

# HIV/AIDS Campaign in Ethiopia

## "The Walls of Hope"

Development of taboo-breaking HIV/AIDS campaign in Amhara Regional State. A truly innovative IEC approach. The process involved in erecting these walls was just as important as the messages, as it called for community participation, for the contribution of the private and public sector and the leadership at grass roots level.

- Raising 100 walls near all market towns
- Wall paintings bearing HIV protection slogans
- Active participation of rural population



Client: GTZ project "Promotion of Reproductive Health in Ethiopia". 2 missions in 2000

[Report](#) [41 KB, PDF]

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