

Guidelines For Implementing Folk Campaign in Kerala

Background

Folk is a powerful medium of communication to disseminate difficult social messages in rural areas. Integration of messages with local culture helps rural people relate and respond easily. In the annual plan of states, funds have been kept aside for folk performances for creating awareness about HIV and generating demand for services.

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 first phase of the campaign has been successfully conducted in five districts. Here, we branded the campaign as '*Thuyilunarthu*'

In Kerala, the first phase of folk campaign covered following districts:

Sl. No.	District	No. of Programs conducted
1	Thiruvananthapuram	72
2	Alappuzha	72
3	Ernakulam	90
4	Kannur	54
5	Kozhikode	36
	Total	324

The second phase of the campaign is proposed to be rolled out in ten districts namely **Kasaragod, Wayanad, Malappuram, Palakkad, Thrissur, Idukki, Kottayam, Pathanamthitta, Kollam and Thiruvananthapuram.**

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.

Key Program Components:

The campaign will essentially consist of the following components:

1. Mobilization in the villages by NYK
2. Inauguration at the venue level
3. Exhibition on HIV/AIDS and related services, which will be installed
4. Performance by trained folk teams
5. Positive speaking by Prathysha staff in selected locations
6. Interaction with the public
7. Condom demonstration outlets: organized by SMO (only if the contract of the social marketing organization is extended by NACO)
8. IEC distribution
9. Monitoring and Evaluation activities

Program details

- There will be performances at three venues per day. DLOC concerned 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.

Mobilization of the community by NYKS

In the venue before the bus arrives, Youth Club working with NYK shall mobilize the community.

Venue Level Inauguration

There will be an inaugural function at the venue level before the commencement of folk performance. Representative of Local Self-Government Institutions, Local health staff, NGO representatives, representatives of TI NGOs working with KSACS, NYK representatives may be invited for this inaugural function. The same shall be arranged by the Youth Clubs entrusted by NYK.

Folk troupes KSACS:

- The folk troupes trained by KSACS will perform at the venue. The key theme of the performance will be HIV prevention, increasing service uptake, anti stigma discrimination against HIV infected people, voluntary blood donation etc.
- There should be proper coordination, clear understanding and interaction on regular program implementation strategies between Districts and the Folk troupes.
- Training imparted by KSACS for uniformity and clarity in messages

Positive talk:

- No separate positive speakers are included in this campaign. Staff of Prathyasha centers will interact with the public on positive living, stigma and discrimination etc. wherever possible.
- Kerala SACS will share the details of Prathyasa centers of 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 banners or boards; 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, 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.
- 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 programme.
- Nodal Officers from NACO and KSACS will also conduct monitoring visits to the States to asses the proper roll out and impact of the campaign in the State.

Project Management Structure**District Level Organizing Committee (DLOC)**

District level Organizing Committee (DLOC) consists of

1. Chairperson: District Collector & Magistrate
2. Vice Chairperson: District Medical Officer (H)
3. Convener: District Youth Coordinator, Nehru Yuva Kendra Sangathan

Members

4. Superintendent of Police
5. Secretary, District Panchayath
6. Secretary, Corporation/Municipality (wherever applicable)
7. District Programme Manager, NRHM
8. District Information Officer
9. Deputy Director of Education
10. Deputy Director of Collegiate Education
11. District Nodal Officer from Kerala State AIDS Control Society
12. Coordinator, Prathyasha Kendram (Drop in Centre for HIV +ves)

District Officers of the following Departments

13. Department of Social Welfare Department
14. Department of Local Self Government
15. Department of Higher Education
16. Department of Youth
17. Department of Rural Development
18. Kudumbasree
19. Kerala State Literacy Mission
20. National Service Scheme
21. National Cadet Corps
22. Bharat Scout & Guides
23. Field Publicity Officer, Directorate of Field Publicity
24. Press Information Bureau
25. Station Director, Doordarshan Kendra (where ever applicable)
26. 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 Sanghathan (NYKS), HLPPT, SMO will be responsible for implementation of the project.
- Kerala SACS 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 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 Folk Campaign. Since the campaign 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 SMO
- Number of brochures disseminated
- Record of media coverage (clippings/press cuttings).

Project budgeting

KSACS 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 2011 -2012 of the State. Funds for the district level planning, inauguration and monitoring will be released to NYK. Funds for the folk troupes will be paid by KSACS based on the satisfactory report from the DLOC Convener.

Process documentation

KSACS, SMO 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

Kerala SACS will identify the best implementing district and the best performing Block Panchayath for Folk Campaign.

Tentative Time line of programmes to be held at each venue

Activities	Time schedule		
	Venue 1	Venue 2	Venue 3
Inauguration	10.15 AM- 10.30 AM	3.15 PM- 3.30 PM	5.15 PM- 5.30 PM
Exhibition	10.30 AM- 11 AM	3.30 PM- 4.00 PM	5.30 PM- 6.00 PM
Folk programme by troupe	10.30 AM- 11.00 AM	3.30 PM- 4.00 PM	5.30 PM- 6.00 PM

Positive speaking/Interaction	11.00 AM- 11.15 AM	4.00 PM- 4.15 PM	6.00 PM- 6.15 PM
Condom demo	10.30 AM- 11.00 AM	3.30 PM- 4.00 PM	5.30 PM- 6.00 PM
IEC distribution	10.30 AM- 11.00 AM	3.30 PM- 4.00 PM	5.30 PM – 6.00 PM
Packing to next venue	11.15 AM	04.15 PM	06.15 PM

Draft Roll – out plan of Folk Media Campaign - Kerala

Time line at Districts:-

Sl. No	District	Type of Program	No. of Troupes	No. of Days	No. of Programs	Time Line
1	Kasaragod	Street Play	1	6	18	22 nd Nov – 27 th Nov. 2011
2	Wayanad	Kolkali	1	6	18	10 th Nov – 15 th Nov 2011
3	Malappuram	Ventriloquism	1	14	42	1 st Nov – 14 th Nov. 2011
4	Palakkad	Street Play	2	30	90	15 th Nov- 14 th Dec. 2011
5	Thrissur	Ventriloquism	1	20	60	17 th Nov – 6 th Dec. 2011
6	Idukki	Street Play	1	16	48	24 th Oct – 8 th Nov. 2011
7	Kottayam	Street Play	1	22	66	14 th Nov – 5 th Dec.2011
8	Pathanamthitta	Street Play	1	18	54	1 st Nov – 18 th Nov. 2011
9	Kollam	Magic	1	24	72	8 th Nov- 1 st Dec. 2011
10	Trivandrum	Magic	1	11	33	5 th Dec – 15 th Dec. 2011
	Total			167	501	

Details of District level Activities of Folk Campaign

No	Activity	Sub Activity	Particulars	Responsibility	Remarks
1.	Media Relations	Pre event press conference		DC, DIO, DMO, NYK	
2.		Post even press release		By DC, DIO, DMO, NYK	Press Cuttings shall be forwarded to KSACS
3.	Publicity	Cinema Slide	Cinema Slides in theatres	NYK/DMO	Design will be given by KSACS
4.		Local Cable Scroll	To show the TV spots	NYK/DMO	
5.	Dt level inaugural function	Venue arrangements	Shamiana /, Table, chairs, bouquet, PA system, Folk Programme etc.	NYK	
6.			Banner	NYK	
7.			Invitation printing	NYK	
8.	Photography			NYK	Function, people etc to be taken

9.	District Level Committee Formation		2 meetings	By DC, NYK, DMO	
10.	Route Preparation workshop		1 workshop	NYK	Call respective H.S, NRHM P.R.O, NYK, NSV, Suraksha Project Staffs, Prathyasha, CDS, etc.