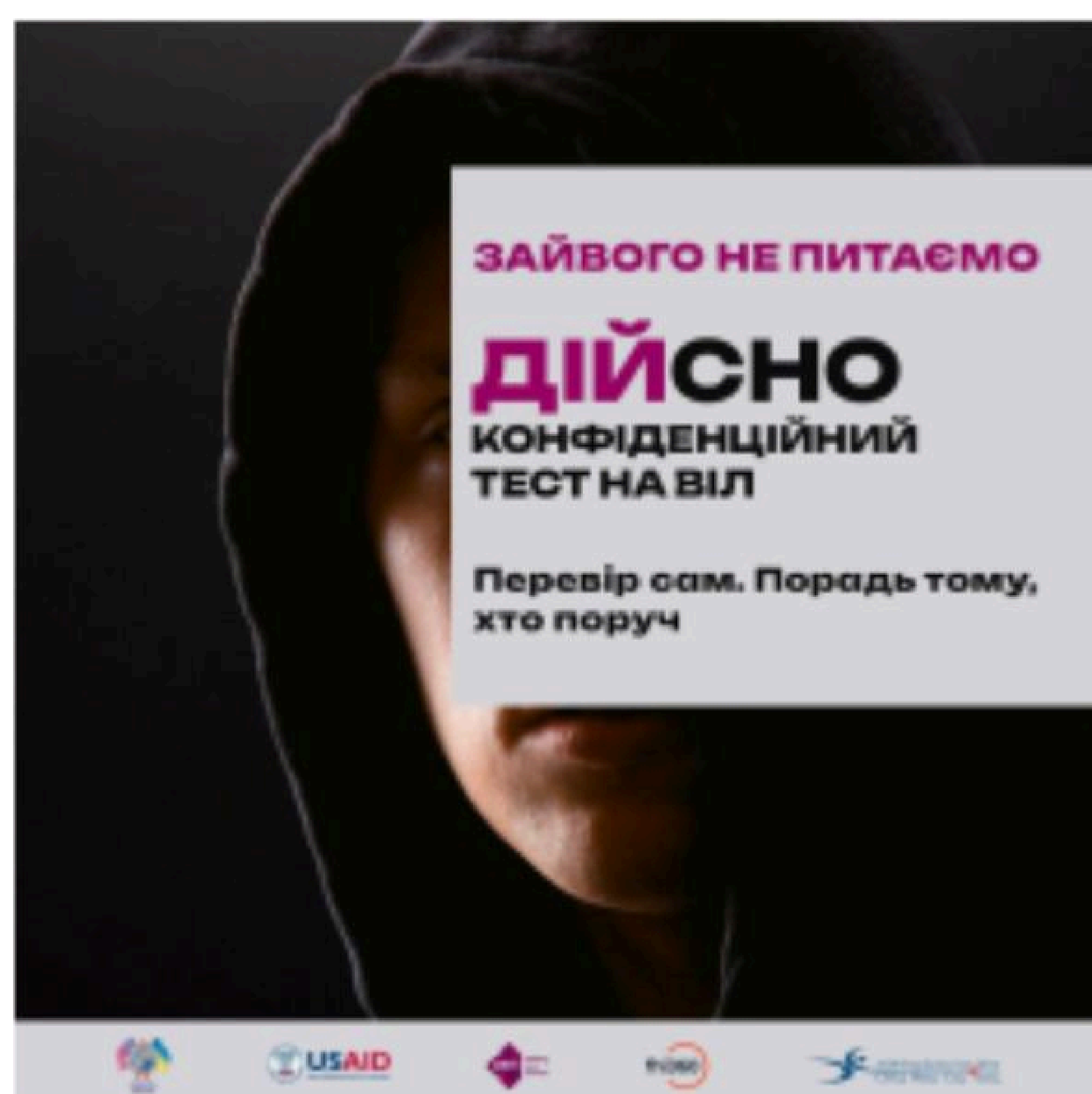


Men Who Have Sex With Men (MSM) Banner:

"YOUR PARTNER IS YOUR BUSINESS. WE'LL TAKE CARE OF A TRULY CONFIDENTIAL HIV TEST."

This message directly addresses privacy concerns common among MSM in Ukraine, where stigma related to same-sex relationships remains significant. The wording acknowledges potential fears about disclosure while emphasizing confidentiality as a core service value.

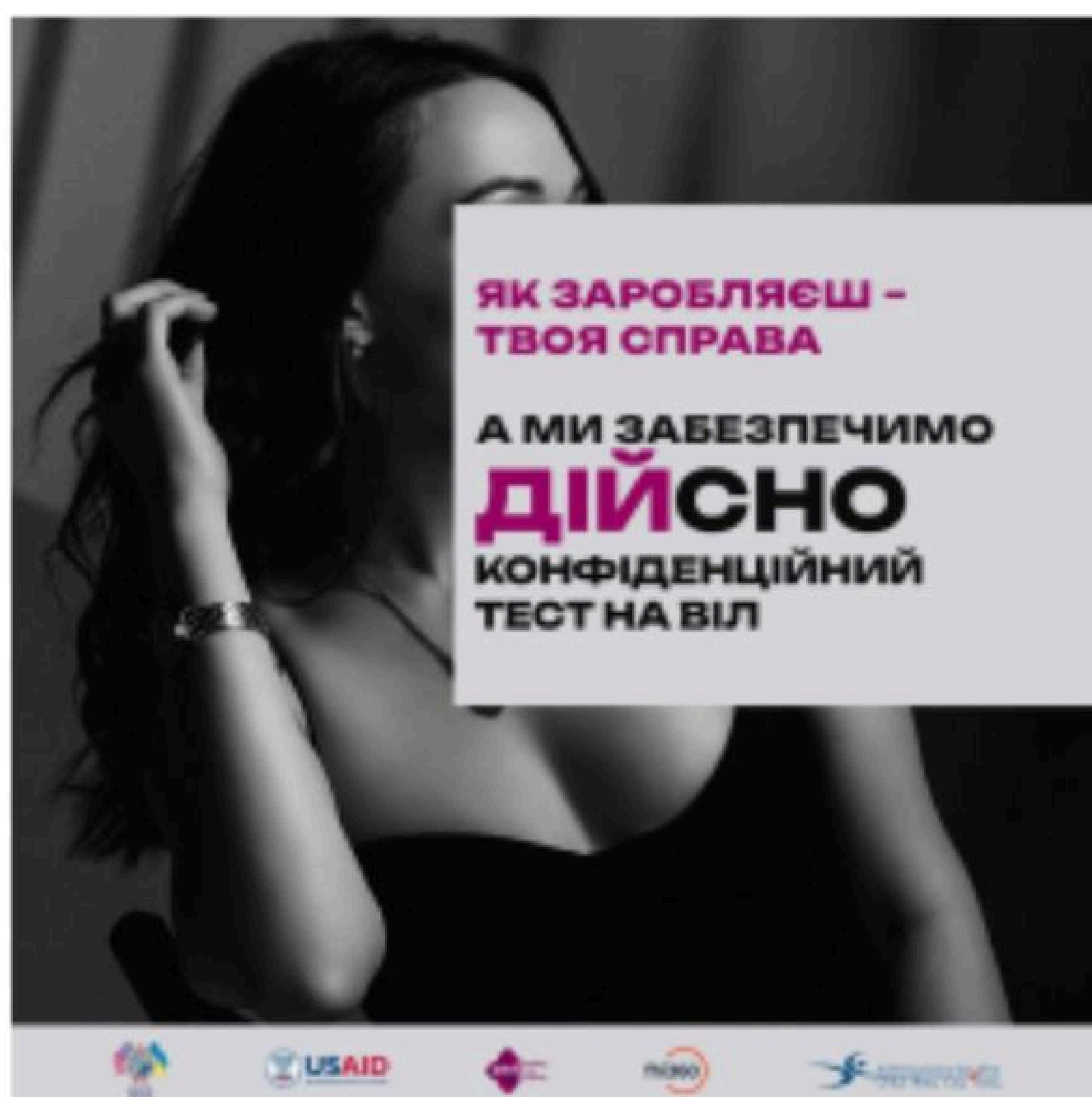


People Who Inject Drugs (PWID) Banner

"WE DON'T ASK UNNECESSARY QUESTIONS. A TRULY CONFIDENTIAL HIV TEST."

Check yourself. Advise those who are nearby."

This message responds to PWID concerns about judgment and criminalization by explicitly stating that personal details about drug use won't be required for testing. It also incorporates a harm reduction approach by encouraging community-level responsibility.



Female Sex Workers (FSW) Banner

"HOW YOU EARN IS YOUR BUSINESS. WE'LL PROVIDE A TRULY CONFIDENTIAL HIV TEST."

This message recognizes the stigma and legal complications facing sex workers while establishing that testing services operate without judgment about occupation. The emphasis on confidentiality directly addresses concerns about potential exposure to law enforcement or other authorities.

Each message was carefully crafted to address the specific barriers to HIV testing faced by key populations in the Ukrainian context, with the word "TRULY" emphasized to build trust in the confidentiality claim.