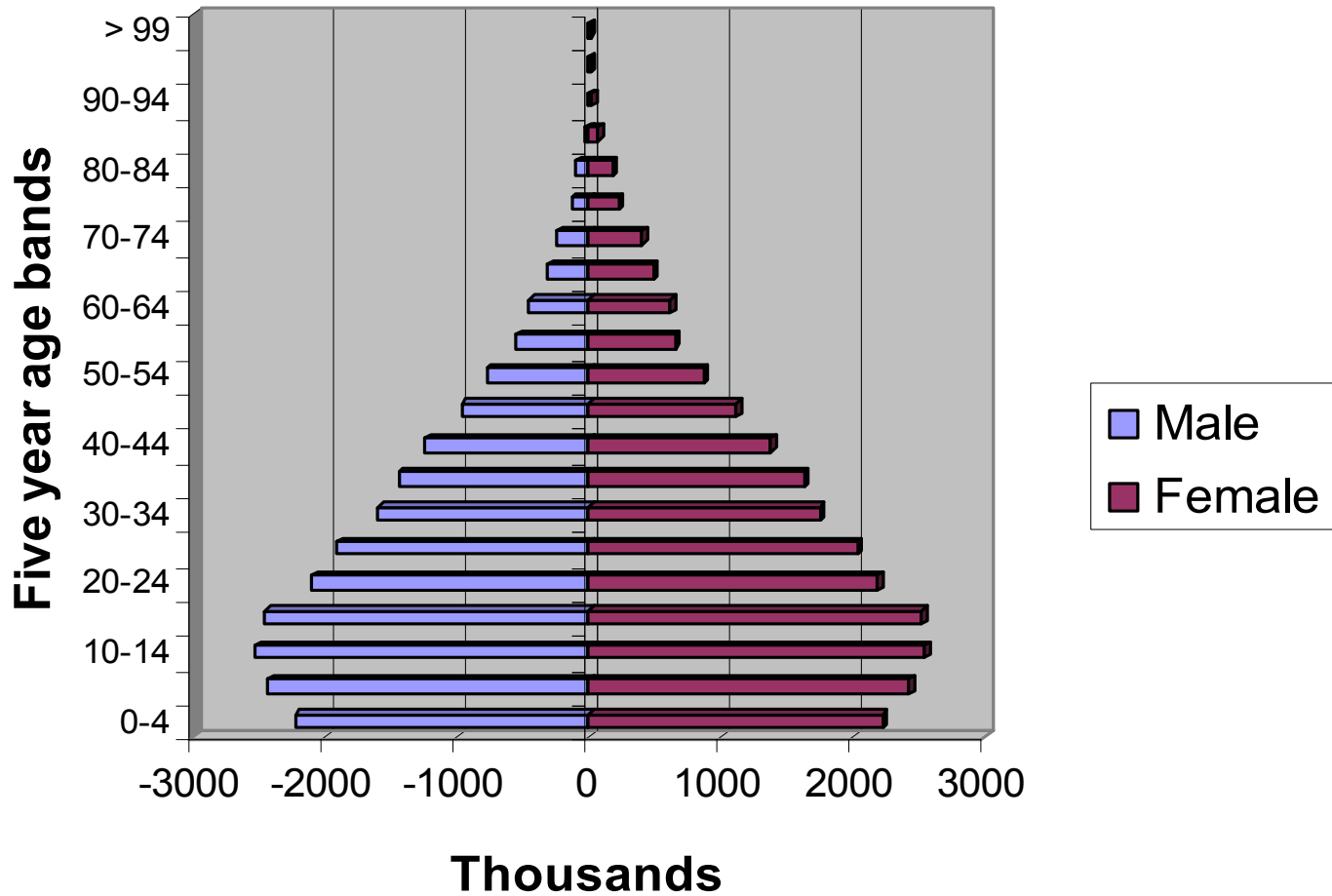


- 1. HIV/AIDS places even more responsibility on fathers**
- 2. Major drivers of HIV are “learnt” at home**
- 3. Fathers defer to the media about issues of sex and relationships**
- 4. Active fatherhood can trump media influence**

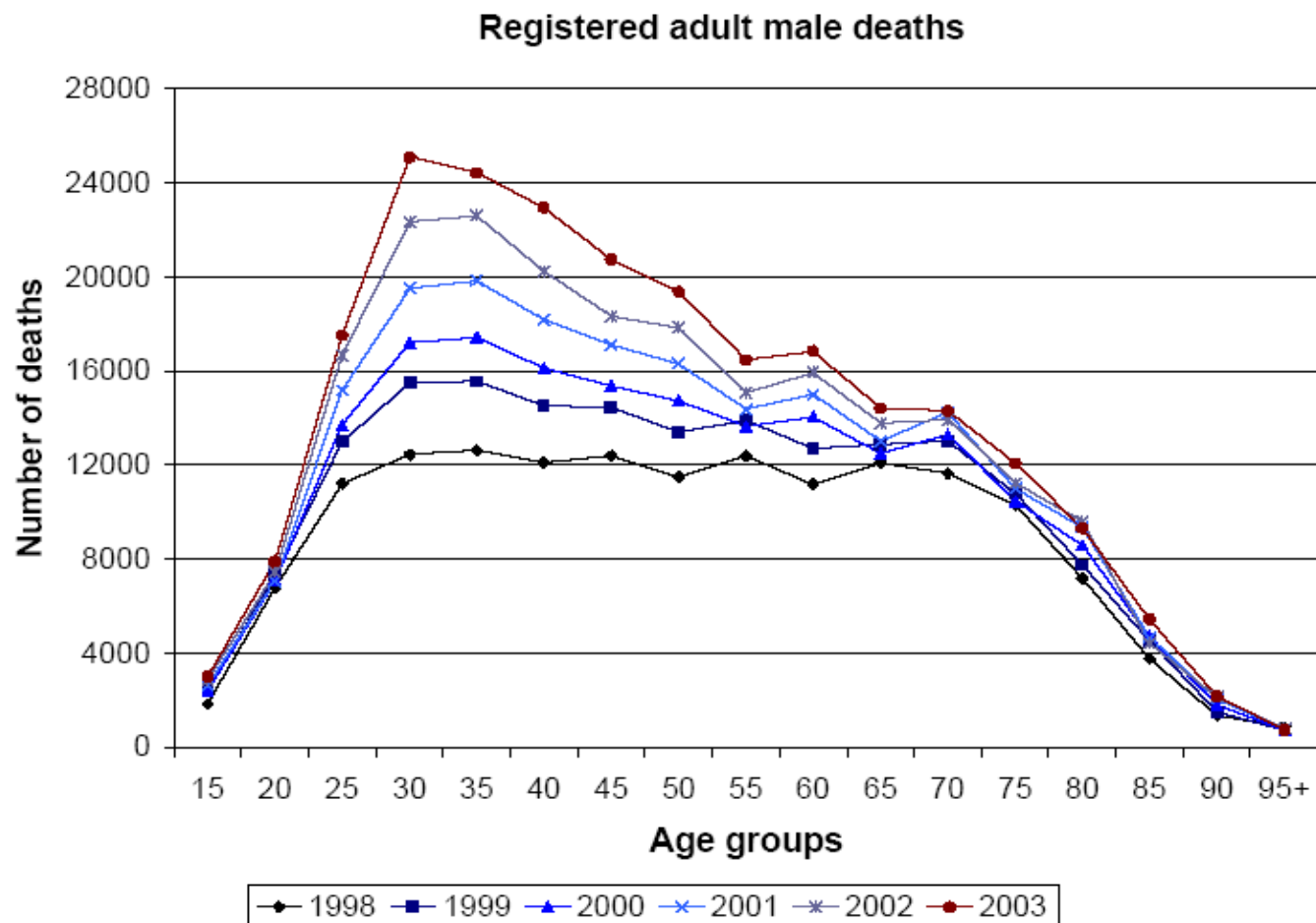
- 1. HIV/AIDS places even more responsibility on fathers**

Population South Africa 2001

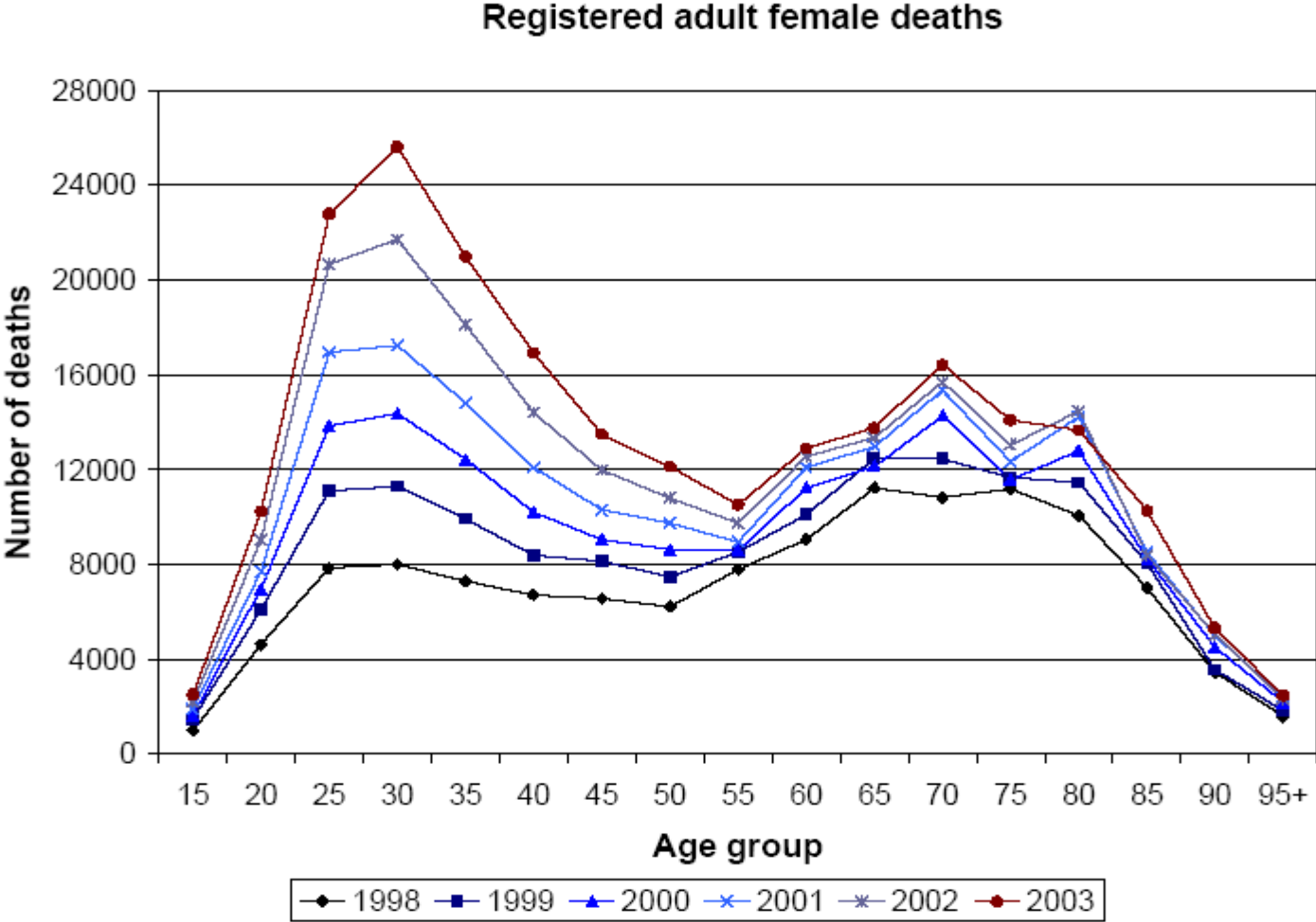


Source: Statistics South Africa, 2002

Actual male (15+) mortality, South Africa 1998-2003



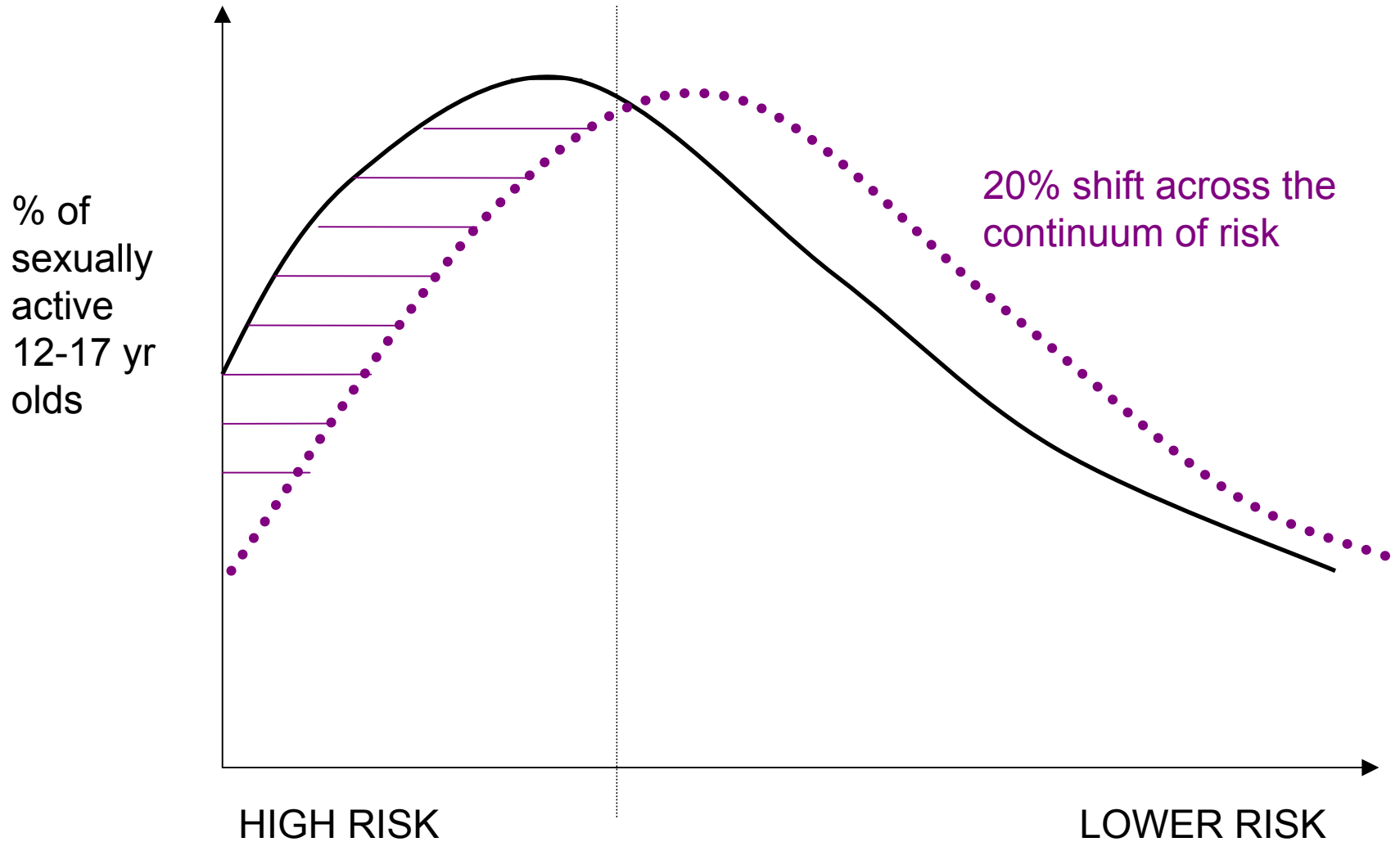
Actual female (15+) mortality, South Africa 1998-2003



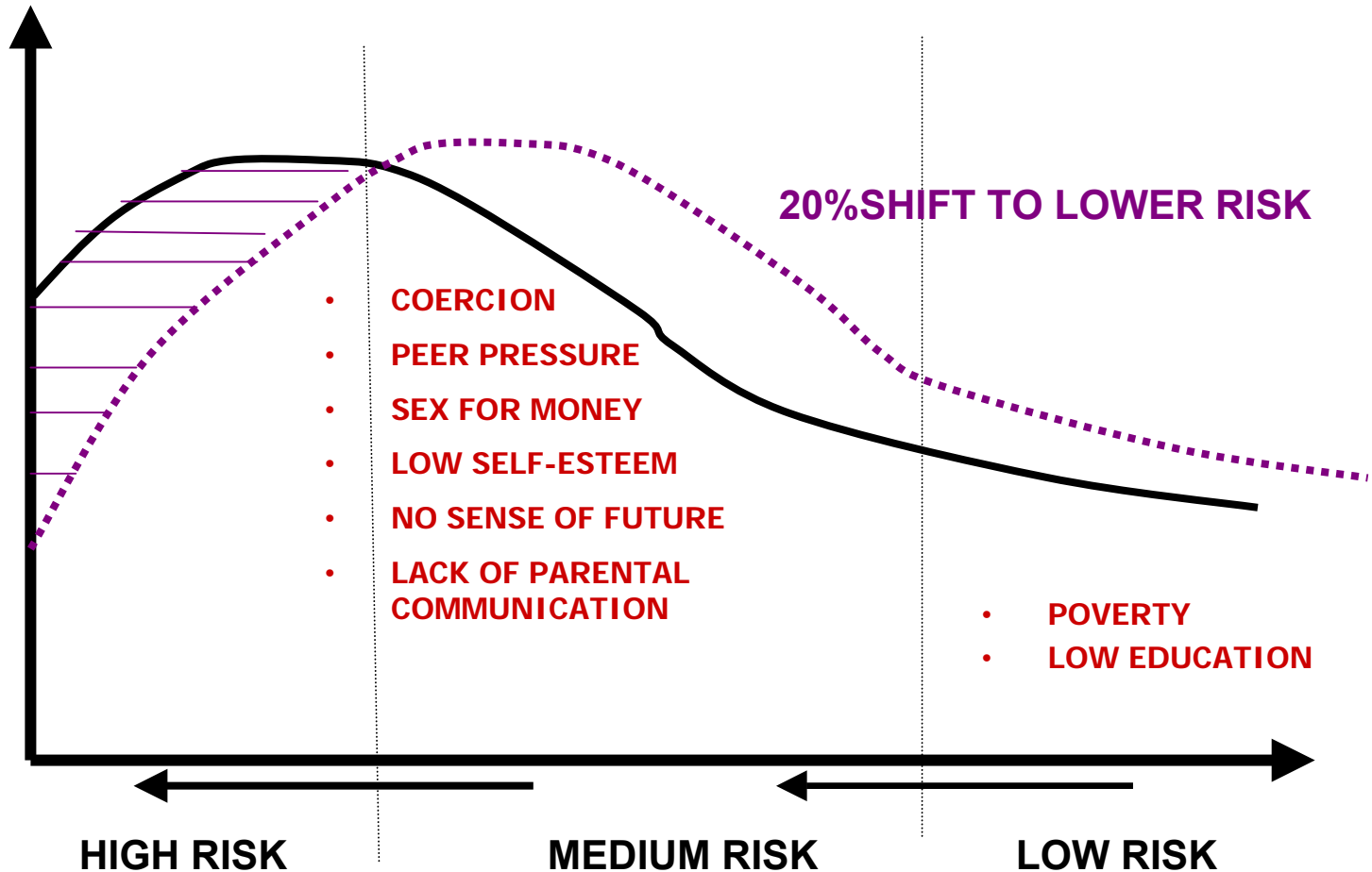
Source : "Unabated rise in number of adult deaths in South Africa"; Bradshaw, Laubscher, Dorrington, Bourne, Timaeus; SAMJ - scientific letter in April 2004 edition

**2. Major drivers of HIV are “learnt”
at home**

A modest shift in risk behaviour could trigger sharp declines in HIV



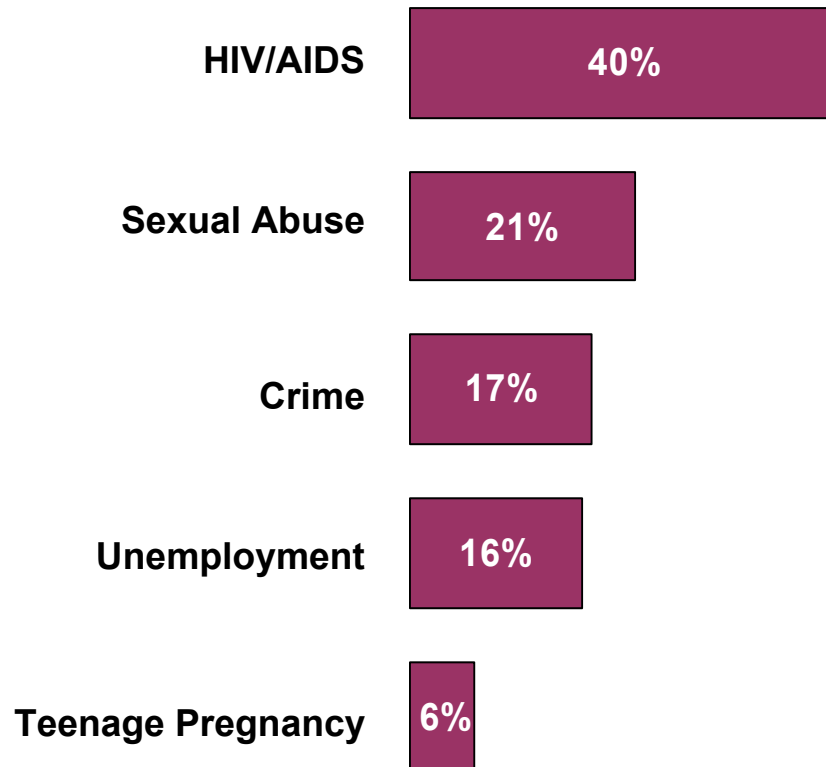
Drivers of high risk behaviour



3. Fathers defer to the media about issues of sex and relationships

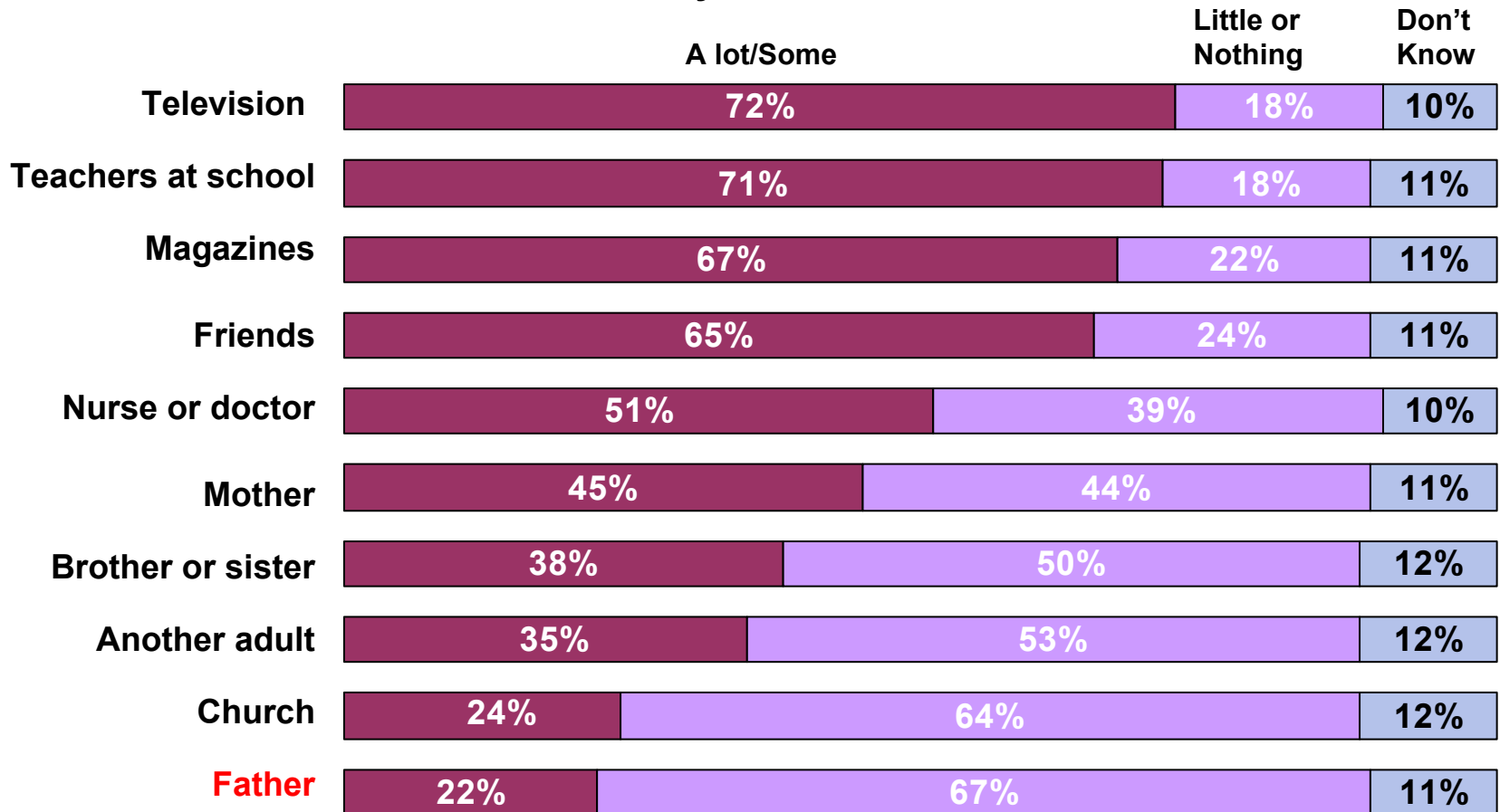
Parents Most Likely to Name HIV/AIDS as Greatest Concern for Youth

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



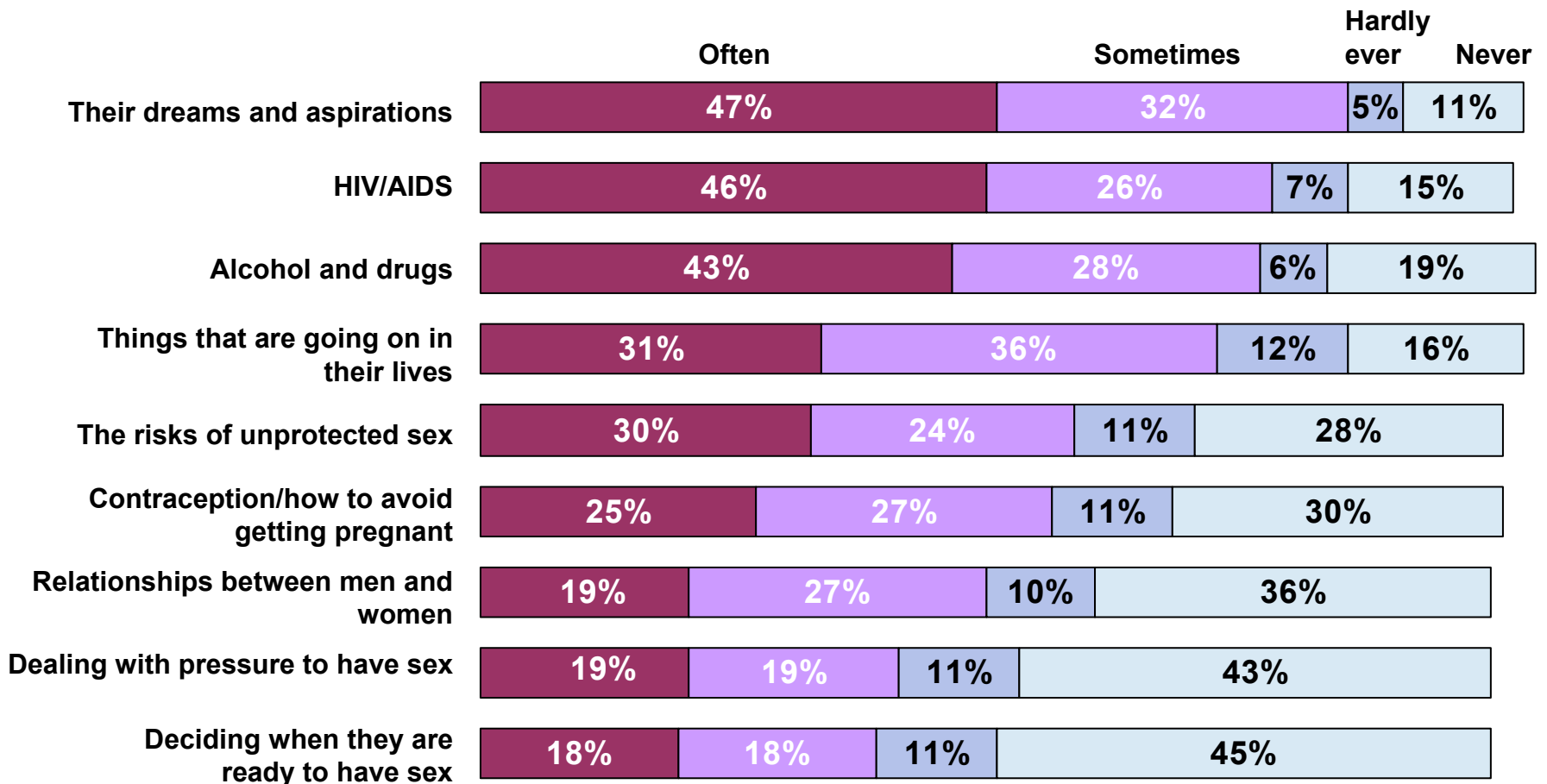
Youth Most Likely To Say Media, Teachers and Friends Provide Information about Sex, Sexuality and Relationships

Percent of all youth who say they receive information about sexuality from each source...



Parents Talk With Their Kids About...

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



*Don't knows not shown

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

4. Active fatherhood can trump media influence

- **Evidence of role of media in shaping sexual behaviour is equivocal**
- **Evidence of role of parents is clear**
- **Over 95% of 15 year olds are HIV negative – that's real opportunity for fathers**