

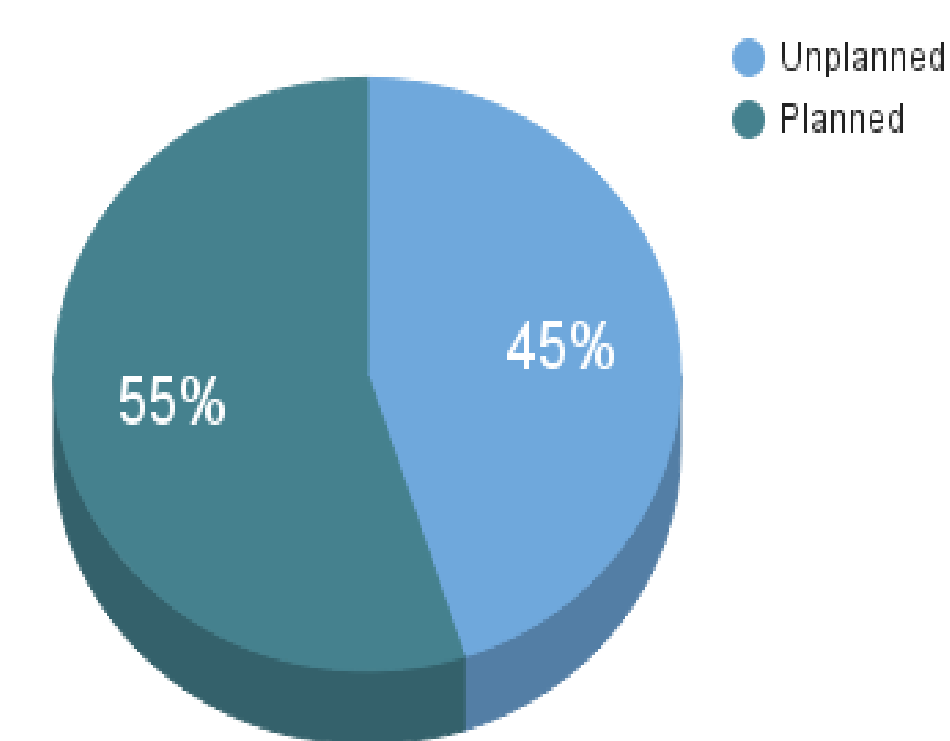
Sexual Education in Honduras

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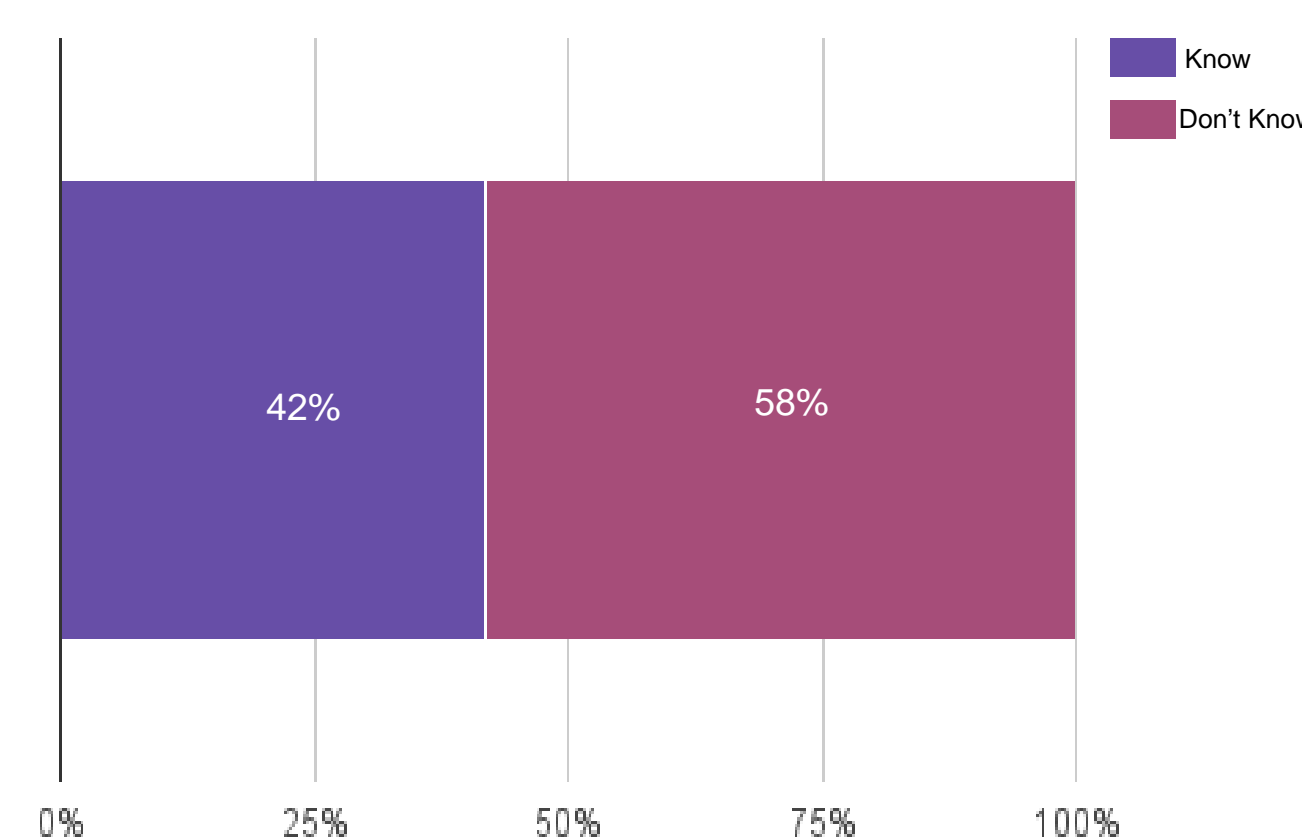
Background

Few Hondurans use contraceptives or have comprehensive knowledge about sexual education (1). A large amount of teens report they don't know where to obtain birth control. There are a few organizations working towards solving this problem in the country, but alone they haven't proven to be effective (3).

Unplanned vs. Planned Pregnancies in Girls Under 20



Women Who Report They Know Where To Obtain Birth Control Vs. Those Who Report They Don't



Problem

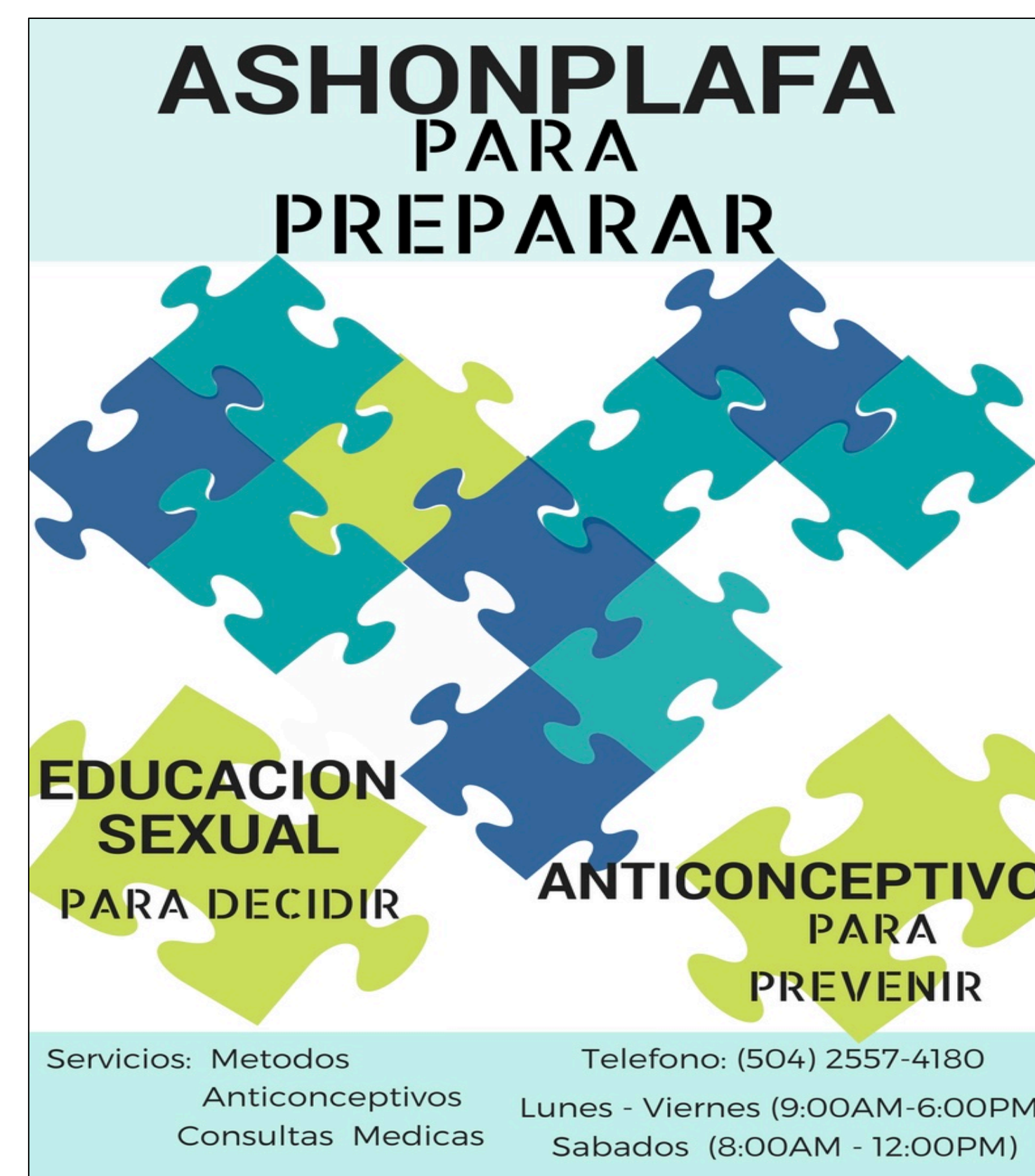
Honduras faces high rates of unplanned pregnancies and STDs (1) (2).

Objectives

1. Educate Hondurans on important topics in sex ed
2. Demonstrate the need for sex ed programs in the country
3. Inform Hondurans on resources in the country and direct them towards where they can receive these resources
4. Influence future policies related to sexual education
5. Promote healthy lifestyle and safe sex practices

Approach

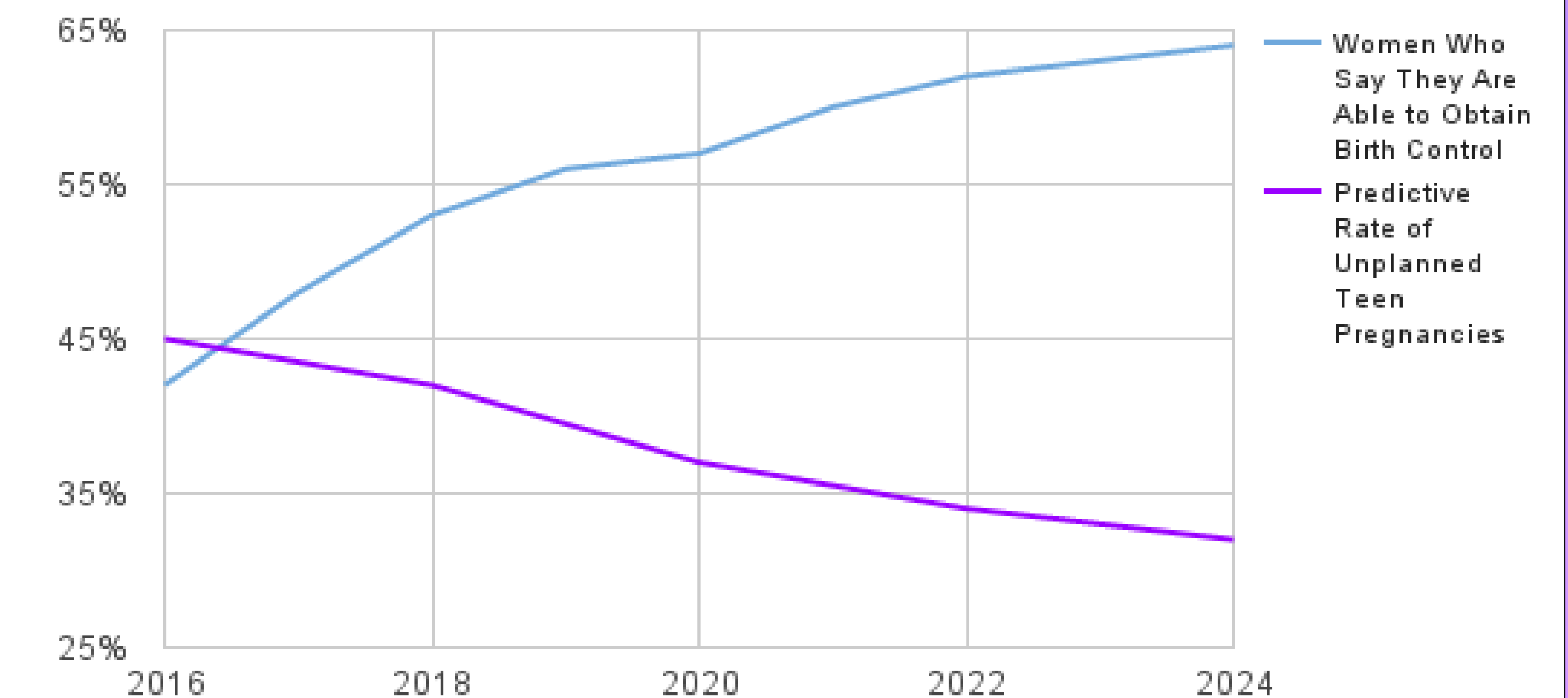
Create an 8 year long advertising campaign starting in 2016 that targets adolescents.



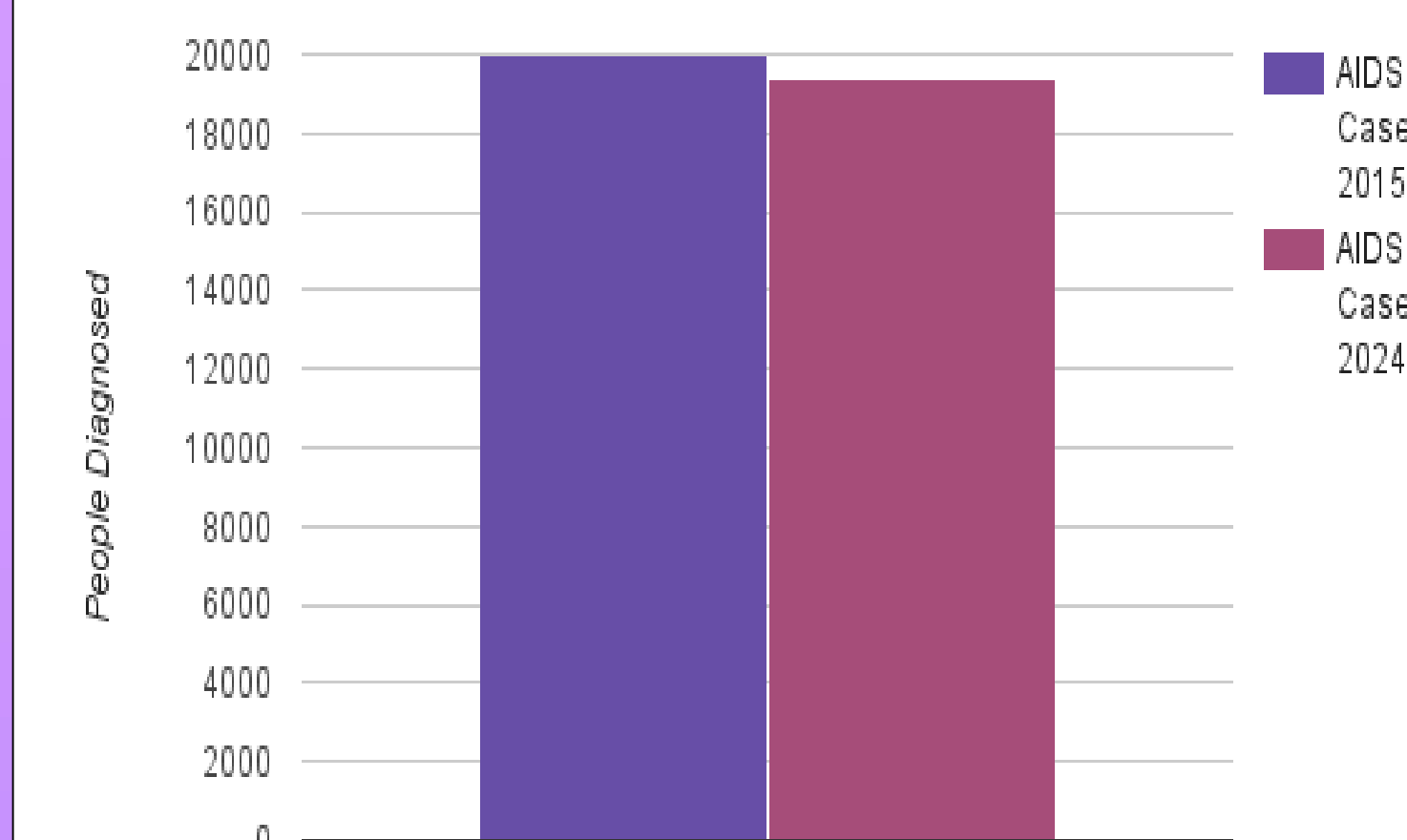
Predicted Results

Gathered from the Honduran National Institute of Statistics' National Demographic and Health Survey, performed every four years

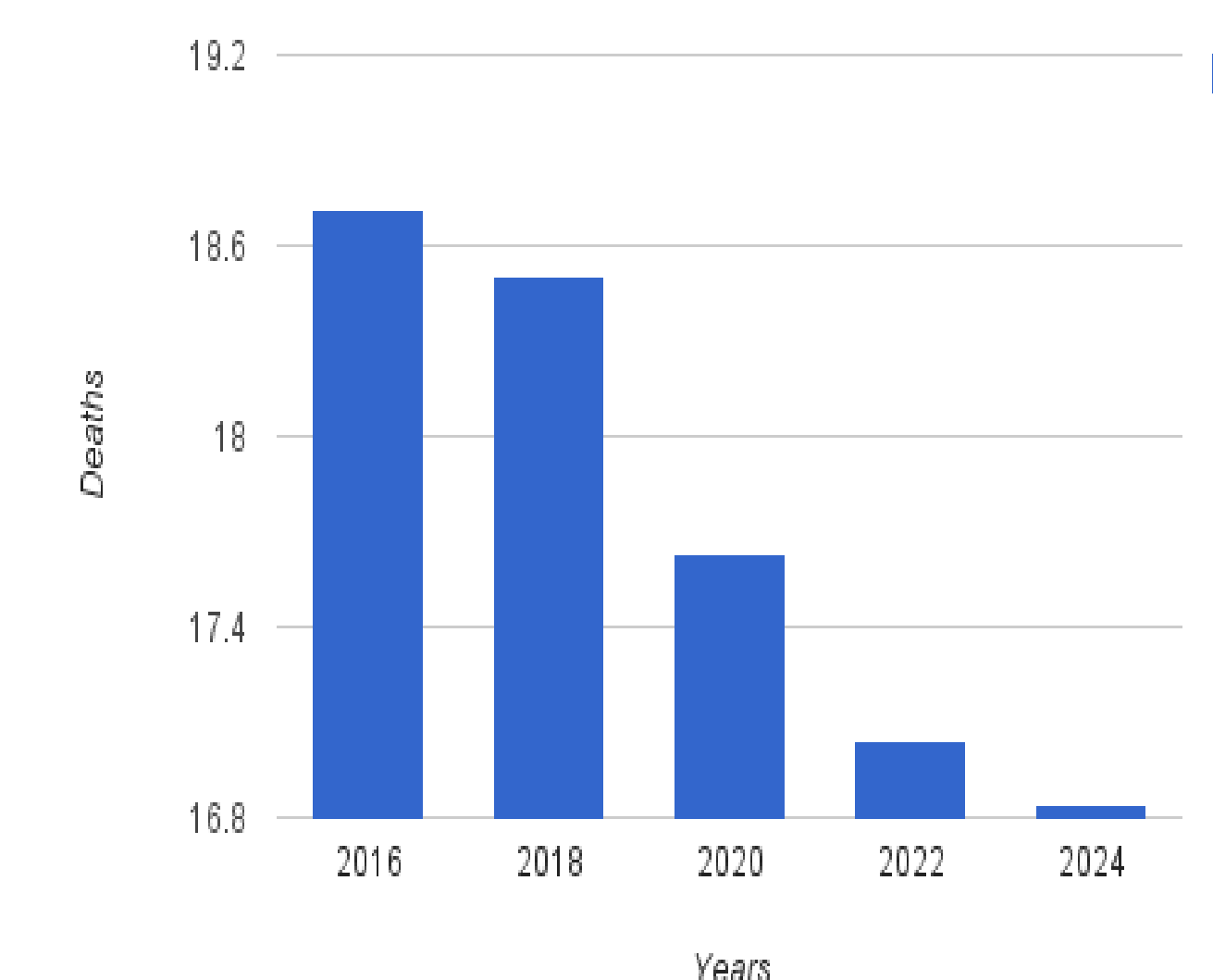
Women Who Say They Are Able to Obtain Birth Control vs. Rate of Unplanned Teen Pregnancies



AIDS Cases



Infant Mortality Rate (Deaths / 1000 Live Births)



Conclusion

This campaign, through a series of advertisements and social readjustments, will inform and educate Honduran youths about their sexual health and well being.

References

1. Sexual and Reproductive Health of Young Women in Honduras. (2014, July). Retrieved from <https://www.guttmacher.org/fact-sheet/sexual-and-reproductive-health-young-women-honduras>
2. De Boni R, Veloso VG, Grinsztajn B. Epidemiology of HIV in Latin America and the Caribbean. Curr. Opin. HIV AIDS. 2014;9(2):192-8.
3. Asociación Hondureña de Planificación de Familia (Ashonplafa). (n.d.). Retrieved from <https://www.ipfwhr.org/en/country/honduras> (International Planned Parenthood Federation Western Hemisphere Region in Honduras)