



d Current Events :: Kenyan churches successfully lobby to remove a U.S.-funded ad they say encourages

Kenyan churches successfully lobby to remove a U.S.-funded ad they say encourages adultery - posted by sermonindex

A national organization spearheading the fight against HIV/AIDS in Kenya has yanked a television advertising campaign—funded in part by U.S. taxpayers—after Christian groups and others complained that the spots promoted immorality and degraded family values.

In the spot, broadcast over major channels in the East African nation during commercial breaks until it was pulled in March, two Kenyan women walk to a market and linger over vegetables, talking about their families. One complains that she is tired of putting up with her alcoholic husband who does not satisfy her sexually. She confesses she has a lover on the side, who even has a name in the ad, Mbugua. Her friend advises her to always use condoms with Mbugua—leading to the campaign slogan “Weka Condom Mpangoni” or “include a condom in your planning” in Swahili. ...

read more: http://www.worldmag.com/2013/05/staying_on_message