

I care...do you?

The focus of 2001 World AIDS Day campaign is on the role of men in AIDS prevention. The campaign slogan "I care...do you?" aims to inspire, motivate and promote a personal commitment by men to reduce risks of HIV, the virus that causes AIDS. This could be done in their role as sons, husbands, fathers, breadwinners, employers, workers or friends. In each facet of their lives, men can take action that shows they care about their own health and well-being, as well as that of the people around them.

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