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Siyayinqoba Beat It! 2010 **HIV Education PSA Competition – Animation and Film**

FORMAT SUBMISSION REQUIREMENTS:

PSAs can be submitted as any **Standard Definition Video File** e.g. AVI, Mpeg, QuickTime File

Delivery:

1.) DVD or DV Tape – post or courier to our offices:

Community Media Trust
HIV Education PSA Competition
156 Main Rd
Muizenberg
Cape Town
7950

021 788 9163

2.) Upload on to YouTube

Upload the video to YouTube – if you don't have a YouTube account you can set one up at www.youtube.com.

When uploading your clip mark the video as “UNLISTED” and save changes.

When the clip is uploaded email the URL to animate@beatit.co.za with *Siyayinqoba PSA Competition* as the subject. Please try to upload all entries as high quality as you are able.

If you are unable to access YouTube, please send an email to animate@beatit.co.za with *Alternate Entry Instructions* as the subject and we will contact you with another method for entry.

Please note: YouTube uploads undergo compression so at some stage we still have to receive the original version either on DVD or DV tape.

CONTENT SUBMISSION REQUIREMENTS:

The PSA should raise awareness on the following topic:

Correct and Consistent Condom Use

Please submit a brief treatment of your PSA idea to animate@beatit.co.za so that we can ensure your content is appropriate and accurate before you begin producing your PSA.

Listed below are some guidelines and content notes that you could use when developing your PSAs – please note that the *Siyayinqoba Beat It!* team will provide feedback and assistance on concept and content up until the **15th February 2010**. No feedback will be given on animation/film execution and style.

Correct and consistent condom use

The best way to reduce the risk of HIV is through partner reduction and condom use. It is important to convey the message that in order to be effective, condom use must be consistent.

Ideas that you can build your PSA around include:

- Condoms are cool to use - they are good for your sex life! – putting them on could be part of the fun and pleasure
- They do not reduce pleasure during sex and they are 99.9% safe – HIV or any other STI cannot be transmitted through a latex condom.
- The use of alcohol and drugs increases the chances of risky behaviour – forgetting/not caring to use a condom.
- Condom use is most common at the beginning of a relationship – then once comfortable couples often stop using condoms – **BUT** both you and your partner could be sleeping with other people. If either of you has sex with someone else, even only once, you are no longer safe. You must start using condoms again
- Condom breakage – using a water based lubricant (KY jelly, Aqueous Cream) **REDUCES** condom breakages, oil based lubricants (Vaseline, cooking oil) **CAUSES** condom breakages
- Use the lubricant on the outside not the inside of the condom (a common mistake!) otherwise it may slip off.

- Women carrying condoms is something that should be promoted and not seen as negative!
- Promoting the use of Femidoms.
- You do not know the HIV status of your partner? You have to use condoms.
- You are not sure if your partner is faithful – If you are married you still have the right to demand your partner uses a condom.
- A relationship where both partners are HIV negative and faithful to each other is one of the safest ways to stay negative.
- If one partner is negative, and the other is positive, you must always use a condom when you have sex.
- Each time you start a new relationship, use a condom if you choose to have sex. It is your responsibility to protect yourself and your partner from HIV.
- If you are young and not yet having sex, delay having sex. Waiting gives you a better chance to find the right partner and to have safer sex with a condom.