

Brothers for Life, SABC Education and SABC Radio launch Men's Health Talk Show

Brothers for Life, the National Men's Campaign, in partnership with SABC Education and SABC Radio have started a new series of radio talk shows to focus attention on men's health and to identify brothers within communities that are making a positive contribution to their communities.



"Often the problems that arise in relationships between men and women can be attributed to health related issues, such as unhealthy lifestyles or risk taking behaviours by men. The *Brothers for Life* Men's Health Talk shows are designed to get men and women talking about the health of men. Improving the health of men can improve the health of families too as men often make critical decisions regarding the health of the family", says Mandla Ndlovu of *Brothers for Life*.

Over the next 26 weeks the *Brothers for Life* Men's Health Radio series will tackle a number of issues like relationships, fatherhood, medical male circumcision and penile erectile dysfunction and prostate cancer.

Brothers for Life and the SABC also want communities to be part of the programme by identifying brothers in their communities who are making a difference and to tell the world about what they are doing.

Nominate brothers

Each week listeners can write into their favourite radio stations and nominate brothers from their community who they believe are making a huge difference in the lives of people. Each station will select three brothers each month who will be nominal for a brother of the month award. The three selected brothers will be featured at the end of each month as part of the show and listeners will have the opportunity to select a brother of the month.

The three selected brothers will each receive a hamper from *Brothers for Life* and the brother of the month will win an all expenses paid trip to attend an International Men's Day event where their work will be acknowledged.

"We know there are many men out there that are making a positive contribution to their communities. What we are trying to do is to identify community ambassadors that will join the likes of Teko Modise, Matthew Booth, John Smit, Graeme Smith and Jimmie Earl Perry amongst others and be ambassadors within their communities mobilising men to do the right thing and become *Brothers for Life*", says Desmond Lesenjane of Sonke Gender Justice, one of the participating organisations.

An important campaign

"*Brothers for Life* is an important campaign because men have an important contribution to make the health and wellbeing of our nation and the empowerment of women", says Pontso Makhetha, Head: Public Information & Social Development Unit SABC Education. "This show is not only about Men's Health it's also about recognizing the many men in our communities that are making a powerful difference in the lives of people around them".

Brothers for Life is a collaborative by the South African National AIDS Council (SANAC), the Department of Health, USAID/PEPFAR, Johns Hopkins Health and Education in South Africa (JHHESA), Sonke Gender Justice, the United Nations System in South Africa and over 100 other civil society partners working in the field of HIV prevention and health. For more information about *Brothers for Life*, please visit www.brothersforlife.org.

The radio stations and times on which the *Brothers for Life* Radio Talk Shows take place are:

Umhlobo Wenene fm Mondays 10h05-10h35
Thobela fm Mondays 21h00-21h30
Phalaphala fm Tuesdays 21h05-21h30
Munghana Lonene fm Tuesdays 21h05-21h30
Ukhozi fm Tuesdays 21h05-21h30
Lesedi fm Fridays 10h30-11h15
Ligwalagwala fm Mondays 21h05-21h30
Motsweding fm Tuesdays 12h20-12h40
Ikwekwezi fm Mondays 10h05-11h00
XKfm Wednesdays 19h05-19h35

Trufm a youth station that will do 5-minute inserts a few days a week.

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