

# RRE on a Mission

The Red Ribbon Express (RRE) is the world's largest mass mobilisation campaign. Flagged off from New Delhi on December 1, 2007, World AIDS Day, the train has travelled across 24 states during its one year journey, halting at 180 stations, covering a distance of over 27,000 km. Here, we present you its coverage so far.

## RRE outreach coverage during its year long journey from 1st December 2007 till November end 2008



### People trained through RRE

- About 68000 resource persons were trained in the training couch on board



### Total number of outreach

- About 6.2 million people were reached by train and through outreach activities by bus & cycle troupes

### People counseled

- Around 1.15 lakh people were counseled including 22% females



### Condoms distributed

- More than 1 million condoms were distributed through the train and bus caravan

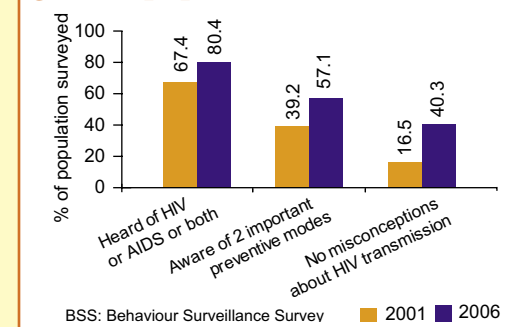
### Non-traditional condom outlets

- About 1300 Non-traditional condom outlets were set up during this campaign

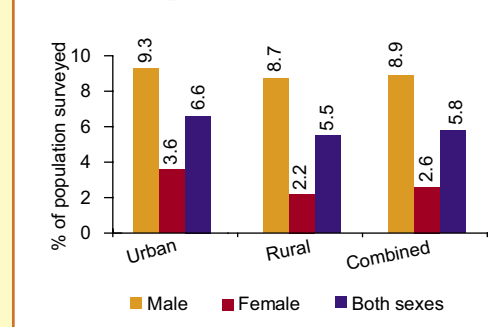


# Awareness & Condom Promotion

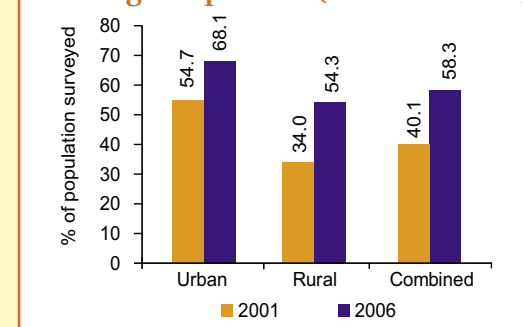
## HIV-related awareness among general population (BSS 2001 & 06)



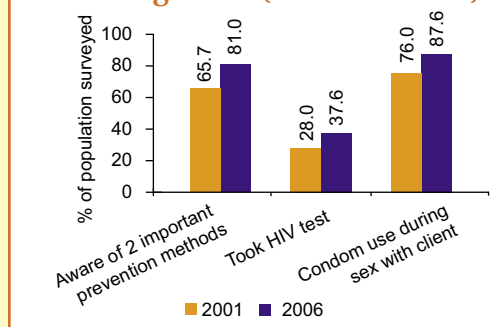
## Reported sex with non-regular partners (2006)



## Condom use in last sex with non-regular partner (BSS 2001 & 06)

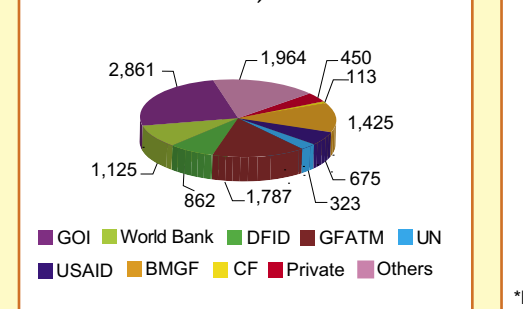


## Awareness and condom use among FSWs (BSS 2001 & 06)

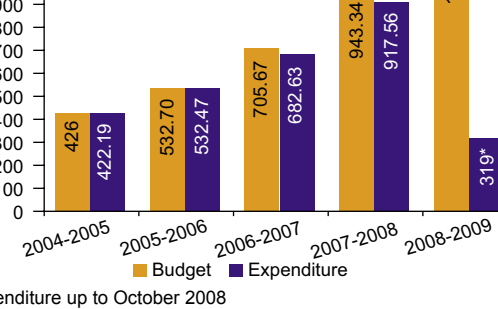


# Financial Progress

## NACP-III investment plan Total Rs. 11,585 crore



## Year-wise financial progress

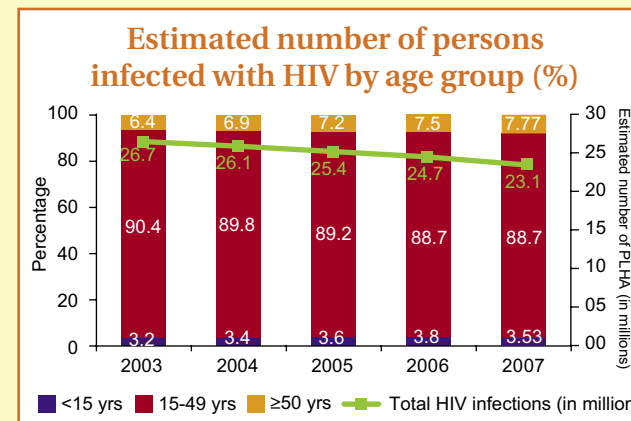


For more information, contact:  
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 New Delhi - 110001  
 Tel: 91-11-23325335  
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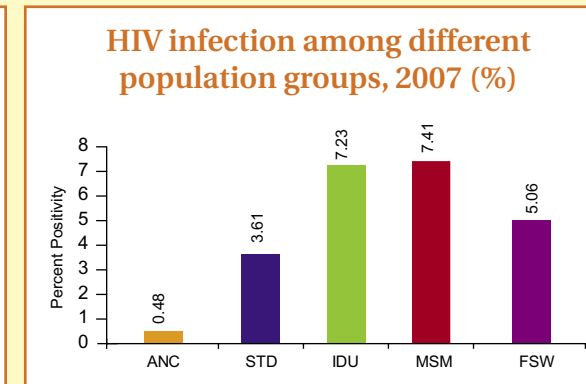
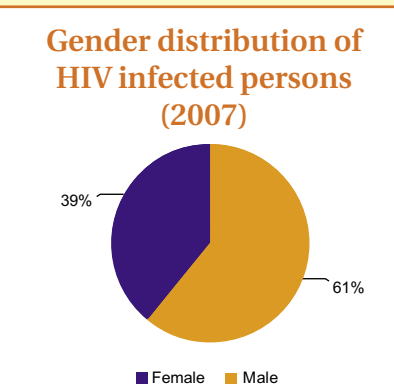
# NACO 2008 An Update

## HIV Situation in India

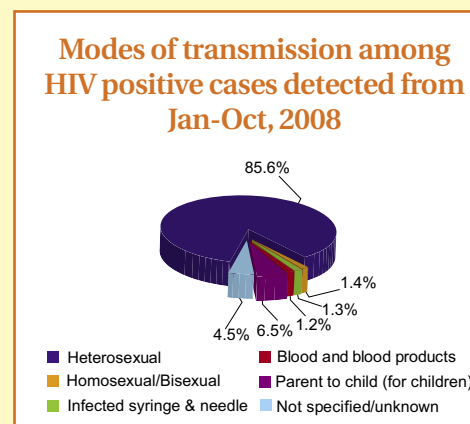
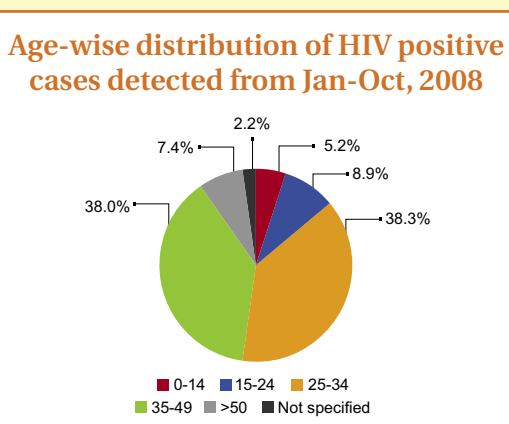
India, today stands at the crossroads in its battle against HIV. Responding to the immense challenge of the HIV/AIDS threat, NACO has articulated a clear and effective response to increase access to services and communicate effectively for behaviour change.



## Estimated adult HIV prevalence in India is 0.34% in 2007

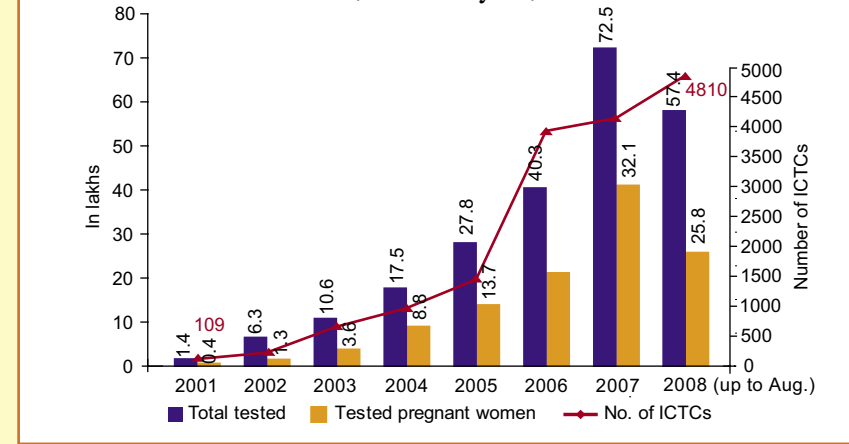


## No. of HIV positive cases detected at ICTCs from Jan-Oct, 2008: 2,29,935

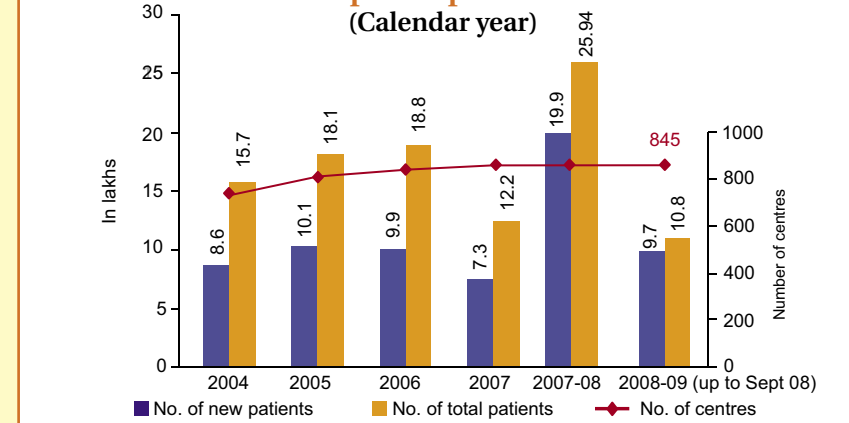


# HIV Prevention Services

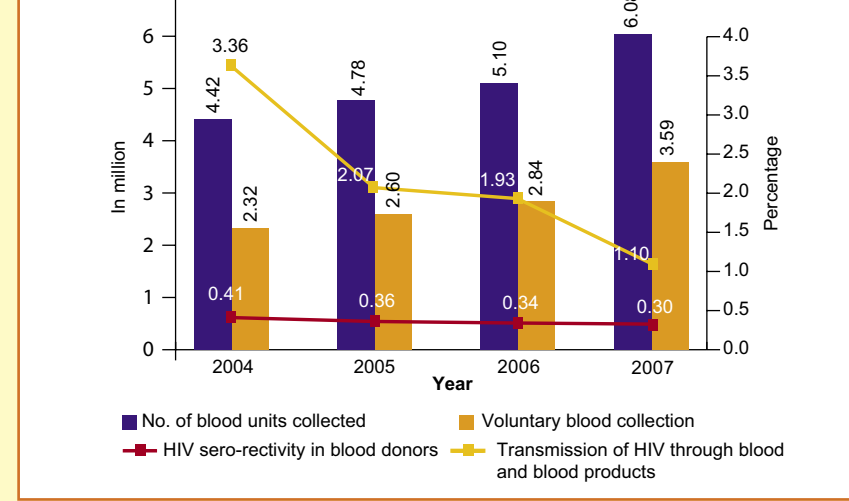
## Progress in integrated counselling and testing services in India, 2001-2008 (Calendar year)



## Year-wise progress in STI services in India, up to Sept 2008 (Calendar year)



## Blood safety



# What is HIV?



HIV is an infection caused by a virus. HIV stands for human immunodeficiency virus. HIV is a tiny virus, a thousand times smaller than the thickness of human hair. It looks like a rolled up porcupine or a sunflower in full bloom. HIV infects human cells and uses the energy and nutrients provided by those cells to grow and reproduce. The first case of HIV infection in India was detected in 1986 in Chennai.

## Routes of HIV transmission

- Unprotected sex with an infected partner
- From infected blood and blood products
- Sharing needles, syringes and piercing instruments
- From an infected pregnant woman to the foetus

## AIDS

When a person is infected with HIV, the virus enters the body and multiplies primarily in the white blood cells. These are immune cells that normally protect us from disease. The hallmark of HIV infection is the progressive loss of a specific type of immune cell called T-helper, or CD4 cells. When the CD4 count falls below 200, the person is said to develop AIDS. As the virus grows, it damages or kills these and other cells, weakening the immune system and leaving the person vulnerable to various opportunistic infections and other illnesses. These illnesses usually occur 6-8 years after the infection. Common opportunistic infections seen in India are tuberculosis, diarrhoea, skin infections, pneumonia, fever and weight loss, and certain types of cancer.

# Dynamics of HIV Transmission

A variety of demographic, behavioural, and social factors place people at risk for becoming infected with HIV and other STIs. Traditionally cited risk factors include for example, multiple sexual partners, history of STIs, and drug abuse. Anyone who engages in a behaviour that exposes him or her to HIV is at risk of infection.

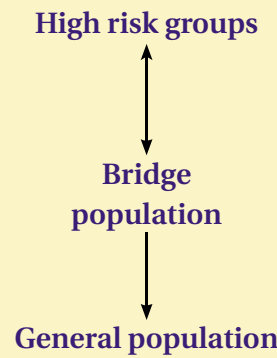
Social and economic factors make people or groups of people vulnerable to the infection.

HIV/AIDS does not discriminate. The virus usually spreads from people indulging in high risk behaviour into the mainstream through the bridge population.

Women, in particular, are more vulnerable to infection because of biological factors. Further, gender inequities and the lack of social and economic

empowerment make it difficult, if not impossible, for them to negotiate safer sex with partners.

## HIV transmission from high risk groups to the general population through bridge population



# Misconceptions about HIV

HIV is a highly fragile virus. It can only survive in specific body fluids like blood, semen and vaginal fluid and not in sweat or tears. There are a lot of myths and misconceptions about HIV.

## HIV does not spread through:

- Shaking hands, hugging or kissing
- Coughing or sneezing
- Using a public phone
- Visiting a hospital
- Sharing food, eating or drinking from the same utensils
- Using toilets or showers
- Using public swimming pools
- Through mosquito or insect bites
- Working, socialising, or living side by side with HIV-positive people



## Stigma and discrimination

Stigma and discrimination are the major obstacles to effective HIV/AIDS prevention and care. Fear of discrimination often prevents people from seeking treatment for AIDS or from acknowledging their HIV status publicly.

- Reducing stigma and discrimination at all levels is essential
- Stigma drives people away from prevention efforts
- Promotion of testing and treatment services helps to reduce stigma

# Responding to HIV

## Communication strategies

- Knowledge is the only weapon
- Use of all communication channels for effective communication aimed at behaviour change
- Education in schools, colleges, workplaces and in the community
- Awareness programmes for illiterate and out-of-school youth
- Focused “one-to-one” communication with high risk groups

## Political commitment

There is a strong political commitment for containing and controlling HIV/AIDS at the international and national levels.

In India a Parliamentary Forum on HIV/AIDS has been set up and a National Council on AIDS (NCA) has been constituted under the leadership of the Prime Minister.

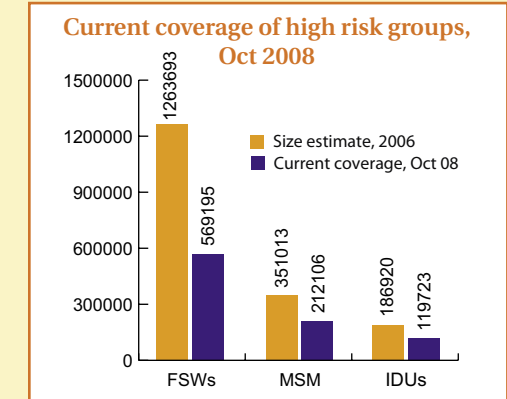
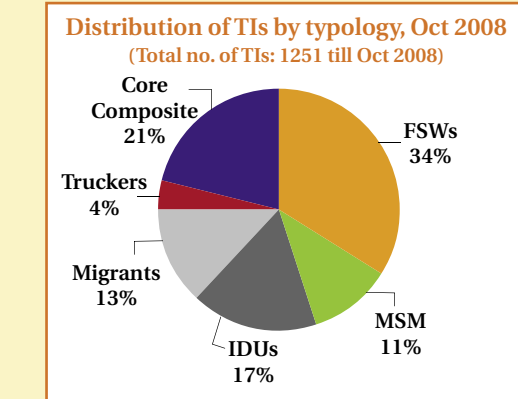
The National AIDS Prevention and Control Policy, 2002 and National Blood Policy, 2002 have been formulated to help tackle the epidemic.

## As a concerned citizen help prevent the spread of HIV

- Avoid risky behaviour
- Adopt the A (Abstinence) B (be faithful) and C (use condoms) approach
- Increase awareness among colleagues and friends
- Discuss and seek guidance on sexual behaviour and other risk behaviour
- Show tolerance and empathy towards HIV-positive persons
- Help people understand the importance of safe sexual behaviour and spread knowledge about the condom as the only prophylaxis available for protection against all sexually transmitted infections including HIV



# Targeted Interventions



# Care, Support & Treatment

