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## PRESS RELEASE

### Jamaica AIDS Support for Life

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**What: Safer Sex Week 2014**  
**When: February 9 – 15**  
**Theme: Protect your Love ♥**



This year **JASL** is focusing on youth ó empowering teenagers and young adults to take pride in their sexual and reproductive health. HIV infection rates among 15 ó 24 year olds make up 42 per cent of the global average. Youth are at risk for HIV due to a culture of multiple sex partners, unequal power relations and inconsistent condom use.

Therefore, the aim for the week is to begin an empowerment initiative for this age group for them to respect their bodies; be confident enough to say no and to utilize condoms and other contraceptives in all their sexual relations. **JASL** will be engaging in discussions with young people about õprotecting their loveö and ñimproving sexual and reproductive health.

To this end, **JASL** will visit a primary school, high school and university during the week in order to reach the target group (youths between 15 and 24). It is understood that the messages to be disseminated to this group must differ based on the age of the individual.

**JASL** also urges parents to begin the process of empowerment at home. Children/teenagers should know their worth and should be encouraged to chart their own path, instead of following the crowd.

“LOVE, ACTION & SUPPORT”



**Jamaica AIDS Support For Life**

*Love. Action. Support.*

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