Safe Male Circumcision creative execution concepts
Press 1

"I WANT A SON-IN-LAW..."

who’ll sacrifice the pleasure for a little while for the sake of my daughter and grand-children.

Safe Male Circumcision helps protect you and your partner from penile and cervical cancers and also greatly reduces your chances of contracting HIV, especially when you use a condom. Male Circumcision is a simple and safe procedure when done by a qualified doctor. After circumcision, you can return to your normal daily activities within a few days and can have normal sexual relations after a six-week recovery period.

Stand Proud - Get Circumcised.
Press 2

“I MARRIED A MAN…”

who knows that Safe Male Circumcision makes him cleaner and healthier for me.

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Stand Proud - Get Circumcised.

To find out more about Safe Male Circumcision please call 0800123456 or visit www.safeMalecircumcision.com
Press 3

“I WANT A HUSBAND…”

who knows that by going for Safe Male Circumcision, he greatly reduces our chances of getting HIV.

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If you need more information about Male Circumcision, please call 0555 123456 or visit www.malecircumcision.com
“I MARRIED A MAN…”
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To find out more about Safe Male Circumcision, please call 1-800-843-5440 or visit www.circumcisioneducation.com
"I WANT A HUSBAND..."

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Stand Proud – Get Circumcised.
Radio Spot

Female: Mwami, I’m worried \textit{(hesitates)}, it’s about the food you’ve been eating at my table.

I know we’ve been very careful and you’ve made sure you wear gloves before you eat so that you don’t get sick like me. But what if there’s a repeat of what happened last night? We were so hungry that you almost didn’t put on the gloves.

I know that if you…you…\textit{(hesitantly)} get circumcised, then chances are you’re less likely to become sick, even if the glove has a problem.

We can’t do away with the glove when eating…\textit{but at least, if you’re circumcised there’s hope, (pause). It’s not 100%…but it helps.}

Male Announcer: Safe Male Circumcision combined with using condoms and sticking to one partner, greatly reduces your chances of getting HIV.

Get circumcised and stand proud for your family.
THANK YOU