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**PROMOTING SEXUAL AND REPRODUCTION HEALTH BY THE REGULATION OF  
BEHAVIORAL ATTITUDES AND THE DIVERSIFICATION OF THE INFORMATION**

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INTRODUCTION

Mathematically, if information was equal to the positive result of action, we wouldn't need so many ways to adopt positive and responsible attitudes on sexual and reproduction health. Nevertheless, without any preliminary pieces of information, without diversification between the forms of knowledge, the results would be disastrous.

BACKGROUND

Our behaviour and everyday actions can be factors of negative behavioral attitudes in what concerns sexual and reproductive health. But when these are positively regulated, they can on the contrary result to promote positive and responsible attitudes. As far as no tradition is universal, the best way for changing is the positive modulation of tradition taking into account the social-cultural and geographic believes.

METHODS

This must take into consideration psychosocial advisers, demographers, anthropologists, and sociologists who can make available to artists, information about the recent fieldwork on perceptions and habits of people. Sponsors should be encouraged by the media to broadcast the work of citizens and artists.

RESULTS

Conceiving and producing radio and TV film, series of education of about 4 to 5 minutes/day for youths and adults. Produce short stories for adults and youths.

CONCLUSION

Films can bring responses and are a reflection on the social problems concerns sexual and reproductive health. A powerful means to make youths and adults take consciousness of the reality. Ignorance upholds the misery and perpetuates the miss-information concerning sexual and reproductive health.