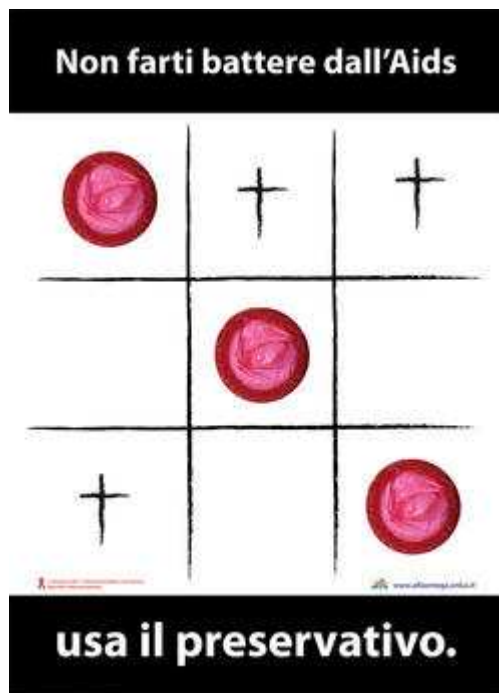


TRIS PREVENTION CAMPAIGN 2007

01/12/2007 to 31/01/2008

- Country: Italy
- City: CURTATONE - MANTOVA
- Venue: December 2007



A new first December, but Alfaomega Associazione Volontari is always here..and with all of you....
New Prevention Campaign TRIS 2007... A TIC TAC TOE GAME..BUT A SERIOUS ONE...

Our Idea

On the World Aids Day, ALFAOMEGA ASSOCIAZIONE VOLONTARI from Curtatone Mantua (Italy), following the World Aids Campaign slogan *“Stop AIDS. Keep the Promise”* , has promoted a Prevention Campaign called *“ Tris 2007”* .

The Association has created a postcard with the Tic Tac Toe game with this message: **“ DON’T GET AIDS TO BEAT YOU. USE CONDOM!”** (see attachment.)

Our Leaders

The postcard has got the approval of the Division of Infectious Diseases of our local Hospital, Drug Dependency Services of our District Health Authority, Medical and Pharmacists Association.

It has been activated the distribution of 20.000 postcards in our area, in youth places, pubs, discos, surgeries and chemistries.

Our 1st December

The matinee of the 1st December started with a meeting at one of the College of Mantua.

In front of 900 students, the founder of our Association, the psychologist Giovanni Malagutti and two doctors of the local Hospital told about AIDS in its medical, social, cultural and statistics aspects, answering to some colourful and energetic students questions. Condoms and postcards were distributed at the end of the meeting.

During the evening our Association was the special guest in a free “Stop Aids” party in a cultural-club of the city centre (“Ludas”). Prevention Leaflets, condoms and video messages were framed by good music and young people.

This is the message of the **B side** of the postcard...

DO NOT READ

IF YOU USE A CONDOM, AIDS CAN BE DEFEATED!

BUT IT ISN'T YOUR BUSINESS, IS IT?

IGNORANCE IS THE BIGGEST RISK OF YOUR LIFE.

DON'T GET AIDS TO BEAT YOU

http://www.worldaidscampaign.info/index.php/en/wac/world_aids_day__1/wad_2007_events_calendar/tris_prevention_campaign_2007