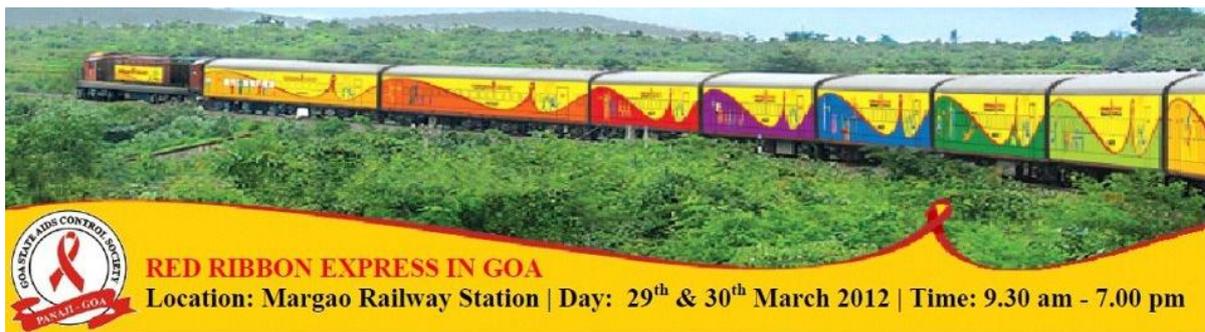


RED Ribbon Express रेड रिबन एक्सप्रेस
Uniting India Against AIDS एड्स के विरुद्ध भारत एकजुट



RED RIBBON EXPRESS TRAIN IN GOA

Date: 29th and 30th March 2012 | Margao Railway Station | Timings 9.30 am – 7.00 pm

Red Ribbon Express is a National Campaign to mainstream the issue of HIV/AIDS through a train. The concept is a broad based multi-media, multi – sectoral mass mobilization project in the country to make it a holistic and comprehensive campaign to mobilize people's movement against HIV/AIDS.

The prime objective of this project is to disseminate information regarding primary prevention services, develop an understanding about the disease to reduce stigma & discrimination against PLHA & strengthening of people's knowledge about the measures to be taken to prevent getting HIV/AIDS besides adopting preventive health habits and lifestyle.

The specially designed RRE was flagged off on 12th January, 2012 from Delhi and during its year long journey across 23 states, it will cover 162 halt stations.

It has three exhibition coaches with exhibits on HIV and AIDS while the fourth exhibition coach on National Rural Health Mission (NRHM) has exhibits on Tuberculosis, Malaria, Reproductive and Child Health services, general health and hygiene. There is one coach also on counseling and another one for conducting trainings of local stakeholders such as members of Panchayati Raj Institutions, self help groups, health workers, youth organizations, teachers, police personnel etc. Those who are not able to come to the train will be reached through the exhibitions in IEC vans and folk troupes which will travel in the periphery of the districts through which the train will pass.

The RRE Phase III Project will continue to focus on rural and difficult to reach areas with an objective of disseminating the information regarding primary prevention services, developing an understanding about the infection to reduce the stigma and discrimination against people living with HIV/AIDS and strengthening people's knowledge while focusing on youth, in particular, about the measures to be taken to prevent HIV/AIDS to adopt preventive health behavior.

The on- board planned activities include Interactive exhibition carrying messages on Health, HIV and AIDS; sensitization and training on health, HIV and AIDS; counseling and testing facilities; general health check up, STI treatment and referral service and adolescent/ youth friendly reproductive and sexual health information. The planned outreach activities will have Red Ribbon Buses carrying a portable version of train exhibition; counseling and testing services; condom demonstration stalls as also Inter personal communication via local folk media.

Our Target

General population with focus on youth groups, women self help group members, adolescents/student community from schools & colleges, PRI members, youth in uniformed services and out of school/non-student youth in the community.

Train Coach Details

The Red Ribbon Express will consist of seven coaches as follows:

1. Coach I. Exhibition: It will have display of educational material, primarily on HIV/AIDS, interactive touch screens and 3-D models.
2. Coach II. Exhibition: It will have display of educational material with focus on HIV/AIDS linked to NRHM programmes, such as PPTCT services in the context of RCH II, HIV-TB co-infection etc.
3. Coach III. Exhibition: It will have display of educational material with focus on HIV within the socio-developmental context (inter-sectoral/ mainstreaming approach)
4. Coach IV. Auditorium cum Conference: It will have arrangements for orientation/ sensitization of selected groups such as PRIs, AWWs, SHGs, youth and women. A group of 48 people can be oriented in one batch with three sessions planned per day. It will have LCD projector and platform for folk performances.
5. Coach- V. Counseling cum Medical Services: It will have six cabins- 4 counseling cabins and two doctor's cabins for providing counseling and syndromic treatment for STI and RTI cases. There will be no HIV testing facility on board. However, provisions for referral services to the nearby ICTC and other care & support services on HIV/AIDS will be ensured.