On a Roll

An Italian awareness campaign launches in the ladies' room.

June 24, 2013 By Trent Straube

HIV rates have been increasing among Italian women, according to Sieropositivo, an HIV awareness nonprofit in that country. So the group started a unique campaign: It created toilet paper with messages printed on it, along with related stickers, and placed them in women's restrooms in Milan and Rome. The campaign asks, "When you use a public toilet, do you worry about infections? What about when you have sex?" A QR code—those black and white checkered logos you scan with your smartphone—directed people to ToiletThink.it, a website offering HIV info along with video ads of women trying to relieve themselves in skeevy bathrooms. It's, um, very European. But if the campaign helps wipe out HIV ignorance, then we're happy to spare a square.

© 2026 Smart + Strong All Rights Reserved.

http://beta.docker.poz.com/article/On-a-Roll-24129-8267