



Curtin University

# SHARING STORIES PROJECT DVD & CALENDAR EVALUATION



**SIREN**  
WA Sexual Health and Blood-borne Virus  
Applied Research and Evaluation Network



The data collection for this project was undertaken by the Metropolitan Migrant Resource Centre. The analysis and reporting for this research was undertaken by SiREN.

For further information about the Sharing Stories project, please visit the Metropolitan Migrant Resource Centre website at [www.mmrcwa.org.au](http://www.mmrcwa.org.au).

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## 1 Introduction

Established in 2008 and coordinated by the Metropolitan Migrant Resource Centre in Perth, WA, the Sharing Stories project is a suite of programs that delivers culturally appropriate sexual health education to multicultural youth. Using creative engagement strategies such as theatre, filmmaking and art, young people are empowered to discuss sensitive topics such as sexual health awareness, knowing your Human Immunodeficiency Virus (HIV) and STI status, support and referral, condom use, building positive relationships, negotiation, and consent.

## 2 Methodology

A paper-based survey was developed to evaluate DVD and calendar resources from the Sharing Stories project. The survey included five questions which assessed: DVD or calendar preferences; knowledge gained from the DVD or calendar; behavioural intentions as a result of seeing the DVD or calendar; educative scope/capacity of the resources; and recommendations for future production. A total of 42 people participated in the evaluation. Completed surveys were entered into an excel spreadsheet and then imported into NVivo (version 10.0) for easy categorisation and identification of themes. IBM SPSS statistics (version 20.0) was used to generate descriptive statistics for the quantitative demographics component.

## 3 Results

This section provides an overview of the evaluation results.

### 3.1 Demographic profile

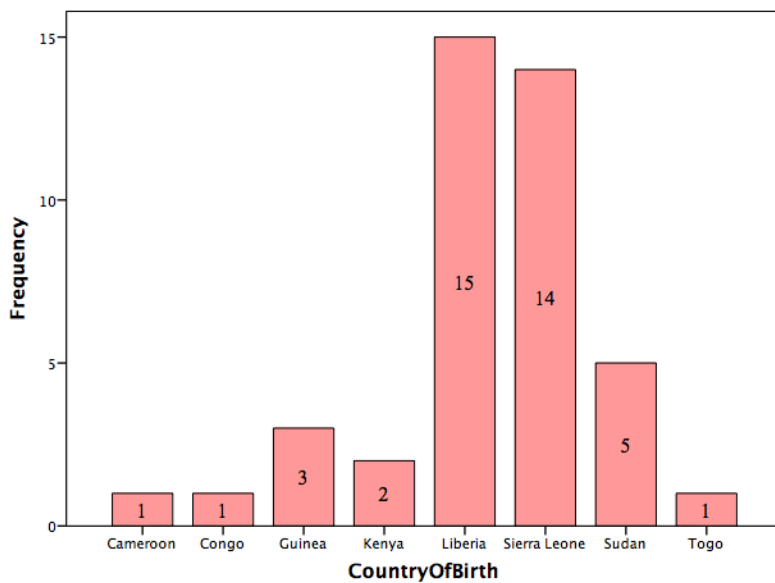
Participants were most commonly aged between 25-34 years ( $n=19$ ), with a mean age of 29 years ( $SD=8.7$ ) (see Table 1). Two participants were aged 15 and 16 years of age.

Table 1. Age of participants

Age	Frequency (n)
Under 17 years	2
18-24 years	10
25-34 years	19
35-44 years	9
45+ years	2

Participants represented a range of African regions including West Africa (Liberia, Sierra Leone, Guinea, Togo) (n=33), Northeast Africa (Sudan) (n=5), Central Africa (Congo, Cameroon) (n=2) and East Africa (Kenya) (n=2) (see Figure 1). Most participants were from Liberia (n=15) or Sierra Leone (n=14)

**Figure 1:** Participant country of birth

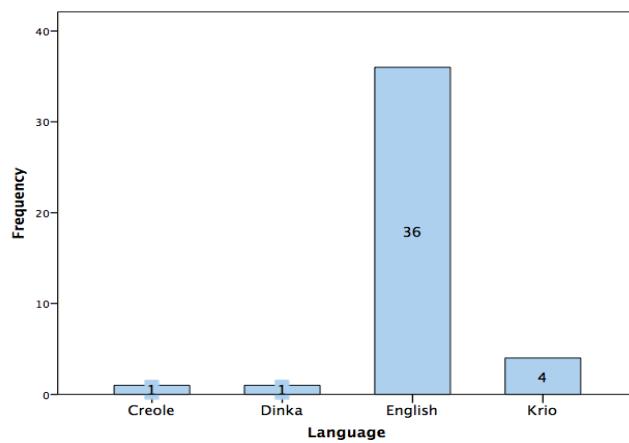


Almost all participants had lived in Australia for more than five years (n=34) and spoke English (n=36) (see Table 2 and Figure 2).

**Table 2.** Length of time participants had lived in Australia

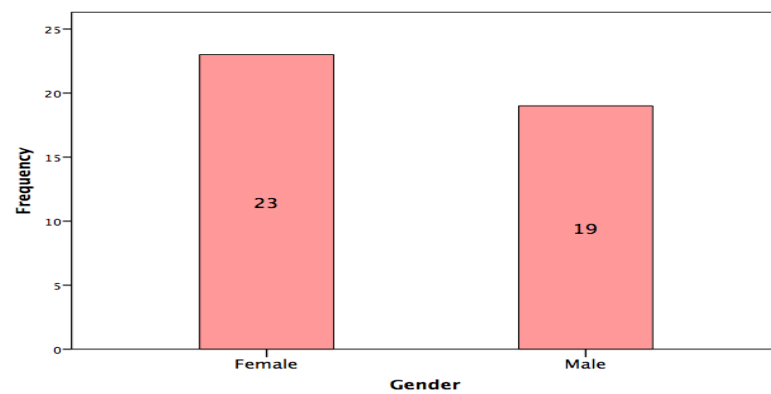
Years lived in Australia	Frequency (n)
2-4 years	8
5-6 years	12
7-9 years	20
10-14 years	2

Figure 2: Language spoken by survey participants



Slightly more females (n= 23) participated in the survey than males (n=19) (see Figure 3).

Figure 3: Number of female and male participants



Twenty-one different ethnic groups were recorded among participants, with the Mende (n=8) and Dinka (n=5) ethnic groups receiving the top mentions (see Table 3).

Table 3. Ethnicities of survey participants

Ethnicity	Frequency (n)
Mende	8
Dinka	5
Kissi	3
Krio	3
Bassa	2
Kpelleh	2
Krue	2
Susu	2
Val	2
Togolese	2
African	1
French	1
Fullah	1
Gola	1
Grebo	1
Kikuyu	1
Krahn	1
Liberian	1
Limba	1
Mandingo	1
Swahili	1
<b>Total</b>	<b>42</b>

## 3.2 Analysis of survey questions

### 3.2.1 DVD/calendar preferences

Survey participants were asked which DVD/calendar they preferred. The DVD '*Stigma stops with love*' was preferred by 18 participants, with 14 participants preferring the DVD '*That's what she said*'<sup>1</sup>. One participant preferred the calendar because of the messages it contained.

#### Stigma stops with love

The DVD '*Stigma stops with love*' was preferred because it addressed the experiences of stigma and discrimination faced by people living with HIV (PLHIV). Some participants mentioned that PLHIV needed to be treated and loved like others and not discriminated against.

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<sup>1</sup> The preferred DVD could not be determined for all participants.

*'Stigma Stops with love teaches us not to discriminate against people living with the HIV infection because they need to be loved'*

Female

*'I liked the play stigma stops with love because it teaches people to accept and love people living with the HIV infection and not to discriminate against them'*

Male

One female participant expressed a desire for similar education in her country to reduce ongoing discrimination.

*'I love stigma stops with love and wish that all this education was in my country because people living with HIV are always being discriminated against'*

Female

One participant noted that the DVD made them more conscious of meeting people online. Another participant liked that the DVD encouraged the individual to develop love in their relationship before having sex. The DVD was preferred by another participant because it stressed the importance of testing for sexually transmitted infections (STIs) before starting a family.

*'Stigma stops with love encourages people to be tested for STIs infection before planning a family'*

Male

### **That's what she said**

The DVD 'that's what she said' was preferred by some participants because it taught young people to make better choices in their sexual relationships and highlighted the implications of age falsification. One participant preferred the DVD because it taught young people how to negotiate sex.

*'That's what she said teaches the youth to be careful about sexual relationships'*

Male



*'... I love the play "That's what she said" more because it teaches young people the risk involved in lying about your age'*

Female

### 3.2.2 Knowledge gained from the DVD/calendar

Participants were asked about any sexual health knowledge they had gained from watching the DVD and/or receiving a calendar. Broadly, survey participants gained knowledge on: the importance of sexual health awareness; the importance of sexual health education for youth; the legal age of consent; and PLHIV (see Figure 4).

Figure 4: Sexual health knowledge gained from the DVD/calendar

Importance of sexual health awareness	Importance of sexual health education for youth	Legal age of consent in Australia	People living with HIV
<ul style="list-style-type: none"> <li>• Prevention</li> <li>• Testing</li> <li>• Individual responsibilities</li> </ul>	<ul style="list-style-type: none"> <li>• Everyone has a role to play</li> </ul>	<ul style="list-style-type: none"> <li>• Being aware of/ notifying prospective partners</li> </ul>	<ul style="list-style-type: none"> <li>• Misconceptions/ myths</li> <li>• Stigma/ discrimination</li> </ul>

#### Importance of sexual health awareness

There was an overall increase in awareness of the importance of sexual health, particularly in areas of prevention, testing and individual responsibilities.

Consistent contraceptive use surfaced as an important factor in the prevention of STIs and pregnancy, with particular reference to condoms.

*'I learnt that it is always safe to use condoms if you don't know your status to reduce the risk of STI infections'*

Female

*'You will get pregnant if you have unprotected sex'*

Female

Two participants mentioned the importance of testing as a means of reducing the chances of contracting HIV.

*'...knowing your HIV status can reduce the risk of HIV infection'*

Female

After watching the DVD, a few (n=6) participants felt they had roles to play in raising awareness about HIV. They recognised that HIV involves everyone and requires a collective effort.

*'I learnt that HIV is everybody's business so we all need to be involved in raising awareness'*

Female

*'I have learnt to raise awareness of sexual health education in my community'*

Male

### **Importance of youth sexual health education**

It was accepted among participants that parents and other family members play a significant role in educating young people about sexual health. In particular, some participants highlighted the effectiveness of sex education in reducing pregnancies among sexually active youth (males n=6, females n=2).

*'Teach your young people/children about sexual health to reduce early pregnancy rates in the society'*

Male

*'Support your kids if you know that they have become sexually active'*

Male

### **Legal age of consent**

Nine participants mentioned that the DVD taught them more about the legal age of consent for sexual activities in Australia. Being aware of the legal age of prospective sexual partners was understood to be the responsibility of the individual.

*'Be aware of the legal age to have sex and take responsibility for your actions'*

Female

*'I got to know more about sexual health and Australian Legal consent age for sexual activities'*

Female

Some participants noted that people may falsify their age or provide their migration age. The matter of age was accepted as an important issue that needed to be addressed before engaging in sexual activities regardless of a person's 'size'.

*'I learnt the importance of telling people my right age'*

Female

*'The video teaches me as a young man to never consider the size of a young lady but rather her age'*

Male

*'I learnt that more often some young people lie about their age or tell you their migration age'*

Female

### **People living with HIV**

The DVD/calendar clarified some misconceptions regarding PLHIV for some participants. Some participants mentioned that PLHIV can successfully manage the infection with treatment, have HIV-negative children and live long healthy lives.

*'... HIV is like any other disease that can be managed'*

Female

*'... HIV-positive women can have HIV-negative babies'*

Female

The DVD/calendar informed some participants about the social exclusion and stigmatisation PLHIV can experience. The messages encouraged them to treat, love and respect PLHIV just as they would any other group of people.

*'I learnt that people living with the HIV virus should be loved, respected and treated like anyone else'*

Male

*'...people living with HIV are human and need to be loved and not to be put aside'*

Male

*'I learnt that it is not good to stigmatise people living with the HIV virus and by taking HIV medication, infected people can live longer'*

Male

### 3.2.3 Anticipated sexual health behaviour change

Participants were asked what they would do differently in their family and community in regards to sexual health after seeing the DVD and calendar.

More than half (n=29) of the participants were comfortable propagating information that they learnt from the DVD/calendar with other peers, family members, parents and community members. A further six participants indicated that they would encourage others to attend a workshop (n=4) or watch the DVD (n=2). One participant indicated that they would encourage other people to get HIV testing. Both youth and adults were willing to share recently acquired information. This may increase the spread of participants' newly gained sexual health knowledge.

*'[I will] give more sexual health education to my age group in the community'*

Female

*'I will now move on to be a sexual health educator in my community to help other young people'*

Female

*'I will organise a group of friends to watch the videos and discuss it from cultural perspective of how we see sexual health education'*

Female

Broadly, participants indicated that they would raise sexual health awareness about:

STIs and HIV, including testing and preventative measures; facts about HIV to correct commonly perceived myths; the Australian legal consent age; and the impact of HIV-related stigma. There was an understanding among some participants that fear and stigmatisation of PLHIV usually persists as a result of incorrect information on transmission routes and treatment. These participants acknowledged that stigma impacted PLHIV negatively.

*'Promote HIV awareness and prevention, testing and treatment education, in order to reduce high-risk of infection in the community'*

Female

*'From today's date I will raise sexual health awareness in my community mostly on the right to consent sex age in Australia' (sic)*

Female

*'From today, I will give family and friends more information on how to stop the stigma on people living with HIV and discrimination'*

Male

*'Discuss HIV prevention with my family, promote anti-stigma HIV messages to the community, and testing and treatment for HIV'*

Female

*'I will now raise awareness about sexual health for people living with HIV to stop stigma against them'*

Female

### 3.2.4 Educative capacity of the DVD/calendar as sexual health tools

Participants were asked why they thought the DVD/calendar were educative and informative tools to promote sexual health education in their community. The main reasons cited by participants were the content of the DVD/calendar (n=32), that the DVD/calendar was easy to understand (n=4) and that it was a good resource for information (n=2).



## Content

The DVD/calendar was considered an educative and informative tool because it promoted sexual health. Specific content mentioned by participants included: facts about sexual health and blood-borne viruses; HIV transmission routes; prevention of STI, HIV and pregnancy; HIV testing; STI treatment; HIV-related stigma and discrimination; and the legal age of consent.

*'It teaches family about the importance (sic) sexual health'*

Male

*'This DVD is educative because it promotes talks on sexual health and STIs transmissions (sic) so it is good for the community'*

Female

*'The DVD/calendar promotes HIV prevention and awareness messages and reduces HIV-related stigma for people living with HIV'*

Female

*'These materials teach the facts about HIV infection'*

Female

## Format was easily understood

Four participants considered the DVD/calendar to be educational and informative tools because they were easy to comprehend. The use of simple diction and community members who were of various ethnicities, ages and gender were well received. One participant pointed out that compared to other forms of disseminating information, the use of drama as an educational tool was easier to comprehend.

*'The plays were made in simple drama form, simple grammar, generalised and not made for a particular race or social group'*

Male

*'...drama more easily informs people than explanations ...'*

Female

### Service and resource information

The DVD/calendars provided information on where participants could access additional services and resources. One participant believed that the DVD was suitable for distribution in primary and secondary schools.

### **3.2.5 Considerations for future DVDs/calendars**

Participants were asked to suggest improvements for future DVDs and calendars.

### Content

Participants expressed an interest in additional sexual health information being included in future DVD/calendars. Recommendations included: using protection; more facts about sexual health in general; the importance of hygiene; addressing stigma; responding to peer pressure; discussing sexual health in the community; and the risks associated with having sex before marriage. A few participants suggested including more information on HIV prevention and treatment, and discussing HIV in the community. A few participants also suggested addressing other STIs (for example, providing facts and addressing common myths).

*'Next time you should dramatise plays on other sexual transmitted diseases'*

Male

*'Learn more about how to protect and prevent HIV'*

Male

### Involving more community members

Participants recommended involving more community members in future DVDs/calendars. The desire to see more young people involved was expressed by younger and older participants. One participant suggested including different community groups, such as churches, social and youth groups, as well as schools. Another participant suggested engaging in a train the trainer programs for sexual health education to community members.

*'Ask more young people to make more DVDs on different sexual health issues in our community'*

Female

*'...get more young people in your next video'*

Female

## 4 Conclusion

Overall, the Sharing Stories DVD and calendar were viewed favourably by participants. The content was well received by participants and considered to be educational. Findings from the evaluation suggest that the DVD and calendar improved participants' knowledge on: the importance of sexual health awareness and education; the legal age of consent and potential consequences of age falsification; people living with HIV (PLHIV), including the impact of discrimination and stigma; and available sexual health services and resources. Findings from the evaluation also suggest that the DVD and calendar may have encouraged participants to share sexual health knowledge in their community. The DVD and calendar was considered to be easy to understand and the format proved to be an acceptable way of communicating a culturally sensitive topic. Findings suggest that future editions should include additional content and feature a broader range of people from the community.