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Life Bus Campaign in Kerala – Guidelines

Background

Further to the success of Red Ribbon Express in the country, it is proposed that a district level IEC mid-media intervention program will be implemented across 149 A&B category districts in 25 States of India through a bus caravan traversing through selected Grama Panchayaths of the States. The program aims to target the vulnerable population, youth and women with special focus on “A” and “B” category districts,

The objective is to increase the level of knowledge, diminish stigma and discrimination related to HIV and AIDS and challenge the local superstitions and beliefs associated with HIV and PLHAs. The vision behind the project is to promote a multi-sectoral effort by which HIV and AIDS could be mainstreamed within the context of overall socio-economic development rather than merely as a medical/public health issue.

In Kerala the bus caravan will visit the districts of Ernakulam, Thrissur, Palakkad and Kasaragod

Communication Challenges

The design and implementation of a hard-hitting communication campaign tackling a sensitive issue such as HIV and AIDS in the current socio-political context of India poses some key challenges. The health communication campaigns, particularly HIV and AIDS communications, are largely informative / educational in nature and rarely addressed the people directly. These approaches, at times have been seen as neither engaging nor community-oriented. People have perpetually portrayed the infection in a completely morbid and fearful manner. Effective communication campaigns and messages are required to target the personalized fear and risk of the individual. The district campaign plan aims to achieve these objectives.

Campaign Messages

The program has been designed in such a way, so that, the young men and women in district rural and semi-urban areas, in the age group of 18-40, belonging to lower socio-economic backgrounds are the primary targets for prevention messages.

Primary Focus

Developing an understanding about the infection to reduce stigma and discrimination against People Living with HIV and AIDS; Strengthening people’s knowledge about the measures to be taken to prevent HIV and AIDS infection; and Disseminating information regarding primary prevention services.

Primary Target Group

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.

Key Program Components

The campaign will essentially consist of the following components:

IEC Bus visit to village areas in the district. Sensitization of PRI members on “Role of PRI members in HIV prevention programs” (by KILA). Training of Journalists at District level (by NYKS, Press Club, PRD).

Mobilization in the village and Folk program at the venue before the bus reaches (Implemented by NYKS).

Exhibition on HIV/AIDS and related services, which will be installed after the bus arrives.

Performance by folk teams, after the arrival of the bus (the troupes from S&DD or KSACS). Positive speaking by a trained person living with HIV.

Interaction with the public Condom demonstration outlets: organized by HLPPT. Monitoring and Evaluation activities

Campaign Methodology

How the village performances will look like:

The performances will be of the similar nature as were done for Bus caravan of Red Ribbon Express. The mobilization component implemented by NYKS for Cycle caravan will be an integral part of the Bus Caravan campaign.

The IEC van will stop at the pre-identified Grama Panchayaths of the selected blocks in the districts.

NYKS will do pre campaign mobilization at the village and neighboring villages. Before the arrival of the bus, NYKS folk team will perform at the venue to mobilize the crowd. Training of journalists will be done at the district NYKS.

After the arrival of the bus, the exhibition will be opened at that program sight. The troupes of KSACS will perform folk arts to disseminate messages on HIV. This will be followed by a positive talk by an HIV infected person, followed by interactions by public.

The SMOs will organize condom demo stall. The IEC materials will be distributed. There will be video shows at the last venue of the day. While organizing the performance at one point, mobilization from 4-5 adjacent villages may be done for enhancing participation.

The DMO, HLPPT, Prathyasha and NYKS will provide a detailed report on each activity in the prescribed format which will be developed by the Monitoring and Evaluation Division of KSACS.

Procurement of IEC Van

The van is a 22 seated one with external branding. The inside of the van will be left intact. The folk troupes and other staff will travel in the van.

Kerala SACS will hire the vans as per the guidelines in force and make it available for the campaign.

Normally, the campaign has to be scheduled in such a way that at least one day is spent in all the blocks of the district. Initially the above-mentioned four districts are covered in Kerala. Hence there will be two buses, covering two districts simultaneously.

IEC Van Exhibition

The van will carry attractive colorful collapsible exhibition-panels on HIV and AIDS transmission and prevention, stigma and discrimination, Voluntary Blood Donation messages. The exhibition kit will be made available in the bus by Kerala SACS. The collapsible exhibits will be displayed outside the van. This will help them to open up further discussions and interactions.

In the van, there will be one driver, and two promoters to assist in the activities. There will be performances at three venues per day. Concerned DLOC can select the venues of performances.

Large crowd has to be mobilized from the adjoining 4-5 villages and the activity will take place in the pre-identified spots. The district team will ensure that sufficient space is available for an ongoing outdoor program, like, some kind of sheds for the crowd to avert the sun and rain and availability of power connection to use the mike/public address systems etc.

The promoters in the van will display the exhibition, as soon as the van reaches the activity spot. The van should be taken around to inform people about the performances. The PA system in the van should be used for the announcement.

The van will also have a DVD projector and a screen to show films in the villages. Films produced by Kerala SACS shall be shown. Film show is only for the last venue of the day.

Mobilization of the community by NYKS

As done during the cycle caravan component of RRE, the mobilization of the community will be done by NYKS.

In the venue before the bus arrives, folk team identified by NYKS will perform to mobilize the community. The theme for this performance will not be HIV.

Sensitization of PRI members by Kerala Institute for Local Administration

In order to create a response from the PRI members, the PRI members of the Block and Panchayath level will be trained by STRC.

Folk troupes by Song and Drama Division (S&DD) / KSACS

S&DD troupes are being centrally procured. If S&DD troupes are not available, the services of folk teams empanelled by SACS will be utilized.

There should be proper coordination, clear understanding and interaction on regular program implementation strategies between Districts and the Folk troupes. Training will be imparted by SACS for uniformity and clarity in messages.

Condom social marketing by HLPPT, the SMO

(Hindustan Latex Family Planning and Promotion Trust is the Social Marketing Organization for Kerala State)

The SMO in the state should be fully taken on board for the campaign. State based SMO will conduct condom demonstration activities during out- door activity program.

The SMO will also open non- traditional condom outlets in the respective districts

Positive talk

A positive speaker will interact with the people on positive living, stigma and discrimination etc.

SACS will identify positive speakers. They will also be trained on public speaking. Schedule of positive speakers will be managed by the respective Prathyasha Centres. Kerala SACS will share the details of the positive speakers assigned to each district to the DLOC

Interactive sessions

Interactive sessions will be conducted especially with the women and youth groups on HIV risk perception and prevention, during the program activity sessions. There will be one to one question & answer during the on going program activities. People can interact with the positive speaker.

District team with the help of Kerala SACS should try to partner with local NGOs and PLHA groups for successful conduct of the group discussions.

Outdoor campaigns

To enhance the impact of the campaign, the district teams may put up hoardings; carry cinema slides etc in the respective districts, blocks, railway stations and 3-4 main market places. These interventions may carry HIV prevention messages and information on services available in the district. Kerala SACS will give the designs for the same. This can be downloaded from the website of Kerala SACS: www.ksacs.in.

The print materials will contain messages and information on Jyothis, Sneha, Prathyasha, Ushus, Pulari etc with detail information with availability of services, visiting hours, time, address and contact numbers of the clinics etc. Such materials will be disseminated during the campaign.

Prior to the start of the campaign, Kerala SACS will conduct the orientation programs for the folk (S&DD/KSACS) troupes. SACS has to confirm with NACO whether S&DD troupes are available or not. If not available, SACS has to arrange such teams from the local resources.

Nodal officers from Kerala SACS for each district should make regular visits to ensure the satisfactory implementation of the program activities.

SACS should take on board the partner organizations like, TI groups, local NGOs, SMOs etc. for monitoring the campaign activities.

Campaign Roll-out

The campaign will start as per the dates communicated by Kerala SACS

Monitoring and Evaluation

The Monitoring and Evaluation Division of SACS will develop software, formats etc. to grab the data of the program.

NACO will appoint an external agency to conduct the impact evaluation of the campaign in the State.

Project management structure

State level Organizing Committee (SLOC)

Chairman	:	Chief Secretary
Vice-Chairman	:	Secretary (Health & Family Welfare)
Convener	:	Project Director, Kerala State AIDS Control Society

Members

Secretary, Department of Social Welfare Department
Secretary, Department of Local Self Government
Secretary, Department of Higher Education
Secretary, Department of General Education
Secretary, Department of Youth
Secretary, Department of Rural Development
Executive Director, Kudumbasree
District Collector, Ernakulam
District Collector, Palakkad
District Collector, Kasaragod
District Collector, Thrissur
Executive Director, Kerala State Literacy Mission
Director of Public Instruction
Director of Collegiate Education
Mission Director, NRHM
Director, Directorate of Health Services
Director, I&PRD
State Officer, National Service Scheme
State Officer, National Cadet Corps
State Officer, Bharat Scout & Guides
Zonal Director, Nehru Yuva Kendra Sangathan
District Medical Officer, Thrissur
District Medical Officer, Kasaragod
District Medical Officer, Ernakulam
District Medical Officer, Palakkad
President, Council of People Living with HIV in Kerala (CPK+)
Regional Director, Song & Drama Division
Regional Director, Directorate of Field Publicity
State representative, Press Information Bureau

Station Director, Doordarshan Kendra
Station Director, All India Radio

District Level Organizing Committee (DLOC)

Chairperson : District Collector & Magistrate

Members

Superintendent of Police
District Medical Officer (Convener)
District Youth Coordinator, Nehru Yuva Kendra Sangathan (Co convener)
Secretary, District Panchayath
Secretary, Corporation/Municipality (wherever applicable)
District Programme Manager, NRHM
District Information Officer
Deputy Director of Education
Deputy Director of Collegiate Education
District Nodal Officer from Kerala State AIDS Control Society
Coordinator, Prathyasha Kendram (Drop in Centre for HIV +ves)

District Officers of the following Departments

Department of Social Welfare Department
Department of Local Self Government
Department of Higher Education
Department of Youth
Department of Rural Development
Kudumbasree
Kerala State Literacy Mission
National Service Scheme
National Cadet Corps
Bharat Scout & Guides
Field Publicity Officer, Directorate of Field Publicity
Press Information Bureau
Station Director, Doordarshan Kendra (where ever applicable)
Station Director, All India Radio (where ever applicable)

Roles and Responsibilities

The National AIDS Control Organization (NACO) through the State AIDS Control Societies (SACS), Health Department, the other departments and the Nehru Yuvak Kendra Sangathan (NYKS), HLPPT will be responsible for implementation of the project.

State Level Organizing Committee will monitor the activities and do timely reviews of the campaign District level Organizing Committee will implement the campaign as per the action plan rolled out in the district.

The role & responsibilities of the various partners and departments of Kerala State are summarized and placed as Annexure 1. This is also the matrix that details the activities to be realized as part of the RRE campaign. This is only an indicative responsibility matrix. The responsibilities may vary as per the decisions taken from time to time.

Project monitoring plan with indicators

The Organizing Committees at State and District level will be responsible for proper planning and monitoring of various activities planned as part of Bus Caravan project. Since the buses will be for a limited period at selected districts in the state, it is very crucial to get a rapid assessment of the campaign done, by the Monitoring & Evaluation team of KSACS. Teams constituted by KSACS are required to ensure documentation of the entire event in the state.

This will be the responsibility of the IEC Division. This documentation and rapid assessment may be based on key indicators such as:

- Number of people, age, sex and profile of viewers
- Rapid assessment of the response of selected visitors who saw the exhibition.
- Number of condoms distributed by HLPPT
- Number of brochures disseminated
- Record of media coverage (clippings/press cuttings).

Project budgeting

All the key partners have to be released the required funds for the activities listed above. SACS will be required to plan & meet expenses on the above activities from the funds allotted by NACO for IEC activities, as per the Annual Action plan of the State.

Process documentation

Kerala SACS is planning to have personnel on board to ensure proper documentation the campaign. SACS, HLPPT and NYKS in particular will be responsible for maintaining record of various activities undertaken, events held, media coverage and a detailed project report will be compiled at the end of this mega project by NACO based on these reports

Best District and Best Block Award

The SLOC will identify the best implementing district and the best performing Block Panchayath for Bus Caravan

Time line of programs to be held at each venue

Activities	Time schedule		
	Venue 1	Venue 2	Venue 3
Folk program by NYK	10 AM- 10.30 AM	2.00 PM- 2.30 PM	5.00 PM- 5.30 PM
Bus arrival	10.30 AM	2.30 PM	5.30 PM
Inauguration	10.30 AM- 10.45 AM	2.30 PM- 2.45 PM	5.30 PM- 5.45 PM
Exhibition	10.45AM- 11 AM	2.45 PM- 3PM	5.45 PM- 6.00 PM
Folk program by bus team	11 AM- 11.30 AM	3 PM- 3.30 PM	6.00 PM- 6.30 PM
Positive speaking	11.30 AM- 11.45 AM	3.30 PM- 3.45 PM	6.30 PM- 6.45 PM

Interaction with public and shake hand with HIV positive	11.45 AM- 12 PM	3.45 PM- 4.00 PM	6.45 PM- 7.00 PM
Condom demo	12 PM- 12.30 PM	4.00 PM- 4.30 PM	7.00 PM- 7.30 PM
IEC distribution	12 PM- 12.30 PM	4.00 PM- 4.30 PM	7.00 PM – 7.30 PM
Video Show	Nil	Nil	7.30 pm
Packing to next venue	12.45 PM	4.45 PM	8 PM (Halt)

District level Activities of Bus Caravan

No	Activity	Sub Activity	Particulars	Responsibility	Remarks
	Media Relations	Pre event press conference	By DC, DMO	DC, DIO, DMO, NYK	
		Post even press release	By DC, DMO	By DC, DIO, DMO, NYK	Press Cuttings shall be forwarded to KSACS
	Publicity	Cinema Slide	Cinema Slides in theatres	DMO	Design will be given by KSACS
		Hoarding	Three Hoardings at Bus station, prominent places, selected by Dt.Team. 20 x 10 ft	DMO	Design will be given by KSACS
		Local Cable Scroll	To show the TV spots	DMO	
	Dt level inaugural function	Venue arrangements	Shamiana /, Table, chairs, bouquet, PA system, Folk Programme etc.	DMO	
			Banner	DMO	
			Invitation printing	DMO	
	Photography			DMO	Function, bus, people etc to be taken
	Logistics	Vehicle Charges (POL)	For local coordination	DMO	
		Stationery			
	District Level Committee Formation		3 meetings	By DC, DMO	
	Route			DMO	Call

	Preparation workshop				respective H.S,NRH M P.R.O, HI's, NYK, NSV, Suraksha Project Staffs, Prathyasha, HLPPT, Kudumbasree, CDS, etc.
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Mobilization Activities of Bus Caravan at Block level

No	Activity	Sub Activity	Particulars	Responsibility	Remarks
	Publicity	Jeep hiring	Per day	DMO	
		Mike and sounds	Per day	By DMO	
		Generator charges	Per day	DMO	
		Notice	1500 nos	DMO	Design will be given by KSACS
	Refreshment	Food snacks or	For mike announcement	DMO	

Inauguration of Bus caravan at each venue

No	Activity	Sub Activity	Particulars	Responsibility	Remarks
1	Publicity	Mike and sounds	For inaug at venue	By DMO	
		Generator charges	For inaug at venue	By DMO	
2		Banner	For inaug at venue	By DMO	Design will be given by KSACS
3	Photography		For mike announcement	DMO	Function, people, bus to be taken
4	Miscellaneous			DMO	Function, people, bus to be taken

State level officers

Bus Caravan Officials (State level)		
	Dr Vishwas Mehta IAS, Secretary Health, GoK	0471 2518255
	Dr Usha Titus IAS, Project Director, Kerala SACS	0471 2304882
	Dr Dinesh Arora IAS, Mission Director, NRHM	
	Dr K Shylaja, Director, Health Services	
	Dr TV Rita Cross, Additional Project Director i/c, Kerala SACS	0471 2304992
	Shri S Ajai Kumar, Joint Director IEC, Kerala SACS	0471 2303763
NYKS officials (State level)		
	Mr Satheese, Zonal Director,	0471 2326564
HLFPPT officials (State level)		
	Mr Baby Prabhakaran, Sr Programme Officer	
STRC officials (State level)		
	Mr Sathish, Project Manager	