

2001: 'S'Camto Print'

Title: **S'camto Print**

Produced by: *The Sunday Times*

Country: South Africa

Language: English

Category: Health

• **Description:** S'CAMTO PRINT is a free supplement published once a month that can be found inside The Sunday Times. The publication reaches around 3.5 million readers every month and an additional 36,000 copies are distributed through the school sports network. The program was a joint initiative between the Sunday Times and loveLife, a non-governmental organization sponsored by the Kaizer Foundation aimed at a positively influencing adolescent sexual behavior.

• **Target age group:** Ages 12-18

• **Results:** Value was added to the Sunday Times family package and awareness of HIV/AIDS was raised. The supplement is also used as a classroom resource because of the articles dealing with adolescent issues.

• **Contact Information:**

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