

Figure 1: An 'end user' may understand the key message of a social marketing campaign to practise safe sex such as the use of a condom. However, if they are forced to get the approval of a 'Social Gatekeeper', they may either have to circumvent this custodian, or they simply give up and have 'unsafe' sex instead.

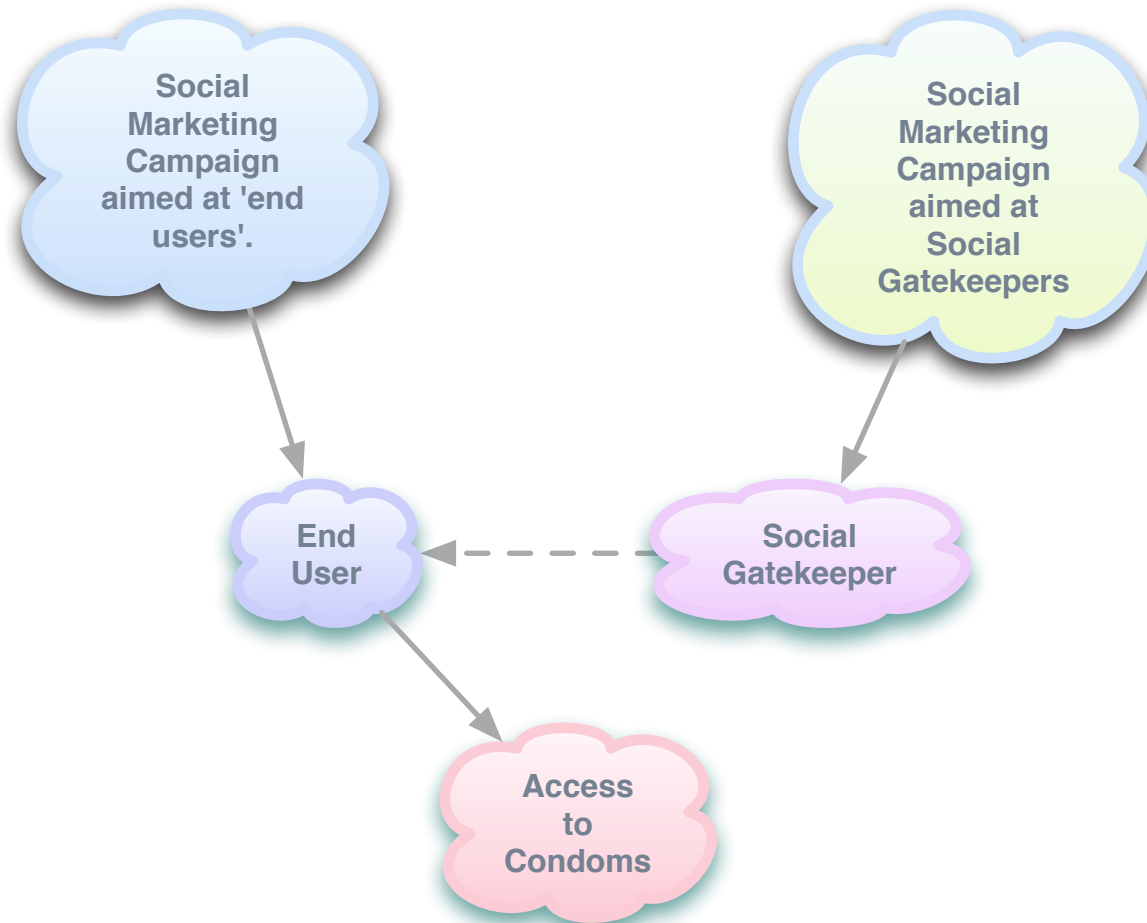
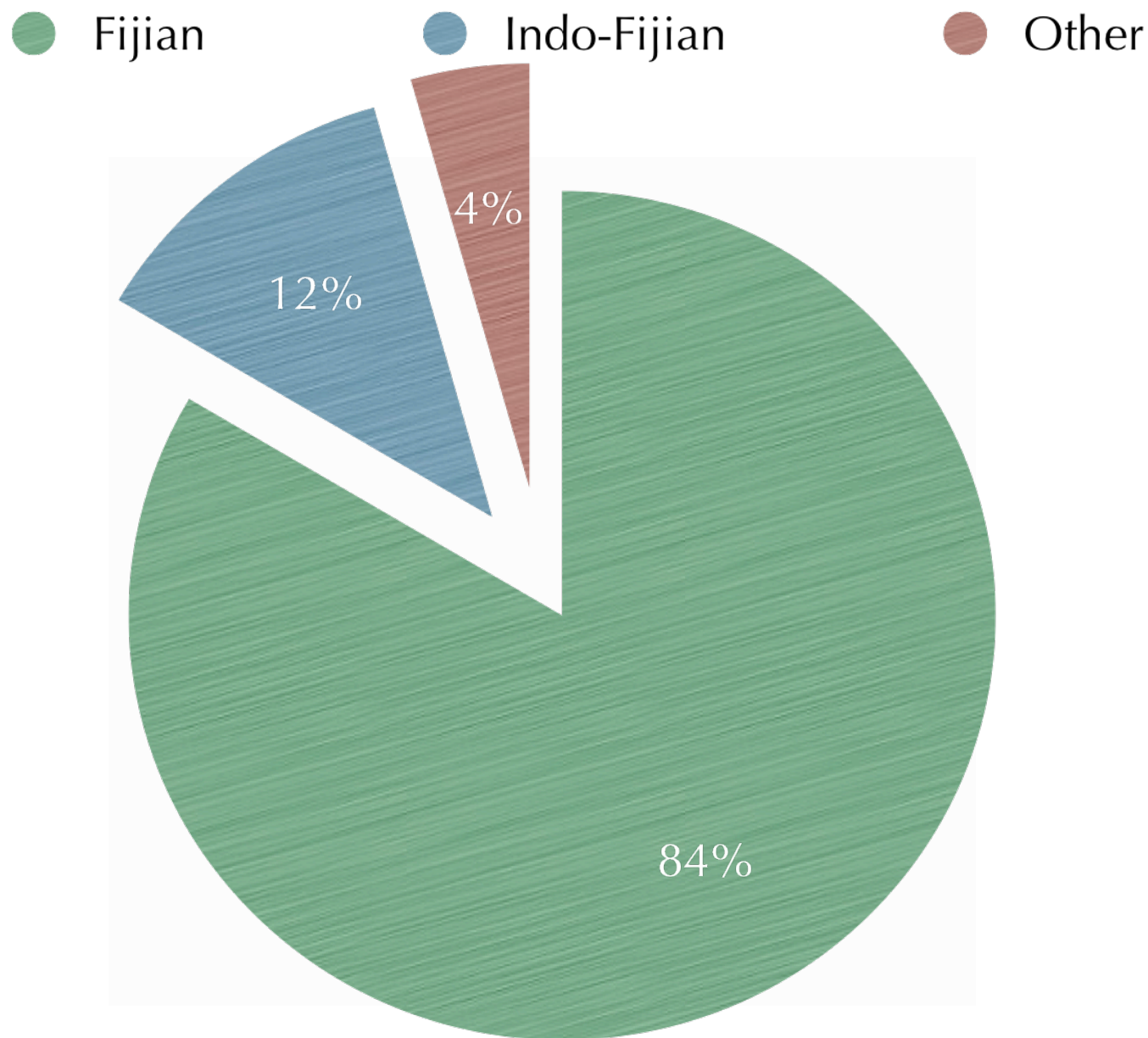


Figure 2: The rationale behind this study is to influence the Social Gatekeepers to be more positively inclined towards the use of safe sex practices including condom usage. Social Gatekeepers might change their attitudes to not impede behavioural changes. At best they may actually actively contribute towards it (dotted line).



HIV incident rate by ethnicity (March, 2005, Ministry of Health)

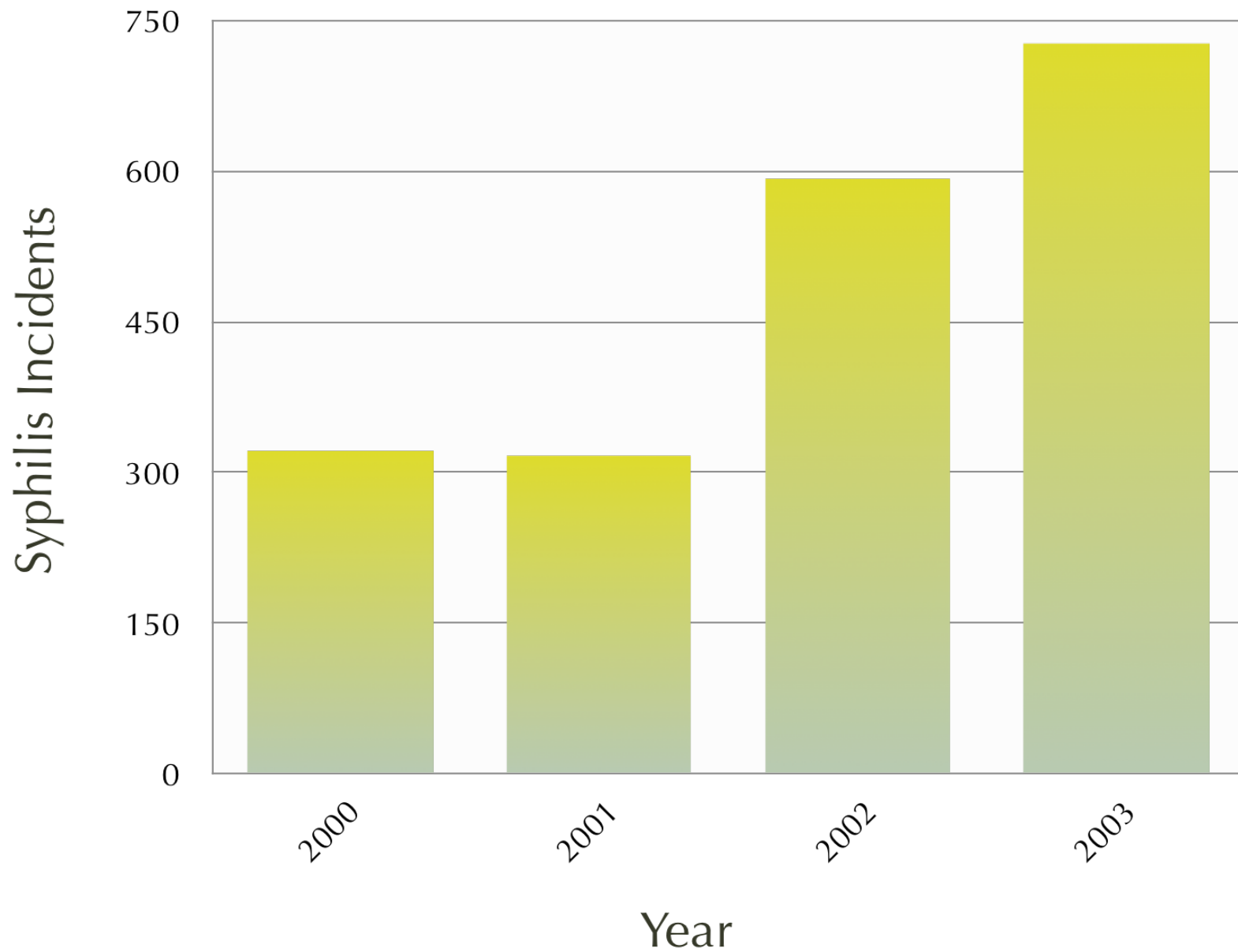


Chart 2: Incidents of syphilis from the years 2000 to 2003. Sourced from the Ministry of Health Statistics Unit.

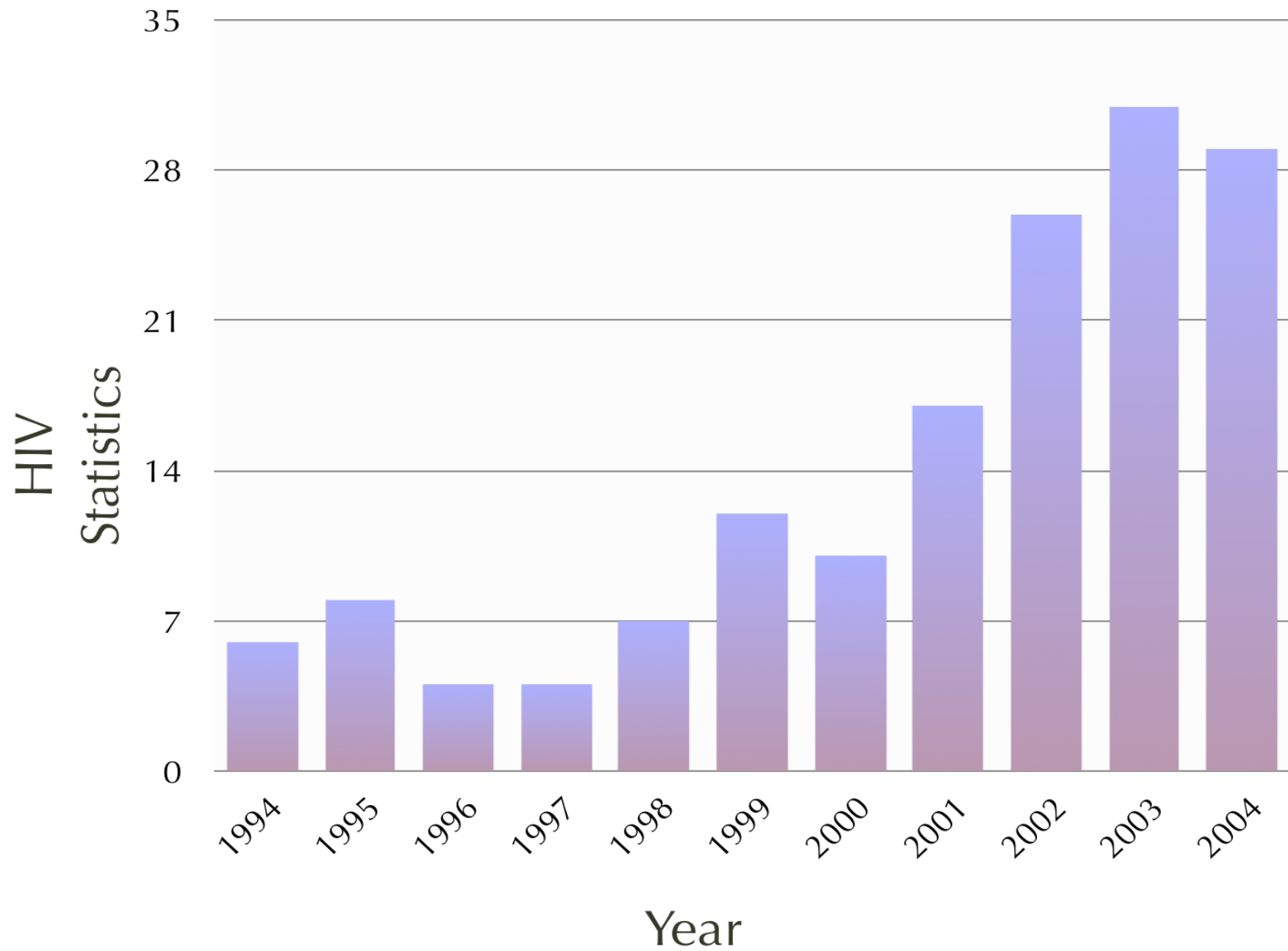
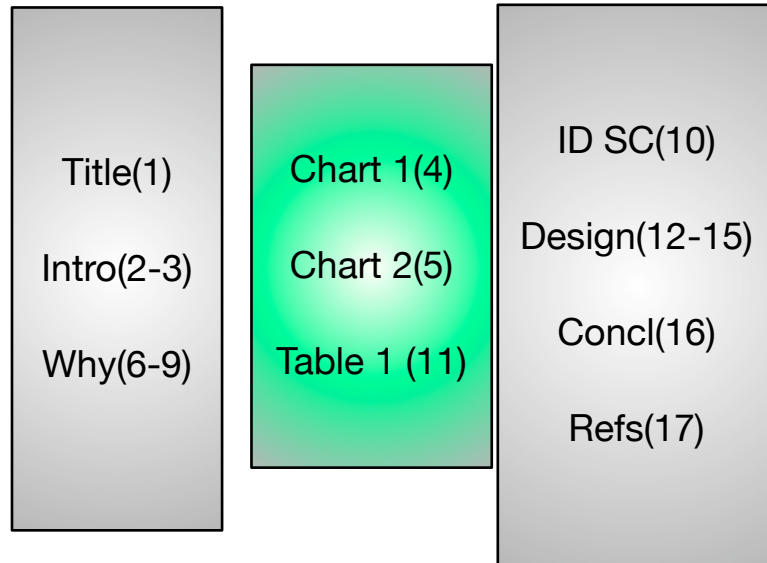


Chart 1: HIV incidence rates between 1994-2005. Sourced from the Ministry of Health Statistics Unit.

Design Market



Measure Market

