with this frequency.

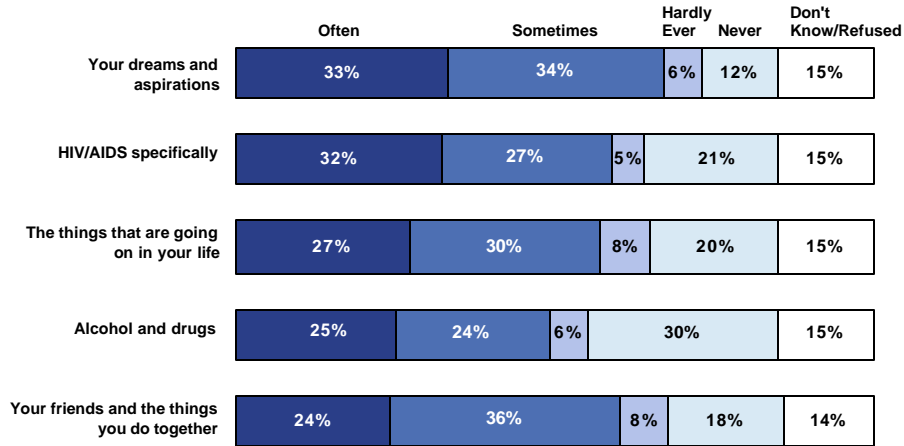


Chart 8

## Communicating with Parents

Among the 62% of youth who have heard of loveLife...

How regularly do you talk to your parents or adult guardian about...



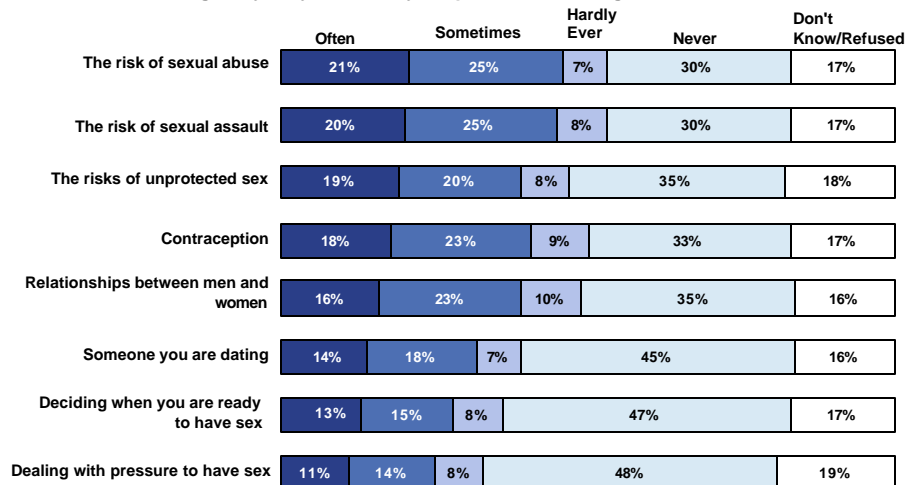
Source: *The 2001 National Survey of South African Youth* (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

Chart 9

## Communicating with Parents about Sex and Relationships

Among the 62% of youth who have heard of loveLife...

How regularly do you talk to your parents or adult guardian about...



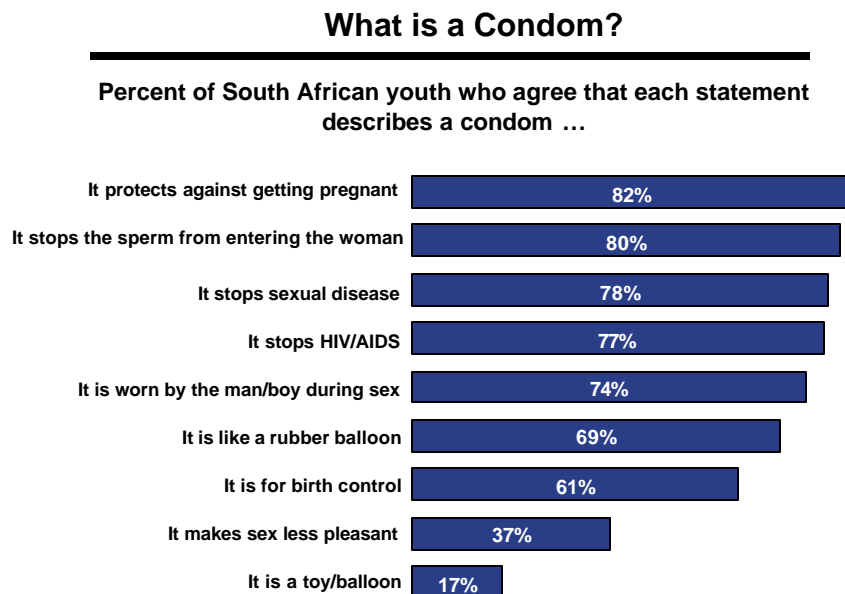
Source: *The 2001 National Survey of South African Youth* (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

## Knowledge Related to Sex and Sexuality

### Condoms

- **When asked whether or not particular statements describe condoms, a large majority of South African youth agree that condoms protect against pregnancy and sexually transmitted diseases (Chart 10).** When asked what a condom is, about eight out of ten youth agree that condoms protect against pregnancy (82%) and stop the sperm from entering the woman (80%). Somewhat fewer say specifically that a condom is “for birth control” (61%). Over three quarters agree that condoms protect against sexually transmitted diseases (78%) and HIV/AIDS (77%). On the other hand, almost four out of 10 youth (37%) agree that a condom “makes sex less pleasant,” and 17% agree that a condom “is a toy or a balloon.”

Chart 10



Source: *The 2001 National Survey of South African Youth* (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

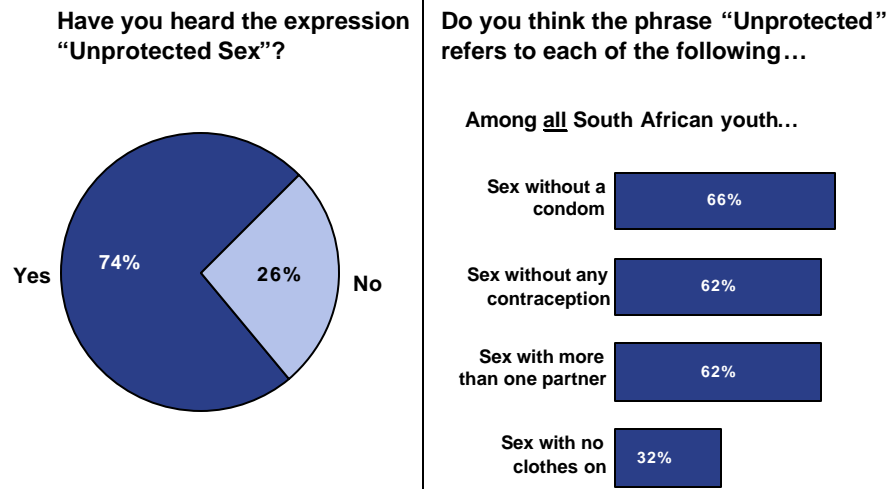
- **Sexually experienced youth are more likely than youth who are not sexually experienced to agree that condoms stop sexually transmitted diseases.** When asked what a condom is, sexually experienced youth are more likely than those youth who are not sexually experienced to agree that a condom “stops HIV/AIDS” (82% vs. 75%) and that “it stops sexual diseases” (84% vs. 76%).
- **Sexually experienced youth are also confident in a condom’s ability to protect against unwanted pregnancy.** Almost two thirds (64%) of sexually experienced youth agree that they or their partner cannot fall pregnant if they or their partner always uses a condom.

## “Safe Sex” and “Unprotected Sex”

- **The majority of South African youth are familiar with the phrases “unprotected sex” and “safe sex,” but have varying levels of understanding about what the terms mean (Chart 11, 12).** About three quarters of youth report that they have heard of the expressions “unprotected sex” (74%) and “safe sex” (78%). While a majority of youth indicate that unprotected sex refers to sex without a condom (66%), sex without any contraception (62%), or sex with more than one partner (62%), almost one third (32%) indicate that it is referring to sex with no clothes on. In addition, around one in five say “safe sex” is referring to sex with a circumcised man (20%) or sex with your clothes on (18%), and about one in ten (11%) say it is referring to anal sex.

Chart 11

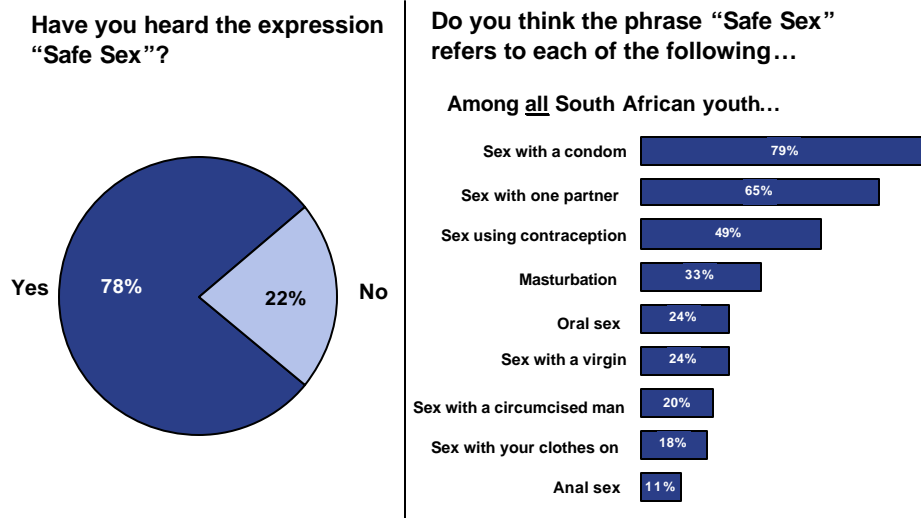
### Most South African Youth Are Aware of Term “Unprotected Sex,” but Not All Are Sure of Its Meaning



Source: *The 2001 National Survey of South African Youth* (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

Chart 12

### Most South African Youth Are Aware of the Term “Safe Sex,” but Not All Are Sure of Its Meaning



Source: *The 2001 National Survey of South African Youth* (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

### III. Sexual Behaviours and Attitudes

In determining how vulnerable South African youth are to HIV infection or unwanted pregnancy, it is important to consider not only what youth know about sex, but also what they are doing and what kinds of attitudes they hold related to sex and sexuality.

Examining current sexual behaviours and attitudes also helps place loveLife in the context of young South Africans’ lives, particularly when we examine the behaviours and situations that are putting them at risk for HIV infection.

In terms of sexual behaviour, the data indicate that both opportunities and challenges exist. Challenges because a significant proportion of youth are sexually experienced, defined here as having had sexual intercourse sometime in their lives. While many of these youth report making safer sexual choices, such as using condoms and limiting their number of sexual partners, some youth are engaging in risky behaviours or are being placed at risk through coerced sex or transactional sex in which they trade sex for money or favors. On the other hand, a majority of older youth, ages 15-17, say that they have not yet had sexual intercourse, and even fewer younger youth, ages 12-14, report having had sexual intercourse. This suggests that the opportunity still exists to encourage many youth to delay sexual intercourse as well as to provide them with the education and resources to make the safest sexual choices in the future.

In terms of access to contraception and care, youth report that if they needed a condom they would go to a pharmacy or clinic. However, sexually experienced youth indicate that they are not always able to get condoms when they need them. In addition, the majority of

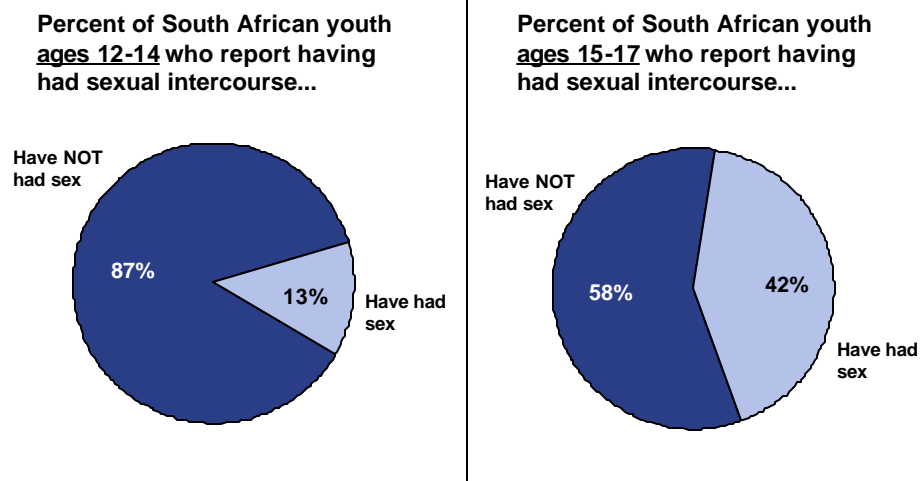
sexually experienced youth indicate that they have never been to a government clinic for sexual health advice or care.

### *Sexually Experienced*

- **A significant number of young South Africans ages 15-17 report being sexually experienced, but the majority say they have not yet had sex, and even fewer 12-14 year-olds say they have had sexual intercourse (Chart 13).** About four in ten (42%) older youth, ages 15-17, report that they have had sexual intercourse. Many fewer (13%) youth ages 12-14 report being sexually experienced. Overall, 29% of South African youth ages 12-17 report having had sexual intercourse. Slightly more boys (33%) than girls (25%) report having had sexual intercourse.

Chart 13

### Percent of South African Youth Who Are Sexually Experienced by Age



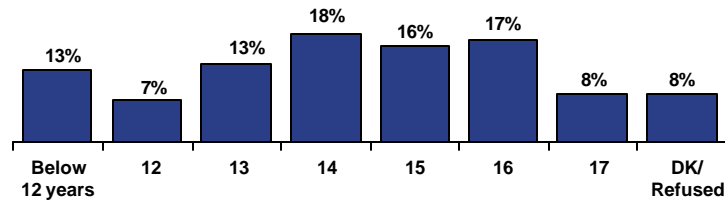
Source: *The 2001 National Survey of South African Youth* (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

- **Among those who are sexually experienced, many report having had sex for the first time when they were very young (Chart 14).** About half (51%) of sexually experienced youth report that they had sexual intercourse for the first time before the age of 15, including 20% of sexually experienced youth who report that they were age 12 or younger when they first had sexual intercourse.

Chart 14

## Age at First Sexual Intercourse

Age at first sexual intercourse among sexually experienced youth...



Source: *The 2001 National Survey of South African Youth* (conducted October–November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

### Reasons for Having Sex

- **Some sexually experienced youth suggest that their choice to be sexually active is influenced by their friends, while others indicate that they are having sex because they enjoy it.** One out of five (20%) sexually experienced youth agree with the statement “I have sex with my girlfriend/boyfriend because I fear what my friends will say if I don’t.” Many more sexually experienced teens (69%), however, indicate that they have sex “because they enjoy it.” At the same time, about three in 10 (31%) agree with the statement “sex is only for married couples.”

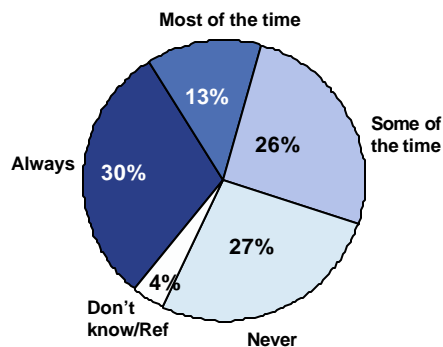
### *Risky Behaviour and Risky Situations*

#### Condom Use

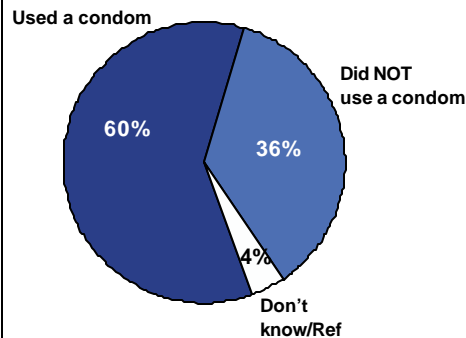
- **Reported condom use indicates that some sexually experienced youth are engaging in risky sexual behaviour (Chart 15).** More than half (53%) of sexually experienced youth say that they used a condom only “some of the time” or “never” when they had sex in the past year. Only three in ten report they used one “always” in the past year. Similarly, over one-third of sexually experienced youth (35%) say they did not use a condom the last time they had sex compared to six in ten who said they did. Sexually experienced younger youth, ages 12–14, were even less likely to report consistent condom use—only one out of five (20%) report that they always used a condom in the past year.

Chart 15  
**Reported Condom Use Among Sexually Experienced South African Youth**

Percent of sexually experienced youth who say in the past year when they had sex they used a condom...



Percent of sexually experienced youth who say the last time they had sex they ...



Source: *The 2001 National Survey of South African Youth* (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

- Indicating some of the barriers to condom use, many sexually experienced youth agree that sex without a condom is more enjoyable and that they find buying a condom embarrassing.** Almost one out of four (38%) sexually experienced youth say that they think that sex without a condom is more enjoyable. Sexually experienced boys are more likely than sexually experienced girls to respond this way (43% vs. 32%) as are sexually experienced youth who live in rural areas compared to those who live in urban areas (44% vs. 29%). In addition, three in ten sexually experienced youth (30%) say that they find buying a condom embarrassing.
- Sexually experienced youth express mixed views about who is responsible for taking precautions during sex.** A large majority of both sexually experienced girls (85%) and boys (83%) agree that “safe sex is the equal responsibility of both partners”. On the other hand, about one in five (19%) sexually experienced boys agree with the statement, “I do not wear a condom when I have sex with my partner, it is her responsibility to take precautions”.

### Multiple Partners

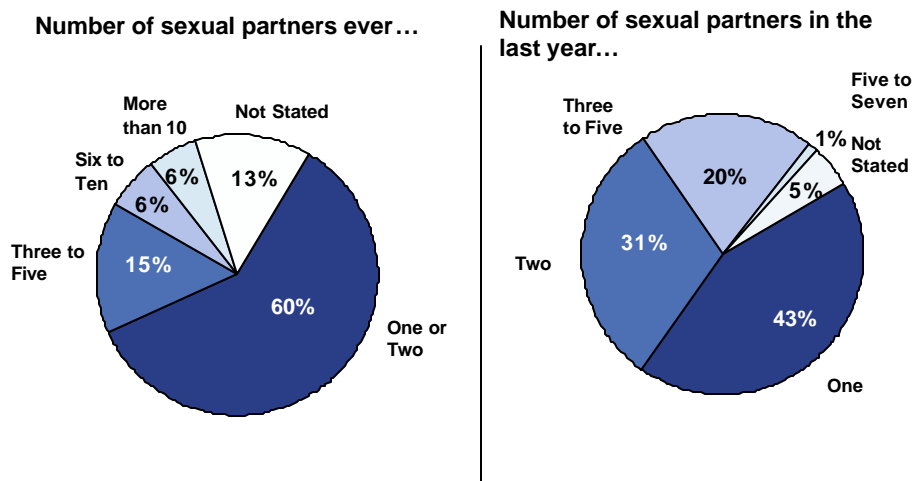
- The majority of sexually experienced South African youth report having had only one to two sexual partners, but a significant minority indicate that they have had sex with more partners (Chart 16).** A majority (60%) of sexually experienced youth report having had one or two sexual partners in their lives. However, about one in four (27%) indicate they have had more than two partners. Sexually experienced boys were much more likely than sexually experienced girls to

report having had multiple sexual partners—35% of boys say they have had more than 2 sexual partners compared to 18% of girls.

Chart 16

## Multiple Sexual Partners

Among sexually experienced youth...



Source: *The 2001 National Survey of South African Youth* (conducted October–November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

### Coerced Sex

- **A concerning number of sexually experienced young people report experiences of sexual coercion, and many hold attitudes that may contribute to the problem of sexual coercion.** About one out of five boys (19%) agree with the statement “Sometimes I have sex even though my girlfriend does not want to.” Even more concerning, 50% *disagree* with the statement, “If my girlfriend says no to sex, I do not insist on having sex with her.” Sexually experienced girls also indicate that they are experiencing coercion from their boyfriends, as almost three in ten (29%) agree with the statement “There are times when I do not want to have sex but I do because my boyfriend insists on having sex.”

The data also indicate that girls are not just experiencing this type of coercion, but may also be contributing to the problem. About four in ten girls (41%) *disagree* with the statement “If my boyfriend says no to sex, I accept it.”

### Transactional sex

- **A concerning number of youth indicate that they know a teenager who has exchanged sex for money or other favors, and some report participating in this type of exchange (Chart 17).** Over a quarter (27%) of all youth and about four in ten (42%) sexually experienced youth say they know someone who has had sex for money or other favors. Fourteen percent of sexually experienced boys admit that



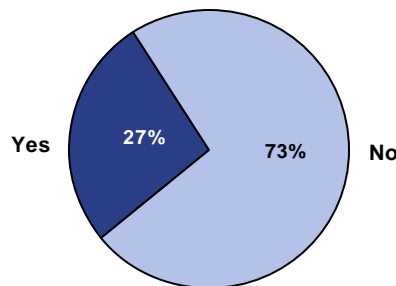
they have themselves given a girlfriend pocket money or bought her drinks or food in return for sex, and one in ten sexually experienced girls say that they have had sex for money, drinks, food or other gifts.

Chart 17

### Transactional Sex

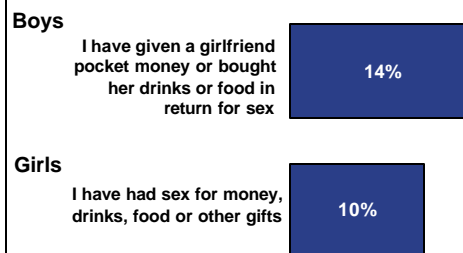
Do you personally know any teenager who has had sex for money or other favours?

Among all South African youth...



Percent of youth who have personally been involved in transactional sex...

Among sexually experienced youth...



Source: The 2001 National Survey of South African Youth (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

- **The likelihood that youth report knowing someone who had participated in transactional sex varies among different demographic groups.** Older youth (ages 15-17) are more likely than younger youth (ages 12-14) to report knowing a teenager who participated in this type of transactional sex (32% vs. 20%). Similarly, African youth are more likely than youth of other races to say they know a teenager who has had sex for money or other favours (31% vs. 18% of coloured, 9% of Indian, and 11% of white youth) as are those who say their family is poor or very poor compared to those who say their family has more than enough to live on or is wealthy (30% vs. 18%). Those who live in rural areas are also more likely than those who live in urban areas to say they know a teenager who has had exchanged sex for favours or money (31% vs. 22%).

### *Pregnancy, HIV, and other STDs*

- **A majority of South African youth indicate that they do not think it is likely that they will become pregnant, be infected with HIV, or be infected with another STD (Chart 18).** One in four youth say they have no chance of becoming pregnant and an additional 33% indicate that their chances are low or very low. They express the same doubts about their risk of HIV infection (25% say they have no chance of being infected and 33% indicate their chances are low or very low), and about their

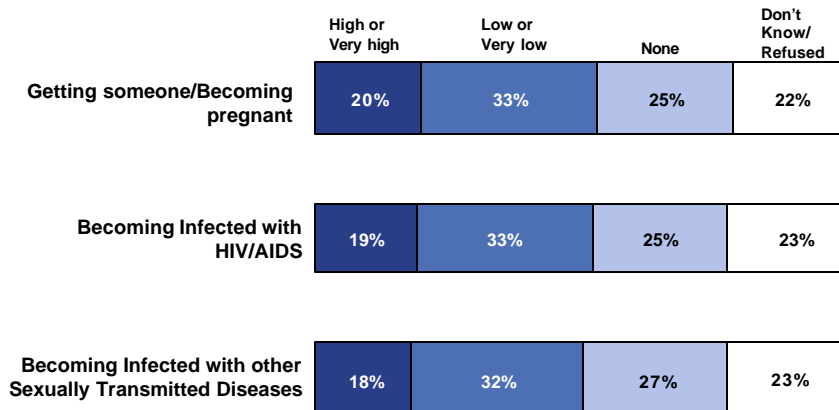
risk of becoming infected with another STD (27% say they have no chance of being infected and 32% say their chances are low or very low).

Chart 18

### Perceived Risk of Pregnancy, HIV Infection, and STD Infection

Among all South African youth...

What do you think your chances are of...

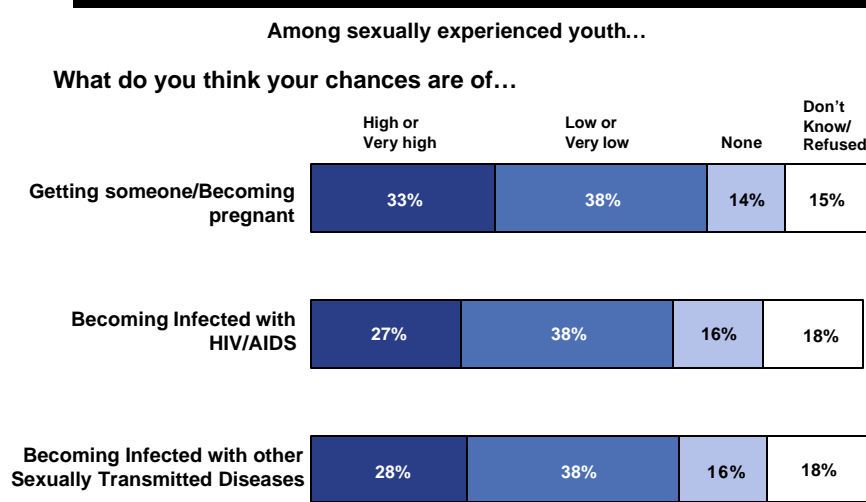


Source: *The 2001 National Survey of South African Youth* (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

- **Sexually experienced youth express more concern that these things might happen to them than did those who are not sexually experienced, but still seem fairly confident that they will not (Chart 19).** While only 15% of youth who have not had sexual intercourse say their chances of becoming infected with HIV are high or very high, over a quarter (27%) of youth who have had sexual intercourse say their chances are high or very high. Similarly, sexually experienced youth are more likely than those youth who are not sexually experienced to say their chances of becoming infected with an STD besides HIV are high or very high (28% vs. 14%) or to say that their chances of becoming pregnant or making someone pregnant are high or very high (33% vs. 16%).

Chart 19

## Perceived Risk of Pregnancy, HIV Infection, and STD Infection among Sexually Experienced Youth



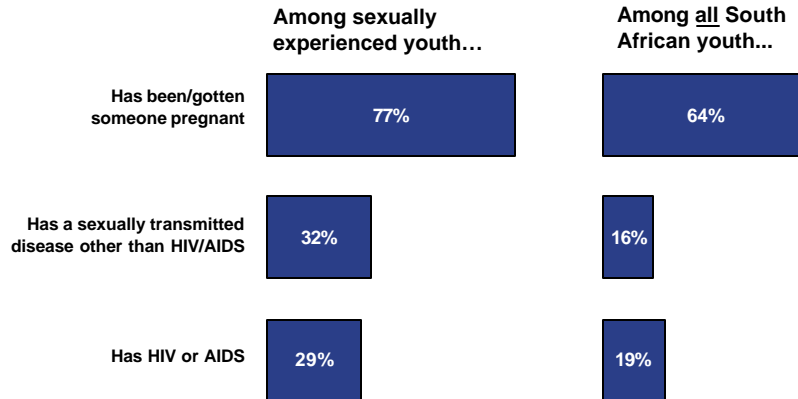
Source: *The 2001 National Survey of South African Youth* (conducted October–November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

In addition, about half (51%) of sexually experienced youth agree with the statement “Whenever we have sex I am afraid that my partner/I will fall pregnant,” and about four in ten (41%) agree with the statement, “Whenever I have sex, I am afraid of getting HIV/AIDS.” At the same time, sexually experienced youth express some of their uncertainty about their own risk as only four in ten (40%) agree with the statement “I feel very sure I will not get HIV/AIDS from my sexual partner.”

- **This belief that they are unlikely to become pregnant or infected with HIV or another STD is despite the fact that many youth report personally knowing teenagers who have been pregnant, have HIV, or have another STD (Chart 20).** A large majority (64%) of youth say that they know someone who is pregnant or has made someone pregnant. Fewer, but still almost one out of five (19%) young people indicate that they know someone who has HIV/AIDS. Slightly fewer (16%) report knowing someone who has another STD.

Chart 20

### Do you personally know any teenager who...

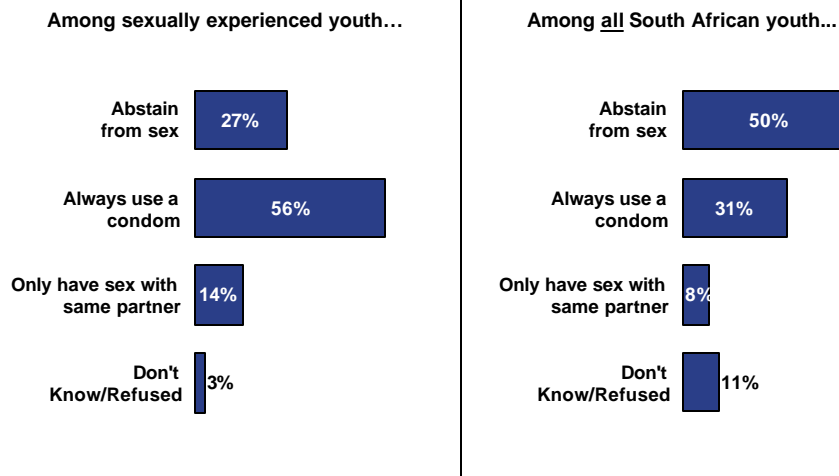


Source: *The 2001 National Survey of South African Youth* (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

- **Many differences exist in the extent to which different groups report personally knowing a teenager who has been or made someone pregnant, who has HIV, or who has another STD.** Older teens are more likely than younger teens to report knowing someone who has been pregnant or made someone pregnant (71% vs. 55%), knowing someone who has HIV (24% vs. 14%), or knowing someone who has another STD (21% vs. 11%). Similarly, sexually experienced youth are more likely than those who are not sexually experienced to report knowing someone who has been or made someone pregnant (77% vs. 59%), knowing someone who has HIV (29% vs. 15%), or knowing someone who has another STD (32% vs. 10%). Finally, those who live in rural areas are more likely than those who live in urban areas to say they know teens with an STD (21% vs. 12%), or a teen who has been or has made someone pregnant (69% vs. 58%). They are not, however, any more likely to indicate that they personally know teenagers who have HIV.
- **Youth overall suggest that the best way to protect against HIV infection is to abstain, while sexually experienced youth name condom use (Chart 21).** Half of South African youth overall name abstaining from sex as the best way to protect against HIV infection, while 31% say that it is to always use a condom. On the other hand, over half (56%) of sexually experienced youth indicate that the best way to protect against infection is to always use a condom, and only about a quarter (27%) say that it is to abstain from sex.

Chart 21

## South African Youth's Views About the Best Way to Protect Themselves from HIV



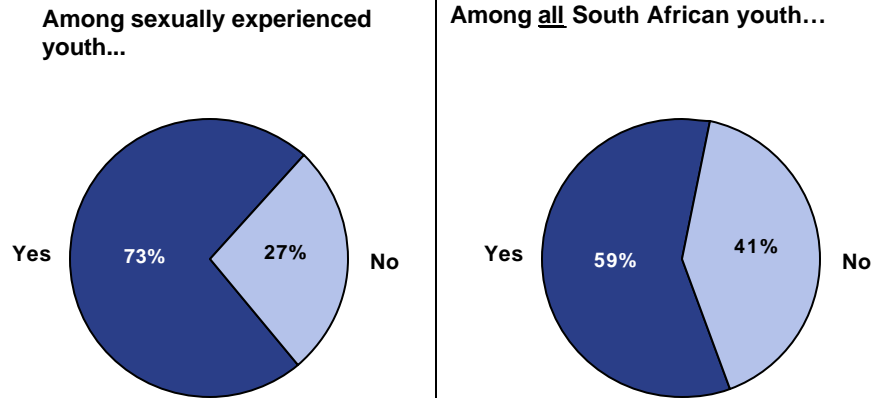
Source: *The 2001 National Survey of South African Youth* (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

### *Behaviour Change*

- **While the majority of youth indicate that they do not believe they are at high risk for HIV, they still report having changed their behaviours to protect themselves from infection (Chart 22).** Almost six out of ten youth (59%) indicate that they have changed their behaviour to protect themselves against HIV infection. Sexually experienced (73%) youth, 15-17 year-olds (65%), and African youth (63%) are particularly likely to report that they have changed their behaviour.

Chart 22

### Have you changed your behaviour in any way to protect yourself from the risk of HIV infection?



Source: *The 2001 National Survey of South African Youth* (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

## Condom Sources and Access

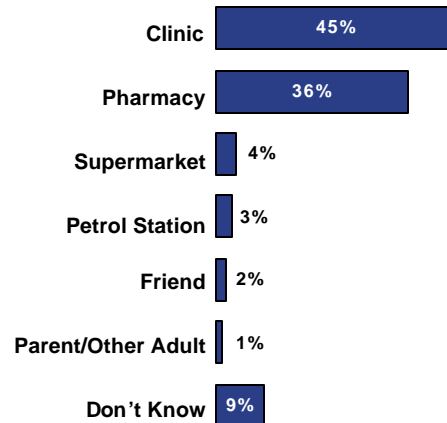
### Sources of Condoms

- **When asked where they would go to get condoms, clinics and pharmacies are the main reported sources by youth overall, but this varies a great deal by where youth live, reported economic status, and race (Chart 23, 24).** Youth overall are largely split as to where they would go for condoms -- with 45% naming clinics and 36% naming a pharmacies. However, condom source seems very dependent on where youth live and their self-reported economic status. Clinics are named as the place they would go to get condoms among almost half of African (49%) and coloured youth (46%), and among those youth who say their family is poor or very poor (52%), those who say their family has enough to live on (46%), and those who live in rural areas (51%). On the other hand, white youth (60%), Indian youth (54%), those youth who say their family has more than enough to live on (52%), and those youth who live in urban areas (42%) are more likely to report that they would go to a pharmacy than to a clinic to get condoms.

Chart 23

## Clinics and Pharmacies Are Reported Sources for Condoms

Percent of South African youth who say if they wanted a condom they would go to a...

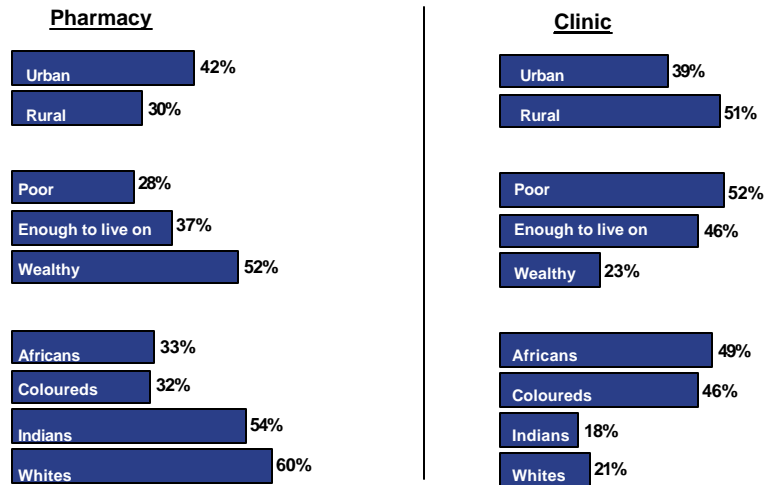


Source: *The 2001 National Survey of South African Youth* (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

Chart 24

## Reported Condom Source Varies by Place of Residence, Economic Status, and Race

If you wanted to get condoms, where would you go?



Source: *The 2001 National Survey of South African Youth* (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

- When asked if they had a choice where they would *prefer* to get condoms, youth generally choose the same sources as the ones they identify as the place they would currently go. Youth overall indicated that they if they had a choice

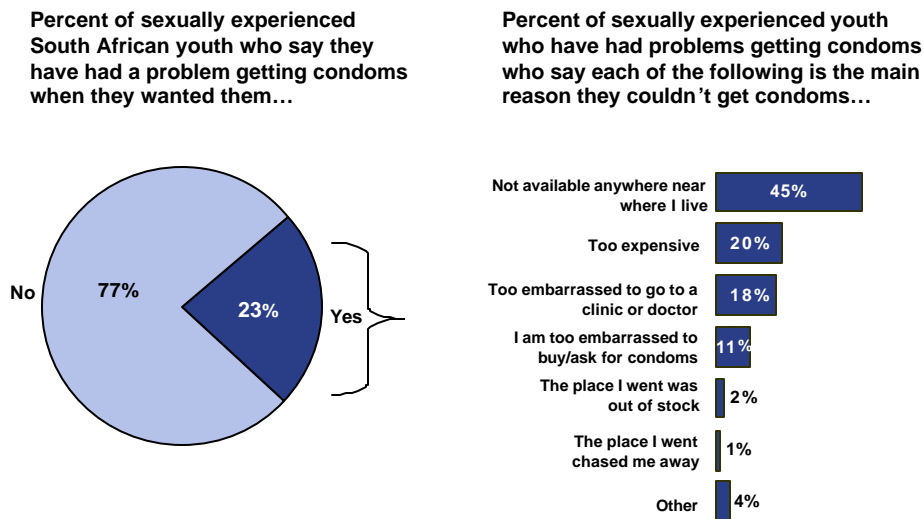
they would prefer to go to a clinic (41%) or pharmacy (34%) for condoms. The groups that indicate that they would go to a pharmacy if they wanted a condom (i.e. white and Indian youth, those who say their family has more than enough to live on, and those who live in urban areas) also indicate that a pharmacy is their preferred source for condoms. Similarly, those groups who indicate they would go to a clinic if they wanted a condom (i.e. African and coloured youth, those who say their family is poor, those who say their family has enough to live on, and those who live in rural areas) indicate that this is still where they would go if they had a choice.

### Access to Condoms

- Almost one in four sexually experienced youth indicate they have had a problem getting a condom when they wanted one, largely because they cannot get them near their homes (Chart 25).** Almost a quarter (23%) of youth who are sexually experienced say that they have had a problem getting a condom when they wanted one. The main barrier the youth identify is lack of availability of condoms near to where they live (45%). Other reasons that sexually experienced youth give include the fact that condoms are too expensive (20%), they are too embarrassed to go to a clinic or doctors office for a condom (18%) or that they are too embarrassed to buy or ask for condoms (10%).

Chart 25

### Problems Getting Condoms



Source: *The 2001 National Survey of South African Youth* (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

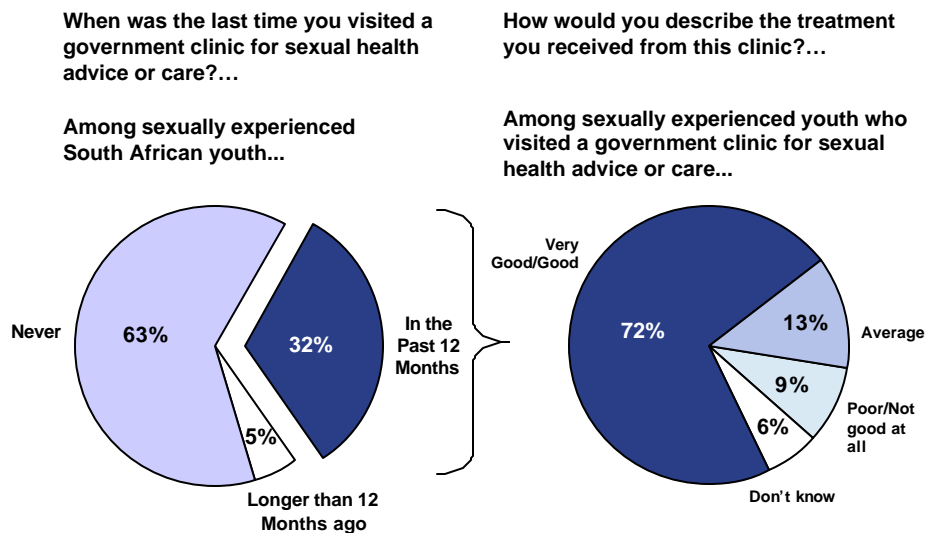


## Government Clinics

- The majority of sexually experienced youth have not been to a government clinic for sexual health advice or care, but those who have are pleased with the treatment they received (Chart 26).** Thirty-two percent of sexually experienced South African youth report having been to a government clinic for sexual health advice or care in the last year, but 63% report that they have never been to one for this type of care. Of those who have been to a clinic, slightly fewer than three quarters (72%) say that the treatment they received was very good or good.

Chart 26

### Government Clinics



Source: The 2001 National Survey of South African Youth (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

## IV. Awareness, Assessment, and Impact of loveLife among Young South Africans

The data indicate that loveLife is successfully reaching a significant proportion of South African youth through multiple sources and various loveLife programmes. Youth who report having heard of loveLife generally have a very positive assessment of it and its impact on them and the country. Moreover, many youth, including those who are sexually experienced, report that they have taken positive action in response to loveLife that could decrease their risk of HIV infection. In addition, youth who have heard of loveLife indicate that they value communication and that it has given them the opportunity to talk to their parents about sensitive issues such as sex and relationships.

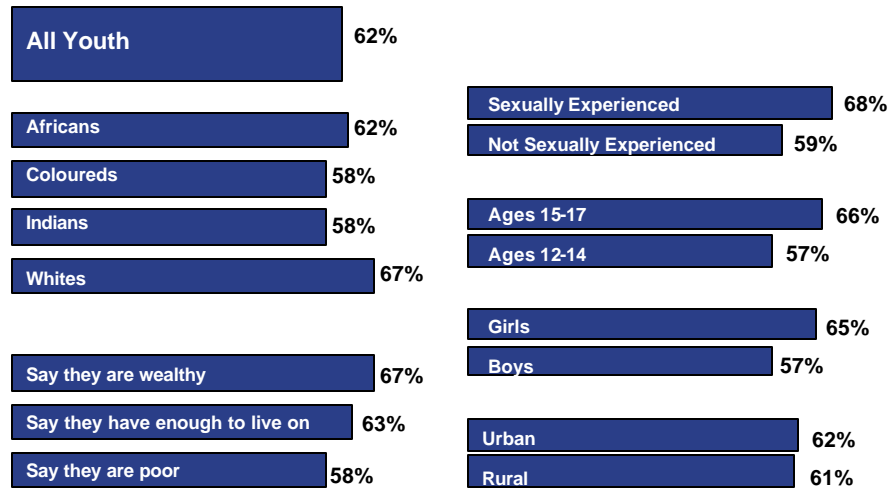
Parents who have heard of loveLife are also very positive about loveLife's role in South Africa and many report that it has provided them with the opportunity to talk to their children about sensitive topics such as sex and relationships.

### *Reported Awareness*

- **The data indicate that at this relatively early stage in the programme's implementation, loveLife's highly visible campaign is reaching a significant proportion of South African youth (Chart 27).** More than 6 out of 10 (62%) young South Africans report having heard of loveLife, including a majority of youth in all key demographic groups. For example, 62% of African youth, 58% of both coloured and Indian youth, and 67% of white youth are familiar with loveLife. Particularly reassuring in terms of the extent to which loveLife is reaching youth from all different areas and backgrounds is the fact that the majority of youth who describe their family as poor or very poor (58%) and those who say their family has enough to live on (63%) or more than enough to live on (67%) all report having heard of loveLife. Similarly, youth living in rural areas (61%) are just as likely to report having heard of loveLife as those who live in urban areas (62%).
  - **Some slight differences do exist in the extent to which various demographic groups report having heard of loveLife (Chart 27).** Those who are sexually experienced (defined as youth who report ever having had sexual intercourse) were somewhat more likely than those who are not sexually experienced to recognize loveLife (68% vs. 59%). This is likely due to the fact that older youth are more likely than younger youth to be aware of loveLife and also more likely than younger youth to be sexually experienced. Other groups showed small differences as well: youth ages 15-17 were somewhat more likely than youth ages 12-14 (66% vs. 57%), and girls were somewhat more likely than boys (65% vs. 57%) to report having heard of loveLife.

Chart 27

### Percent of Youth who Report Having Heard of loveLife



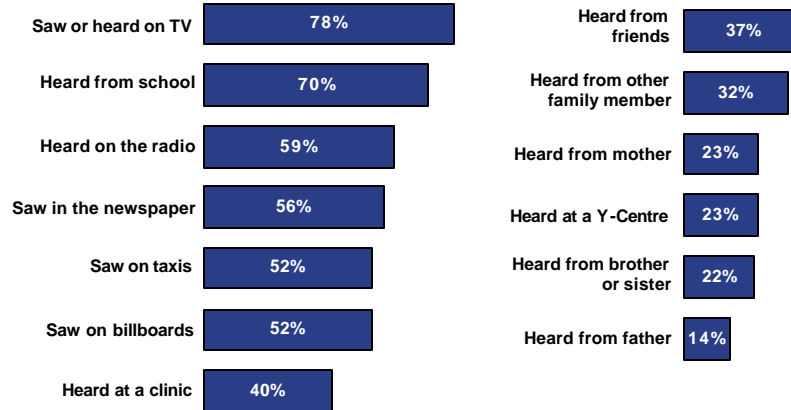
Source: *The 2001 National Survey of South African Youth* (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

- Television and school rank as the most common sources of loveLife information (Chart 28, 29).** Large majorities of the 62% of youth who report having heard of loveLife say they heard of it from television (78%) or school (70%), though many other sources were also named by over half of the youth who were familiar with loveLife including radio (59%), newspapers (56%), billboards (52%), and taxis (52%). Clinics are also raising awareness of loveLife (40%), as are friends (37%) and Y-Centres (23%). For some youth, family members serve as a source of loveLife awareness -- about one out of five young people who report having heard of loveLife say they heard of it from their sister or brother (22%), from their mother (23%), or from a family member other than their parents or siblings (32%). Fewer (14%) name their fathers as a source. In terms of South African youth overall, loveLife's television campaign has reached almost half of the country's youth (48%), and 43% are hearing of loveLife at school (Chart 29).

Chart 28

### Percent of Youth who Report Having Heard of loveLife from Each Source

Among the 62% who report having heard of loveLife...

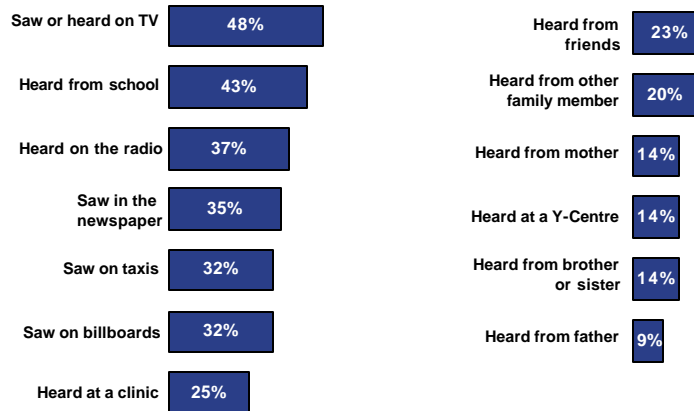


Source: *The 2001 National Survey of South African Youth* (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

Chart 29

### Percent of All South African Youth who Report Having Heard of loveLife from Each Source

Among all South African Youth...

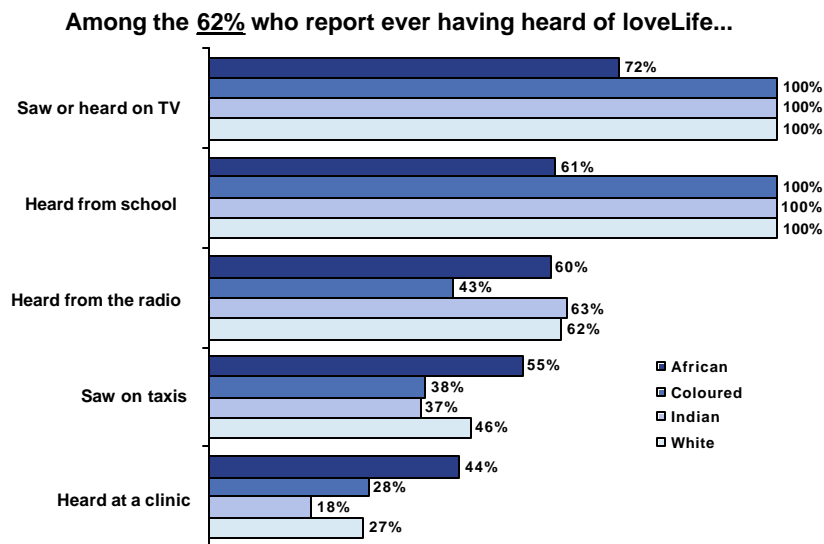


Source: *The 2001 National Survey of South African Youth* (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

- **Some racial differences exist in terms of where youth have heard of or seen loveLife (Chart 30).** All coloured, Indian, and white youth (100%) who report having heard of loveLife report having heard of it from television and school. However, African youth are less likely to report

having heard of loveLife from these sources (72% from television; 61% from school). On the other hand, some other sources are reportedly more likely to reach African youth than other groups. For example, 44% of African youth report having heard of loveLife at a clinic compared to about a quarter of white youth (27%) and coloured youth (28%) and even fewer Indian youth (18%). Similarly, African youth are more likely than coloured or Indian youth to report having seen loveLife on taxis (55% compared to 38% of coloureds and 37% of Indians). In a few instances, coloured youth are less likely than all other racial groups to have heard of loveLife from each source as in the case of radio where about 6 out of 10 Indian (63%), white (62%), and African youth (60%) report hearing of loveLife from this source compared to only 43% of coloured youth. Similarly, coloured youth are less likely than other groups to have seen loveLife billboards (37% compared to 54% of African, 59% of Indian and 51% of white youth).

Chart 30  
**Percent of Youth who Report Having Heard of loveLife from Selected Sources, By Race**



Source: The 2001 National Survey of South African Youth (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

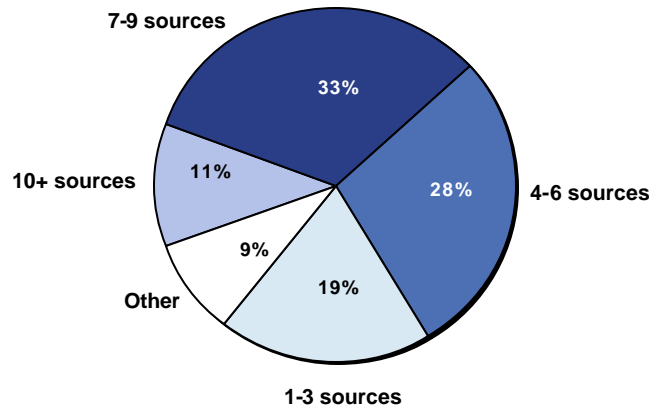
- **Where youth live is also related to the likelihood that youth who have heard of loveLife report having heard of it from some sources.** Those who live in rural areas are less likely than those who live in urban areas to have heard of loveLife from school (58% vs. 81%), television (68% vs. 88%), or billboards (47% vs. 57%).

- **Youth are being exposed to loveLife from multiple sources at the same time (Chart 31).** A large majority (72%) of youth who have heard of loveLife have heard of it from at least four sources. This includes about one out of 10 (11%) youth who have heard of loveLife from ten or more different sources.

Chart 31

### Percent of Youth who Report Having Heard of loveLife from Multiple Sources

Among the **62%** who report ever having heard of loveLife, the number of sources where they saw or heard loveLife...



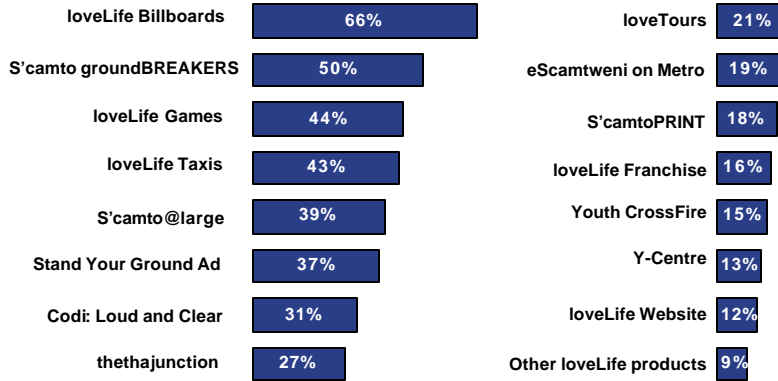
Source: *The 2001 National Survey of South African Youth* (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

- **Among the 62% of young people who have heard of loveLife, reported awareness of specific loveLife products varies considerably (Chart 32, 33).** At this early stage of the intervention, the more widely known products among those who report having heard of loveLife include billboards (66%), S'camto groundBREAKERS (50%), loveLife Games (44%) and loveLife taxis (43%). Some products that are lesser known are the loveTours (21%), and the loveLife website (12%). In terms of the number of South African youth overall who are aware of various loveLife products, about four out of 10 (41%) are aware of loveLife billboards, and about three out of ten (31%) have seen the S'camto groundBREAKERS television series. A little more than a quarter of all South African youth have heard of the loveLife Games (27%), taxis (27%), and S'camto@large (24%).

Chart 32

## Reported Awareness of loveLife Products

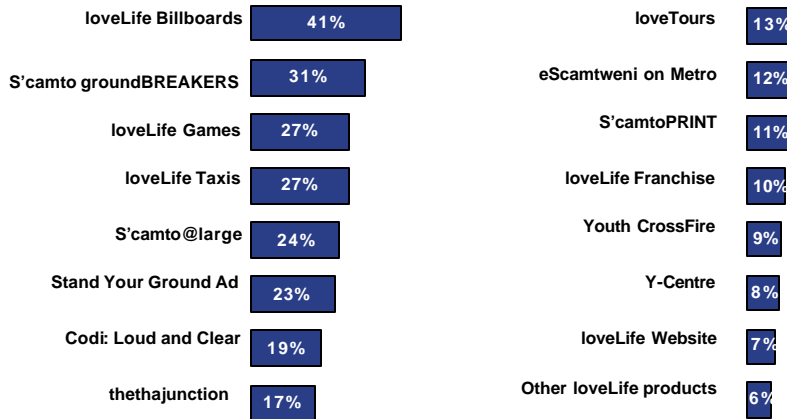
Among the **62%** who report ever having heard of loveLife, percent who have seen or heard...



Source: *The 2001 National Survey of South African Youth* (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

Chart 33

## Reported Awareness of loveLife Products Among All Youth



Source: *The 2001 National Survey of South African Youth* (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

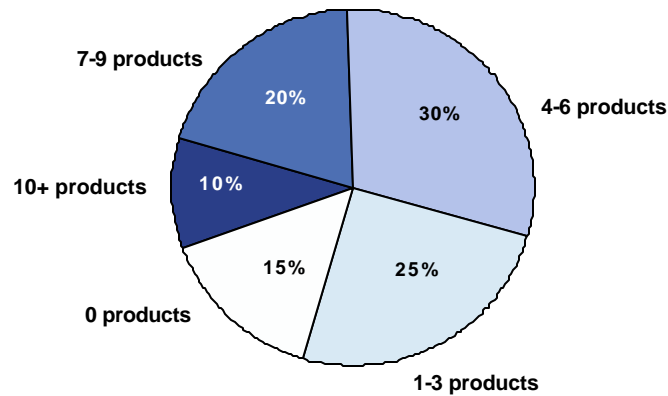
- A majority (60%) of youth who have heard of loveLife report that they have seen or heard of at least four different loveLife products (Chart 34). This includes one out of 10 youth who report having heard of loveLife who are aware of ten or more loveLife products. A quarter of youth who report having heard of

loveLife are familiar with one to three of loveLife’s products. Fifteen percent of those who know of loveLife indicate that they have not seen or heard of any of the loveLife products.

Chart 34

### Reported Awareness of Multiple loveLife Products

Among the 62% who report ever having heard of loveLife, percent who have seen or heard...



Source: *The 2001 National Survey of South African Youth* (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

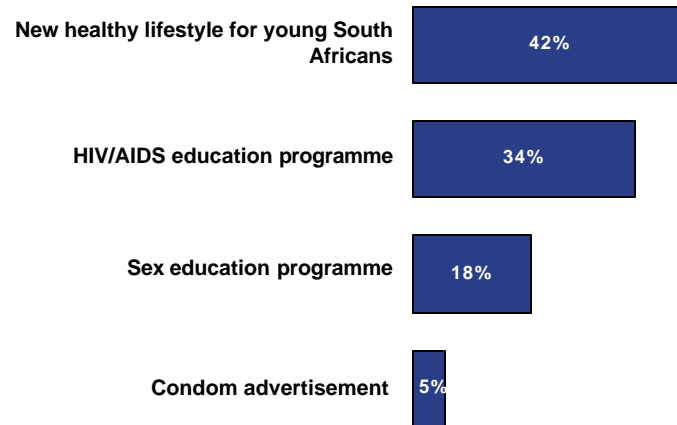
- **When asked to choose among various descriptions of loveLife, youth tend to choose the descriptions that best characterize the loveLife programme (Chart 35).** About four out of 10 (42%) youth who report having heard of loveLife choose a “new healthy lifestyle for young South Africans” as the description that most closely describes loveLife, and 34% select an “HIV/AIDS education programme.” Fewer (18%) indicate that it is a “sex education programme,” and just 5% choose a “condom advertisement.”



Chart 35

## Which of the following most closely describes loveLife?

Among the 62% who report having heard of loveLife...



Source: *The 2001 National Survey of South African Youth* (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

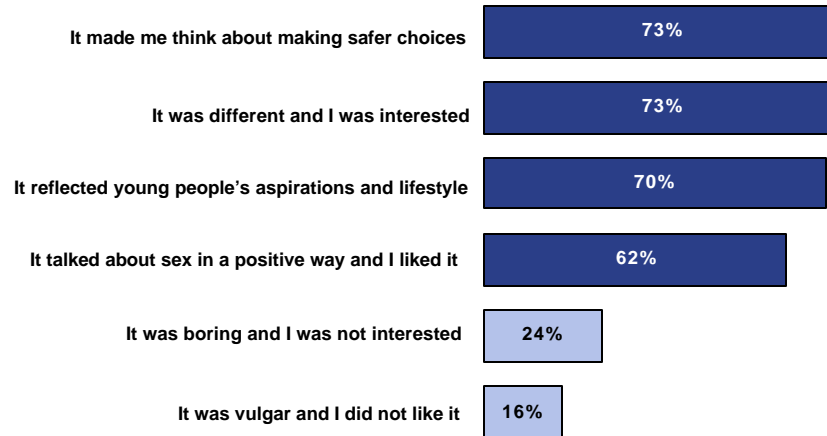
### *Youth Assessment of loveLife*

- **Youth who report having heard of loveLife generally have a very positive assessment of it and its impact on them (Chart 36).** Among the 62% of youth who report having heard of loveLife, about seven in 10 agree with the statements “It made me think about making safer choices” (73%); “It was different and I was interested” (73%); and “It reflected young people’s aspirations and lifestyle” (70%). A majority (62%) of young people who report having heard of loveLife also agree “It talked about sex in a positive way and they liked it.” About a quarter (24%) of those who know of loveLife give it a negative assessment agreeing with the statement “It was boring and I was not interested,” and fewer (16%) agree that “It was vulgar and I did not like it.”

Chart 36

### What did you think of loveLife?

Among the 62% who report having heard of loveLife, percent who agreed with each statement...

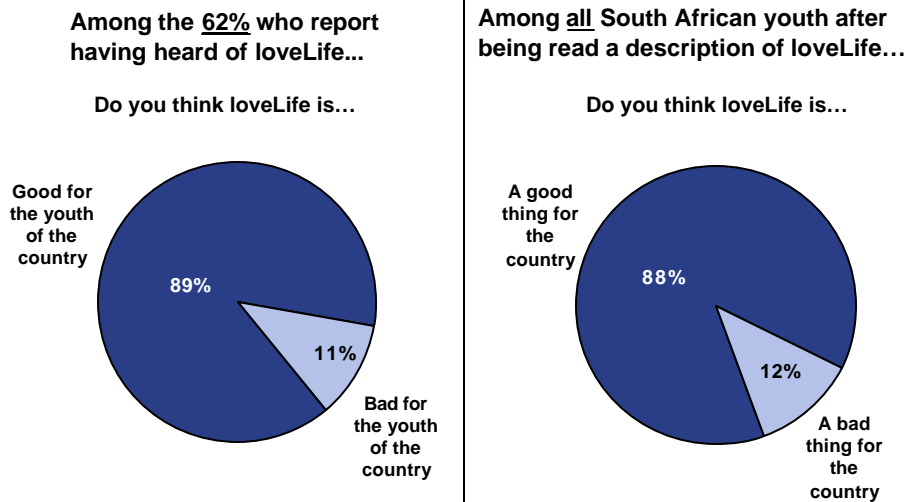


Source: *The 2001 National Survey of South African Youth* (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

- **Youth indicate that they think loveLife is good for the country (Chart 37).** When asked if they think loveLife is good or bad for the youth of the country, almost nine in 10 (89%) of those who report having heard of loveLife indicate that they think loveLife is good for the youth of the country. Those who report that they have not heard of loveLife were read a description of loveLife and then all youth, both those who have heard of loveLife and those who have not, were asked if they thought loveLife was a good or bad thing for the country. Almost nine in 10 (88%) agree that they think it is a good thing for the country with 12% saying it is bad for the country.

Chart 37

### Assessment of loveLife



Source: *The 2001 National Survey of South African Youth* (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

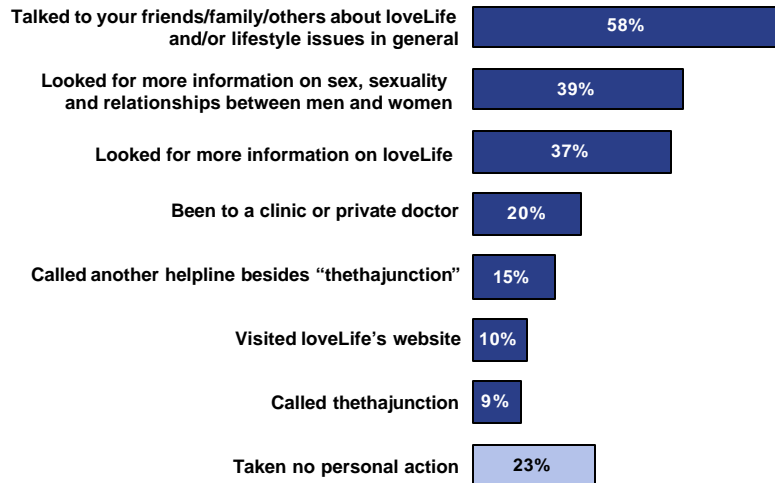
- **While overall assessment of loveLife is positive, one aspect that presents a problem for some youth is the fact that loveLife’s messaging and programmes are mostly in English.** About one quarter (26%) of respondents indicate that the fact that loveLife messaging is in English is a problem for them. Those who live in rural areas (35%), the poor (33%), and Africans (29%) are particularly likely to indicate that this aspect of loveLife is difficult for them.

#### *Reported Impact of loveLife*

- **When asked about the impact that loveLife has on them personally, many of the youth who report having heard of loveLife indicate that they have taken some action as a result of what they have seen or heard (Chart 38, 39).** A majority (58%) of the 62% of youth who report having heard of loveLife report that as a result of loveLife they have talked to their friends, family, or others about loveLife and/or lifestyle issues in general; looked for more information on sex, sexuality and relationships between men and women (39%); or been to a clinic or private doctor (20%). Fewer report calling either thethajunction (9%) or another helpline (15%), and only one out of ten say they have visited loveLife’s website. About a quarter (23%) of youth who report having heard of loveLife say they have taken no personal action as a result of what they saw or heard. In terms of South African youth overall, this translates into almost half (48%) of all South African youth reporting that they have taken some action in response to loveLife, and only 14% reporting that they have not taken any action.

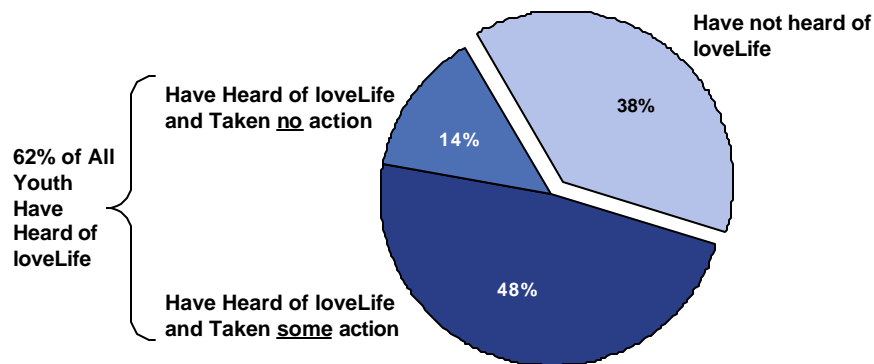
Chart 38  
**Percent of Youth Who Report Having Taken Action as a Result of loveLife**

Among the **62%** who report having heard of loveLife...



Source: *The 2001 National Survey of South African Youth* (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

Chart 39  
**Percentage of All South African Youth who Report Taking or Not Taking Action in Response to loveLife**



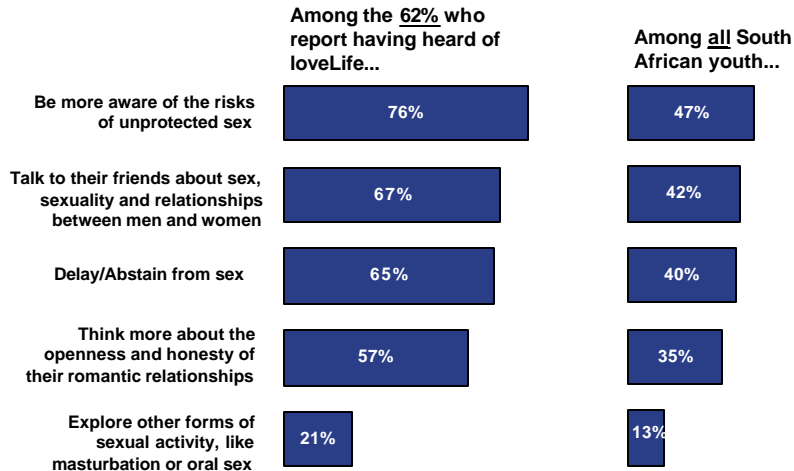
Source: *The 2001 National Survey of South African Youth* (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

- **Some differences exist in the extent to which particular groups report having taken action in response to loveLife.** Indian youth who report having heard of loveLife are less likely than African, coloured, or white youth to report that they looked for more information on sex, sexuality, and relationships between men and women (18% of Indian youth vs. 40% of African, 37% of coloured, and 38% of white youth). They are also less likely to report that they have been to a clinic than are African youth (7% vs. 22%). Sexually experienced youth who report having heard of loveLife are also more likely than those youth who are not sexually experienced to say that they have been to a clinic as a result of loveLife (27% vs. 16%). Among those who have heard of loveLife, those youth who report that their family has more than enough to live on or is wealthy are more likely than those who say their family is poor or very poor to report that they looked for more information on loveLife (46% vs. 32%). In addition, those youth who live in rural areas are more likely than those who live in urban areas to say that they have taken no personal action (27% vs. 19%).
- **Many youth who report having heard of loveLife report it is influencing their attitudes and behaviours related to sexual health choices (Chart 40).** Among the 62% of youth who have heard of loveLife, 76% agreed with the statement that loveLife has caused them to be more aware of the risks of unprotected sex. A majority of youth who have heard of loveLife also report that as a result of it they are thinking about and discussing relationships -- 67% say it has caused them to talk to their friends about sex, sexuality, and relationships between men and women, and 57% agree that it has caused them to think more about the openness and honesty of their romantic relationships. In addition, some who have heard of loveLife report making behavioural changes as a result of loveLife, including delaying or abstaining from sex (65%) and exploring other forms of sexual activity, like masturbation or oral sex (21%). In terms of South African youth overall, these numbers translate into 47% of all South African youth reporting that as a result of loveLife they are more aware of the risks of unprotected sex, and 42% saying it has influenced them to talk to their friends about sex, sexuality and relationships.

Chart 40

## Reported Impact of loveLife among Youth Who Have Heard of loveLife and All Youth

Percent who agree that loveLife has caused them to...



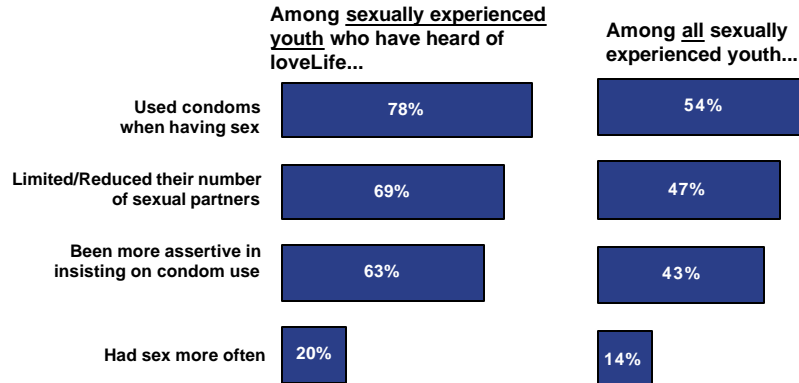
Source: *The 2001 National Survey of South African Youth* (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

- Further, many sexually experienced South African youth also report making behavioural changes that could reduce their risk of HIV (Chart 41).** Among youth who are both sexually experienced (defined as youth who report ever having had sexual intercourse) and who have heard of loveLife, almost eight out of 10 (78%) report that as a result of loveLife they have used condoms when having sex. Almost seven out of 10 (69%) sexually experienced youth who have heard of loveLife report it has caused them to limit or reduce their number of sexual partners, and 63% say it has caused them to be more assertive in insisting on the use of a condom. However, one out of five sexually experienced youth who have heard of loveLife (20%) indicate that it has caused them to have sex more often. This means that in terms of sexually experienced South African youth overall, more than half (54%) report that as a result of loveLife they have used condoms when having sex, and almost half say that it has caused them to limit or reduce their number of sexual partners (47%).

Chart 41

## Reported Impact of loveLife among Sexually Experienced Youth

Percent of sexually experienced youth who report that as a result of loveLife they have...



Source: The 2001 National Survey of South African Youth (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

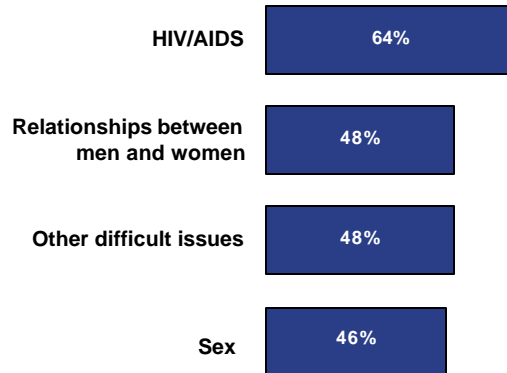
- Consistent with loveLife’s goal of creating an environment for more open communication about sex and sexuality, many young people who have heard of loveLife report that it has given them the opportunity to talk to their parents about sensitive issues (Chart 42).** Among the 62% of youth who have heard of loveLife, 64% say it has provided them the opportunity to talk to their parents about HIV/AIDS, and nearly half say it has provided them the opportunity to talk with their parents about relationships between men and women (48%), sex (46%), and other difficult issues (48%).

Among those who report having heard of loveLife, those who are sexually experienced are more likely than those who are not to say that loveLife has provided them with the opportunity to talk to their parents about sex (52% vs. 43%) and about relationships between men and women (59% vs. 43%).

Chart 42

## Has loveLife provided an opportunity for you to talk to your parents about...?

Among the 62% who report having heard of loveLife...



Source: *The 2001 National Survey of South African Youth* (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

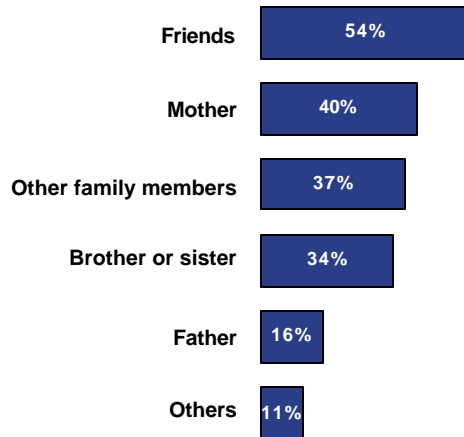
- **While young people who are familiar with loveLife report that loveLife is providing them with an opportunity to talk to their parents about some difficult issues, they are much more likely to discuss loveLife itself with friends than with family members (Chart 43).** A little more than half (54%) of youth who report having heard of loveLife report that they discuss it with their friends. Fewer, but still four out of 10 youth who have heard of loveLife report discussing it with their mother, and a similar number (37%) say they have talked about it with family members other than their parents or siblings. About one third (34%) say they have talked about it with their brother or sister. Fewer (16%) say they have discussed it with their father.



Chart 43

### Discussing loveLife with Others

Among the 62% who report having heard of loveLife, percent who say they have talked about it with...

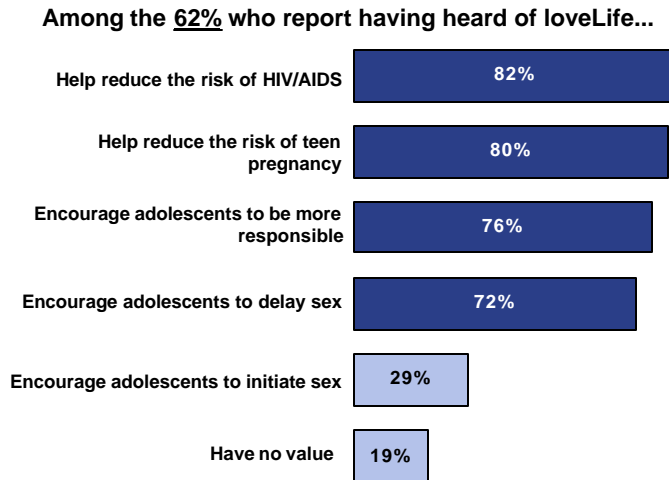


Source: *The 2001 National Survey of South African Youth* (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

- **Young people seem to endorse loveLife’s focus on communication as large majorities of those youth who report having heard of loveLife agree that more open communication about sex and sexuality can help reduce risk (Chart 44).** A large majority (82%) of those youth who have heard of loveLife agree that more open communication about sex and sexuality can help reduce the risk of HIV/AIDS. A similar number (80%) indicate that they believe that open communication can help reduce the risk of teen pregnancy. Large majorities also agree that more open communication about sex and sexuality can encourage adolescents to be more responsible (76%) and encourage them to delay sex (72%). On the other hand, many fewer, but still three in ten (29%) of those who have heard of loveLife feel that open communication about sex and sexuality actually encourages adolescents to initiate sex, and two in 10 (19%) indicate that this type of communication has no value.

Chart 44

### Do you think more open communication about sex and sexuality can...



Source: *The 2001 National Survey of South African Youth* (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

#### *Parents' Views and Reported Experiences with loveLife*

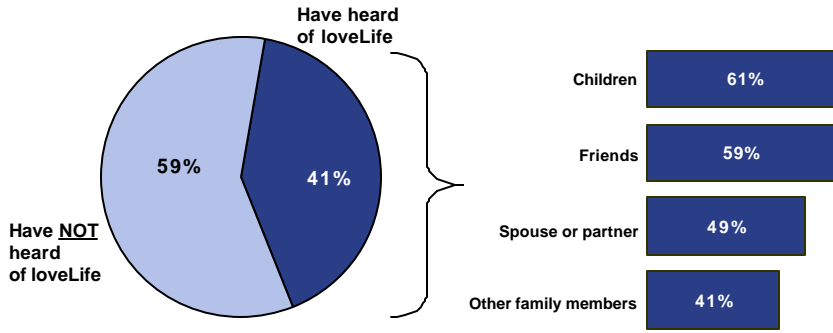
- **About four in ten parents are aware of loveLife and report that it has provided them with opportunities to talk with their children, although they have taken few other actions (Chart 45, 46).** Among the 41% of parents of 12-17 year olds who say they have heard of loveLife, 61% say they have talked with their child about it. In terms of taking other action, however, three out of 10 say they looked for more information, but very few did anything else such as calling thethajunction (3%) or another helpline (3%).

Chart 45

## Parents and loveLife

Percent of parents of 12-17 year olds who say they...

Among the 41% of parents of 12-17 year olds who have heard of loveLife, the percent who say they have discussed it with their...



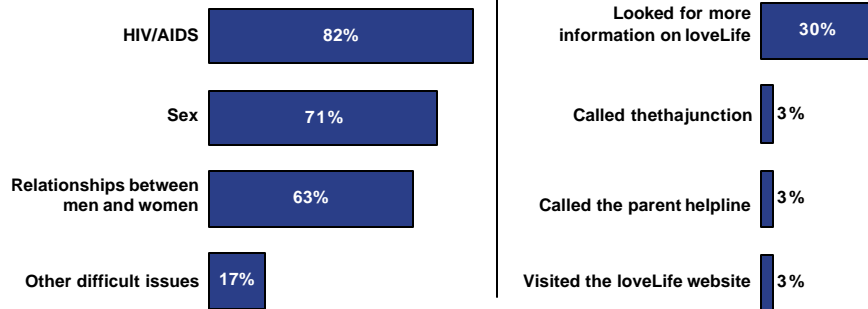
Source: The 2001 National Survey of South African Youth (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

Chart 46

## Parents Who Have Heard of loveLife Say It Has Provided Opportunities to Talk, But Few Report Taking Other Actions

Among the 41% of parents of 12-17 year olds who have heard of loveLife, the percent who say it has provided them with an opportunity or reason to talk with their child about...

Among the 41% of parents of 12-17 year olds who have heard of loveLife, the percent who report having done each of the following as a result...

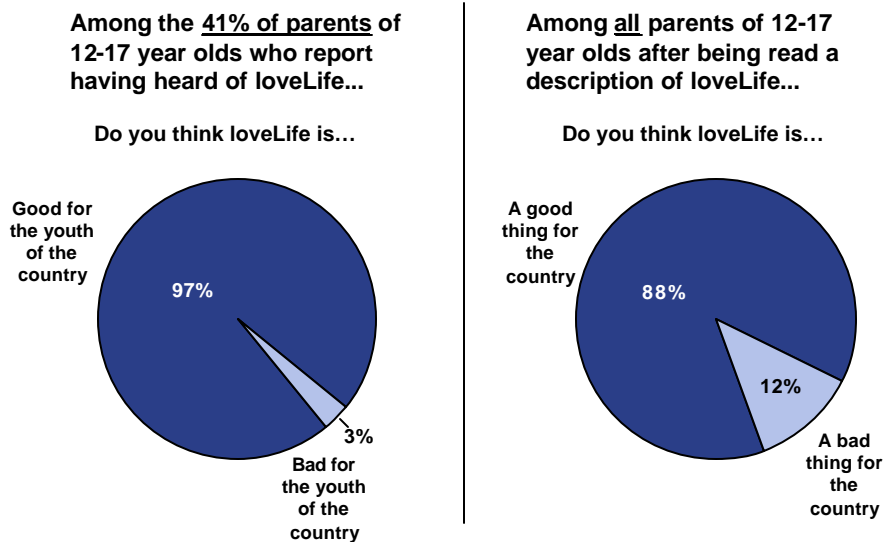


Source: The 2001 National Survey of South African Youth (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

- **Parents overall gave a generally positive assessment of loveLife (Chart 47).** After being read a description of loveLife, 88% of all parents of South African youth ages 12-17 agreed that they think loveLife is a good thing for the country. Conversely, twelve percent indicated that it was not a good thing for the country.

Chart 47

### Parents' Assessment of loveLife



Source: The 2001 National Survey of South African Youth (conducted October-November, 2001), Africa Strategic Research Corporation/Kaiser Family Foundation

## V. Final Thoughts– Successes, Challenges and Opportunities Highlighted by These Findings

### *Sexual Knowledge, Behaviour and Attitudes*

- **While the majority of youth are knowledgeable about what a condom is and what “safe sex” means, some concerning misperceptions persist.** A minority of youth indicate that safe sex referred to sex with a virgin, sex with a circumcised man, or sex with your clothes on, suggesting they may lack the necessary knowledge to protect themselves and others from infection.
- **Significantly, the data reported here illustrate both the challenges and opportunities that exist to influence youth sexual behaviour.** A significant proportion of youth are sexually experienced, and while many of these youth report making safer sexual choices, such as using condoms and limiting their number of sexual partners, some youth are engaging in risky behaviours or are being placed at risk through coerced sex or transactional sex in which they trade sex for money or favours. On the other hand, the majority of 15-17 year-olds say

that they have not yet had sexual intercourse, and very few 12-14 year-olds report having had sexual intercourse. This suggests that the opportunity still exists to encourage many youth to delay sexual intercourse as well as to provide them with the education and resources to make the safest sexual choices in the future.

- **Difficulty accessing condoms is a barrier contributing to unsafe sexual behaviour.** Almost one quarter of sexually experienced youth indicate that they have had difficulty getting a condom when they want one, mainly because of lack of availability and cost.
- **While many youth report making safe sexual choices, such as using condoms and limiting their number of sexual partners, some youth are still at very high risk.** Some youth report engaging in risky behaviours such as not using condoms or having multiple sexual partners. Equally concerning is the number of youth who are placed at risk through coerced sex or transactional sex.
- **Many youth doubt their own personal risk for infection or unwanted pregnancy.** Despite some grim predictions and the fact that youth may know teenagers who are infected with HIV or another STD or been or made someone pregnant, and their general concern about HIV for South African youth overall, the large majority of youth believe they are at very low or no risk for infection or unwanted pregnancy.

### *loveLife*

- **The good news.** More than 6 out of 10 (62%) young South Africans report having heard of loveLife, including a majority of youth in all key demographic groups.
- **It is early.** loveLife was initiated only two years ago, and during that time, its visibility and programmes have continued to expand. Also many of the key elements of the programme are still scaling up, particularly the National Adolescent-Friendly Clinic Initiative [NAFCI]. With that in mind, these findings reflect only the early stages of the loveLife effort. It will be critical to continue to look at both youth and others' reactions and engagement with the programme over time.
- **Many still have not heard.** The findings reported here focus heavily on reports from the 62% of South African youth who have heard of loveLife, but it is important to recognize that currently almost four in ten (38%) 12-17 year olds are still not aware of this effort. This presents both a challenge and an opportunity for those involved in loveLife to continue to broaden and enhance their efforts at getting the word out to other youth.

- **Awareness is just a first step.** While the findings suggest that many youth are aware of loveLife and its overall goals, awareness is just a first step in a long-term process of impacting actual attitudes and behaviours.
- **Reported behaviour change may or may not reflect actual behaviour change.** Many youth who have heard of loveLife report that it positively influenced their attitudes and behaviours, yet this survey is limited in its ability to shed light on actual behaviour changes. An additional broader, multi-year evaluation that is currently underway will examine other key pieces of information for evaluating loveLife's impact including indicators related to adolescent sexual behaviour, such as delayed onset of sexual activity, condom use and reduction in number of sexual partners, as well as reductions in HIV infection, other STDs, and teenage pregnancy.
- **While youth seem open to more communication and believe it could help in the effort to ensure good sexual health outcomes, parents seem more reluctant and less convinced that it could make a difference.** One of the key challenges will be to convince more parents that open communication about sex and sexuality can in fact help ensure that South African youth make healthier choices.
- **Moreover, parents and youth who report having heard of loveLife disagree as to how frequently they are having discussions about sensitive topics.** Parents report talking with their children about sex and sexuality and other sensitive topics more frequently than youth who have heard of loveLife report having these discussions with their parents about these things.
- **At a minimum, these findings indicate strong association with reported risk-reducing behaviour and the positive lifestyle promoted by loveLife.** HIV prevention strategies in South Africa need to capitalize on these gains and sustain the momentum for behavioural change.