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).

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.

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

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