



**Safe Male
Circumcision
creative
execution
concepts**



Press 1



**“I WANT A
SON-IN-LAW...”**

**who'll sacrifice the pleasure for
a little while for the sake of my
daughter and grand-children.**

Safe Male Circumcision helps protect you and your partner from penile and cervical cancers and also greatly reduces your chances of contracting HIV, especially when you use a condom. Male Circumcision is a simple and safe procedure when done by a qualified doctor. After circumcision, you can return to your normal daily activities within a few days and can have normal sexual relations after a six-week recovery period.


Stand Proud - Get Circumcised.



To find out more about Safe Male Circumcision please call 0800123456
or visit www.safemalecircumcision.com



Press 2






Annette Walusimbi, Aged 38

**“I MARRIED
A MAN...”**

**who knows that Safe Male
Circumcision makes him
cleaner and healthier for me.**

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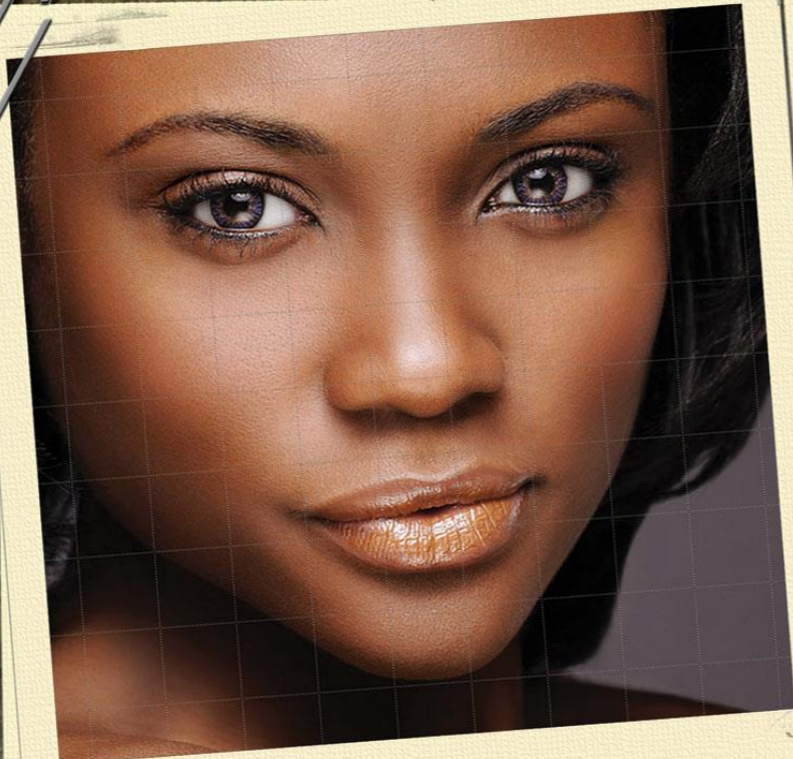
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Press 3






Annette Walusimbi, Aged 38

“I WANT A HUSBAND...”

who knows that by going for Safe Male Circumcision, he greatly reduces our chances of getting HIV.

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Poster/Billboard 1




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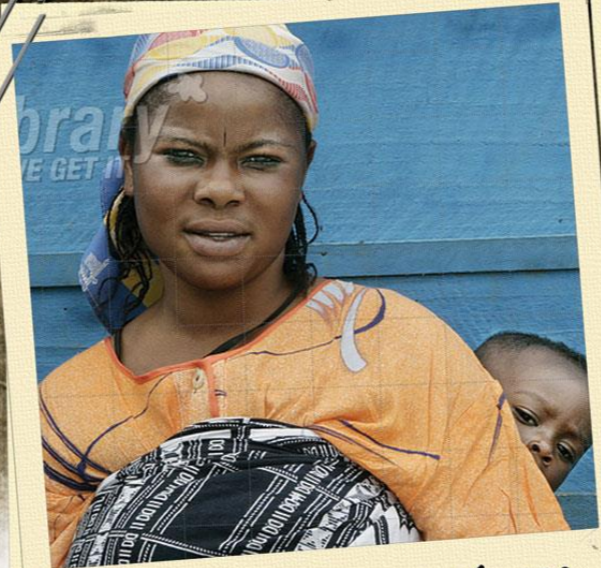
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Poster/Billboard 2




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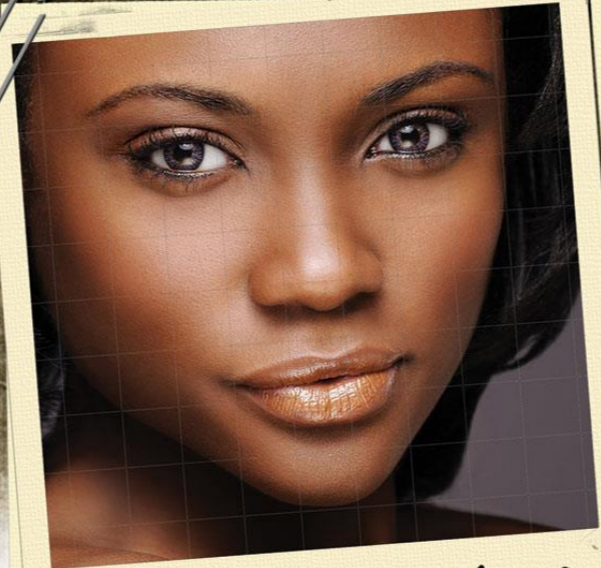
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Poster/Billboard 3




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Radio Spot

Female: Mwami, I'm worried (*hesitates*), it's about the food you've been eating at my table.

I know we've been very careful and you've made sure you wear gloves before you eat so that you don't get sick like me. But what if there's a repeat of what happened last night? We were so hungry that you almost didn't put on the gloves.

I know that if you...you...(*hesitantly*) get circumcised, then chances are you're less likely to become sick, even if the glove has a problem.

We can't do away with the glove when eating...but at least, if you're circumcised there's hope, (*pause*). It's not 100%...but it helps.

Male Announcer: Safe Male Circumcision combined with using condoms and sticking to one partner, greatly reduces your chances of getting HIV.

Get circumcised and stand proud for your family.



THANK YOU

