



Aradhana Johri, IAS

Additional Secretary

Department of AIDS Control, NACO, Ministry of Health and Family Welfare, Government of India

X-19015/01/2011-NACO (IEC)

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Dear Colleague,

As you are aware, two phases of Red Ribbon Express (RRE) train project were implemented by Department of AIDS Control, NACO with the objective of increasing awareness and improving access to services for HIV/AIDS and communicable diseases including TB, Malaria and Reproductive & Child Health issues primarily in rural areas of the country. The reports indicated that RRE resulted in an overwhelming response and more than 8 million people were directly reached through the train, buses and outreach activities. Moreover, about 81,000 district functionaries were trained and 36,000 people were tested for HIV during this second run of RRE.

Given this success and overwhelming response to the project, the third phase of Red Ribbon Express will be launched from Delhi on 12th January 2012 (National Youth Day). This time the renewed focus of the RRE project will be on youth. Special efforts are required to be made for mobilizing adolescents and youth. Similarly, the communication material should be more interactive and youth friendly in dedicated space of a coach with provision of relevant services. During its year long journey across 23 states, it will cover 162 halt stations. This time also apart from 3 exhibition coaches on HIV / AIDS issues, there will be a coach on NRHM to disseminate information on TB and RCH and provide associated services. There will also be two coaches on HIV testing & counseling and for conducting training. 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. IEC van based campaign and folk media program route need to be accordingly aligned so as to intensively cover the districts being reached along the train route.

Please find attached operational guidelines along with the train coach layout and the train itinerary. To ensure effective planning and implementation of this campaign, we have written to your Hon'ble Chief Minister, Hon'ble Health Minister, Chief Secretary and the respective District Collectors of your State. Copies of the letters are attached for necessary follow-up at your end. The expenses may be met from the allocation available in relevant sub-component of AAP 2011-12 and budget limits may please be adhered to at your end.

I request you along with your colleague from State Rural Health Mission, who will be jointly implementing this project to follow-up with the Chief Secretary of your state and the respective District Collectors for convening the state / district level planning meetings. This is essential for the project activities to be completed in time for the train welcome in your state as scheduled in the attached itinerary.

With regards,

Yours sincerely,

(Aradhana Johri)

The Project Director,
State AIDS Control Society, Rajasthan

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अपनी एचआईवी अवस्था जानें, निकटतम सरकारी अस्पताल में मुफ्त सलाह व जाँच पाएँ
Know Your HIV status, go to the nearest Government Hospital for free Voluntary Counselling and Testing