UNAIDS Launches Protect the Goal Campaign in Brazil

June 18, 2014

About 2 million condoms are being distributed across Brazil during the 2014 FIFA World Cup, according to a statement by the Joint United Nations Programme on HIV/AIDS (UNAIDS), which sponsored the distribution as part of its Protect the Goal campaign.

In addition to the condoms being distributed in 12 World Cup host cities, free rapid HIV tests also will be offered in those cities. Other cities in Brazil are joining the campaign and schools in the state of Bahia are conducting HIV education programs.

Protect the Goal was first launched in South Africa during the 2010 FIFA World Cup. The campaign seeks to raise HIV awareness globally, encourage HIV prevention among young people and emphasize the need for universal access to HIV treatment.

To read the statement, click here.

© 2026 Smart + Strong All Rights Reserved.
http://beta.docker.poz.com/article/unaids-brazil-world-cup-25761-8916