

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

UNSTARRED QUESTION NO:6940
ANSWERED ON:18.05.2012
TELEVISION FILMS SPOTS ON HIV AIDS
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Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

- (a) the total number of television films/ spots made by National AIDS Control Organisation (NACO) during each of the last three years and the current year so far;
- (b) the amount spent by NACO on these television films/spots during the said period alongwith the film-makers who were engaged for producing these TV films/ spots;
- (c) whether NACO has conducted any survey about the impact of these TV films/ footage on the control of HIV/AIDS in the country;
- (d) if so, the details thereof; and
- (e) the steps taken/proposed by the Government to educate school/college going students about HIV/AIDS in the country?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRI S. GANDHISELVAN)

(a) NACO has not produced any films/spots directly and has used films/spots produced by partners working in the field of HIV AIDS. During the last three years 25 spots and 9 films were produced. In the current year (2012-13) so far no films / spots have been produced. The year-wise details is as follows:

Year	No. of spots	No. of films
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2012-13	Nil	Nil
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2011-12	2	2
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2010 - 11	12	6
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2009-10	11	1
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Total	25	9
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(b): NACO has not spent any money on the production of these films / spots.

(c): Yes. NACO has conducted surveys of certain campaigns through partners working in the field of HIV/AIDS.

(d): Surveys on condom promotion, voluntary blood donation, and STI have been conducted by partners to assess their impact. Surveys on condom promotion show that mass-media campaigns have a positive impact in making people discuss condoms and

HIV/AIDS. Surveys on STI campaign shows higher awareness of STIs among those exposed (93%) compared to those not exposed (82%). Surveys on voluntary blood donation campaign showed high recall of the advertisement. Over 35% of the respondents said that they intend to donate blood in future

(e): Yes, the steps taken by the Government to educate school / college going students about HIV / AIDS are as under:-

Adolescence Education Programme (AEP): This programme is implemented in secondary and senior secondary schools to build up life skills of adolescents to cope with the physical and psychological changes associated with growing up and to enable them to protect themselves from HIV/AIDS/STI. Under the programme, sixteen (16) hours sessions are scheduled during the academic sessions in classes IX and XI. The State AIDS Control Societies have further adapted the modules after state consultations with stakeholders, such as NGOs, Academicians, psychologists and parent – teacher bodies. The programme is being implemented in 23 states. During 2011-12, about 50,000 schools were covered under the programme. As the follow- up to the suspension of AEP in some states, a toolkit was devised and disseminated to these State for training of trainers.

Red Ribbon Clubs (RRCs): To address the vulnerabilities of college going youth, Red Ribbon Clubs are formed in colleges. They encourage peer to peer messaging on HIV prevention and provide a safe space for young people to seek clarification to their doubts and on myths surrounding HIV/AIDS. The RRCs also promote voluntary blood donation among youth. Over 13,187 clubs are already functional and are being supported for these activities.