

# APEX Awards 2016 - Brothers for Life Medical Male Circumcision Drive

A Sustain Bronze APEX award went to Joe Public United for its medical male circumcision campaign for Mediology. By using insight-driven strategy and creative work, in a series of three campaigns from 2012 - 2015, Brothers for Life and Joe Public managed to successfully and effectively increase the knowledge about the medical benefits of MMC by 925%, as well as amplify the amount of conversation taking place on the subject.

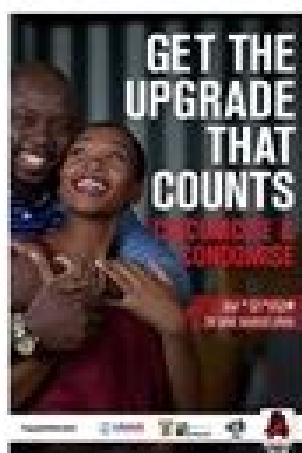
Joe Public United  
Mediology



Joe Public United  
Mediology



Joe Public United  
Mediology



This conversation not only saw a drastic increase in the likelihood of men having the intention to get circumcised, but contributed to a rise in the prevalence of circumcision from 37% to 70% as well.

[Read here for more on the 2016 APEX award winners.](#)

For more, visit: <https://www.bizcommunity.com>