

5077

**REPORT ON EXPERIENCES IN THE
AMANDLAMADODA (MENPOWER) SEXUAL
AND REPRODUCTIVE PROJECT
IN UMKHANYAKUDE, KWAZULU-NATAL**

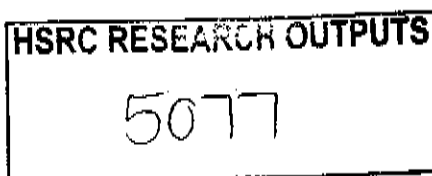


MenPower

A PROJECT OF THE



25 October 2007



Duplicate

TABLE OF CONTENTS

Acknowledgements

Acronyms

Executive summary

1. Introduction

- 1.1. HIV/AIDS and gender-based violence
- 1.2. Interventions to change men's behaviour and attitudes

2. Overview of the AmandlaMadoda project

- 2.1. Umkhanyakude project site
- 2.2. Background and approach of AmandlaMadoda project
 - 2.2.1. Using sport as an entry and engagement strategy
 - 2.2.2. Using dialogue and debate to stimulate public discussion
 - 2.2.3. Undertaking training and capacity development
 - 2.2.4. Encouraging enterprise development
 - 2.2.5. Workshops
 - 2.2.6. Men In Partnerships against AIDS (MIPA)
- 2.3. Goal and objectives of the project

3. Methods for documenting experiences

- 3.1. Document review
- 3.2. Focus Group Discussions
- 3.3. Key Informant Interviews
- 3.4. Transcription and analysis of data
- 3.5. Ethical considerations

4. Experiences of men who participated in the project

- 4.1. Positive experiences with the project
- 4.2. Negative experiences with the project
- 4.3. General experiences with the project

5. Conclusion and recommendations

References

Appendices

1. Map of South Africa showing Umkhanyakude
2. Experiences of staff with Amandlamadoda project

Tables and figures

Table 1: Population distribution in Umkhanyakude local municipalities

Table 2: Schedule for training in life skills and entrepreneurship

Table 3: Selection of FGD participants

Table 4: Problems faced by men in Umkhanyakude and their causes

Table 5: Priority list of problems faced by men in Umkhanyakude

Figure 1: Chickens in the Cebulethu project

Figure 2: Some men who participated in FGD 1 to document the project

Figure 3: Some of the men who participated in FGD 2

Figure 4: Strategies to deal with problems faced by men in Umkhanyakude

Boxes

Box 1: Cebulethu Poultry Club

Box 2: Experiences of Dr Erwin Friedman with the project

Box 3: Experiences of Mr Mlungisi Mkhize with Amandlamadoda project

Box 4: Experiences of Mr Mandla Nyuswa with Amandlamadoda project

Box 5: Experiences of Ms Nonhlanhla Xaba with Amandlamadoda project

ACKNOWLEDGEMENTS

The research to document the experiences of participants in the AmandlaMadoda project was commissioned by Ms. Nozuko Majola, Deputy Director of the AIDS Foundation of South Africa (AFSA) and was conducted by Professor Geoffrey Setswe and Mr Nkululeko Nkomo from the Human Sciences Research Council in Pretoria.



Acknowledgement is expressed to previous and current project staff who accepted to be interviewed:

- Dr. Erwin Friedman (he conceptualized the AmandlaMadoda project),
- Mr. Mlungisi Mkhize (the first project officer currently working at IDT),
- Mr. Mandla Nyuswa (current project officer at AFSA) and
- Ms. Nonhlanhla Xaba (the programmes manager at AFSA).

We also wish to thank Dr Vhumani Magezi (researcher at AFSA) for providing coordination and support during the site visits, FGDs and interviews. You certainly hit the ground running. Special thanks to all the men and members of the executive committee in Umkhanyakude who participated in various focus group discussions. This project was funded as part of the SIDA Grant 1055-1202 at AFSA

AIDS FOUNDATION OF SOUTH AFRICA 237 Musgrave Road, P. O. Box 50582, Musgrave, Durban 4062, South Africa.

Telephone +27 31 2772700 Fax +27 31 2029522 E-Mail: admin@aims.org.za Website: www.aims.org.za

ACRONYMS

AFSA	AIDS Foundation of South Africa
AIDS	Acquired Immune Deficiency Syndrome
ABET	Adult Basic Education and Training
CGE	Commission for Gender Equality
DOL	Department of Labour
DSD	Department of Social Development
FGD	Focus Group Discussion
HIV	Human Immunodeficiency Virus
HSRC	Human Sciences Research Council
HST	Health Systems Trust
IDT	Independent Development Trust
IDP	Integrated Development Plan
KAB	Knowledge, Attitudes and Behaviours
KII	Key Informant Interview
KZN	KwaZulu-Natal
LETS	Local Economic Trading System
MAP	Men As Partners
MIPA	Men In Partnership against AIDS
NGO	Non Governmental Organization
PLWHA	People Living With HIV/AIDS
SANAC	South African National AIDS Council
SIDA	Swedish Development Agency
SME	Small and Micro Enterprises

EXECUTIVE SUMMARY

This report documents the experiences of participants and staff in the Amandlamadoda project in Umkhanyakude district. Three methods used to collect data for documenting the experiences of participants and staff in the project. These included the review of key project documents, three focus group discussions with men in the community and executive committee members in Umkhanyakude and four key informant interviews with previous and current project staff.

The four main strategies that were used in implementing the project were using sport as an entry and engagement strategy, providing men's community education through public debates and dialogue, undertaking training and capacity development and enterprise development.

Some of the lessons learned from Amandlamadoda project were to understand how people perceive things, skills and abilities to identify problems and to generate solutions to them, changing behaviours with regard to the way men relate with women, an opportunity for men to talk about issues that may be worrying them, ability to set personal goals and skills to identify talent among younger men. Overall, Amandlamadoda has helped men to reflect on their roles in gender violence and HIV/AIDS and to have self-efficacy in dealing with these challenges.

Men in Umkhanyakude have learned important and empowering lessons from the Amandlamadoda project. The most exciting and interesting experiences that men had with the project were mainly related to the four strategies which were used in implementing the project. Amandlamadoda was successful in using sport as an entry and engagement strategy, providing men's community education through public debates and dialogue, conducting training and capacity development and enterprise development

Some of the least interesting or disappointing experiences include having unrealistic expectations about the project, insufficient or lack of resources, lack of funds for implementing the project, dishonesty and lack of discipline, administrative challenges and party political issues that cloud the project.

Problems faced by men in Umkhanyakude were prioritized as crime, poverty, unemployment, HIV/AIDS, substance abuse, social breakdown, lack of a training institution, child and women abuse, lobolo and marriage issues, boredom, lack of self-esteem, faction fighting and motor vehicle accidents.

The strategies to deal with problems faced by men in Umkhanyakude include building local training capacity, facilitating enterprise development, starting enterprises, business education, keep men occupied in sport, generate income, gender education, life skills and health education and community service.

The main impacts of the Amandlamadoda programme in Umkhanyakude includes changing men's attitudes towards the use of condoms, changing cultural stereotypes and attitudes regarding violence against women and increasing participation in project activities.

The recommendations to strengthen the project include collaboration with other stakeholders working on gender issues, appointing a structured team dedicated and employed for the programme, increasing the reach of the project in the rest of the district, continuing the training, capacity building and support for the men and obtaining office space, more funds and resources to scale up the project.

The Things You Taught Me I Will Always Know

The things you taught me I will always know.
How could I not? The roots have sunk so deep:
All lessons of the heart that I will keep
No matter who I am or where I go.
Kids learn from what their parents are, and so
You are my book of life, the thoughts I reap;
Only in your arms I quiet sleep;
Under my words your voice sings soft and slow.
From you I learned the rules of right and wrong
Against which I at times had to rebel,
Though with regret I carry with me still.
How lucky I am to have been loved so well,
Even as I pushed against your will,
Relying on a father fair and strong.

Anonymous

AIDS FOUNDATION OF SOUTH AFRICA 237 Musgrave Road, P. O. Box 50582, Musgrave, Durban 4062, South Africa.

Telephone +27 31 2772700 Fax +27 31 2029522 E-Mail: admin@alds.org.za Website: www.alds.org.za

1. INTRODUCTION

This report documents the experiences of participants and staff in the Amandlamadoda project in Umkhanyakude district.

1.1. HIV/AIDS and gender-based violence in South Africa

South Africa has one of the most progressive constitutions in the world in which Section 9 (1) affirms the right of everyone to be equal before the law and to the equal protection and benefit of the law. Similarly, Section 12 (2) of the Bill of Rights states that "everyone has the right to bodily and psychological integrity, which includes the right to (a) make decisions concerning reproduction; and (b) security in and control over their body"¹.

Despite these legal provisions, South Africa has amongst the world's highest levels of sexual and domestic violence and an interrelated HIV/AIDS epidemic driven in significant part by gender roles that encourage men to equate manhood with dominance over women, sexual conquest and a range of risky behaviours that put men and women at risk of HIV infection. HIV/AIDS and violence against women are twin epidemics that are both driven in critical ways by social norms about gender, power, and violence and that currently threaten the lives of millions of South Africans².

With an adult HIV-prevalence rate of about 18 percent³, South Africa's AIDS epidemic is one of the most severe in the world. In the KwaZulu-Natal province, more than 30 percent of women of childbearing age are estimated to be infected. In 2006, it was estimated that there were 5.7 million people in South Africa living with HIV or AIDS⁴.

The HIV and AIDS epidemic disproportionately affects women's lives both in terms of rates of infection and the burden of care and support they carry for those with AIDS-related illnesses. Indeed, young women are much more likely to be infected than

¹ South African Constitution (1996)

² Peacock and Levack (2004)

³ UNAIDS (2006)

⁴ Department of Health (2006)

men. A study by the Reproductive Health Research Unit (RHRU) at the University of the Witwatersrand indicates that women make up 77 percent of the 10 percent of South African youth between the ages of 15 to 24 who are infected with HIV/AIDS⁵. This was confirmed by the HSRC (2005) survey.

Women's greater vulnerability to HIV/AIDS is in part explained by the very high levels of sexual and domestic violence reported across the country. For instance, 10% of sexually experienced females aged 15 to 24 reported that they had ever had sex because someone physically forced them, and another 28% reported that they did not want to have their first sexual encounter, indicating that they were coerced into sex⁶. Research also indicates that many women continue to experience violence throughout their lives; a study in 1991 reported that violence was present in 50 percent to 60 percent of marital relationships⁷.

Estimating the incidence of rape in South Africa is challenging, yet all analyses lead to the conclusion that sexual violence in South Africa is at epidemic levels. South African Police Service (2006) statistics chronicle over 50,249 cases of rape reported to police in 2005, while Rape Crisis Cape Town believes that the real figure is at least 20 times higher—the equivalent of one rape every 23 seconds. These figures give South Africa the highest per capita rate of reported rape in the world. Considering these figures, it is not surprising that one in every three Johannesburg schoolgirls has experienced sexual violence at school (Anderson et al., 1998).

1.2. Interventions to change men's behaviour and attitudes

A number of studies have been conducted to determine men's attitudes and practices related to sexual violence⁸. A survey of 435 men in a Cape Town township by Kalichman, Simbayi et al (2007) revealed that more than one in five men reported that they had either threatened to use force or used force to gain sexual access to a woman in their lifetime⁹.

⁵ Pettifor et al., (2004)

⁶ Pettifor et al., (2004)

⁷ Vogelman and Eagle, (1991)

⁸ One Man Can fact sheet for more data on masculinities, violence, HIV/AIDS and health at http://www.genderjustice.org.za/onemancan/images/publications/factsheet/factsheet_eng_low_res.pdf

⁹ Kalichman S. C., Simbayi, L. C., Cain . D., Cherry, C. Henda, N. and Cloete A. (2007) Sexual assault, sexual risks and gender attitudes in a community sample of South African men. *AIDS Care*, Jan. 2007, 19,(1): 20 – 27.

Similarly, a survey conducted by Jewkes and colleagues at the Medical Research Council with 1,370 male volunteers recruited from 70 rural villages in the Eastern Cape indicated that 16.3 percent had raped a non-partner or participated in a form of gang rape and 8.4 percent had been sexually violent towards an intimate partner¹⁰.

As part of One Man Can Campaign and its ongoing Men as Partners (MAP) programme, Sonke Gender Justice conducted a survey of 945 men in the greater Johannesburg area about how they viewed responses to violence against women. Only a small proportion of men (15.3%) felt that they were doing too much to end violence against women while a majority of men (50.1%) felt men should be doing more. About 41.4% of men said that the government was doing too much to end violence against women while at the same time, 38.4% of men said that government was not doing enough to end violence against women. In other words, very similar numbers of men within all population groups seem to support and oppose government efforts to promote gender transformation¹¹.

¹⁰ Jewkes R, Dunkle K, Koss MP, Levin JB, Nduna M, Jama N and Sikweyiya Y (2006) Rape perpetration by young, rural South African men: Prevalence, patterns and risk factors. *Social Science & Medicine* 63 (2006) 2949–2961

¹¹ Ambe D and Peacock D (2006) Understanding men's perceptions of their own and government's response to violence against women. Sonke Gender Justice Network

2. OVERVIEW OF THE AMANDLAMADODA PROJECT

2.1. Umkhanyakude project site

The rural area of Umkhanyakude is one of the 11 districts in the northern part of the KwaZulu-Natal province with a population of 573,353¹². The district council office in Umkhanyakude is in Mkuze. The district is surrounded by Mozambique to the north, the Indian Ocean to the east, uThungulu to the south, Zululand to the west and the kingdom of Swaziland to the north-west. *Appendix 1* is a map of South Africa showing Umkhanyakude.

The district is made up of six local municipalities of Jozini, Hlabisa, Umhlabuyalingana, Mtubatuba, the Big 5 False Bay and St Lucia Park. The population distribution is depicted in Table 1:

Table 1: Population distribution in the Umkhanyakude local municipalities

Local municipality	Population	Percent
Jozini	184,093	32.11%
Hlabisa	176,899	30.85%
Umhlabuyalingana	140,962	24.59%
Mtubatuba	35,216	6.14%
The Big 5 False Bay	31,102	5.42%
St Lucia Park	5,080	0.89%
Total	573,353	100%

Racial differentiation shows that about 99.2% (568,853) of the population are African, 0.6% (3 235) are White, 0.2% (898) are Coloured and 0.1% (367) are Indian/Asian. isiZulu is spoken by the overwhelming majority of residents 97% (559,949) and there are slightly more females 313,954 (54.8%) than males 259,399 (45.2%)¹³.

Amandlamadoda operates in Umkhanyakude where the unemployment rate among young men is exceptionally high. This has hindered their ability to care for their households and undermines their ability to get married, ultimately resulting in a

¹² Stats SA. Census 2001

¹³ Stats SA. Census 2001

decrease in stable partnerships. In addition, due to the high unemployment rates, men can become emasculated and driven into crime and abuse.

The project started in the district for a variety of reasons. The district has one of the highest prevalence of HIV in South Africa and was one of thirteen poverty nodes in the country, and one of the Province's poorest and most remote districts.

2.2. Background and approach of AmandlaMadoda

Amandlamadoda, which is loosely translated as menpower, was formally launched on 10 November 2003 to develop men's leadership roles and encourage men to take responsibility for the health, gender equity, economic development and protection of women and children. The project was funded for R93, 811.30 in 2005/6 and for R328, 340 in 2006/7.

The project undertakes a number of activities to promote men's cooperative involvement in life skills training, health and sexuality education, sustainable enterprise and community-based public works in order to provide for household security and well-being, thereby protecting women and children, while contributing to their own long term health.

Four main strategies were used in implementing the project:

1. Using sport as an entry and engagement strategy
2. Providing men's community education through public debates and dialogue
3. Undertaking training and capacity development
4. Enterprise development

The most important aspect of the method was to find a way of engaging men where they were. It was felt that the healthiest place to engage with men would initially be by using sport.

Each of the five local municipalities was represented by one member in the Executive Committee of 7 members. The committee was established through membership of the local chapter of Amandlamadoda. The committee met the first Fridays of each month, to discuss and capacitate members on the areas of project management and theme based discussions.

2.2.1. Using sport as an entry and engagement strategy

Organizing sport events was one of the strategic tools used to draw attention of most of men. This was done with an understanding that men like soccer, especially in the rural areas, because it's mainly an accessible sport to everyone. During sport events, themes were introduced while in a momentum of fun and flexibility. The second strategy used was the dialogues. There were trained local facilitators from each local municipality who some of them were members of the Executive Committee. These dialogues were also theme or topic based in most cases recommended by groups in their own communities.

The project Chaplain (Dr Irwin Friedman) always assisted on facilitation and motivation to other project members at the beginning of the project.

The initial sport identified was soccer. At a later stage athletics, netball, volleyball, tennis, cricket, rugby among others were planned to be added. The method involved:

- *Hosting soccer tournaments* organized at three levels: ward, municipal (sub-district) and district level. This entailed creating relevant links with other districts or organizations that promote relevant sports codes eg. South African Football Association (SAFA), Athletics SA, providing incentives for excellent performance and supporting clubs with jerseys, whistles, training, infrastructure etc.
- *Structuring sports training linked with enterprise education*. This entailed developing a process of linking sport with enterprise education through structured interaction
- *Organizing an annual rally/jamboree*. Project staff would organize a rally, usually at Jozini stadium to coincide with a district sports day around World AIDS day on December 1st.

Rationale for using sport as an entry strategy

In order to engage with men it was necessary to use a strategy that interested men and reached them where-ever they are in the district. Soccer was decided upon as the primary mechanism for this engagement as it is extremely popular and played widely throughout the district. Soccer is seen as providing a strong analogy for the challenges that a man must face if he is to be successful in life. He must be fit, well nourished and healthy, avoiding all forms of substance abuse. He must develop the

correct psychological approach. Sports psychology emphasizes that intrinsic motivation (the challenge of pushing oneself to excellence) as opposed to extrinsic motivation (which relies on external praise and rewards) makes for better sportsmen. He must learn individual skills and develop a strong personal vision, and set goals for himself i.e. he must become goal orientated. He must also learn to work in a team and must come to understand that to be successful in life one must be cooperative and work in functional groups. This will provide a sound basis for developing small enterprises (firms) which work to achieve economies of scale.

2.2.2. Using dialogue and debates to stimulate public discussion

Amandlamadoda approach has revolved around creating educational debates that promote dialogue and debate, and contribute to establishing a community where men play their rightful role alongside women as protectors and providers. It does this by encouraging men to take on a strong protector's role by assuming responsibility for local economic development and promoting gender equity. Men have a key role to play and Amandlamadoda is possibly among very few projects in the country which have proved this.

The method involved in setting up a panel for choosing discussion topics, collecting public issues to be debated, prioritizing topics and inviting participants, arranging public debates in local municipality areas, arranging slots on local community radio (Maputaland Community Radio), extending invitations to traditional leaders and healers, introduce quizzes with question and answer sessions.

Initial suggestions for debate topics included issues such as gender equity, religion and HIV/AIDS, marriages and lobolo, parole and sentencing to community service and reconciliation, teenage pregnancy, women's submissiveness, behavioural change in respect to sexual behaviour and constitutional rights and service delivery.

Rationale for using dialogue and debate as a means of stimulating public discussion

Adult education methodology emphasizes the need for education to begin from where people are and not regard them as empty vessels. Preliminary debates among men that have already been conducted reveal a wide range of views on masculinity –

fertile ground to encourage men to think about the way they behave in many areas of their lives. Debate can encourage people to re-think hard positions that they hold on sensitive areas regarding the superiority of men in relation to women, the need for men to take on tasks previously regarded as women's work etc.

2.2.3. Undertaking training and capacity development

This activity involved identifying soccer, sport or other groups, selecting peer group leaders like captains and training peer educators in sports psychology and improvement, coaching skills, life-skills, health education including sexuality and HIV/AIDS, enterprise development and vocational guidance. It also involves initiating savings in groups (even small amounts), providing small loans to start enterprises (micro-business), working with institutional training providers (to identify trainers) and fundraising to provide facilitators with an honorarium.

Table 2: Schedule for training in life skills and entrepreneurship

What	How	Where	When	Who	Indicator
20 members run monthly workshops with teams	1-2 day workshops	Where teams meet	Month 5-10	Each member	Monthly workshop reports
40 teams implement what they have learned	Doing what they have learned	In all parts of district	After each session	Teams	Behaviour change Initiatives
40 teams apply for micro-finance loans	Complete application	To member	At a session	Teams	No of loans granted

For the purpose of this training, the 54 wards of the Umkhanyakude district were demarcated into 19 clusters each, of about three wards and assigned to a master trainer.

Rationale for using training and capacity building as a means of developing men's full potential as husbands and fathers.

Many young men in Umkhanyakude have not had the benefit of growing up in a family with a supportive male role model and thus have missed out on getting

important life skills. The training and capacity building focuses initially on a range of life-skills including sessions on relationships and sexuality.

The aim of training and capacity building is to encourage men to develop long-term fulfilling partnerships with women - which is hardly possible in the current settings when transient or short-term partnerships are more common. The hope is to re-introduce the importance of marriage and the positive benefits it offers the partners and children.

The capacity building programme goes on to develop personal management skills such as goal setting and vocational guidance. Men are both encouraged to continue their education, seek employment or start their own small enterprise firms. This requires the development of business skills such as the preparation of business plans. From early on in the engagement men are encouraged to start saving small amounts of money regularly and form stokvels or credit unions. Later the funds they have saved will be used as collateral when the need business loans to fund their new enterprises.

2.2.4. Encouraging enterprise development

Enterprise development involves identifying sites for piloting, identifying suitable enterprises for each site, establishing viable income-generating projects in each of the five municipal areas that will employ men, developing a business plan for each enterprise, establishing a sustainable rotating fund to finance local enterprise and generate income to sponsor education and awareness activities throughout the district; fund the enterprise with a loan, building capacity - build institutional capacity to support micro-enterprise development, establishing a baseline; monitor and evaluate the process of establishing enterprise and identifying further enterprises for expansion.

Rationale for using enterprise development

In order to encourage enterprise, Amandlamadoda established a R100,000 rotating fund which was available to entrepreneurs with good business ideas. The terms of loans were strict. A sound business plan is needed. The loans start small and

increase each time a loan is repaid. The interest is at least 1% per month and it is planned that ultimately the income from this source could provide sustainable income for sponsoring sports events or charitable activities in the community. Ultimately it is hoped that this initiative will develop a range of financial services including withdrawals, transfers, savings on investment, insurance and so on – at that stage it will become a small community bank. It will also facilitate internal trading among members by using a LETS (Local Economic Trading System) scheme, which uses its own form of currency.

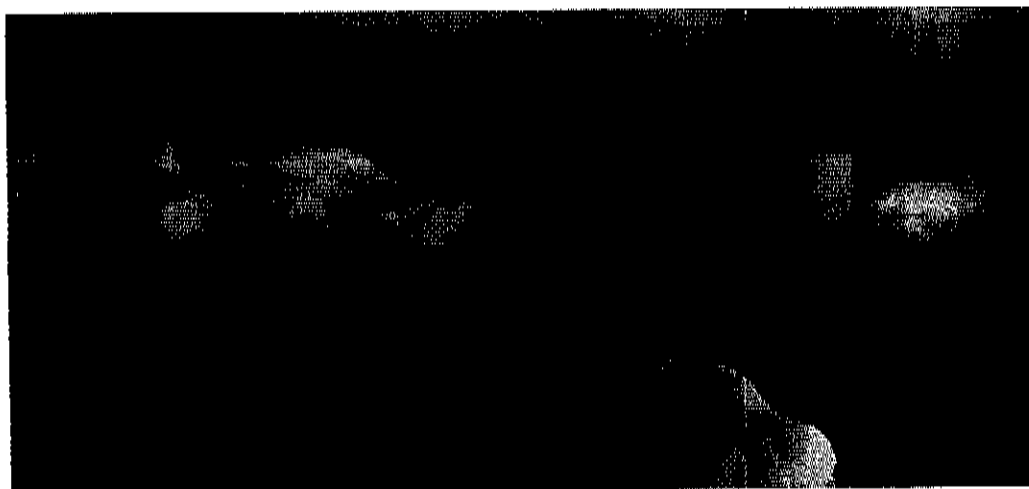
Although starting small and micro-enterprises (SMEs) is difficult and risky, given the limited opportunities for employment in Umkhanyakude, the approach being tried is to encourage young men who have worked together in soccer teams to extend their cooperation to developing small firms i.e. to convert recreational groups into micro-enterprise firms. Even modest success should encourage men to feel more empowered, to regain self-confidence and improve feelings of self-efficacy

The first enterprise was located at Jozini and doing poultry farming, and known as the Cebolothu Poultry Club. The second was at St. Lucia where a group established a car wash facility at a tourist destination in Khula village. Both of these enterprises are in keeping with the Integrated Development Plan (IDP) for the district which is primarily focused around farming and eco-tourism. Other groups who meet the requirements, will also be provided with a loan to the extent that the project is able to fund these from the Rotating Fund.

Box 1: Cebolethu Poultry Club

Cebolethu Poultry Club is located in the Msiyani area, an *isigodi* in ward 8 of Jozini Municipality. The facilitator is Solomon Mngomezulu. A loan of R10,051 from the Rotating Fund was provided to ten members who consisted of 6 young men and 4 women. They are an energetic group who have completed matric. They prepared a very well motivated business plan with a detailed costing of their requirements and how they planned to market their product, adult live chickens, raising them from young chicks. Each live chicken sold for about R30 and there was a ready, under-supplied market for live birds. In terms of their own contribution, the group already had a large fowl run which had been previously donated but which was not operational.

Figure 1: Chickens in the Cebolethu Poultry Club



Khula Car Wash is located in a cultural village, itself a tourist destination near the world renowned St Lucia Wetland Park, a major tourist attraction for the district. They were funded with a loan of R4,810 in 2006 and the facilitator was Khosi Kheswa.

2.2.5. Workshops

Amandlamadoda programme works to effect change using workshops aimed at changing knowledge, attitudes and behaviour (KAB), mobilizing men to take action in their own communities, collaborating closely with other nongovernmental

organizations (NGOs) and grassroots community-based organizations to strengthen their ability to implement MAP programmes.

Workshops use a human rights framework to enable men to recognize the ways in which contemporary gender roles mirror the oppressive relations of power characteristic of apartheid. This oppression has devastating health consequences for women, placing them at risk for violence, limiting their ability to negotiate the terms and conditions of sex and severely compromising their sexual and reproductive health, including increasing their vulnerability to HIV and AIDS and placing the burden of care and support for people living with HIV or AIDS (PLWHA) squarely on women's shoulders.

2.2.6. Men In Partnership against AIDS (MIPA)

In 2003, when Amandlamadoda was formed, MIPA - a provincial and national men's initiative aimed at mobilizing men in the struggle against HIV and AIDS - was trying to organize itself at district level in the KZN province, Amandlamadoda agreed to be its local affiliate. In 2005, Amandlamadoda mobilized approximately 100 men throughout the 56 wards of the Umkhanyakude District to form the Men in Partnership against AIDS (MIPA).

MIPA was formed by leadership groups of men around the country to mobilize men everywhere in the struggle against HIV. In 2007, at a national men's sector meeting in Durban, after some dissenting opinions, MIPA was accepted as the representative structure for men's participation in the South African National AIDS Council (SANAC).

MIPA has however always used a very top down approach driven from national and provincial level and unable to move beyond the occasional call for men to march. In one year, MIPA worked with Amandlamadoda to organize representatives from throughout the district to come together for a two day training programme. Despite considerable effort on Amandlamadoda side to engage with MIPA, there was very little reciprocal effort or capacity to participate.

2.3. Goal and Objectives of the project

The overall goal of the project is to lead, mobilize, enable and facilitate learning among men with a view to developing men's leadership roles throughout the Umkhanyakude district, and encouraging them to take responsibility for their economic development, promoting gender equity, improving health (including sexual health) and protection of the vulnerable.

The objectives of the project are to:

1. *Stimulate dialogue about gender, development and health issues among men:*
Amandlamadoda initiated community mobilization at sporting events, debates, community radio broadcasts and a mass jamboree throughout each of five municipalities of Hlabisa, Jozini, Umhlabuyalingana, Mtubatuba and Big Five False Bay.
2. *Provide ongoing team-building and motivational training to various men's groups in the district:* These exercises will enable men to develop excellence and build self-esteem so that they gain an interest in maintaining health and promoting development in their communities.
3. *Engage young men to adopt a healthy lifestyle and mobilize against HIV/AIDS:*
Recreational team-building will be undertaken with ward organizers and captains or coaches to develop their leadership and facilitation skills for the implementation of a participatory life-skills programme geared toward young men in the five municipalities.
4. *Establish a micro-enterprise fund:* Gradually, the recreational teams will evolve into sustainable micro-enterprise firms that will function to provide income-generating opportunities for men as a means of producing food and other basic goods, encouraging local trading and long-term economic sustainability for men and their families.

3. METHODS FOR DOCUMENTING THE PROJECT

Three methods used to collect data for documenting experiences of participants and staff in the Amandlamadoda project were:

- 1) Document review
- 2) Focus group discussions
- 3) Key Informant interviews

3.1. Document review

Records that were reviewed for the documentation include the strategic planning document, annual and progress reports. The review of records documented how the programme was implemented to determine whether the project was able to:

- stimulate dialogue about gender, development and health issues among men;
- provide ongoing team-building and motivational training to various men's groups in district;
- engage young men to adopt a healthy lifestyle and mobilize against HIV and AIDS;
- establish a micro-enterprise fund.

A records review form was used to collect this data.

3.2. Focus Group Discussions

The objective of this phase of the research was to obtain information on the experiences of participants with the project including the impact of the project on the attitudes and behaviours of men. Tasks associated with doing the Focus Group interviews included:

- Development of FGD schedule/guide
- Selection of respondents
- Finalizing of logistics for doing FG interviews
- Training and support of fieldworkers
- Transcription and translation of FG interviews
- Analysis of data

The schedule for FGDs drew on two sources namely, literature on gender violence and the interventions that have been written up on the Amandlamadoda project and from initial discussions with the staff and presenters of the workshops. The overall structure of the schedule covered the contents of the workshops, including both knowledge and understanding of the concepts covered:

Participants who took part in the Amandlamadoda workshops were invited on a purposive basis to participate in the FGDs. The purposive selection process ensured that a wide range of potential respondents were drawn in. These included age, language, nationality (with specific reference to immigrants and refugees in the area), class level, employment status, marital status and residential area.

A total of 3 Focus Group interviews were completed, two among men who participated in the project in Umkhanyakude and one with members of the executive committee in the community site.

Table 4: Selection of FGD participants

	Number of participants	Facilitator(s)	Date
FGD 1 with men in Umkhanyakude	3	Nkululeko & Vhumani	20 Sept
FGD 2 with men in Umkhanyakude	7	Nkululeko & Vhumani	21 Sept
FGD 3 with members of the executive committee	13	Nkululeko & Vhumani	22 Sept
Total no of participants	23		

Where there was resistance to being interviewed this was respected, but a person representing a similar group was selected to replace them. The best place to recruit interviewees was at project activities. The selection of participants was done through an invitation from the facilitator.

Given the sensitivity of the subject matter, the main interviewer was a male who could also speak isiZulu well. All FGDs were tape-recorded using a digital recorder. In some cases, one of the researchers took summarized field notes during some of the FGDs.

3.3. Key Informant Interviews

Four (4) key informant interviews were conducted with various key informants who are staff in the project. Interviews were scheduled at the convenience of the individuals. They were conducted at an office where an undisturbed and confidential atmosphere was guaranteed. In two of the interviews, respondents were sent interview questions by email and follow-up interviews were held where necessary.

The interviewers were HSRC researchers who have had previous experience in doing interviews and had received training on how to do research in this context and in the use of the interview schedule.

The four Key Informant Interviews (KIIs) were conducted with:

- Dr Erwin Friedman (he conceptualized the AmandlaMadoda project),
- Mlungisi Mkhize (the first project officer currently working for the Independent Development Trust – IDT),
- Mandla Nyuswa (current project officer at AFSA) and
- Nonhlanhla Xaba (the programmes manager at AFSA).

3.4. Transcriptions and analysis of data

Transcriptions and translations were done by the researcher within a month of collecting data to ensure that all key issues raised were captured. All analysis was done on English transcriptions of the interviews. So any interviews conducted in isiZulu were translated to English prior to analysis. Analysis was done by the principal investigator, in conjunction with the researcher. The importance of incorporating the latter is to obtain his subjective experience on the ground.

A contextualized content analysis approach was used. In this method themes were drawn from the data taking the context of the interviews and the research into account. These themes form the basis for the analysis together with the core questions that informed the research and the development of the interview schedule.

3.5. Ethical considerations

This was a minimal risk study and participants were not asked to divulge personal information such as whether they had been abused as children in the presence of other participants.

Risks and discomforts: There was no appreciable risk or discomfort from participating in focus group discussions and questions were posed in general terms (asking about “men in this community” or “people in this community”) rather than personal terms, in order to avoid putting pressure on participants to reveal personal information.

Benefits: There were no direct benefits to participating in the documentation exercise.

Reimbursement: Participants in focus group discussions were provided with refreshments after the discussion, but were not be paid an incentive to participate.

Consent: All participants in focus groups and key informant interviews provided informed verbal consent.

Confidentiality: Investigators treated information collected in focus group discussions in a confidential manner and no names or personal identifiers were recorded as part of the discussions and information collected in the focus group discussions was only made accessible to people authorized to assist with transcription or translation of the discussion into English, and investigators involved in the analysis and write-up of study results. Participants in focus groups were asked not to disclose information about other participants, either during or after the focus group.

Language considerations: The main interviewer was fluent in isiZulu, the major local language in Umkhanyakude, in addition to English. Participants were interviewed in the language of their choice.

Figure 2: Some men who participated in FGDs to document the project



4. EXPERIENCES WITH THE AMANDLAMADODA PROJECT

In this section of the report, we document positive, negative and general experiences of the men in Umkhanyakude on the Amandlamadoda project. We also document the experiences of previous and current staff in the project.

4.1. Positive experiences with the project

4.1.1 Lessons learned from Amandlamadoda

The debates that men were involved in have helped them to understand how people perceive things.

"For me I have learned that there are many things that one does not really know... like the perceptions of people or how people perceive things out there. You may think that people think like this or that but when you get to them you realise that really people are different. I will just make an example. We used to have debates sometimes on certain topics. When you present a topic like 'lobola is good' you assume that people will say that it is wrong but you find that they are divided. So perceptions are not the same. In different environments even knowledge of HIV/AIDS, in particular, is not the same. There are environments where you find that people have an idea and where people don't know much – even the basics. You then realise that different areas don't perceive things in the same way" (Respondent in FGD # 1).

Some men said that the workshops and life skills sessions have helped change their behaviours with regard to the way they relate with women and other people.

"What I think has been very helpful with Amandlamadoda is that it has managed to change us in terms of the behaviour expected of men. We cannot just be seen as errant at home but we can also be praised for protecting other people. Wherever we are, our input should reflect that of a man – that you represent other men. We have also benefited tremendously from life skills that were taught in the workshops. Compared to what we knew previously there is a lot that we have gained in terms of how to treat other people in the community and just how to behave in general. This was not just for the benefit of Amandlamadoda but also for the community and our families" (Respondent in FGD # 2).

The training and capacity building sessions have taught men to not only identify problems but to also generate solutions to problems.

"Many of our discussions touched on issues that affect communities; the kinds of issues that communities are struggling to deal with. However, the moment we discuss them during the training session we generate possible solutions. Perhaps one of the examples that I can cite of what happened during one of the training sessions was when it came up that if you are a man you need to formalize your life around three Ps. You need to prioritise, provide and protect the people around you and your family. So when you prioritise, you need to decide what you want your family and the people around you to be and what you will do to provide for what you want them to be. Once the people around you and your family become what you want them to be you need to protect them. You cannot struggle to get your family and those around you to be what you want them to be only to rape and abuse them in the end. At the end of the day, you need to protect everything that you have as a man" (A respondent in FGD # 2).

Amandlamadoda project activities offered some men an opportunity to talk about issues that may be worrying them.

"What I can say I have learned from Amandlamadoda is that most men bury their emotions inside: *'ofela phakathi'*. When you have something that bothers you suppressed inside and in the end release the anger you end up hurting other people. Amandlamadoda has taught me how to handle such situations...so I can say it has opened our minds to a lot of things ... like HIV. Previously we were scared to talk about condoms when we got together as men. What we were comfortable discussing was women...but since Amandlamadoda we are comfortable encouraging each other to use condoms. So if I know that as a friend of mine you are going somewhere and chat over the phone before you leave I would ask whether you have your 'soccer boots' because that is how condoms are referred to in the townships. So Amandlamadoda has really opened our minds..." (Respondent in FGD # 2).

"At most times...In fact what we have learned in this project about things that prevent men from voicing out when they have problems or when you find that they keep things inside is that men have pride. Men do not want to talk. So in this programme that as human beings we need to talk about the things that happen in life. When you and I talk all time, it will make things easier for me to talk to you when I do have a problem... so we have learned that when we are used to talking it makes communication easier. We must talk about HIV/AIDS even before anyone gets infected or affected. When we are used to talking about it the moment I get affected by HIV and AIDS it will be easier for to talk to you". (Respondent in FGD # 2)

Some respondents learned to set personal goals through the project.

"What I can say is that the moment you set a goal for yourself you will always strive to achieve that goal. So if you do not set goals for yourself obviously your self esteem will be very low...if you manage to set a goal for yourself, like I want to achieve one and two, no matter who presents anything in your way you will not be deterred" (Respondent in FGD # 2).

The enterprise development project has taught some men skills in developing their own businesses.

"...we also learned a lot of skills, especially in enterprise creation because we were also involved in enterprise creation. When we were trained to provide training to others we are also gained a lot. We apply those skills even in our own lives and families. For example, I have started my own small business at home as a result of the skills that I have gained through Amandlamadoda" (Respondent in FGD # 1).

I believe that due to the project being a local led initiative and men are driving it without waiting for other social influences from outside, it can contribute to sustainability of impact and the management of the project. Another positive way is to attract funders who have interest in contributing to the development of men in South Africa (Former project officer).

Using sports as an entry into the community, has helped men to identify talent among younger men.

"We have also had the opportunity to work with and unleash talent among the youth, when we started with sports as an entry point to the community in 2004. So there is a lot that we and the communities learned." (Respondent in FGD # 1)

Overall, Amandlamadoda has helped men to reflect on their roles in gender violence and HIV/AIDS and to have self-efficacy in dealing with these challenges.

"I guess I could add that there is a lot we have learned in the Amandlamadoda project. We first observed that in Umkhanyakude HIV/AIDS was having a huge impact. Secondly, we observed that it was the men folk that were abusing women. So we then asked ourselves what we could do to change people's lives. We resolved to spread the message that men should assume the greatest responsibility in protecting women and children. When we talk about family planning and using condoms it is often women that are concerned about those things. So we sat down as men to assess, for instance, the levels of sexual violence perpetrated by men against women in Umkhanyakude... the message we were spreading was that even if you are an unemployed man you should not look down on yourself – 'have confidence in your abilities' and 'believe in yourself because you are the man at home and you have to pull yourself by the bootstraps'. That is why we are lobbying men to unite and to come up with ideas on what they can do to uplift themselves. Just because there are limited employment opportunities it does not mean that men should just sit at home and beat up women. 'You have to think and do something'. Those are the sort of things we used to look at as Amandlamadoda. So the impact was there in a big way. Even for us there were issues, that we were struggling with and we used to debate intensely amongst ourselves. We would debate how women should behave towards men. Most of the time you find women saying 'yes baba' 'yes baba' - always agreeing with everything that a man is saying. That is what we would debate and contest amongst ourselves. So in other words even our own families benefited from Amandlamadoda. When we go to the communities debating these issues there is a lot that we gain and learn. We learned a lot through this project." (Respondent in FGD # 2)

4.1.2 Training approaches

Many men think that the training approaches such as debates, use of local radio, etc. used in the project were good.

"Some of the approaches that were used, were good like the debates because people were able to communicate their thoughts. But in my view, I think the debates would have been more enriching had they been more open to other stakeholders...for instance, maybe include teachers, the local media – just a big thing – so that everybody can participate. By including those people the programme would have spread much faster...like the SABC TV programme Asikhulume. The programme would grow in profile...the debates were very instrumental but I think we would have had a much bigger impact had we invited more stakeholders...the membership would also grow" (Respondent in FGD # 3)

"I think that the approaches worked very well because those who were members and attended sessions, you can see the change in them. A slight problem was that there were very few venues even though the wards were quite huge. We were invited by Maputoland radio station to present our work to their audience. The response we received was very good. Many callers wished for us to continue and have more impact" (Former project officer).

"Yes the approach of the programme was good although it would be good to expand the programme". (Respondent in FGD # 2)

4.1.3. Most interesting/exciting experiences with the Amandlamadoda project

Some of the most exciting and interesting experiences that men had with the project were the techniques such as debates, quizzes.

"One very valuable technique has been the use of moving debates which encourage all participants to declare their standpoint on a specific controversial subject. This is a powerful method for developing gender awareness and knowledge".

"A second very valuable technique has been the use of the quiz as a teaching technique. The process involves doing a pre-test of people's knowledge by using a quiz presented in a fun-like way. After completion, the quiz is marked by other peers in the audience. This provides an opportunity for learning and sharing" (Former project officer).

"Participants loved the debates and quizzes. They were exceptionally pleased to be given opportunities to participate in an enterprise creation project" (Former project director).

When the facilitator asked how easy or difficult it has been to apply the principles that have been learned in the programme, this is how one of the participants in the discussion responded:

"...experiential learning has been a source of learning for us. When you have a problem there are always people in the group that have gone through something similar who can advise on how you can deal with the same problem...there is a 100% possibility that I can get out of it when there are people who have survived the same problem I am faced with...there are principles that drive participants in Amandlamadoda like having one girlfriend. So when one still has more than one girlfriend clearly maybe something is still lacking. So you need to check yourself when, for instance, you are not a provider when we say that 'a real man' is a provider." (Respondent in FGD # 2)

The establishment of business enterprises and development of business skills are some of the exciting and interesting experiences with the project.

"Although we were only able to establish two businesses, the way that they were started and sustained is interesting" (Project officer).

"For me the most exciting moment in Amandlamadoda was the time I learned business skills. That was very helpful to me. I used to hear people talk about drafting a business plan, especially that getting it drafted is very expensive. A person can end up paying something in the region of R15, 000 just to get a business plan drafted. By learning how to draw a business plan from Amandlamadoda that excited me a lot. It was of such great help for me that eventually I got employed. We got something like certificates for attendance. I got a part time job at ABET giving classes to SMMEs - Small, Micro and Medium Enterprise - based on the skills I learned from Amandlamadoda. So what I am saying is that what excited and helped me will still work for me in the future..." (Respondent in FGD # 2)

For the participants the most exciting experiences are "the initiation of income generation projects" (Programmes manager).

An exciting experience for some men is to develop the confidence to develop a relationship and to love and protect women.

"The most exciting experience for me was when I learned that a real man is one that satisfies only one woman in his life. You see, once you are able to do that you are a real man... you have to love, protect and provide for only one woman...a real man has only one woman until the end of his life. I should think that is the one lesson that stayed with me...when we discussed this issue there were women with us that day. So as they heard us talk like this they were very happy with us... that was really good...they were so excited" (Respondent in FGD # 2).

When we had just started working with the project the core facilitators went to a camp in another province. The main aim of the trip was to give these men an opportunity to share or identify areas in their own lives where they have mistreated women. What came out from the camp was that "a number of the members of Amandlamadoda had violated women in a number of ways. The men were very emotional – some of them cried – when they realized how much harm they had inflicted on the women in their lives. After this they made individual pledges to treat women differently; to be responsible husbands or partners; and to change the way they treat women". For me it was interesting because the whole process was in a way therapeutic for them. It was important for them to go through this process so that they can engage meaningfully with other men who maybe going through what they have been through (Programmes manager).

"Amandlamadoda has assisted us to have the mental ability to stick to one partner but when it is not easy then we fall back to the life skills that we have learned in the programme. You are able to say 'if I go to another partner' then I must use a condom and the only person that I would not use a condom with is the one that I am in a permanent relationship with. As for the others when I sleep with them then I must use a condom so that I am protected. But if it happens that I get HIV from my permanent partner than at least I would have protected the other women I am having relationships with. I could say that those are skills we have learned..." (Respondent in FGD # 1).

Another exciting experience was to develop positive attitudes from the debates with fellow men.

"What I could say was a very exciting moment and experience for me in this programme was when we debated a topic on 'believing you are best placed to succeed. I was on the negative side previously...the very exciting part is that today I am using the very same topic as one of my motivational mottos. What I learned that day is that sometimes even out of the negative things there are positive sides...I am proud to say that when we debated this I was unemployed but by using this topic as my personal motto I got employment. Even though the job I am doing is not something I studied for but I can still do it and do it very well. I was very happy with that" (Respondent in FGD # 2).

For me it is "observing men sharing ideas and useful knowledge with each other". It is also seeing "peers sharing advice and information on preventing HIV/AIDS" (Project officer).

Amandlamadoda has offered some men an opportunity to serve their own communities in voluntary capacities.

"I was employed for something like five years until last year May. I was working very far... I was working in Pretoria. Since I have been back home I have been involved in community work. I love serving the community...my facilitator introduced me to Amandlamadoda even before he knew that I am passionate about community work...I have gained a lot through this programme because it has encouraged me to stick around. Although I am unemployed at the moment I know I will work eventually. It has taught me to be proactive and volunteer. Whenever volunteers are needed I can raise my hand and come forward...Amandlamadoda has made me grow intellectually and also in the way I approach things in life...and how to approach any challenge that comes my way in life..." (Respondent in FGD # 2)

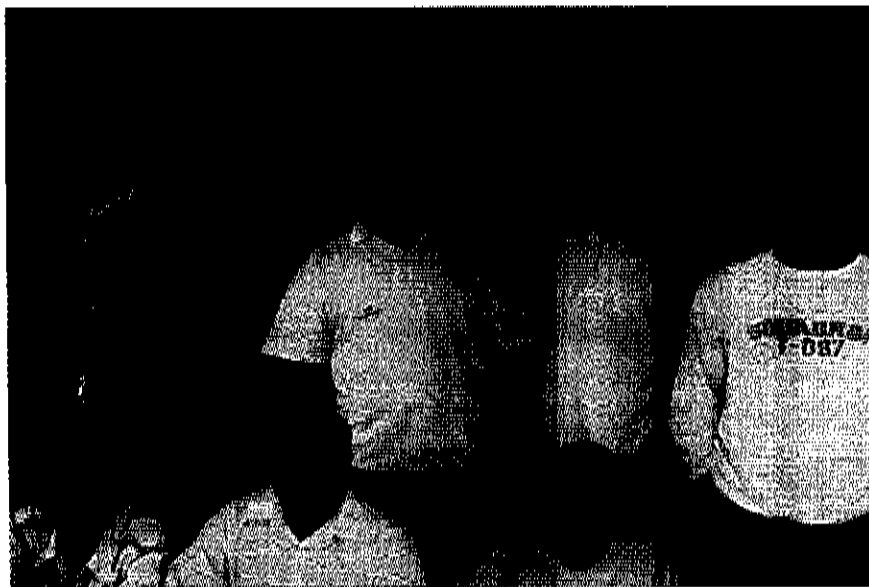
For some men, the exciting experience was simply being part of the project which included men who are their own age groups and men older than them..

Being part of this project was "very exciting indeed".

Another experience has been to "work with other men who are in the same age-group as my father was an opportunity for me to bridge a generational gap. The advantage I had with them was that I was an organizational mentor to them on behalf of Aids Foundation. This on its own maintained the spirit of community development in me because a motivation to support the project was of personal interest of learning from older men and brothers" (A former project officer).

The other thing that excited the men was "when Amandlamadoda organized Men in Partnership against AIDS workshop. The workshop was for every man in the district of Umkhanyakude and the attendance was good". "The organization and hosting of a soccer tournament was another exciting development that was received well by the men in the project" (Programmes manager).

Figure 3: Some of the men who participated in FGDs in Umkhanyakude



Photographer: Nkululeko Nkomo

4.2. Negative experiences with the project

4.2.1. Least interesting or disappointing experiences with the project

One of the least interesting or disappointing experience was having unrealistic expectations about the project.

"I guess I could say that there were those challenges that were not so good because we had great expectations. When it comes to reality you could see that there is a lot that we had learned and there were skills that we had acquired. So we expected to be assisted to implement what we had learned like when it comes to starting a business. What you find though is that we have the skills but there are no sufficient resources to help us get started. Although one may be willing to but due to the lack of resources one may not be able to take part. Maybe I will add that when it is just a meeting very few people show up unlike when people know that they will learn something that bring in money or when they will receive it then everybody comes. So there are those expectations that can be demoralizing for people. Another issue is the one on t-shirts. If Amandlamadoda were able to organise those that are in groups by t-shirts and maybe get everyone to work in clusters as opposed to taking a whole ward and expect people to work together. Our wards are quite wide ... so it is unrealistic to expect people together from different wards when the dynamics between the wards are not the same" (Respondent in FGD 3)

"What is discouraging is our lack of capacity to support those we have trained - especially with enterprise development. There is an expectation that they should apply what they have been trained on. We are supposed to provide them with the support to start businesses on what they have been trained on but we cannot. They ask us: 'now that we have been trained what next'; 'are you going to provide the funding'...'what are we going to do next'... it is very difficult to make promises that you know you cannot keep because after a while if you do not deliver on those promises it might discourage them from attending the training..." (Respondent in FGD # 1)

Insufficient or lack of resources was one of the disappointing experiences with the project.

"What spoils the whole thing is the element of insufficient resources within the organisation. What you find sometimes is that when there is something that you are doing somewhere that maybe you were busy with during the week and it gets close to the weekend you evaluate the information that you are going to get during the workshop is very useful but there are things that if I were to leave what I am doing here that generate money for you rather than just gaining knowledge. Insufficient resources were a problem that could spoil the programme. Maybe if I could quote something from what has happened is that when we had debates the best speaker would be selected. To give a small child who is attending R10 as motivation does not make much sense. So you can imagine an adult male receiving R10 to motivate. Although we do this out of love with the intention of getting empowered...but when you look closely at the whole thing it does not make much sense" (Project officer).

Lack of funds for implementing the project was a disappointing experience for some staff members and programme participants.

"What I would present as a problem in the programme is lack of funds...there are no funds. As a result you find people dropping out. Imagine debating the whole day only to receive R10 if you are the best speaker. Can you imagine a man like me receiving R10...it does not make any sense...it would be better if we had funds to give to at

least use to buy something for their families...because we do not have enough funds we end becoming discouraged. There are no t-shirts with Amandlamadoda written on them to make us look presentable and we could be a shining example and inspire others to want to join Amandlamadoda"

"If we had enough funds we would initiate projects that would help sustain us...there are ideas to generate income but it's the funds that we do not have"

It is also disappointing that "without funding a vital initiative such as Amandlamadoda rapidly begins to lose its capacity to innovate and continue".

Efforts have been made to build capacity among the group to write proposals and undertake fundraising, but the time and energy to be successful at this is limited.

Dishonesty and lack of discipline were cited as disappointing experiences by some participants.

Most disappointing was some of "the dishonesty of one or two members in carrying out their responsibilities" (Respondent in FGD # 1).

The Management Committee has to be proactive in monitoring breaches in discipline and taking decisive disciplinary action when necessary (Respondent in FGD # 1).

Participants were disappointed when party political issues clouded the projects

"...when for example there is a lack of support by a local councilor or traditional leader because they suspect that members of Amandlamadoda might be associated with another political party" (Respondent in FGD # 3).

The actions to rectify this would continue to be to draw men from all political parties to participate in the Management Committee and elsewhere. Also efforts have and continue to be made to engage with people on a non-partisan basis (Former project director).

Administrative challenges such as lack of office space, multiple responsibilities, etc. were identified by project staff as disappointing aspects of the project.

"Writing reports was always challenging" because the project by then had "no office base of operations and the administration"; "part of work was difficult to manage".

Another challenge was of "rescheduling of meetings because of the members' commitments" on their full time jobs and "time constraints from my side because there were other projects I monitored" in KZN and Limpopo Province.

I believe that if the project were assisted by institutional capacity building focusing on building strong administration, (writing of reports, proposals and business plans), developing of operational guiding tools would have contributed to have Amandlamadoda attracting more stakeholders. "The project was also struggling in getting attention to local government due to political pollution in the region. This had hindered the effectiveness of the operations to ward levels" (Former project manager).

"The failure to secure office space for the project in the district and not having a staff member like a coordinator who would be based in the office and be responsible for administration work" was the least interesting and disappointing aspect for me (Project officer).

"Lack of office space was another one of the challenges. As a result there was no central person to channel the communication between the different role players". This made life difficult for a number reasons. For instance, when there was training it was very difficult to communicate this to the other role players in the project because there was no central person like an administrator to feed the message through and coordinate activities. "Lack of office space also meant that there were no resources that you usually find in an office like fax machines or a telephone line, which could help facilitate the communication between role players" (Programmes manager).

"It was difficult. To start off with we had no safe space to store our files and books. Although we managed to obtain funding for cabinets but we had a problem when it comes to how they will be stored. Some cabinets have been stored in the treasurer's office at Maputaland radio station. I also have a cabinet file in my office at work for Amandlamadoda where I keep all my files. It was not easy. Even when it comes to things we need for working it is a problem. For instance, when I write a report it should be written well and typed at an office but now where am I going to get it typed. This compels me to spend money to get it typed outside. As the secretary, I need to produce minutes on a monthly basis that are typed. That is a problem in terms of what I should do. It forces me to spend money to get them typed on a monthly basis. So this made our work very difficult. We also used to produce annual reports. So every year we had to find a place where we could get the reports typed. Then there was also the issue of communication. It was very difficult to communicate with each other without an office. Even when it comes to obtaining funding it was very difficult to be taken seriously. Other funders ask where the office is and it is just 'touch and go'... potential funders just say 'sorry' because you cannot be located" (Former project officer).

Lack of self respect and confidentiality of personal and family matters during workshop discussions was identified by one project officer as a negative experience with the project.

It is "when the men share personal sexual issues during the workshops. I consider this to be personal matters that should not be discussed within a group setting".

Part-time nature of project officers and unavailability of facilitators because of other commitments was another disappointing experience with the project.

"All the members i.e. the core facilitators were full time workers. AFSA had very limited contact and engagement with the members". Consequently, they would miss out on the other things that AFSA could be capacitated with because they were only available during the weekends - during the week the committee members would be at work. The other thing was that "the agenda of the workshops would be planned without the project officer's (an AFSA person) input and thus limiting his contribution".

4.2.2. Problems faced by men in the Umkhanyakude District and their causes

At a workshop facilitated by Dr Irwin Friedman on the 3rd and 4th January 2004 the members of Amandlamadoda carefully thought through the problems that men face in the Umkhanyakude district. The problems were then prioritized using a ranking process based on nominal group technique. They then went further to explore the causes of the problems with a view to working out a strategy of how to overcome these obstacles. After working through the list of causes and the effects leading to the problems the group understood that there was a linkage between them. They concluded that it was possible to see the problems as links in a chain with one problem exacerbating the next. Some of the problems were also part of a self-reinforcing vicious cycle.

Table 4: Problems faced by men in the Umkhanyakude and their causes

Problems	Causes
Unemployment Retrenchment	Lack of skill; Lack of access to technology and machinery No local industries
Premature death/illness Violent death or injury	Various diseases including sexually transmitted infections and AIDS Crime; Activities of gangs; Accidents; Men taking more risks than women; Time pressure
Faction fighting	Intolerance
Drugs and alcohol	Unemployment; Family problems and excessive social drinking
Poverty	Unemployment; Lack of education; Lack of skills; Drought; No food
Teenage pregnancy	Unprotected sex; Lack of sex education; Poverty
Marriage	High cost; Ilobolo
Family breakdown	Moral decay/decline
Men's inappropriate sexual behaviour	Lack of sexuality education; No role models Lack of life-skills education & centers of teaching

Members felt that there was a linkage between causes and problems with one leading to the other.

Problem priority list

The group used nominal group technique to identify what most people thought were the most serious problems facing men. Although it was agreed that all the problems were serious, this at least provided a starting point for developing a strategy to deal with the problems.

Table 5: Priority list of problems faced by men in Umkhanyakude

[all problems are important, however the top problems ranked higher]

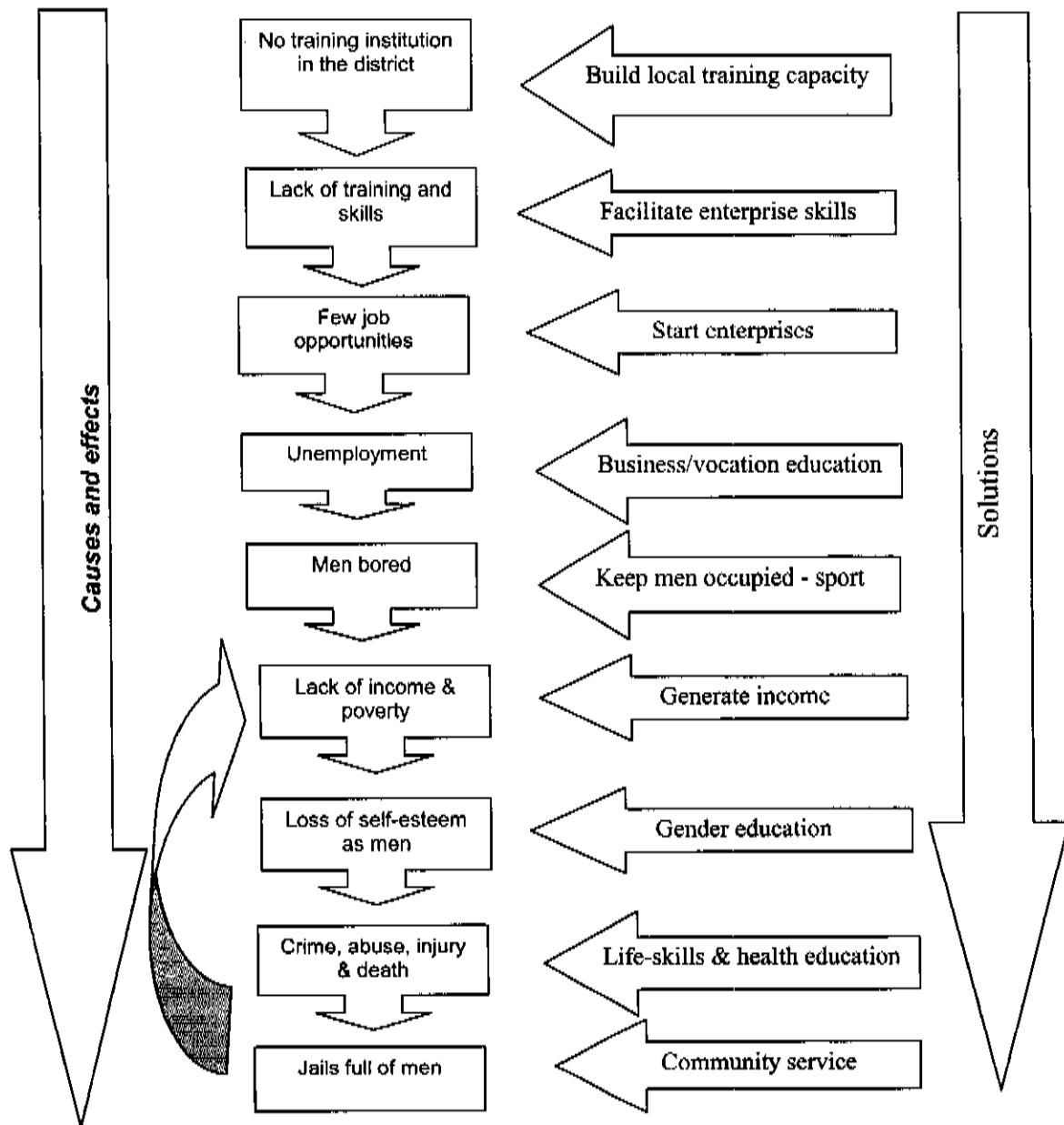
Rank	Problem	Score	Total
1	Crime	54335325	30
2	Poverty	5444512	25
3	Unemployment	325244	20
4	HIV/AIDS	23113241	17
5	Substance abuse	31345	16
6	Social breakdown	11515	13
7	Lack of training institution	24	6
8	Child/women & youth abuse	4	4
9	Lobola/marriage		
10	Boredom/lack of self esteem		
11	Faction fighting		
12	Motor vehicle accidents		

Strategy to deal with problems

The strategy for AmandlaMadoda was based on an approach to deal with the problems men face which were seen as linked in a sequential causal chain. Crime,

poverty and lack of self-esteem among men were seen as particularly serious and trapped men up in a destructive, self-reinforcing vicious cycle. Our members believed that the only way to stop the cascade of problems was to intervene using many interventions at the same time aimed at breaking the causal flow. The solutions to problems are shown in the diagram below.

Figure 4: Strategies to deal with problems faced by men in Umkhanyakude



Source: Dr Irwin Friedman

4.3. General experiences with the project

4.3.1. Why the project was started in Umkhanyakude?

Umkhanyakude was a pilot site which was successful

It was felt that "if the project could succeed in Umkhanyakude, it could succeed anywhere. If the project was successful, the idea was that as a movement it could spread to other districts. As the project was conceived as a bottom-up rather than a top-down approach it would not have been consistent to try and extend beyond the district until the approach was working" (Former project director).

HIV/AIDS and poverty are serious challenges in Umkhanyakude

Historically the Northern part of KZN has been known for higher vulnerability towards the scourge HIV/AIDS and poverty and was declared as one of the poverty stricken regions in the country (Presidential Nodal Point). The socio-economic conditions in this area are hazardous to growth and development of the province. Moreover the HIV/AIDS prevalence in the region was very high as to compare with other areas of KZN due to be located in the borders of Swaziland and Mozambique. The flocking of people from one place to another and transporting of goods into neighbouring countries had a greater echo in controlling of people's sexual behaviour. This on its own had an impact of gradually increased levels of poverty and HIV/AIDS.

The men in Umkhanyakude had serious interest in the project

"One of the good characteristics about this project is being personal interest driven. In short, *it was developed by men for men to the men of Umkhanyakude*. This attitude then sustained the focus to the men in the district. By then there were no envisaged plans to extend the project beyond Umkhanyakude but it was open to learn from other projects as well (Former project officer).

There was a need to create a paradigm shift among young men in Umkhanyakude

The idea in developing the project was to create a paradigm shift among young men in the community so that they develop different ideas of viewing manhood and to create space and dialogue for men to discuss issues that concern them like unemployment and poverty. Ultimately the intention was to establish a social movement of men who are progressive in their thinking around gender roles, masculinity, and manhood and so on that could influence other men in the district. It is to create a cadre of young men that are proactive and seek for viable options to provide for their families despite the high levels of unemployment, poverty, and lack of opportunities in the district.

There was a need to change traditional and cultural ways in which men treated women in this community

Umkhanyakude is typical of an area that fell under the homeland system during apartheid. The traditional leadership structure is still very dominant to this day. Traditional and cultural practices in the district are not progressive; they are still based on values that are very traditional. People's values are strongly influenced by these prevailing belief systems.

I am not too sure whether there was a plan at inception to extend it beyond Umkhanyakude. It is AFSA practice, however, to always explore whether a particular project of any kind that the organization has or is implementing could be replicated to other areas (Programmes manager).

4.3.2 How does Amandlamadoda differ from other Men As Partners (MAP) programmes in South(ern) Africa?

Amandlamadoda looks at the totality of men's needs

"What distinguishes Amandlamadoda's approach from other similar programmes is that it goes beyond merely considering the role of men as partners and looks at the totality of men's needs. Men are identified as a group that are particularly at risk of dying as a result of risk taking behaviour and involvement in violence and considerable emphasis is placed on protecting their own health as well as that of their partners and families. A specific difference is the approach seeks to stimulate enterprise development among men as a fundamental part of its strategy. It uses novel techniques that are not part of the MAP approach eg. Using sport as a means of engagement, use of community debates and dialogue, use of community radio, enterprise education. Although there are differences, there are also similarities, for example the use of participatory techniques to develop gender sensitivity and improve knowledge about health and sexuality" (Former project director).

Amandlamadoda focuses on the issues of men locally

"Amandlamadoda is a community based project focusing on the issues of men locally whereas MAP is an umbrella organization or structure" (Former project officer)

Amandlamadoda uses dialogue to get men to talk

The goal of the project was to create dialogue among men on issues of masculinity, gender, manhood and so on. The idea is to develop strategies on how men can be more responsible, caring and provide for their families and communities. This was the big goal.

The objectives included forming men's networks in the five municipalities; exploring through training issues on gender and masculinity; creation of a social movement of progressive men within the district; fostering the creation of sustainable livelihoods; and getting men to share with women the responsibility of containing the spread of HIV/AIDS (Programmes manager).

4.3.3. Determinants of men's behaviour in Umkhanyakude

The first determinant of men's behaviour in Umkhanyakude was that a domineering or hegemonic conception of masculinity was the most predominant determinant of many of the undesirable tendencies in men's behaviour.

The second was that local young men were greatly disempowered, although their pride would not readily allow them to recognize or acknowledge this. This view was counterintuitive – many women or even other men experienced disempowered men as being "too powerful".

In other workshops we used to invite women to feel free and give us inputs on what they do not like about men. Then through their comments we could pick up that there is some change in the way they used to think. When we look specifically on who is responsible for spreading HIV/AIDS mostly men are to blame. Even when it comes to violence against women it is mostly men that are the perpetrators. It is very unusual to find a young boy of 10 years old that has been sexually abused by an old lady of

70 years; what you get is that an old man of 70 has sexually assaulted a young girl of 10. When we look properly at Zulu customs and traditions it was a man's responsibility to protect a woman or a family. The idea of raising consciousness about manhood is misinterpreted as Western civilization, when actually it is not. In fact a proper Zulu man protects and protects his family. We are trying to bring back the correct view and dispel misconceptions that the Zulu culture promotes abuse. It is from people's comments that we pick up that the message is getting through. When some feel free during the debates they would say things like 'I will never agree to do that'. Some would declare openly that 'I will never do that... you are talking nonsense', but as the discussions continue and more people offer different comments, they would concede that others have a point. That is why I would say that there is an impact..." (Respondent in FGD # 3)

The third determinant was that men's individual behaviours were governed by social learning, based in Zulu culture, but also heavily influenced by peers and partners. The fourth determinant was that unemployment and early school leaving had greatly exacerbated men's disempowerment.

A fifth determinant was that South Africa's legacy of Apartheid and Industrialization had destroyed family life by encouraging migration – this had left an indelible and devastating impact on the long-term relationships between men and women, especially marriage as an institution.

"The project tried to deal with these issues in a proactive way by involving men in a process of self-discovery that would lead to improving knowledge of health and development, a change in attitude towards gender, changed sexual health skills, more education and employment. Employment, we felt was fundamental. Unless men had a way of bringing income into households, they would never feel like real men" (Former project director)

"Umkhanyakude is a rural area where traditional values hold sway very intensely. It is a very patriarchal society. For anything to be anything there has to be a man involved. Women are viewed as less important members of the community. This translates to women being seen as objects resulting in their abuse and their voices being silenced. As research shows, this tends to increase women's vulnerability to infections like HIV/AIDS. In Umkhanyakude there are very high levels of unemployment and poverty. There is very little for young men to do" (Programmes manager).

5. CONCLUSION AND RECOMMENDATIONS

5.1. Conclusion

The main impacts of the Amandlamadoda programme in Umkhanyakude include changing men's attitudes towards the use of condoms, changing cultural stereotypes and attitudes regarding violence against women and increasing the participation in Amandlamadoda project activities.

Problems faced by men in Umkhanyakude were mainly socio-economic in nature and therefore require broad social, economic and development interventions to make an impact in this community.

Men in Umkhanyakude have learned important and empowering lessons from the Amandlamadoda project. The most exciting and interesting experiences that men had with the project were mainly related to the four strategies which were used in implementing the project. Amandlamadoda was successful in using sport as an entry and engagement strategy, providing men's community education through public debates and dialogue, conducting training and capacity development and enterprise development.

The least interesting or disappointing experiences of men who participate in the programme were mainly lack of resources and having unrealistic or unfulfilled expectations about the project.

5.2. Recommendations to strengthen the project

Collaboration with other stakeholders working on gender issues

Amandlamadoda should strengthen and pursue collaboration with other stakeholders such as the Commission of Gender Equality (CGE) or municipal gender desks. This will help build good relations with other stakeholders like the municipalities. The programme could also benefit by accessing funding and skills available in these structures. The other factor with collaborating with other stakeholders is that potentially this could present the programme with an opportunity to influence the development of policies on gender and men more specifically.

While the training that was provided on income generating activities such as entrepreneurship was quite good it would, nonetheless, be even better if the project continues that the project links up with the Department of Labour. This could help enrich the programme and assist the participants to obtain skills and contacts that will get them employed considering the high levels of unemployment in the district. Of course, the project can also benefit tremendously from the capacity building unit at AFSA. However, as pointed out previously this was made difficult by the fact that the training was done only during the weekends because some of the men work during the week.

There needs to be a structured team dedicated and employed for the programme.

The approach of Amandlamadoda should not just be about mobilizing men to get involved but additionally it should run as a structured programme with a dedicated team of employees. The benefit of a having a dedicated team of professionals working on the programme might include having persons that will design, implement and market the programme in the communities, as well as raise funds specifically for the project. An advocacy team should also be constituted that could lobby government structures (for example the Department of Social Development or the Office of the Presidency) for funding dedicated to the programme and the replication of the same programme in other communities.

Increasing the reach of the project in the Umkhanyakude district.

One respondent said although the district, especially the wards, are sparsely dispersed, distant and far apart, it is important to empower those at the grass root, to ensure that the project reaches everyone.

Training, capacity building and support for the men should continue

The training should continue. Once people have been trained there should be a strong monitoring component to assess whether people are applying what they have been trained on.

Obtain office space more funds and resources to scale up training for the less educated and poor men in the district and to deal with administrative challenges.

It is important that an office space in the district be secured. There should also be a team that is employed specifically for the project. This would minimize some of the challenges that are faced by staff as the project seems to be running unofficially. There should be municipal based facilitators who will report to a project coordinator who will be office based. The project coordinator will in turn report to the executive committee.

REFERENCES

Ambe D and Peacock D (2006). Understanding men's perceptions of their own and government's response to violence against women. Sonke Gender Justice Network

Gender Justice (2005). Masculinities, violence, HIV/AIDS and health. One Man Can fact sheet. Available online at
http://www.genderjustice.org.za/onemancan/images/publications/factsheet/factsheet_eng_lowres.pdf

Gender Justice (2005). One Man Can fact sheet for more data on masculinities, violence, HIV/AIDS and health at
http://www.genderjustice.org.za/onemancan/images/publications/factsheet/factsheet_eng_lowres.pdf

Jewkes R, Dunkle K, Koss MP, Levin JB, Nduna M, Jama N and Sikweyiya Y (2006) Rape perpetration by young, rural South African men: Prevalence, patterns and risk factors. *Social Science & Medicine*, 63 (2006) 2949–2961.

JHU/CCP (2003). Reaching men to improve reproductive health for all: Implementation guide. *Reaching men to improve reproductive health for all International Conference*. Dulles, Virginia, September 15-18, 2003. Accessed online at <http://www.jhuccp.org/igwg/guide/guide.pdf>

Peacock D and Levack A (2004). The Men as Partners Program in South Africa: Reaching men to end gender-based violence and promote sexual and reproductive health. *International Journal of Men's Health*, 3, (3): 173-188.

Republic of South Africa (1996). South African Constitution. Bill of Human Rights. Pretoria: Government Printers

Kalichman S. C., Simbayi, L. C, Cain. D., Cherry, C. Henda, N. and Cloete A. (2007) Sexual assault, sexual risks and gender attitudes in a community sample of South African men. *AIDS Care*, Jan. 2007, 19, (1): 20 – 27.

UNAIDS (2006). AIDS epidemic update, 2005. Geneva: UNAIDS

Department of Health (2006). Antenatal seroprevalence survey, 2005. Pretoria: DoH

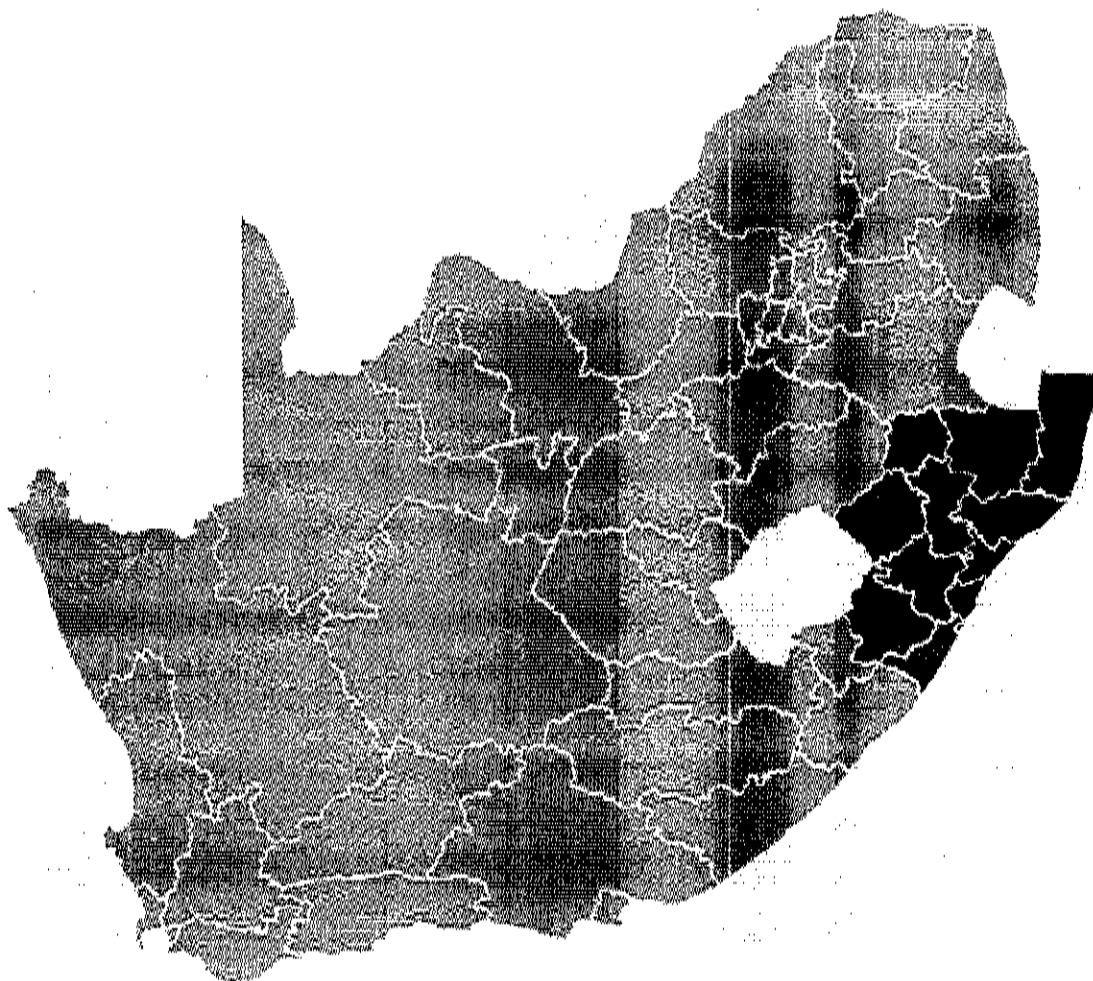
<http://www.africanfathers.org>

AIDS FOUNDATION OF SOUTH AFRICA 237 Musgrave Road, P. O. Box 50582, Musgrave, Durban 4062, South Africa.

Telephone +27 31 2772700 Fax +27 31 2029522 E-Mail: admin@aims.org.za Website: www.aims.org.za

APPENDICES

Appendix 1: A map of South Africa showing Umkhanyakude (in Blue)



AIDS FOUNDATION OF SOUTH AFRICA 237 Musgrave Road, P. O. Box 50582, Musgrave, Durban 4062, South Africa.

Telephone +27 31 2772700 Fax +27 31 2029522 E-Mail: admin@aids.org.za Website: www.aids.org.za

APPENDIX B: EXPERIENCES OF STAFF WITH AMANDLAMADODA PROJECT

Box 2: Experiences of Dr Erwin Friedman with the project

Dr Erwin Friedman was one of the foundation members of the project and was responsible for the facilitation/training portfolio on the Management Committee. He helped to raise funding for two of the grants from the Ford Foundation that sustained the project over several years and also assisted with preparing reports to the Ford Foundation and drafting documents such as the Constitution.

Dr Friedman was involved before the formal inception of the project on 10th November 2003. Prior to the formation of Amandlamadoda, he had been the project leader of an Unemployed Young Men's Sexual Health Project at the Africa Centre for Health and Population Studies from 2001, where there was preliminary experimentation with the basic ideas of how to involve men in health and development with the explicit intention of bringing about behavioural change in their approach to gender issues and sexuality.

Dr Friedman was a facilitator and Chaplain for the project and he tried to use a participatory approach to encourage men of the Umkhanyakude district to take responsibility for developing a movement to help them improve their wellbeing and that of their partners and families.

With regard to the vision for the project, he says that Amandlamadoda (Menpower) was envisaged as a men's movement that develops leadership groups to take responsibility for the health, gender and economic development of men in the District. He envisioned a society where "real men" cooperate with other men, protecting women, children and the vulnerable, while contributing to their own long term well-being.

In his view, the motivation for the project originated from a belief that the active involvement of men was vital in combating the HIV an AIDS epidemic. Together with other colleagues in the Africa Centre's Community Liaison Unit, they were very concerned about the safety of the predominantly female field research workers and felt that there was a need to find an approach that would involve men. They started a project to engage men on a large scale. From the inception there were a few very important observations which they drew on both from their own experience as well as from a reading of other similar projects elsewhere that they believed accounted for men's behaviour.

He was involved with the project for two years with two other skilled staff members, one a male nurse, the other a sports organizer. The initial approach was to engage men through using sport (soccer) and recruit the leadership (captains) into a participatory training programme which focused on developing a range of leadership skills. The project operated predominantly in the Hlabisa area. It proved moderately successful in mobilizing teams of men and more modest success in establishing small enterprises for groups of men.

His paradigm was to try and establish positive role models and through a process of social learning encourage young men to change behaviour on a large scale. Amandlamadoda was established as a project to take over the role of achieving long-term sustainability for the initiatives established during the Unemployed Young Men's Sexual Health Project at the Africa Centre, and to take the lessons learned in Hlabisa and apply them throughout the district with the same basic objectives.

Box 3: Experiences of Mr Mlungisi Mkhize with Amandlamadoda project

Mlungisi was the first project officer of the Amandlamadoda project where he worked for 10 months. His role in the project evolved. He worked as a mentor and capacity building facilitator responsible for:

- Monitoring of the project activities and objectives
- Facilitating capacity building plan with project members
- Liaising with District and Provincial stakeholders in relation to project goals/objectives
- Submitting reports to the funder on behalf of the project
- Enhancing resources with project members.

His understanding of the vision of the project is that the project was established to break a stigma about men as failures in South African society, this was the focus and a drive to gatherings. The goal was to build motivated men to become better fathers and providers in their families.

He indicates that the project was established at Umkhanyakude District following a mass community meeting of men in the region where issues of unemployment to men, high rate of children abuse, HIV/AIDS and sexual behaviour were among topics that triggered the evolution of the initiative. It became noticeable to these men that women had gained more attention in most of livelihood opportunities. A mechanism to retain men's participation in domestic violence and HIV/AIDS became the focus of change. One of the critical aspects of this project was to openly admit as men in the community that there is a need to empower women but also looking at economic and cultural needs of men as well.

Amandlamadoda project was initially directed at analyzing socio-economic conditions of young men in the region and somewhat tended to become a peer learning platform to all men interested. It was organized by a group of middle aged men (predominantly school teachers) which shaped the project to focus mainly on the individual personal interest of its members.

His most interesting experience was an opportunity to be part of an adventure of Men's Trust International in Cape Town in November 12th-18th 2005. This was one full week of life's journey and mainly working on personal discovery. Because the gathering was made of diverse race groups and over and above some came from other countries, as a young man, I drew experiences from elderly men from other cultural backgrounds. He learnt that the experiences of men and challenges facing manhood of men are similar across the globe.

Box 4: Experiences of Mr Mandla Nyuswa with Amandlamadoda project

Mandla is the current Project Officer of Amandlamadoda project. He has been in this position for 10 months and became involved after Mlungisi's departure. He however, has been with AFSA since 2005, involved in other projects. The person that was supposed to take over as the project officer when the previous incumbent left was female. It was not possible for this person to take over since the project is only for men and required a male project officer. His role is to monitor programme implementation and to provide technical support.

The information that he has is that the project was developed to encourage dialogue among men and to address issues like reproductive health, HIV/AIDS, and initiate income generation projects.

He thinks the motivation and history is the high prevalence rate of HIV/AIDS among men in Umkhanyakude. The majority of men in the area are unemployed. There was also limited information on developments around human rights issues, knowledge on starting small businesses, HIV/AIDS and STIs and so on. Umkhanyakude is a very patriarchal society that is characterised by high levels of domestic abuse and violence against women and children. This was another impetus for the development of the programme.

He sees Amandlamadoda as a community based awareness programme that seeks to raise awareness on HIV/AIDS, men's reproductive health and mobilize men to get involved in community development projects. Overall, the idea is foster behavioural change among men around the issues just mentioned. The activities include training young men (between the ages of 20 – 45 yrs) on HIV/AIDS education, business initiatives, human rights, role and responsibilities of men in the family and community setting. The idea is to train a group of men that will transfer these skills and knowledge to other men in their communities. Other activities include encouraging these groups of men to participate in community forums and structures. They were also given leadership training. Another activity is to encourage participation in sporting activities.

Box 5: Experiences of Ms Nonhlanhla Xaba with Amandlamadoda project

Nonhlanhla is the programmes manager at AFSA and her portfolio includes Amandlamadoda. She became involved in the project when the proposal was approved by Ford Foundation in 2003. She is updated on the project and is facilitating the documentation process to pursue the possibility of extending the model to other areas.

Her position is to provide support to the person responsible for monitoring and evaluation (the project officer) of Amandlamadoda. She is also responsible for reporting to the donor i.e. the Ford Foundation. Her link to Amandlamadoda is through the project officer - the person responsible for liaising with community based organizations on the ground. She provides support to the project officer where needed (like operational challenges on the ground) and compiles all the donor reports on progress on the ground.

Her understanding of the project is that there is a group of men who were like the initiators and core of the project (they are like the executive committee of the project). They were the core facilitators that were trained to facilitate processes in the communities. Each facilitator was allocated a municipality in the district to facilitate. In each municipality each facilitator would form a forum of men who would cascade the message through to other men. The executive committee and the non-core members of Amandlamadoda went through a series of training workshops on issues such as HIV and AIDS, manhood, project management, starting income generation projects and a number of other things. Each facilitator would then go back to their allocated municipality/ies and train a selected group of men.

She knows that the facilitators have good relations with the different chiefs in the different municipalities. When these chiefs call a meeting for the males in the different municipalities they would usually oblige seeing the request is coming from the chief. This is probably how the selected group was initially introduced to the project and eventually the training. These men would constitute the groups that the facilitators would work with. When the facilitators go back to provide additional training they would provide it to these groups.

Her view is that a lot was invested to ensure that the core facilitators carry the goals and objectives of the project through to the communities.