

Messaging in Gay Publications

early treatment

another incentive to get screened regularly

Commencing HIV treatment *before* your CD4 count drops to 200 can significantly lessen the impact of the virus and enhance your immune system's recovery. If you're HIV positive and not on treatment, come in for a free checkup - if your count is near 350 you will qualify for early treatment.

If you're not sure of your HIV status you may be positive while you could already be benefiting from treatment.

be responsible - don't waste time



Cape Town 021 447 2844 • Soweto 011 989 9756 • Pretoria 012 430 3272 • www.health4men.co.za • www.h4m.mobi
Consistent use of condoms and water-based lube, and reducing your number of sexual partners, remain your best defence against HIV



how do you protect your **hardware** from viruses ?

Most of us have a strategy to protect our software and hard drives from harmful viruses, but what's your strategy to protect **your body** from sexually-transmitted viruses? How do you know that it's really working for you? Come to us for a free scan to ensure your system is fully protected.



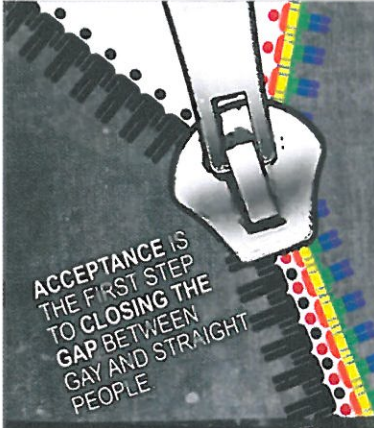
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HEALTH
4 MEN
top to bottom

Examples of posters developed specifically for display in shebeens and taverns.



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ACCEPTANCE IS THE FIRST STEP TO CLOSING THE GAP BETWEEN GAY AND STRAIGHT PEOPLE

For more information please get in touch with one of our Health4Men ambassadors in your area (021) 421 6127

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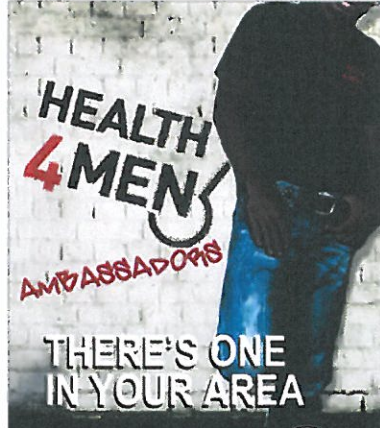


ALWAYS KEEP YOUR CONDOMS HAPPY BY USING AN OIL-FREE WATER-BASED LUBE

Oil-based lubes can weaken condoms causing them to tear and break. So always be sure that your lube is a water-based one!

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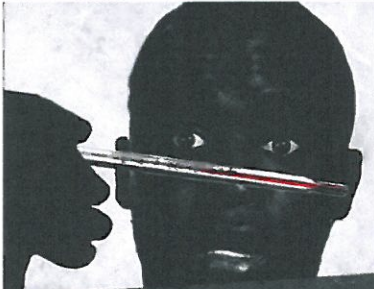


HEALTH 4 MEN! AMBASSADORS

THERE'S ONE IN YOUR AREA

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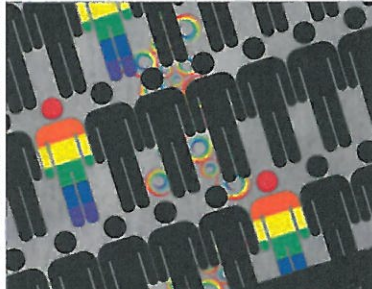
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BEING GAY IS NOT A SICKNESS OR A CHOICE

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BE PROUD TO BE YOU

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DON'T FORGET THE WATER-BASED LUBE!

For responsible sex always use a oil-free water-based lube with your condom

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ARE YOUR FRIENDS RUINING YOUR LIFE?

Friends who make you feel inferior and encourage you to make bad choices are NOT your friends

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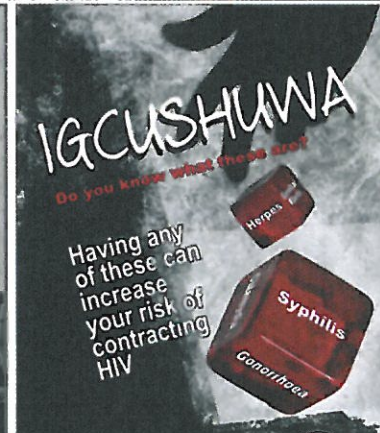
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If you drink before you ride use WATER-BASED LUBE and COVER UP SAFELY

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IGCUSHUWA

Do you know what these are?

Having any of these can increase your risk of contracting HIV

Herpes
Syphilis
Gonorrhoea

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