



B the Future cellbook

- brought to you by the Metropolitan Foundation Foundation -
- together we can beat HIV and AIDS -

SMS **EHIV** to **32907** to download South Africa's **first** HIV information book direct to your cellphone!

Brought to you by the Metropolitan Foundation Foundation, the **B the Future** cellbook is designed to encourage South Africans to know their HIV status and take responsibility for managing their health.

SMS's cost R1. Together we can beat HIV and AIDS.

What is *the B the Future* cellbook?

The **B the Future** cellbook is an information booklet on HIV and AIDS that can be downloaded to your cellphone. Once downloaded it remains on your phone for easy, quick and private access to HIV and AIDS information. It typically takes up less space than a ringtone (only around 300Kb) and you only need to download it once. It contains comprehensive information on HIV and AIDS including how to prevent HIV infection, how to test for HIV, how to manage your positive status and where to obtain support and counselling.

Why a cellbook on HIV and AIDS?

The Metropolitan Foundation Cellbook is an initiative created under the Live the Future banner. The Metropolitan Foundation **B the Future** cellbook aims to educate individuals in simple language on the basics of HIV and AIDS. At the same time, it is envisioned that due to the wide-spread use of cellular phones that the cellbook will easily reach sectors of the population who do not have access to information on HIV through internet facilities, HIV specialist advice, print media and private health care.

- There are 37 million cellular phone users in South Africa in 2009.
- There are an estimated 5.4 million HIV positive South Africans in 2009. (ASSA2003 (Full) AIDS and demographic model).
- In order to achieve the Summer for All People scenario, **PREVENTION** of HIV infection is key.
- If all South Africans has the **B the Future** cellbook installed on their cellular phones, we can through education:
 - o Prevent HIV infection
 - o Take personal responsibility for our sexual behaviour and health;
 - o Change our behaviour;
 - o Use condoms consistently and correctly;
 - o Remain faithful to one sexual partner



- And then:
- - o South Africans will be aware of their status by 2010
 - o South Africans will test regularly for HIV
 - o We can avert millions of new HIV infections
 - o We can ensure treatment, care and support of those in need and
 - o We can achieve the Summer for All People.

Not all South Africans have easy and quick access to information on HIV and AIDS through the internet, private medical care and books. Now they can have access through their cellular phones!

Why is prevention and education key?

According to the Live the Future model, the Summer for All People scenario is the only scenario that succeeds in bringing adult HIV prevalence rates down from 20% to 7% by 2025. This scenario that is characterised by economic growth and collaboration is the only scenario that focuses strongly on prevention. Although new infections reduce under the Autumn of Limited Opportunity and Spring of Hope scenarios, the focus on prevention is not enough to break the spiral of new infections.

In order to ensure that South Africans know their HIV status and to ensure that they protect themselves and their partners from infection, they need to be educated on the basics on HIV and AIDS. Education and awareness has already resulted in wide-spread behaviour change and a reduction in new infections in our neighbouring countries such as Botswana and Namibia.

Who can download the *B the Future* cellbook?

Anyone with a cellular phone that is WAP and GPRS enabled can download the ***B the Future*** cellbook. You also need to have access to the Vodacom, MTN, Cell C & Virgin Mobile networks.

How do I download the *B the Future* cellbook?

Simply SMS the word HIV to 37503, to receive the link to the cellbook. Click on the link in the SMS reply that you will receive and the ***B the Future*** cellbook will be downloaded in a few seconds. Note that the bill payer's permission is required for download, errors are billed and no refunds will be given.

Is there a helpline to support my download of the *B the Future* cellbook?

Yes, Metropolitan Foundation is sponsoring the support available through a call centre. Simply dial 0762459459 or email: support@cellbook.co.za.

For WAP Instructions you need to contact your network: Vodacom: call 111, MTN: call 173, Cell C: call 140, Virgin Mobile: 123

For further information & handset compatibility visit www.cellbook.co.za/handsets

