



U.S. Agency for  
International  
Development

Bureau for  
Global Health

# SUCCESS STORIES

HIV/AIDS

## “Stop AIDS Love Life” Campaign Breathes Hope into AIDS Crisis

THE “STOP AIDS LOVE LIFE” campaign reaches across Ghana with messages about safe sexual behavior. The first phase, called “Shattering the Silence,” cleverly uses traditional marketing techniques to raise awareness and promote the “ABCs” of HIV prevention—**A**bstain, **B**e faithful to one partner, or wear a **C**ondom. The high profile multimedia campaign has reached more than 90 percent of the population, bringing information and prevention messages into towns and villages all over the country.

An estimated half a million adult Ghanaians are living with the virus that causes AIDS, and the disproportionately high rate of HIV infection among women (a women-to-men ratio of 2:1) has led to a vast increase in the number of pediatric AIDS cases. Adding to the crisis is the rising number of AIDS orphans, now estimated at more than 170,000 children. Clearly major behavior change among Ghanaians is essential if HIV transmission rates are going to slow.

“Stop AIDS Love Life” is working hard to help people make lifesaving behavioral decisions. The campaign, supported by the U.S. Agency for International Development, is a joint effort of the Ghana Ministries of Communication and Health, the Ghana Social Marketing Foundation, and the Johns Hopkins Bloomberg School of Public Health/Center for Communication Programs.

Using radio, television, music videos, and testimonials from people living with HIV/AIDS, “ABC” messages are woven into dramatic scripts for video, television, and radio spots. Popular personalities with young audience appeal deliver practical, lifesaving messages about “how to say no,” that “it’s OK to wait,” and “if you’re going to have sex, use a condom.” Other approaches feature positive role models in situations that help young people learn assertiveness and negotiation skills when they are confronted with sexual advances or feel pressured to have sex.

Building on the success of “Stop AIDS Love Life,” a second phase of the campaign is reaching out to traditional leaders, religious groups, and nongovernmental organizations to reduce stigma and to encourage compassion and support for those affected by HIV/AIDS. Called “Journey of Hope,” this phase includes training materials designed with the help of communities that move away from judgmental attitudes about safe sexual behavior and teach abstinence, fidelity, and condom use. In one poster series, HIV/AIDS is depicted as a rising flood where the only safe place is in one of three boats—abstinence, fidelity, or condoms.

“We believe together we  
have created huge  
momentum in Ghana to stop  
the spread of HIV/AIDS.”

—Ian Tweedie,  
Country Representative for Ghana,  
Johns Hopkins Bloomberg School  
of Public Health/Center for  
Communication Programs



Photo courtesy of Johns Hopkins Bloomberg School of Public Health/Center for Communication Programs

A large crowd in attendance at a “Stop AIDS Love Life” road show promoting HIV/AIDS awareness.

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