HIV TEST ONE MILLION HIGH SCHOOL STUDENTS

SHOUT-IT-NOW.org
the hiv testing challenge and opportunity is human
STOP THIRST

DRINK COKE
Abstinence
Be Faithful
Condoms

2000
Abstinence
Be Faithful
Condoms

2005
Overlapping
Partners

2007
Inter-Generational
Sex

2010
Male Circumcision
Treatment for
Prevention

MMC, Rx for Px
SELF
ACTUALIZATION
SELF ESTEEM
LOVE & BELONGINGNESS
SAFETY & SECURITY
PHYSIOLOGICAL
Howzit my Bru. Where you at?

Chillin’ at the clinic with a bunch of old sick peeps waiting to find out if I’m HIV positive.

LOL!
The Scene
The Counselor
The Risk Profile
The Ouch
The Oh Sh*t Wait
The Relief
The Celebration
COMMODITY COMMUNITY

USE PEER PRESSURE AS A POSITIVE FORCE FOR PARTICIPATION
My Name?
What if you know my Mom?

Won't It Hurt?
What If I'm +?
I LIKE
THANK YOU
MORE THAN
I LIKE
I TOLD YOU SO
PLAN ON TESTING TODAY?

32%
43,000 TESTED TODAY!

88%
260,000 MORE TESTED TODAY!

96%
FAST LANES
DRIVER’S LICENSE
BANK ACCOUNTS
SCHOLARSHIP APPLICATIONS
Need for HCD thinking all along chain