

HIV poster design competition launched to research messaging mechanics

Calibre Clinical Consultants has launched a design competition open to all interested creative South Africans to design poster-communication vehicles for effective HIV prevention messaging.

The competition, says Calibre Clinical Consultants Managing Director Charles Parsons, aims not only to potentially discover, develop and promote design talent in South Africa, but he also views it as a key exercise in investigating and conceiving more effective messaging techniques to communicate information on the prevention of, and management of the HIV Aids pandemic.

"The fundamental message of every entry has to be 'know your status'," says Parsons. "It is vital that South Africans are moved to understand the importance of being aware of their HIV status. Entries also have to steer clear of negativity in terms of discrimination or fear-instilling messaging, displaying sensitivity to cultural, gender and age. We need to inspire citizens to protect themselves, and to be aware of the increased prevalence of the pandemic in society."

Category winners each receive a R2000 cash prize while an overall winner will be awarded a R10 000 prize. The categories include communication to:

- Employer to Employee Communication/Workplace Programmes and positively slanted communication in this regard.
- Voluntary Counselling and Testing and the benefits of knowing your status (HIV).
- Specific communication to persons working in the following sectors.
 - Mining
 - Transport
 - Healthworkers
 - Manufacturing
 - Students & Educators
 - Financial services
 - Hospitality
- Mother to child transmission prevention.
- Positive message on non-discrimination toward HIV positive persons.
- Post Exposure Treatment and Prophylaxis to prevent infection after possible exposure to the HI virus.
- The closing date for entries is 14 February 2006 and winners will be announced at a function in March 2006.

Interested designers may register for the competition by faxing their name and contact details to 011 783 8222.

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