

# **WeTheBrave encounters resistance to its advertisements**

The first large scale South African sexual health campaign to specifically address gay men and other men who have sex with men (MSM) has encountered resistance to its advertisements. Although reports that ad networks in South Africa have banned the advertisements are false, there has been opposition to the printing of the advertisements in some newspapers and magazines, their flighting on certain television and radio stations, as well as the hosting of them on the web.

The [wethebrave.co.za](http://wethebrave.co.za) campaign, spearheaded by the Anova Health Institute and funded by the Elton John AIDS Foundation, developed a number of risqué print and video advertisements.

For more information, go to [www.wethebrave.co.za](http://www.wethebrave.co.za).

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