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**TNS**

**PROJECT SASHA FIERCE  
IDI DISCUSSION GUIDE  
NGOs  
Job No: 233105381**

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### **OBJECTIVES/ BROAD QUESTIONS FOR OUR NGOS**

#### **What is unique about South African women?**

What is distinctly younger female about this, as opposed to the broader market?

What do models for success, beauty, parenthood, women, femininity, success, look like, and how are these changing?

#### **What social forces are shaping these women's views of the world?**

How do developments in transport, education, communications, and digital impact social life?

How do these social forces affect access to services?

#### **What are their attitudes and access to female health care products?**

What factors affect her choices and attitudes towards sex and female health care?

#### **Where are SA's young women going?**

Who is leading change?

What are the sticking points? What will the tipping points be?

#### **The overall objective of the in-depth discussion:**

To gain a holistic understanding of factors influencing perceptions, needs, beliefs and choices of South African women aged 14 - 25, in order to craft a successful strategy for product development and communication

**NB.** NGOs within the sectors of gender politics, women's health and education have been targeted for the in depth discussions

### **DISCUSSION TIMING 90 MINS**

	<b>Gender/ patriarchy /agency</b>	<b>Women's health</b>	<b>Education/ leadership</b>	<b>Est. Time Allocation</b>
<b>Section A &amp; B: Introduction and context</b>	x	x	x	15 min
<b>Section C: Lives in context of social forces</b>	(x3)	(x2)	(x3)	
<b>Section C1: Education</b>			x	15 min
<b>Section C2: Women's agency</b>	x	x	x	15 min
<b>Section D: Female health practices</b>	x	x		25 min
<b>Section E: Closing</b>	x	x	x	5 min

### **SECTION A: INTRODUCTION (5 MIN)**

- MODERATOR TO INTRODUCE SELF AND THE PROCESS
- WELCOME PARTICIPANT AND ACKNOWLEDGE THE VALUE OF PARTICIPATION

- MODERATOR TO COMMUNICATE THE FOLLOWING IMPORTANT INFORMATION:
  - o SET CONTEXT: Interview is one of a few across a cross spectrum of NGOs to provide an initial view of dynamics. This phase is one of several bespoke research modules. As noted in our set up meeting, the focus is on the lower income South African woman aged 14-25 years
  - o DURATION (1,5 HOURS)
  - o CONFIDENTIALITY
  - o RECORDING
  - o PLEASE ASK THE EXPERT TO MENTION ANY BOOKS, ARTICLES, STUDIES, REPORTS, AND MATERIALS AVAILABLE IN PRINT OR ONLINE THAT MAY RELATE TO THE SUBJECT

NOTE : All questions asked of participants are in sentence case (small letters)  
: NOTES TO MODERATOR ARE IN CAPS

- PARTICIPANT TO INTRODUCE HIMSELF/ HERSELF:
  - o Role within NGO
  - o Brief background of the NGO and the work that it does

## SECTION B: CONTEXTUALISING THE LIFE OF THE YOUNG SOUTH AFRICAN WOMAN (10 MIN)

MODERATOR, KEEP DISCUSSION THROUGHOUT FOCUSED ON THE YOUNG SOUTH AFRICAN WOMAN, AGED 15 TO 25. E.g. how is the unique/ specific to young women vs. older women; or broader market?

- **Describe the reality** for young women in South Africa today:
  - o How would you **describe her**? EXPLORE  
EXPLORE HOW LOWER INCOME WOMEN ARE UNIQUE/SIMILAR TO OTHER UPPER INCOME YOUNG BLACK FEMALES
  - o PROBE AGES SEPARATELY 14 - 18 AND 19 - 25 (ANY SIMILARITIES/ DIFFERENCES, EXPLORE)?  
MOD HOW DOES PUTTING AN AGE FACTOR SHAPE PERCEPTIONS?
  - o How is being a young black female similar/ different for these women vs. their mothers?  
MOD TO ARRIVE AT A THEN/NOW PICTURE
- Expand on the **role models/ influencers** in the lives of young black females  
EXPLORE UPPER VS. LOWER INCOME - ARE THERE ANY DIFFERENCES? EXPLORE
  - o Why?
- If I asked you to imagine the **lives of South African women** today, and then compare that with **yesterday** (e.g. 15 years ago) how would that look? EXPLORE
- And the lives of South African women in the future e.g. in 15 years' time - for women their age in the **future**. How would that look? EXPLORE

## SECTION C: UNDERSTANDING THE LIVES OF YOUNG WOMEN IN THE CONTEXT OF SOCIAL FORCES (50 MIN)

- Discuss the **social forces** you believe are key in defining this young woman today MODERATOR TO JOT DOWN KEY AREAS.

MOD EXPLORE FOR EACH KEY AREA

- How does this relate to young black females (vs. white) and lower income (vs. upper)?
- How is this an issue for young females vs. young males? EXPLORE
- How has that changed over time, and what is your view on what this may look like in the future?
- In what ways do you see this impacting young black females?  
MOD EXPLORE ATTITUDES (VIEW OF THEMSELVES/ WORLD) & BEHAVIOUR (WHAT THEY SAY/ DO)

MOD TO ALSO DEEP DIVE 1/ 2 TOPICS DEPENDING ON NATURE OF FOCUS AREA OF NGO. REFER TO TABLE.

## **Specific Social Forces to Explore**

### **C1. Education**

- What role do you see education playing in the lives of young females?  
PROBE:
  - o **Impact of education** on the lives of young women, how they behave, and what choices they make
  - o **Attitudes towards education** in general among this age/income group
  - o **Gendered differences** and how they manifest in the education system
  - o How this impacts **young women's schooling experiences/life**
  - o How, if at all, are these **dynamics are specific** to the young South African woman?
  - o In what way does this **shape their future development** goals and prospects?

### **C2. Women's agency and leadership**

- In your view, what does **empowerment of young women** entail?
- Demonstrate how young women in South Africa are empowered
- How is this different to that of young men/older women/more affluent women?
- If applicable: how does the sense of/lack of empowerment impact their **self-belief** and behaviour?
- In what ways do they view and express empowerment?  
IF NOT MENTIONED, PROBE:
- Okay, now let's talk empowerment with regard to several issues:
  - o Support of family and community;
  - o Having skills, ideas and knowledge;
  - o Being employed and employable;
  - o Having access to services;
  - o Being able to demand her rights – to education; healthcare; marriage; family planning
- Would you consider these to be vital to the empowerment of young women? Why?
- Do young women see themselves as **leaders for change**? How do they express this?

## **SECTION D: FEMALE HEALTH PRACTICES, ATTITUDES AND DRIVERS OF BEHAVIOUR (20 MIN)**

- Discuss some of the **challenges** that young black females face today, health wise
- If you had to prioritise/ or pick two **key HEALTH issues** that warrant attention – which ones and why?
  - o What recommendations would you make to addressing these? EXPLORE
- Being an NGO worker, what have been your observations regarding attitudes of women regarding **contraception** and sexual health?
  - o What about amongst younger females? So those aged 14 - 25?
  - o Explore factors of importance
  - o Describe the **role of key influencers** (i.e. mothers, grandmothers, aunts) in perpetuating/discouraging these behaviours
  - o Let's consider the outcomes of these behaviours. What are they and how do they impact on the lives of these women?
- What **resources** do they have at their disposal to deal with female health issues?

### SECTION E: WARM DOWN/ CLOSING (5 MIN)

- Considering all these factors discussed, what is the future for South Africa's young women?
- Any final thoughts?

**THANK PARTICIPANT AND CLOSE**