

LS1 Refresher Campaign

Final August 27, 2015

Abstinence



I'M PROUD TO BE A VIRGIN.



**YOU MAY CALL ME
TOOTHLESS.
BUT THAT'S MY WAY
OF STOPPING HIV.**

WHAT ABOUT YOU?



Obulamu?



I'M IN THE 'A' CLASS.



**I'M 'A'BSTAINING
FROM SEX FOR NOW.
THAT'S MY WAY OF
STOPPING HIV.**

WHAT ABOUT YOU?



Obulamu?

MCP



I'M FOCUSED ON ONE GIRL.



THAT'S MY WAY OF STOPPING HIV

WHAT ABOUT YOU?



Obulamu?



I'M FAITHFUL TO MY MAN...



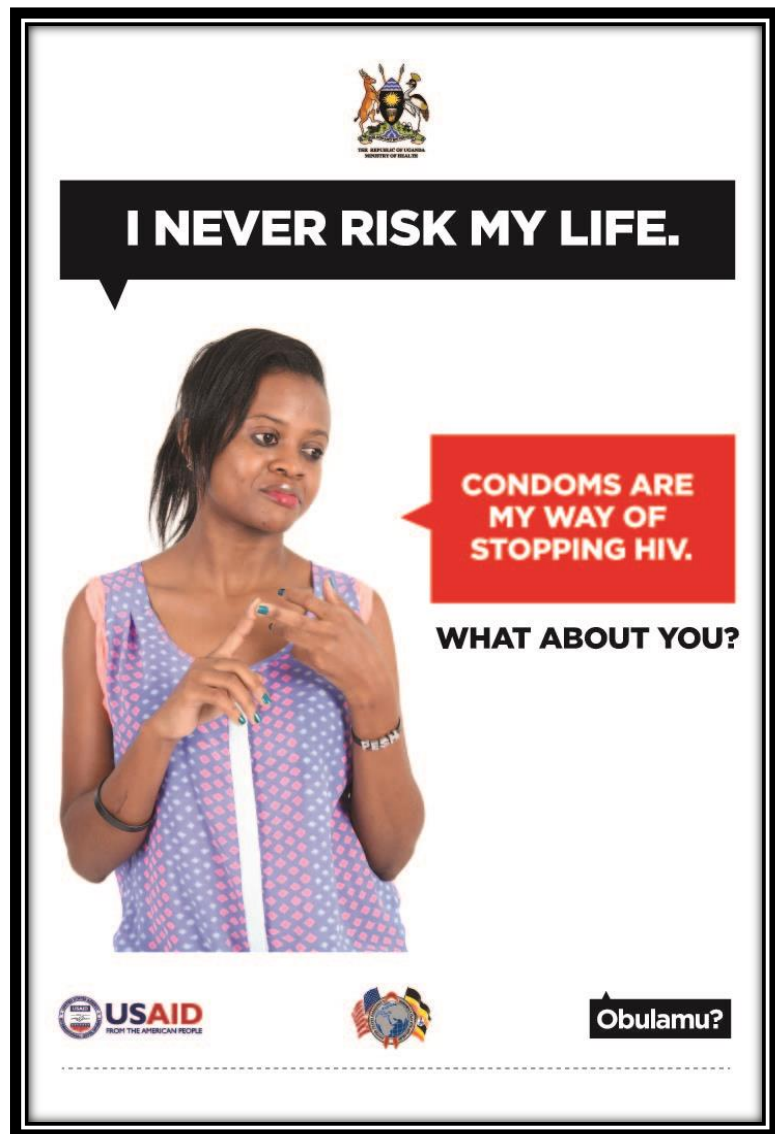
THAT'S MY WAY OF STOPPING HIV.

WHAT ABOUT YOU?



Obulamu?

Condom Use



The advertisement features a woman in a blue and white patterned sleeveless top, looking thoughtful with her hands clasped. At the top center is the coat of arms of Nigeria with the text "THE REPUBLIC OF NIGERIA" and "MINISTRY OF HEALTH". A black speech bubble at the top left contains the text "I NEVER RISK MY LIFE." A red speech bubble to the right of the woman contains the text "CONDOMS ARE MY WAY OF STOPPING HIV." Below this, the text "WHAT ABOUT YOU?" is written in black. At the bottom left is the USAID logo with the tagline "FROM THE AMERICAN PEOPLE". In the center bottom is the logo for "Obulamu?". At the bottom right is the text "Obulamu?" inside a black speech bubble.

I NEVER RISK MY LIFE.

CONDOMS ARE MY WAY OF STOPPING HIV.

WHAT ABOUT YOU?

USAID
FROM THE AMERICAN PEOPLE

Obulamu?

Obulamu?



The advertisement features a man in a brown polo shirt, smiling with his hands clasped. At the top center is the coat of arms of Nigeria with the text "THE REPUBLIC OF NIGERIA" and "MINISTRY OF HEALTH". A black speech bubble at the top left contains the text "WITH CONDOMS, I'M IN CHARGE OF MY LIFE!" A red speech bubble to the right of the man contains the text "THAT'S MY WAY OF STOPPING HIV." Below this, the text "WHAT ABOUT YOU?" is written in black. At the bottom left is the USAID logo with the tagline "FROM THE AMERICAN PEOPLE". In the center bottom is the logo for "Obulamu?". At the bottom right is the text "Obulamu?" inside a black speech bubble.

WITH CONDOMS, I'M IN CHARGE OF MY LIFE!

THAT'S MY WAY OF STOPPING HIV.

WHAT ABOUT YOU?

USAID
FROM THE AMERICAN PEOPLE

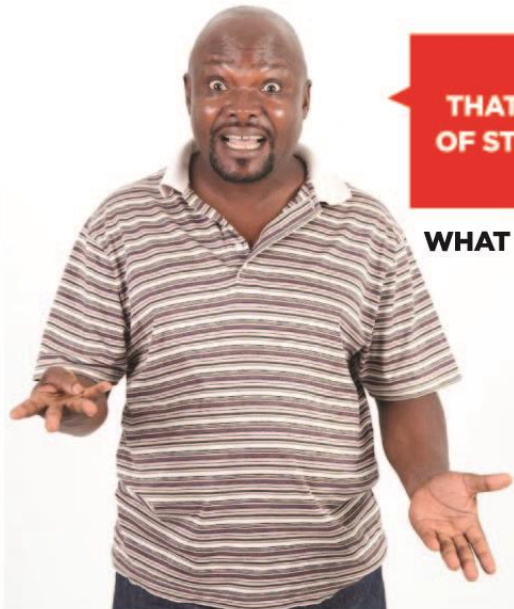
Obulamu?

Obulamu?

SMC



**I GOT CIRCUMCISED AND
ALSO USE CONDOMS.**



**THAT'S MY WAY
OF STOPPING HIV.**

WHAT ABOUT YOU?



Obulamu?



**HE GOT CIRCUMCISED
AND WE USE CONDOMS.**



**THAT'S OUR WAY
OF STOPPING HIV.**

WHAT ABOUT YOU?



Obulamu?

ART Adherence



I HELP HIM TAKE HIS ARVs.



**THAT'S MY WAY
OF STOPPING HIV.**

WHAT ABOUT YOU?



Obulamu?



I TAKE MY ARVs DAILY.



**THAT'S MY WAY
OF STOPPING HIV.**

WHAT ABOUT YOU?



Obulamu?

Unplanned Pregnancies



MAN, IT WAS TOUGH!



NO MORE SURPRISE PREGNANCIES FOR ME.

WHAT ABOUT YOU?



Obulamu?



I LEARNT FROM MY MISTAKES.



ACCIDENTAL PREGNANCY, NOT FOR ME ANYMORE!

WHAT ABOUT YOU?



Obulamu?