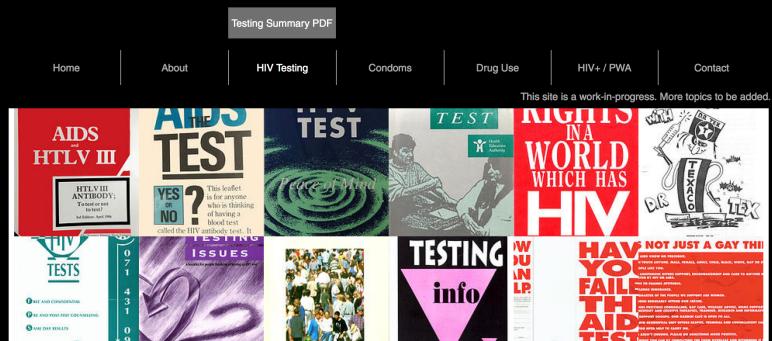
# **Graphic Communication:**

The design of HIV/AIDS health promotion ephemera

Siân Cook: www.hivgraphiccommunication.com





F 184 Royal Po





# "HAVE YOU GOT SOMEONE TO PUT YOUR SOCKS ON?"

"Wear a condom – me? It's like having a bath with your socks on!" Not if someone puts them on for you!

Condoms, durex, French letters, sheaths, rubbers etc., can be a fun part of your sex life and they show you care.

They help protect you against AIDS and other sexually transmitted infections, cancer of the neck of the womb, and, of course, pregnancy.

They're available in so many places, like chemists, pub toilets and they're free from Family

Planning Clinics. (They're even safer when used with a spermicidal jelly).

So put *your* socks on, be dressed for the occasion. Use a condom.

Protect yourself...and the one you care for.

# THERE IS **NO CURE** FOR



IF YOU ARE HAVING SEX BE AWARE OF THE RISKS . . .

# **FUCKING IS DANGEROUS:**

If you continue to fuck, condoms may offer some worthwhile protection.

When using condoms (rubbers or sheaths)

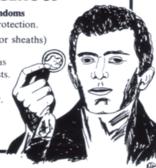
ALWAYS remember to use a water-based lubricant such as

KY or 121: available at chemists.

DON'T use VASELINE or OILS as they split the rubber.

DON'T use spit.





# ERRENCE HÏĞĞINS TRUS

HELPLINE 01-833 297

This leaflet (PA (C) 1967 TERRENCE HIGGINS TRUST, ENGLAND.

THE TERRENCE HIGGINS TRUST acknowledges THE VICTORIAN AIDS COUNCIL, AUSTRALIA for the use of the colour photograph overleaf

"People are entitled to clear, unambiguous information, which takes them and their lives seriously".

Simon Watney (1992) 'Visual AIDS' in Eye, No.6 Vol.2 p.44.

# Gay men

Sex

Condoms

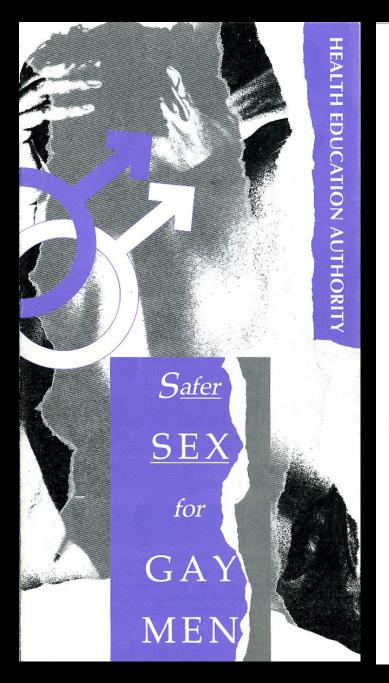
Identity

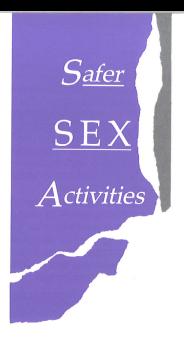
Community

Relationships

**Testing** 







It's important to remember that sex has never been totally risk free but a lot of activities carry no risk of transmitting HIV. Here are some of the more obvious ones:

# **Kissing**

You cannot contract HIV by ordinary kissing and there is no conclusive evidence that it is transmitted by deep, French kissing even though the virus has been found in saliva. However, theoretically it is possible to be infected from deep kissing.

# Masturbation (often called wanking)

Masturbation alone or with your partner is safe. You can ejaculate anywhere on his or your skin surfaces so long as semen which may contain the virus does not come into contact with open cuts or sores your partner might have.

## Oral sex

There is no risk if you are the person who is being sucked. But if you are doing the sucking and you have cuts or sores in your mouth, there may be some risk. If you want him to ejaculate in your mouth it is safer if he wears a condom. Oral sex, without getting pre-ejaculatory fluid (pre cum) or semen in your mouth may be safe, however no one is absolutely sure.

NB: The spermicide on some condoms may irritate the throat.

# Digital intercourse (usually called fingering)

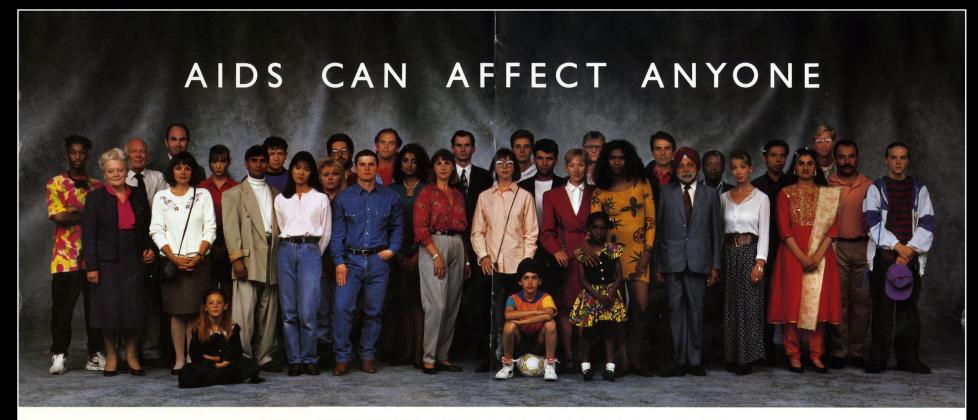
Sucking fingers is safe but if you intend to finger the anal passage, keeping your nails short will avoid damaging delicate areas like the lining. It is best not to finger if you have open cuts or sores on your hands, even if covered with a plaster.

# Massage

Massage is a relaxing, safe and enjoyable activity. If you use oils to enhance the experience make sure you don't let any oil-based lubricants get into or onto condoms as they will perish the rubber.

# Frottage (usually called body rubbing)

Rubbing your bodies together is perfectly safe. If you ejaculate, it is still safe so long as semen which may contain the virus does not come into contact with open cuts or sores your partner may have.

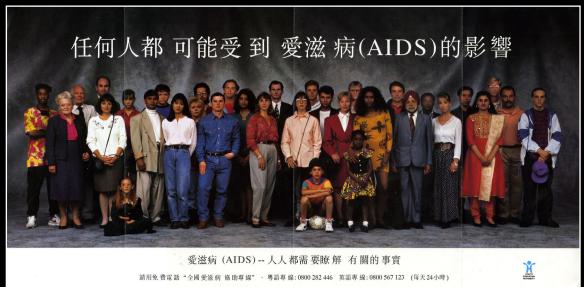


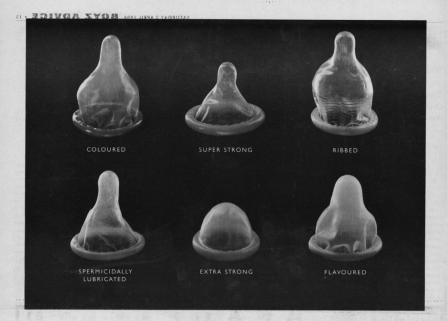
AIDS. EVERYONE NEEDS TO KNOW THE FACTS.

Call the free National AIDS Helpline on 0800 567 123 (24 hours).



Vinted in England 1H330/60m





# Which one? It depends what you're going to use it for.

Whatever you're going to use them for, always try to buy condoms that are kitemarked. That way you know they have been tested to the highest standards.

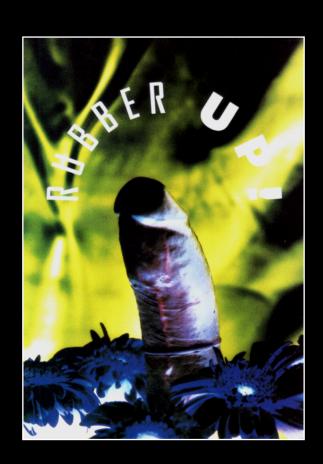
For anal sex you should choose the strongest condoms such as Durex Extra Strong, Mates Super Strong or HT Special. Anything else may not be up to it. It's also a good idea to use a lubricant, but make sure it's water based as anything that has oil in it will damage a condom.

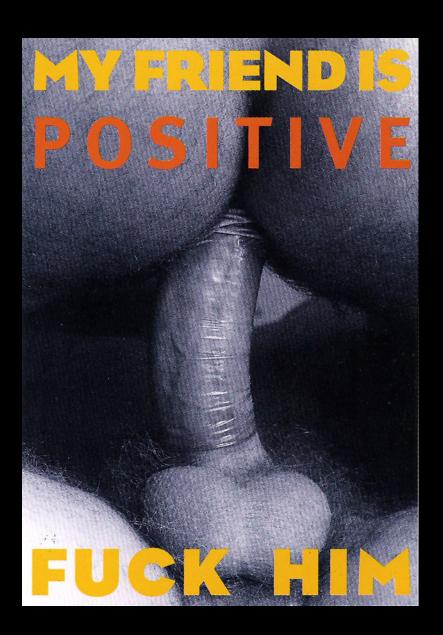
If you want to use a condom for oral sex, any one will do, although the flavoured ones taste better

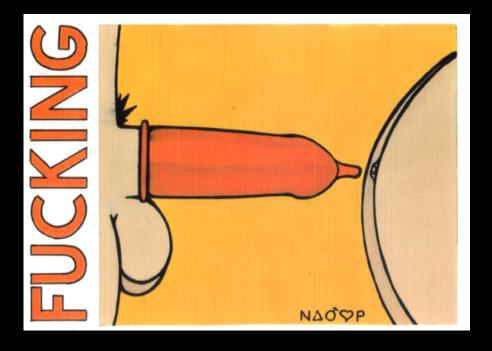
If you have any questions about safer sex, call one of these numbers for helpful advice from people who are easy to talk to. The National AIDS Helpline free on 0800 567 123, The Terrence
Higgins Trust on 071 242 1010 or London Lesbian and Gay Switchboard



on 071 837 7324.









# condoms a difference

OK so we know they can get in the way - you can't feel as much, and they're awkward to put on



with plenty of WATER BASED lube

they're the only protection we've got

against HIV and other sexually transmitted diseases



condoms

use a really strong

condom for fucking like

HT SPECIALS

GAY SAFE other condoms aren't strong enough for

DUREX ULTRA STRONG

MATES SUPER STRONG

fuck... MAKE SURE YOU ARE REALLY

WORKED UP AND HARD... ...it makes it easier to get a condom on. If your dick

on later. Try practising when wanking yourself off. BE CAREFUL with your teeth and finger nails, as a 14be torn condom is a useless condom. Squeeze the end to

arse. The more relaxed he is, the more pleasure he'll get and the less likely the condom is to split.

Use more lube if you need to.

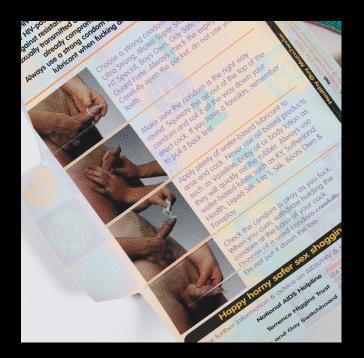
Use more lube if you need to.

Once you've done your stuff, hold the rubber at the base of your cock when

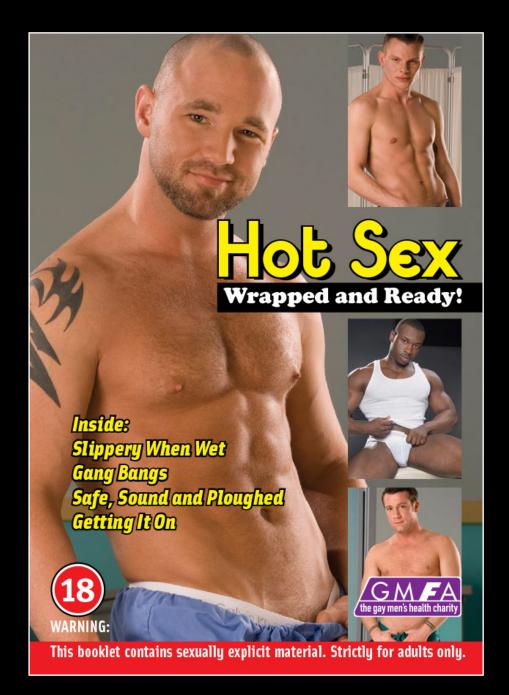
DON'T leave the rubber lying around for pets or children to find as there is a risk of suffocation. Putting it down the toilet can be very boring as it bobs up defiantly to the surface even after the seventh flush. Wrap it up in some tissue and put it in a rubbish bin. Stick on the kettle, throw

him out unless you want more ....







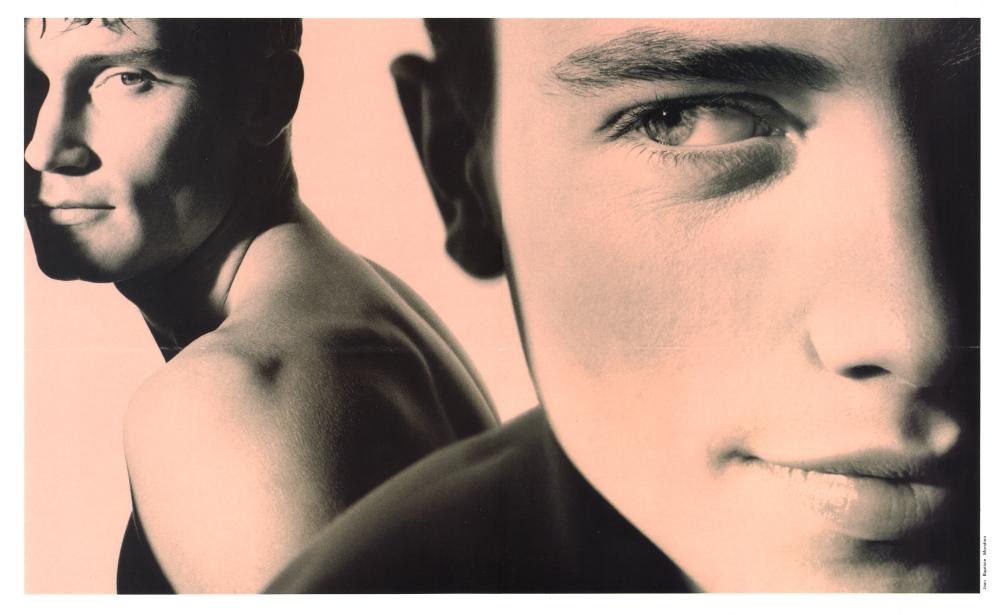






"The act of selling ...is actively inextricably bound up with a process of actively defining the role and identity of the buyer; advertisements create a space for the viewer within which she/he inserts her/himself in relation to the product".

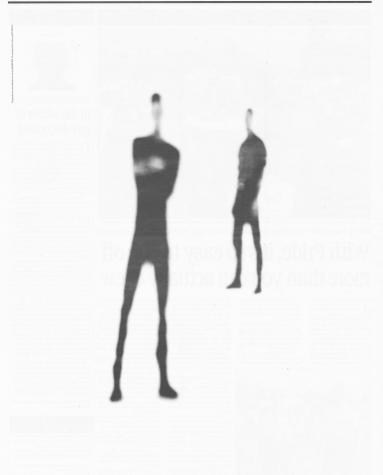
Rhodes, T. & Shaughnessy, R. 1990 'Compulsory screening: advertising AIDS in Britain, 1986-89' in Policy and Politics, No.1 Vol.18 p.56.



THEY DON'T HAVE SAFER SEX JUST BECAUSE IT'S SAFER.



### EXPRESS



"I'm HIV positive, I just assumed he was too. He never mentioned condoms."
"I think I'm negative. I assumed he was also, he didn't use condoms.
If he had HIV he'd say... wouldn't he?" ASSUME NOTHING.

The Terrence Higgins Trust

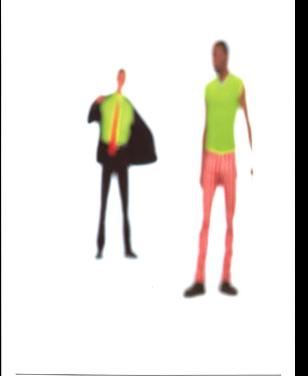
CHAPS

LOCAL TRUST

Helpline 0171 242 1010

Charles No. 2000.75

12 IS An



Unprotected? Worried about getting HIV? Ever thought you might be passing it on? **ASSUME NOTHING.** 

HIV & AIDS are a threat to our community. Since the beginning of the epidemic, we have been leaders in providing services, caring for each other, and fighting discrimination. As Gay men, we have the same right to life as anyone. This right includes protecting ourselves.

HIV (the virus that can cause AIDS) can only be passed between men when infected blood or cum go from one person's body into another's body in a small number of ways.

The biggest risk for Gay men comes from fucking or being fucked without a condom. If you're into

tucking, always use a strong condom (e.g. Gaysate, Durex Ultra/Extra Strong) and plenty of water-based lubricant (e.g. KY, Sutherland). Oil-based lubricants like vaseline or baby oil will damage the condom and may cause it to split.

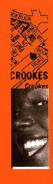
# GAYMEN

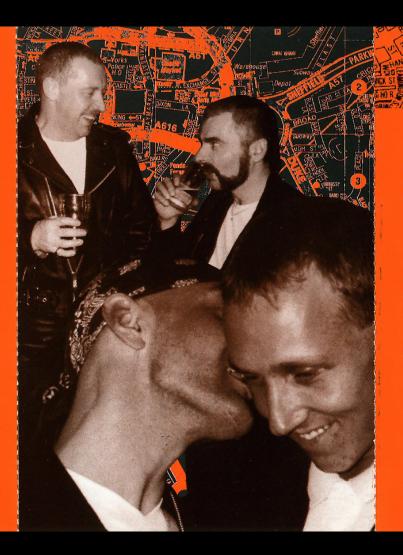
Using condoms for fucking can also help protect you from other sexually transmitted diseases.

A lot of Gay men are worried about the HIV risk involved in sucking cock. Fortunately the risk is LOW. The risk may be higher if you let him cum in your mouth and you have bleeding gums or sores. If you are concerned, you may choose to use a flavoured condom (e.g. Durex minty) which will also help to protect you from other sexually transmitted diseases.

Rimming (licking arse) is safe in terms of HIV as long as there's no blood around. But you may come into contact with other infections, like hepatitis B (get vaccinated against HepB at the local GUM clinic).

If you're injecting drugs, sharing needles and syringes can put you at risk of HIV. Check out the local exchange scheme at Rockingham Drug Project for free works.







We have the right to ask for the type of sex we want. Talk a it with your partner(s). The more you talk, the easier it

Safer sex isn't always easy, especially if we're not feeling about ourselves. We deserve to take good care of ourselves those we care a

Having safer sex every time is one of the most important ways to express pride in ourselves

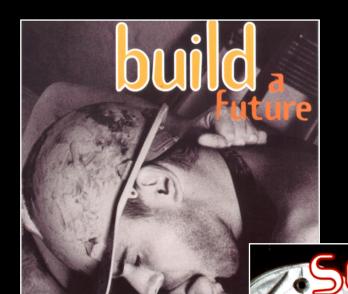
and our community.

Young, Old, Black, White, On the Scene, Off the Scene, HIV-Positive, HIV-Negative, Hunky, Slim, In a relationship or n Leathermen, Drag, Bears, Uniform, Rubbermen, Divas, Vanilla Fashion-victims, Cottage queens, Rebels without a cause...



Whoever we are, whatever we're into up to all of us to protect ourselves our comm

Use condoms and I



e trade, condoms & lube

whenever you dock,

use condoms

Gay Men Fighting AIDS

Gay Men Fighting AIDS

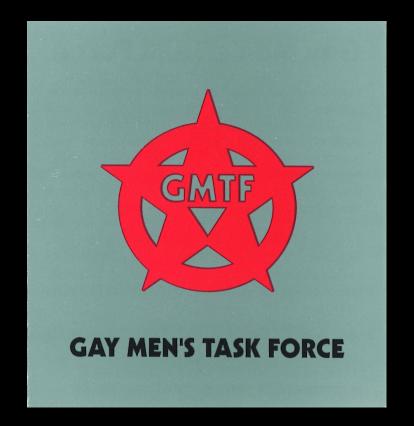
tools of the trade,



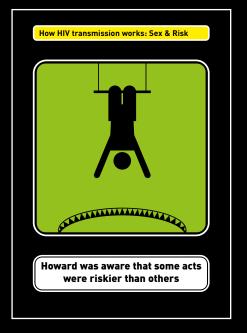
Bay Men Fighting AIDS

the safest weapons, condoms & lube 





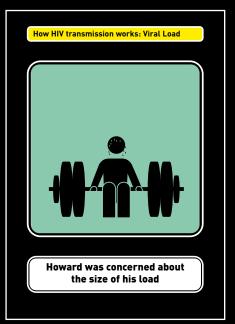






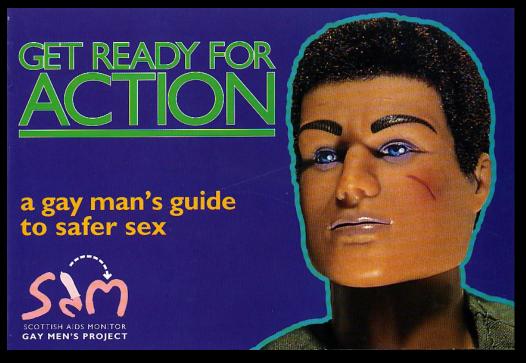


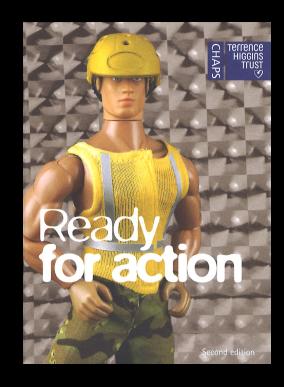


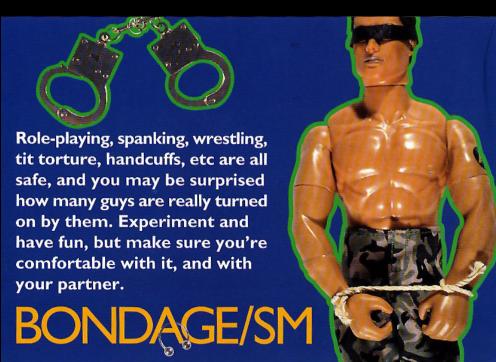




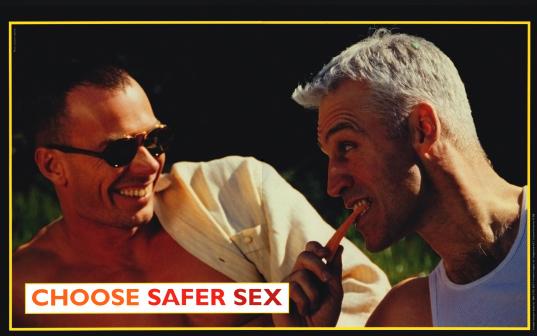






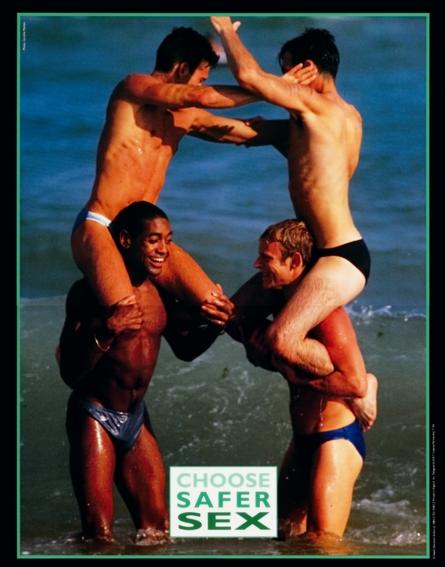


Pissing on a guy or being pissed on is safe, horny and wet... you could always try keeping your clothes on!



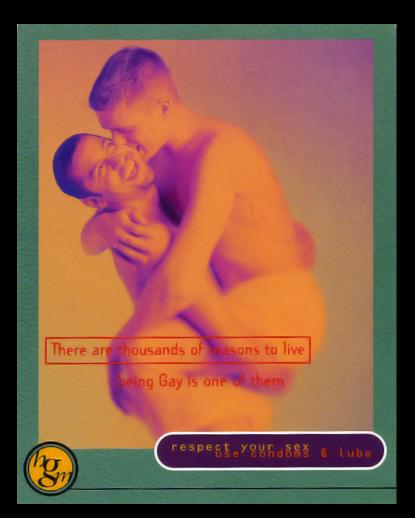
FOR CONFIDENTIAL ADVICE YOU CAN RING: THE NATIONAL AIDS HELPLINE (FREE) 0800 567 123, TERRENCE HIGGINS TRUST 0171 242 1010, LONDON LESBIAN AND GAY SWITCHBOARD 0171 837 7324, OR LOOK IN YOUR PHONE BOOK FOR A LOCAL HIV AND AIDS HELPLINE.

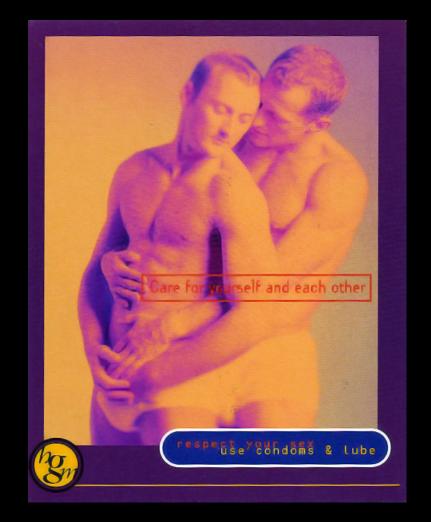




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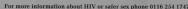




# whoever you drag back



shag safely

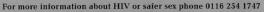




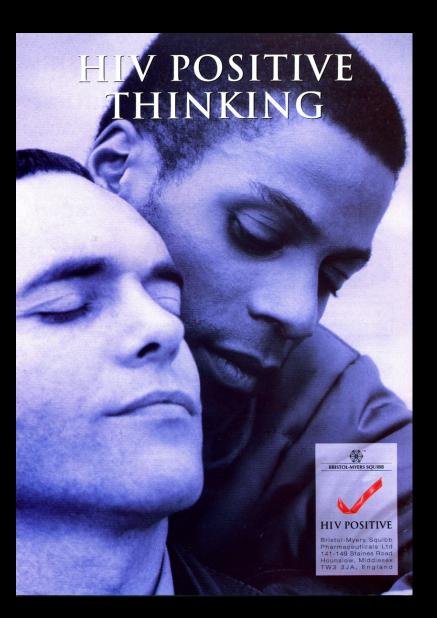
# Sunday morning

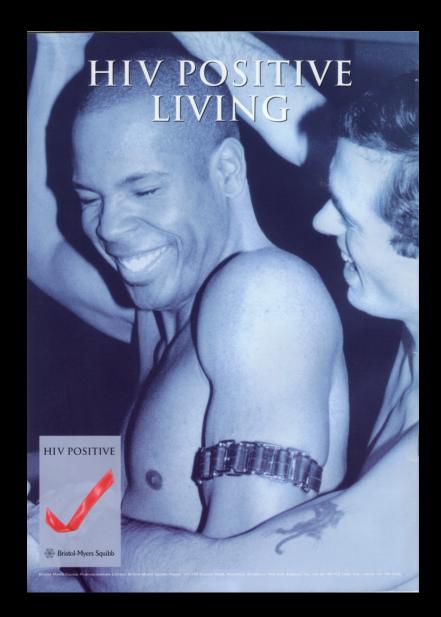


time for the family











To see other RelationTips, and to add your own, visit www.metromate.org.uk/relationtips For advice on HIV & AIDS call THT Direct on 0845 122 1200.

GMFA projects are developed by positive and negative volunteers. To volunteer or donate call 020 7738 6872 or go to www.gmfa.org.uk Charity no. 1076854. Part of the London Gay Men's HIV Prevention Partnership.





# an hiv test?

Recent developments in the medical treatment of HIV infection have increased the pressure on many gay men to take an HIV test.

What is often overlooked are the complex issues around knowing your status (positive or negative) and its impact on your life as a gay man.

You can talk this through with a gay male counsellor, with the option, but no obligation, to test.

Call Jim on 0181-905 9779 for an appointment.

this is not a simple question

Barnet Healthcare

AIDS Education Unit, Colindale Hospital, Colindale Avenue, London NW9 5GH

# I was pretty nervous when I went for the test

I'd had this chest cold for ages and kept worrying about all those times in the past few years when I hadn't practised safer sex. I did use condoms whenever I could, but it always seemed like I was already in the middle of things or like it was too much bother. Anyway, since I'd had this cough I'd cleaned up my act... But I wasn't getting better, so I went for a test. Before I had the test I spoke with a health advisor. She explained that the test wouldn't be able to tell me if I had become infected during the past three months and then asked me if there was anything that had happened to make me want to have the test. She also asked me if I had told anyone that I was coming for the test. I explained that I was worried about how my friends would react and that I had wanted to talk about if with an exboyfriend but didn't know how to bring it up.

What happened after they told me I was positive is all a bit of a blur. I remember talking with them about whether I should tell anyone. The health advisor said that the only change in my situation was that I now knew my status—I'd had HIV before I came for the test and that I shouldn't feel that I had to rush into doing anything. She said that in terms of telling other people, the main thing I should think about was getting support for myself.

Facing the possibility that you may be HIV+ is what makes going for an HIV antibody test so stressful. You may want to talk to a friend before you go. This should be someone who you would trust enough to tell that you were positive-since they will probably ask you what the result was. For many people, this is difficult-which is why many testing centres provide an opportunity to discuss the test with a health advisor so you can prepare yourself-whatever the results may be. If the place you go for a test does not offer this, be sure to ask to talk to someone about the test before you take it.

The test will show whether your body has made antibodies to the HIV virus. This means that it shows "positive" results well after infection has occurred. If you feel that you have been exposed, you should wait three months before testing.

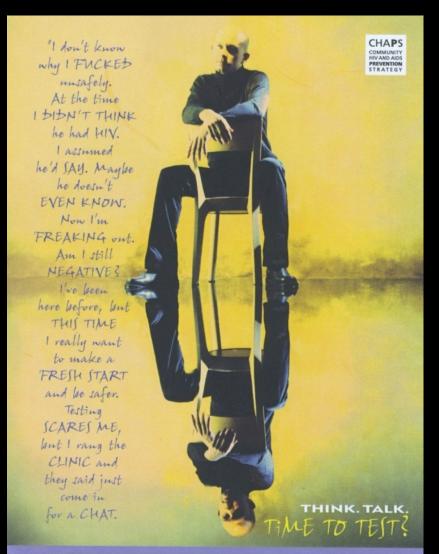
There are different opinions about knowing your HIV status. If you are HIV+ knowing your status can allow you to take steps that may significantly benefit your health.

- Regular monitoring of your blood will enable you to take drugs that help prevent PCP should your immune system
  becomes seriously compromised (PCP is a form of pneumonia that frequently affects HIV+ individuals and is often fatal).
- You may decide to take drugs which slow the rate at which the HIV virus multiplies in the body, although the use of
  these drugs is at an experimental stage.
- You will be able to take advantage of other information about how to promote better health and avoid opportunistic
  infections that is available from your physician and from other health care specialists.

Having an HIV diagnosis can affect your life in many ways, aside from your physical health. Its important to give yourself time to adjust to these changes.

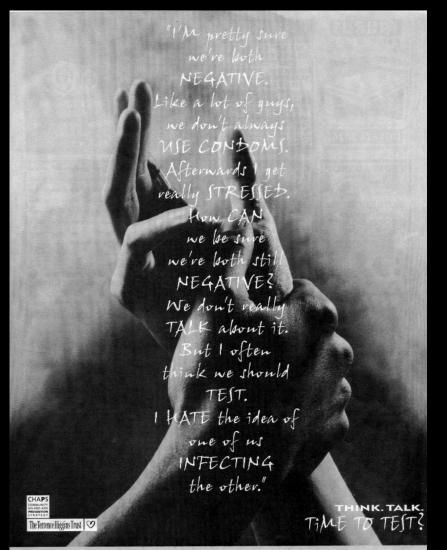
Some people feel the effects of knowing that they were HIV+ would be overwhelming and decide not to test. Others feel that it is less stressful to know their status-even if they're positive-than to worry about it endlessly. Whatever you decide, you should think about the effects a positive diagnosis would have on you when making your decision. If you would like more information about HIV testing, you can contact The National AIDS Helpline on 0800 567 123 or The Terrence Higgins Trust Helpline on 0171 242 1010.





# RESEARCH SHOWS 1 IN 3 GAY MEN FUCKED AT LEAST ONCE WITHOUT A CONDOM LAST YEAR.

Free confidential HIV testing, counselling and advice available from your local STD/GUM clinic. The Terrence Higgins Trust Helpline: 0171 242 1010 (12 noon-10pm daily). http://www.chaps.org.uk Donations welcome.



A HIGH % OF HIV INFECTIONS HAPPEN IN RELATIONSHIPS.







# FINDINGOUT YOU HAVE HIV YEARS TO YOUR LIFE

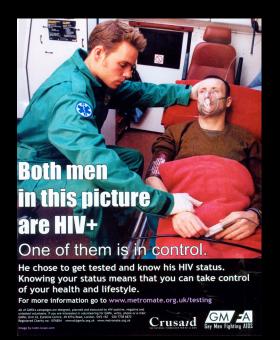
Deaths from AIDS in the UK have dropped by 70% since new HIV treatments became available. They aren't cures, and they don't work for everyone. But they can prolong life, and the sooner you find out the sooner you have the chance to benefit.

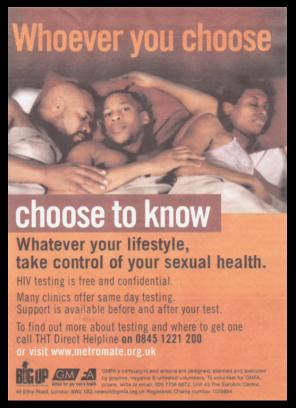
As well as adding years to your life, knowing you're HIV positive can also add life to your years. There are tests which monitor how your body is coping with the virus so you can start to make informed decisions on your lifestyle and the way you look after your health. There's also information available to help you weigh up the options, and take your life forward as healthily and happily as you can.

Better off knowing?

CHAPS Terrence

To talk this through, ring the THT Helpline (12noon-10pm) on 020 7242 1010, or make an appointment at THT's London Face2Face service or 020 7816 4566. There's also a booklet "Better off knowing?" available from many gay venues, by calling the Helpline or at www.tht.org.uk





# Get tested!

If you're a sexually active gay man you should have an HIV test at least once a year. Here's why...





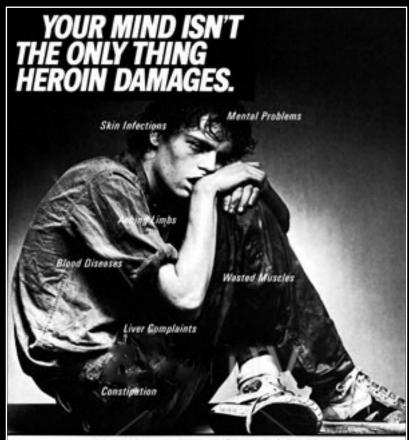
# Drug Users

Needles

Alcohol & Pills

Antiretrovirals

Chem Sex



It can also have some pretty nasty effects on your body. All of which you can start suffering long before you become addicted.

You'll probably start looking all, losing weight and feeling like death. You'll begin to take heroin not to get high any more, but just to feel normal, And, as you lose control of your body's health, you could lose control of your mind too.

Until one day you'll wake up knowing that, instead of you controlling heroin, it now controls you. So, if a friend offers you heroin, use your brain while you still can.

And say no.

HEROIN SCREWS YOU UP

# WHY YOU SHOULD BE CONCERNED ABOUT AIDS.

Any man or woman can get the AIDS virus. There is no cure. And it kills. The number of people already infected runs into thousands and it is increasing all the time. Just how fast it continues to spread is now up to everyone. AIDS is not a problem you or anyone else can afford to ignore.

HOW DO YOU BECOME INFECTED For most people the real danger is in having sexual intercourse with an infected person. The virus can be present in semen and vaginal fluid and so can be passed from man to man, man to woman

and woman to man.

Those who inject drugs face the serious added risk from sharing needles or equipment with someone who is infected

Finally, babies of infected mothers have a high chance of being born with the virus.

HOW CAN YOUPROTECT YOURSELF FROM AIDS

AIDS

Most people who have the virus don't know it and look completely well. So you can't tell who is infected and who isn't. To protect yourself follow these guidelines:

The more sexual partners you have, the more chance you have of having sex with someone who is infected.

### FEWER PARTNERS, LESS RISK.

Unless you are sure of your partner, always use a condom. It's safer.



Use water-based lubricating gels with condoms. Oil-based gels can weaken the rubber.

### **USE CONDOMS FOR SAFER SEX.**

No-one should misuse and inject drugs. If you do, never share equipment



(needles, syringes, mixing bowls, etc.). The fact is you could be injecting the

virus straight into your blood stream. It is extremely dangerous.

### DON'T INJECT. NEVER SHARE

IF YOU THINK YOU ARE INFECTED ?

Either go to your family doctor for advice about having a test. Or go direct to a clinic for sexually transmitted diseases (genito-urinary medicine clinic) for confidential advice and a testifyou wish.

If you have the virus, you'll be given help and support.

WHAT ABOUT THINGS THAT PIERCE THE SKIN

?

It is not safe to use equipment for earpiercing, tattooing or acupuncture unless you know it is unused or has been sterilised. Nor is it safe to share a toothbrush or razor of someone who is infected. These things

could give you the virus through infected

WHAT CAN'T YOU CATCH THE VIRUS FROM

?

You cannot get the AIDS virus from normal social contact with someone who is infected.

You cannot get it from shaking hands. Nor is there any record of any-

one becoming infected through kissing.

There is no danger in sharing cups or cutlery. Nor can you catch it from public baths or toilets.

In hospitals, standard disinfection precautions protect patients, visitors and staff.

Giving blood is safe. All the equipment is only used once. Nor need you worry about having blood transfusions, as all blood is now checked.

HOW SAFE
IS IT
ABROAD
?

In certain countries, large numbers of both men and women are reported to be infected.

So it is even more important that you follow the advice given

Also, in some countries blood transfusions are not checked for the AIDS virus, nor is medical equipment always properly sterilised. If you can, avoid having treatment involving injections or locally donated blood.

See your family doctor if you have any orries.

### FOR MORE INFORMATION

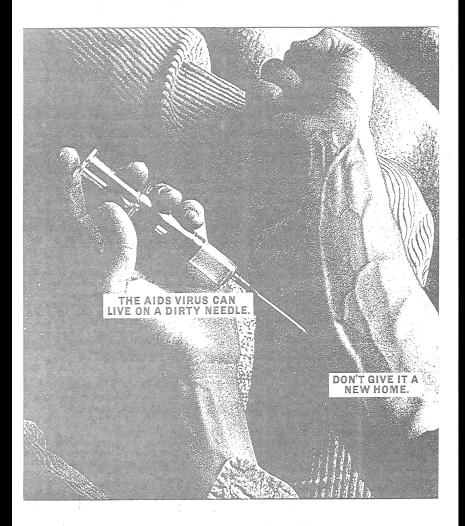
If you want more information or confidential advice, call this number:

0800 555 777

Prepared by the Department of Health and Social Security.
Printed in the UK for HMSO, Dd 8934957 S03 HSSH J0335 Feb. 87



DON'T DIE



AIDS is incurable and it kills. easiest way to put the AIDS virus straight into your bloodstream.

So, if you're thinking of injecting drugs for the first time, don't. And if you can't give up injecting, never share a needle.

For more information and advice please phone 01-981 7140 or 0345 581858.

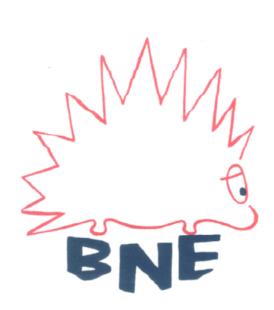
(If dialling from outside London, use the

code number 0345 and you will only be

DON'T ALID ALIDS

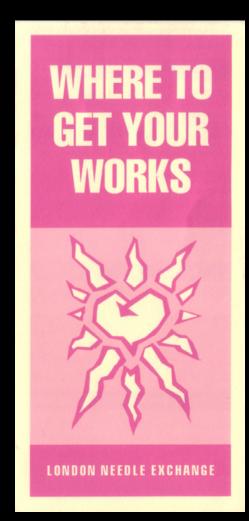
charged at local rates.)

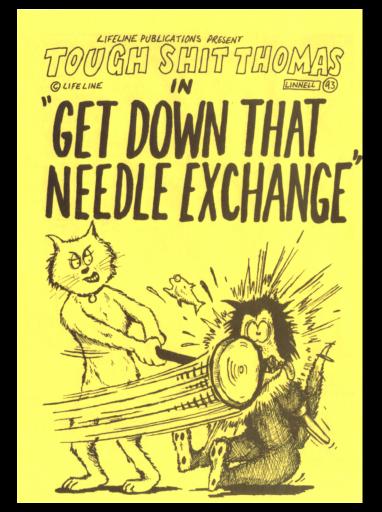
The best advice is don't inject. If you must - never share - even with a friend. You can get new works free from any chemist showing the needlex sticker. These are in Anstruther, Cowdenbeath. Cupar, Dunfermline, Glenrothes, High Valleyfield, Rosyth and St Andrews. Worried about injecting? Phone West Fife Support Group 0383 732613 Narcotics Anonymous 0383 737782 0592 712204 Designed and produced by Fife Health Board

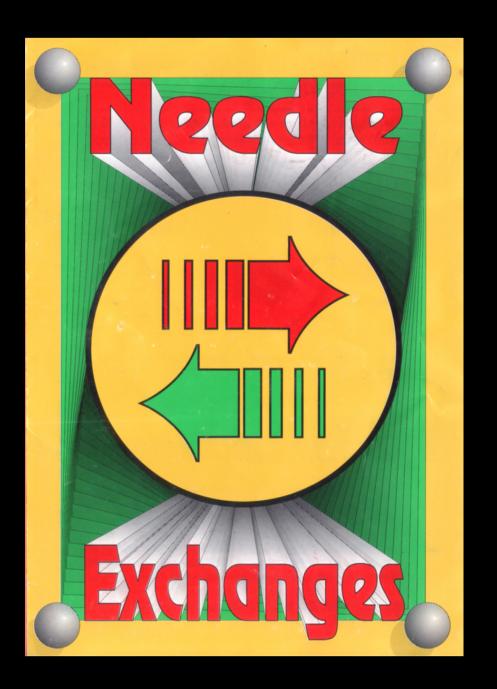


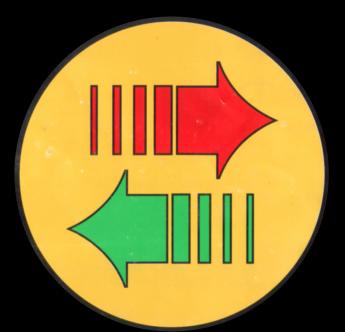
GETTING CLEAN NEEDLES AND SYRINGES IN THE BARNSLEY AREA

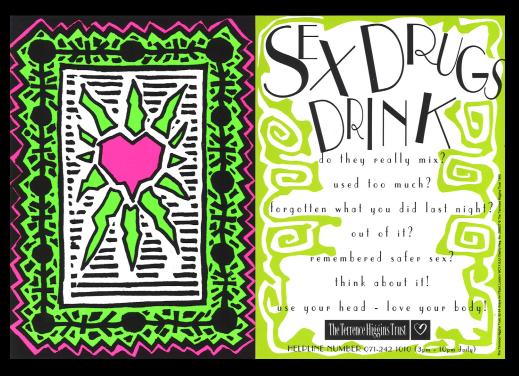
WHAT TO DO

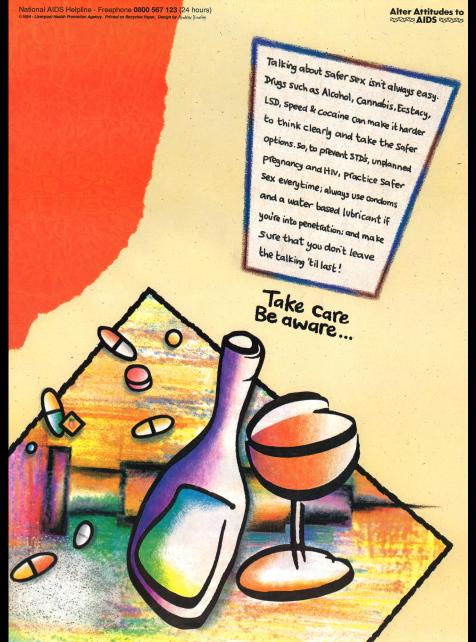














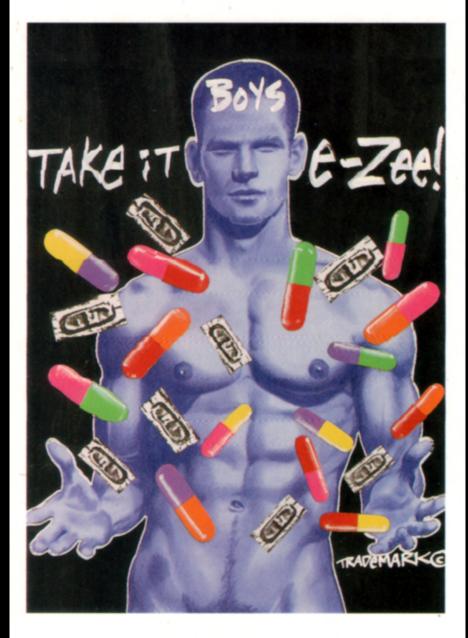
# **POPPERS**

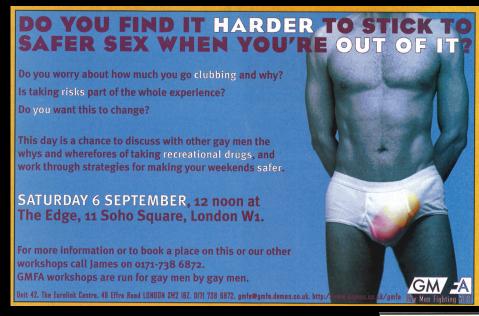
Some guys use them for a quick buzz on the dance floor or to try to enhance the effects of other drugs. Others use them to relax their arse muscles when being fucked or to heighten the effect when they come.

### Here's what you need to know before you take that snort of Alkyl Nitrates!

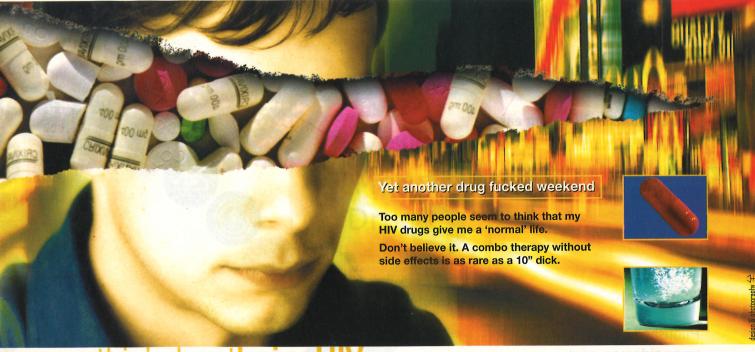
- You never know what the effect may be, so combining poppers with other drugs can be dangerous.
- Don't swallow them! It could be lethal.
- Some guys get headaches and nausea after use. Occasional rashes may develop round the nose and mouth but clear up after you stop using them.
- Highly flammable so keep away from cigs, joint, candles etc. If spilled on the skin then wash off immediately.
- There is no concrete evidence to link poppers and AIDS but they have been shown to weaken the immune system.
- Poppers enlarge the blood vessels in the arse making bleeding and possible HIV infection more likely, so if you're fucking, always use an extra strong condom and waterbased lube.
- $\ensuremath{\overline{\square}}$  The possesion and use of poppers is not currently illegal.

For further information contact PHACE West on 0141-332 3838 Produced by The Gay Men's Proj. 11 - PHACE West, 49 Bath Street Glasgow 62 2DL















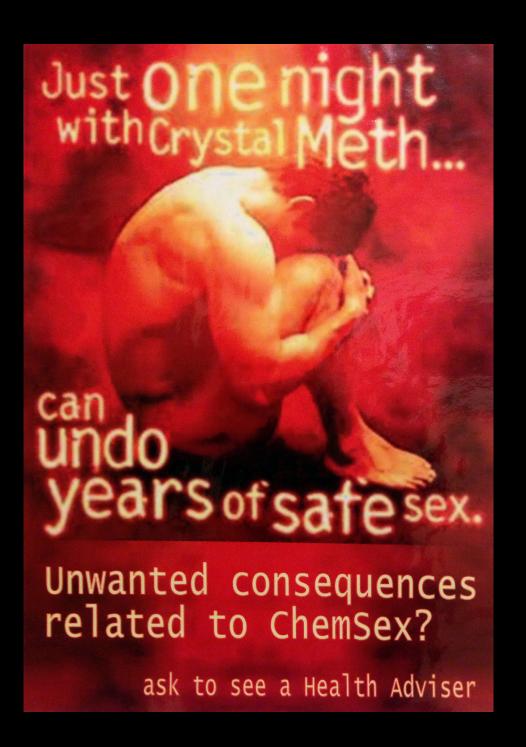
GMFA's campaigns & actions are designed, planned and executed by positive, negative and untested volunteers.

To volunteer for GMFA write, phone or e-mail: Unit 43, The Eurolink Gentre, 49 Effra Road, London, SW2 18Z. 020 7738 6872

newol@gmfa.demon.co.uk | www.demon.co.uk/gmfa | Registered charity no. 1076854

# Play Safe





# **5 Fundamental Principles:**

- Honesty
- Targeted at specific groups
- Widely accessible
- Supportive of emotional and sexual needs
- Combat ignorance and prejudice