

**GOVERNMENT OF INDIA
HEALTH AND FAMILY WELFARE
LOK SABHA**

UNSTARRED QUESTION NO:2050
ANSWERED ON:02.12.2011
BEHAVIOURAL HIV PREVENTION
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Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

- (a) the details of the strategies adopted to create awareness among the vulnerable groups including sex workers about HIV/AIDS in the country;
- (b) whether the Government has taken note of some studies which suggest behavioural change as an effective strategy in preventing HIV/AIDS; and
- (c) if so, the details thereof alongwith the steps taken/proposed to incorporate the same under the National AIDS Control Programme?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF HEALTH & FAMILY WELFARE (SHRI GHULAM NABIAZAD)

(a) Statement is annexed.

(b) & (c) : The national AIDS Control programme has used integrated Bio- Behavioural Assessment (IBBA), HIV Surveillance Surveys (HSS), Situation Papers of IDU and MSM, Studies on Migration and HIV to integrate regular medical check ups, presumptive treatment, positive prevention, revision of migrant strategy to strengthen uptake of services, condom use by bringing in behaviour change among vulnerable groups including sex workers. Further the results of HSS and above studies are being used for formulating the next Phase (i.e. Phase IV) of National Programme.

Annexure

The National AIDS Control Programme phase III (NACP III) has adopted following strategies to create awareness among the vulnerable groups including sex workers, they are: Information, Education, Communication (IEC) To create awareness the Communication Strategy includes:

- (i) Motivate Behaviour Change in a cross-section of identified population at risk, including the high risk Groups (Female Sex Workers, Injecting Drug Users and Men having Sex with Men) and Bridge Population Groups (Clients of Sex Workers, Migrants and Truck Drivers);
- (ii) Raise awareness levels about Risk and the Need for Behaviour Change and the Use of Condoms among Youth and Women in the General Population;
- (iii) Generate a demand for health services; and
- (iv) Create an enabling environment for prevention as well as institutional and community care and support.

Regular IEC campaigns are conducted at national and state level through mass-media, mid-media and interpersonal communication to disseminate messages on HIV/AIDS and promote safe behavioural practices. The following is the summary of key programme areas.

1. Mass Media Campaigns: Mass Media campaigns are being undertaken by National AIDS Control Organization (NACO) and State AIDS Control Societies (SACS). The campaigns are conducted on thematic areas i.e. Youth vulnerability, Counselling & Testing, HIV-TB, Condom promotion, Treatment services, Stigma & Discrimination and Blood Safety are conducted on TV and Radio through television, radio and newspapers, which cover all the states.

In addition to the campaigns, long format TV and Radio programmes are also produced and aired on Doordarshan and All India Radio at State level.

2. Outdoor & Mid Media Activities:

SACS prepare their Annual Action Plan, which are approved by NACO under the decentralized plan process. Out door and Mid Media activities are implemented as per the approved action plan by states.

The activities include folk performances addressing different issues related to HIV/AIDS.

Mobilization through IEC vans.

Hoardings, wall writings, bus panels and information kiosks.

IEC material are being printed and distributed for general population, vulnerable and high risk population.

3. Interpersonal Communication: The interpersonal activities along with mainstreaming and training are being undertaken by SACS at the grass root level to sensitize high risk groups, vulnerable section of community including youth, migrants, local leadership, government functionaries, frontline workers etc.

Training programmes are conducted for grassroots stakeholders such as members of self-help groups, panchayati raj institutions, anganwadi workers, ASHA, ANM etc.

Red Ribbon Clubs (RRC) have been formed in Colleges and Adolescence Education Programme (AEP) is under implementation in 20 states reaching out to youth and adolescents with messages on HIV/AIDS and life skills.

4. Red Ribbon Express project (RRE) In addition to above activities, special activity namely Red ribbon Express Project was implemented by NACO in two phases. Targeted Intervention and Link Worker Scheme Strategy to target vulnerable groups including Sex workers through:

Counselling and Behaviour Change Communication

STI care

Free supply of Condoms

Community mobilization to ensure optimum service utilization.