

Dear colleague, we recently announced details of the HIV/AIDS summer campaign in the June issue of HEADLINES ... / Dr. Spencer Hagard, Chief executive, Health Education Authority.

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DEPARTMENT OF
PUBLIC HEALTH MEDICINE

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Dear Colleague,

We recently announced details of the HIV/AIDS summer campaign in the June edition of HEADLINES.

I am now writing to update you on each element of the campaign and to enclose copies of all new advertisements.

1. Radio Campaign: 'Personal Testimonies'

Five new radio 'Personal Testimony' commercials (Steve, Chris, Craig, Luke, and Catherine) have been 'on air' since mid-June. These will run until the end of September.

2. Gay Press advertisements

There are five new press advertisements aimed at men who have sex with men. These will run until November.

Four of the ads focus on safer anal sex, better lubricant practice and better use of condoms. The style of the ads is different from previous campaigns and were developed to reflect research which highlighted misconceptions or lack of knowledge, such as the use of baby oil as a lubricant. These will all be running in the gay press.

The fifth new ad will run in a wider selection of press, such as style and music magazines. It is aimed at increasing safer sex amongst young gay men who currently feel that they and their peers are at a low level of risk, particularly if they are not out or 'on scene'.

3. Young People

A new press advertisement aimed at young people poses the question: "How far will you go before you mention condoms?".

Research consistently shows that people know that condoms can protect them. But they have problems in knowing when to mention them: too early in the encounter, there is the fear of seeming pushy or 'easy'. Becoming too carried away could mean that it's left too late. People worry about making the 'wrong' move; they're often embarrassed and don't want to spoil the moment. This advertisement gives advice on a suitable moment. It will run in the women's press and youth publications through August and September.

Chief Executive Dr Spencer Hagard