



Protect yourself. Protect others.

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PRESS RELEASE

Siyayinqoba Beat It! is back!

Complicated relationships. Sex. Domestic violence. An indiscriminate killer. Unfortunately, for many South Africans this isn't the stuff of daytime soap operas, it's a reality. There is however one daytime show with the courage to tackle these issues head on. Issues which all stem from the HIV/AIDS pandemic. The show is Siyayinqoba Beat It! which airs every Thursday at 1:30 p.m. on SABC 1.

Entering its 7th season, with the support of SABC 1 and SABC Education, Siyayinqoba Beat It! explodes onto your screen with more hard-hitting topics about people living with HIV. Proudly presented by people living with HIV, Siyayinqoba Beat It! helps us all live positively in a world with AIDS, taking us into the lives of people who are meeting the challenges of this extraordinary disease – one of the biggest challenges facing South Africa today.

Siyayinqoba Beat It! pulls no punches in its quest for the truth about AIDS-related issues. With its groundbreaking investigative style, the show seeks to not only to expose the crisis created by AIDS but to show how people are able to live a normal life with the disease and ultimately beat it. By employing Community Journalists with a unique affinity to their neighbourhoods, Siyayinqoba Beat It! is able to candidly reveal real life stories without judgment.

This season the key message of the show is Protect Yourself. Protect Others. This message can be applied to all themes touched on in the show. For example, reducing one's number of sexual partners protects you and your partner; preventing HIV transmission from mother to child, protect the child and the mother; being screened for TB protects your health and that of those around you and of course using condoms protects you and your partners. Siyayinqoba Beat It! is premised on the principle that treatment and prevention are interdependent. Key messages that will be highlighted on the show and in Siyayinqoba Beat It! advertising communication includes regular testing and starting ARV treatment at the right time; reporting sexual abuse and rape (a major contributor to the spread of HIV), alcohol abuse and its relation to risky sexual practices; partner reduction – more partners means more risk, less partners means less risk and encouraging safer sex always.

The new season includes a wide array of uplifting, impactful topics such as a how HIV positive and negative partners successfully live and love together. Other episodes deal with topics such as: women, sexual abuse and domestic violence; having multiple partners – the so-called “ministers”. This is a slang term is given typically to older men who provide food, clothing, transport (i.e. Minister of Transport) or gifts to younger girls in return for sex. Siyayinqoba Beat It! does not judge those involved in such relationships. Rather the show makes us aware of the risks of being involved in a relationship with many sexual partners. Siyayinqoba Beat It! encourages us to take control of our lives, seek alternatives and always insist on safer sex.

These themes are also tackled in thought-provoking public service announcements which will be flighted during the show. These PSAs were conceived, written and directed by some of South Africa's up and coming film makers who keep Siyayinqoba in tune with South Africa's youth and speak to them on their own terms.

Siyayinqoba Beat It! targets all people living with HIV/ AIDS, our partners, families, friends, colleagues and caregivers. It is aimed at the community as a whole - and is therefore a family program. Siyayinqoba Beat it! is at the forefront of getting people to be open about the disease through frank discussion and showing – through energetic HIV positive presenters – that it's possible to live a full, enriching life with HIV/AIDS.

Be sure to tune into Siyayinqoba Beat It! every Thursday at 1:30 p.m. only on SABC 1. Repeat broadcast at 5:00 a.m. every Friday.

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Protect others.