Sports Stars Promote HIV Testing for Men in South Africa

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High-profile South African and international soccer, rugby and cricket players are using their celebrity status as sports ambassadors for Brothers for Life, a national campaign encouraging men to stand against gender-based violence and HIV, *PlusNews* reports. The campaign begins June 21, which is 10 days after the month-long FIFA World Cup kicks off.

According to the article, the ambassadors will promote messages through media outlets about HIV risk factors, such as alcohol use and unprotected sex. They will also support a national HIV counseling and testing initiative launched by South African President Jacob Zuma. This is the first national prevention campaign focused on getting men tested for HIV and then, if appropriate, into treatment.

“When men don’t stand up to be counted, HIV and AIDS spreads,” said Kgalema Motlanthe, South Africa’s deputy president. “We call upon men of all classes and races to join the fight against HIV/AIDS, occupying the front trenches in this war through their social conduct.”

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