

AIDS Crusaders

Provocative exhibits and rock concerts were some creative ways these teens came up with to spread AIDS awareness messages among their friends.

Tasked to come up with novel ideas to raise AIDS awareness, teams made up of youths from various local tertiary institutions showed their creative mettle in the StompAIDS Challenge 2007. The team for Singapore Institute of Management, "1.3", walked away with the top prize of \$10,000. The 2nd prize of \$5,000 went to the team for Nanyang Polytechnic, "Adrenaline Rush". The team for National University of Singapore, "BandAIDS", won the 3rd prize of \$3,000.

Over three months, these teams worked very hard to plan and execute activities such as concerts, carnivals, art exhibitions and a giant board game on campus grounds – all with the objective of educating their peers in an engaging manner on the serious topic of AIDS. The competition was a resounding success and the organisers are looking forward to more teams participating in next year's challenge. In the meantime, check out 2007's battle of the best!

1.3 devised a campaign 'Save Yourself. From Aids. For Your Loved Ones', revolving around movies that their young adult audience could relate to.



Action Against AIDS (AAAIDS) used the experiential approach rather than shock tactics to get their message 'Precaution Before Passion' across. Rather than a one size fits all approach, their campaign differentiated between the sexes, as the team rationalised that males and females think and perceive issues differently.

r.a.c.e intrigued fellow students with teaser ads with taglines like "Do you know?" and "Be in the know" all over campus, prompting them to visit the group's Facebook profile to find out more. They also set up a stage for bands and made an interactive games area for people to play Twister and learn about HIV/AIDS the fun and safe way.



Eight 2 organised a series of publicity events that culminated in a concert featuring local bands from various genres, held on college grounds.



The Paradoxology created a maze which symbolised the choices we face in life and the consequences that they may lead to.



IMMUNED organised the first ever NTU AIDS Day, titled 'The Beginning Of The End' with plenty of fun-filled activities requiring audience participation that included 'LIFELINE' on the floor, quizzers' treasure hunt, ribbonman and other games.



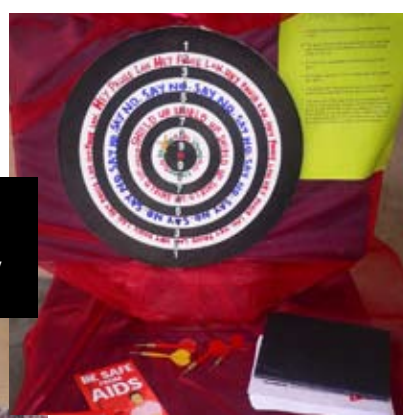
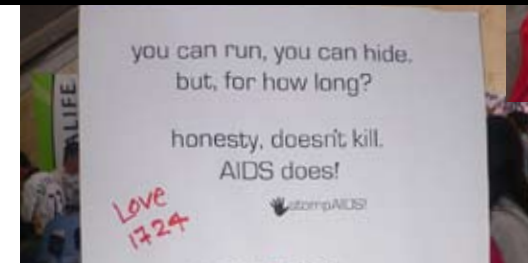
NUSSA Deux organised a three-week Anti-Aids exhibition at the NUS "Arts Buzz" corner and a two-day bazaar, selling products such as condoms with quirky packaging, novelties and T-shirts with safe sex themes.



BandAIDS transformed their exhibition space into a bedroom. Lamps were decorated with condoms and signboards with attention-grabbing messages were put up.



Adrenaline Rush set up a 'club' in the atrium of Nanyang Polytechnic with lots of visual presentations carrying AIDS awareness messages and also gave away free goodie bags to 'clubbers'.



The **AIDS Busters** used shock tactics to communicate their AIDS prevention message 'Stay away from AIDS the ABC way', targeting primarily the males who make up 90 per cent of the school population.



Happy Play, the team from NTU's new School of Art, Design & Media, launched an arts-driven AIDS awareness campaign. Entitled 'The Face of AIDS', the campaign aimed to spark a discourse on AIDS and STIs.