

The Red Ribbon Express (RRE) is the world's largest mass mobilisation drive on HIV/AIDS. The train will travel through 22 states, during its one year long journey, halting at 152 stations. Through the RRE, NACO, intends to break the silence surrounding the issue of HIV/AIDS, by taking the messages on prevention, care and support to people living in small towns and villages across the country. The aim is also to create an environment, free from stigma and discrimination faced by people living with HIV, so they can access the services, without fear and prejudice, and live a life of dignity. It has proved to be a successful multi-sectoral initiative, of the NACO and a powerful advocacy tool, both at the state and district level, besides enhancing local capacity to deal with HIV prevention.

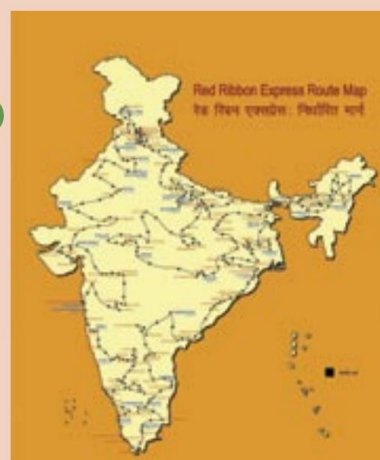


Table 6.1: The highlights of RRE-II coverage (till 11 March, 2010)

| State        | Date                    | Halt stations | Halt days | Persons directly reached (in lakh) | Persons trained | Persons counseled | Persons tested for HIV |
|--------------|-------------------------|---------------|-----------|------------------------------------|-----------------|-------------------|------------------------|
| Delhi        | 1.12.2009               | 8             | 17        | 1.29                               | 3,665           | 2,409             | 1,000                  |
| Rajasthan    | 2.12.2009 to 19.12.2009 |               |           |                                    |                 |                   |                        |
| Gujarat      | 20.12.2009 to 3.1.2010  | 6             | 13        | 6.03                               | 3,810           | 2,317             | 1,453                  |
| Maharashtra  | 4.01.2010 to 1.2.2010   | 13            | 26        | 1.27                               | 5,680           | 9,027             | 4,153                  |
| Karnataka    | 2.2.2010 to 22.2.2010   | 11            | 19        | 1.80                               | 5,741           | 3,658             | 3,183                  |
| Kerala       | 23.2.2010 to 11.3.2010  | 9             | 17        | 1.42                               | 3,559           | 2,173             | 855                    |
| <b>Total</b> |                         | <b>47</b>     | <b>92</b> | <b>11.81</b>                       | <b>22,455</b>   | <b>19,584</b>     | <b>10,644</b>          |

It includes visitors to train exhibition and those reached through outreach activities

about injecting drug use and unprotected sex, reducing stigma and discrimination associated attached to HIV/AIDS and promoting HIV related services. The music competitions and football tournaments organised at district level culminated in the state level mega events, which saw huge youth participation.

Faith based organisations were also sensitised and involved in the campaign. A special effort was made to reach out to the out-of-school youth in the states through training of youth clubs at district, block and village levels. The winners of the music competitions positioned as "youth icons" are further reaching out with messages on HIV/AIDS to the community through road shows at village/block level in their respective districts.

**Radio programmes:** Three radio programmes in Hindi - "Babli Boli", "5 Down Mohabbat Express" and "Kitne Door, Kitne Pass" were launched by NACO, targeting rural women, rural youth and urban migrants respectively. The programmes were aired for six months from September, 2009 to March, 2010. The duration of the each episode was half an hour and two episodes of each programme were aired every week. The programmes were linked to the ground mobilisation in 21 vulnerable districts, in the states of UP, Bihar, Rajasthan, MP and Delhi through 100 Radio Listener Clubs formed in each of these districts. The radio clubs promoted not only listenership of the programmes, but also helped in further dissemination of messages in the communities. The SACS also produce and air