Context

Adults at risk of HIV acquisition – Limited new behavior change information. Limited innovation in HIV messaging methods. Ongoing risk of HIV acquisition. Adolescents and young people at risk of HIV acquisition – Global concern about HIV rates in young people, especially girls and young women. Challenges in reaching with appropriate messages. May not have seen historical BCC messages.

Those not tested for HIV in the last year – Pool of people not accessing HIV testing who we are not reaching with traditional encouragement for tests. People living with HIV – May no longer access positive living messages. May be struggling with stigma issues. May have a detectable viral load Families / partners of those living with HIV – May have lack of positive living information. Sexual partners may be at risk of HIV acquisition NGOs/ CBOs working with people at risk of HIV – May need new ideas to engage people who have not engaged with HIV testing/ care International funders and government agencies– Ongoing HIV transmission a high priority in national and international policies. Pools of people untested for HIV are difficult to access. Untested or untreated people may be driving the HIV epidemic. Need to encourage ongoing support for HIV/AIDS funding despite competing priorities with resource plateuing and donor fatigue. Greater development agenda beyond health- integrated initiatives encouraged (Sustainable Development Goals).



-Permanent exhibition in Uganda