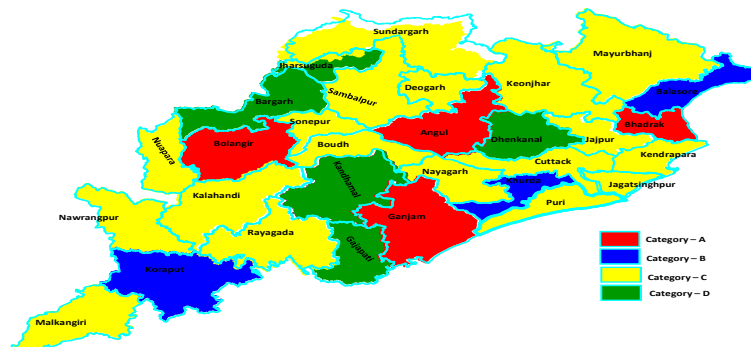


# Red Ribbon Express -III

## ODISHA AT A GLANCE



### A BRIEF REPORT

On  
Red Ribbon Express-III of Odisha  
From  
20<sup>th</sup> June - 13<sup>th</sup> July, 2012

*Prepared by:*

**IEC DIVISION, OSACS, Bhubaneswar**

## Background:

The Red Ribbon Express is the world's largest social mobilization campaign to prevent & control HIV/ AIDS. It is an initiative of the National AIDS Control Organisation (NACO) with the support from Indian Railways. This year RRE train started its journey on 12<sup>th</sup> January, 2012 on the occasion of National Youth Day from New Delhi being inaugurated by the Hon'ble Minister of Health & Family Welfare, Govt. of India Mr. Gulam Nabi Azad. RRE-III train will visit 162 stations across the country covering 23 States. The aims & objectives of RRE is to disseminate the information about HIV / AIDS among the mass and tries to unite people by dispelling existing misconceptions during its long journey. In Odisha, it is covering 09 districts and halting at 10 stations targeting its message should reach the far- flung villages. The main objective is to remove misconceptions about HIV. Apart from this, street plays and other awareness programmes were conducted by artiste campaigners through IEC van & cultural performances. The Red Ribbon Express will also provide HIV testing facilities, medical check-ups for sexually transmitted diseases and counseling and also training to core group members of different areas.

## Objective:

1. disseminating information regarding primary prevention services
2. developing and understanding about the infection to reduce stigma & discrimination against People Living with HIV/AIDS
3. strengthening people's knowledge about the measures to be taken to prevent getting HIV/AIDS and
4. adopting preventive health habits & lifestyle.



**Inaugural Ceremony at Koraput**

## **ODISHA SCENARIO:**

The Red Ribbon Express reaches Odisha at Koraput Railway Station on 20<sup>th</sup> June, 2012 after completion of its visits from 10 States. Inaugural function jointly organized by Odisha State AIDS Control Society, District AIDS Prevention & Control Unit, Koraput and District Administration, Koraput. The train exhibition was inaugurated by Smt. Malati Devi, Chairman Zilla Parishad, Koraput in the presence of Collector & D.M. Mr. Sachin S. R, Jadav, IAS, CDMO & others. Collector & D.M. presided over the meeting while Dr. Tripati Mishra, JD (IEC), OSACS given presentation briefly on RRE-III. Among others APD OSACS Dr. Pravakar Hota, Representative NACO Ms. Elizabeth and Mr. Mohnish Kumar, CEO of RRE, NACO including other dignitaries were present and shared their views.

## **RRE at a Glance ( ODISHA ):**

Red Ribbon Express-III train has covered 10 stations in Odisha covering 09 districts in which 364972 no. Of visitors were visited the train, 5023 numbers were counselled, STI treatment was given to 823 persons, General health check up was made for 4380 persons and Training to different group members were conducted through 125 sessions covering 7435 trainees which includes ASHA, AWW, Youth, Police personnel, Forest personnel, Mines workers etc.



**TRAINING ON HIV/AIDS TO DIFFERENT GROUPS IN TRAINING COACH**



## Achievement of Red Ribbon Express-III in Odisha

Station	Date	No. of visitors			Training		Total Counsel led	STI	General Health Check up	Out reach	G. Total
		M	F	T	Batch	Total					
Koraput	20-21.6.12	5796	7005	12801	10	542	387	102	323	17535	30336
Kantabanji	23-24.6.12	4529	5672	10201	6	330	222	60	210	18445	28646
Bolangir	25-26.6.12	10802	10038	20840	9	492	306	39	287	14625	35465
Bargarh Road	27-28.6.12	13237	11955	25192	10	578	377	90	219	20369	45561
Sambalpur	29 & 30.6.12 & 1.7.12	17959	15990	33949	16	1048	268	81	198	26500	60449
Angul	2-3.7.12	15868	11607	27475	12	739	336	58	303	21350	48825
Cuttack	4, 5 & 6-7.12	29024	27204	56228	14	844	577	95	526	28182	84410
<b>Berhampur</b>	<b>7, 8 &amp; 9-7.12</b>	<b>34442</b>	<b>70528</b>	<b>104970</b>	<b>22</b>	<b>1267</b>	<b>1347</b>	<b>133</b>	<b>1241</b>	<b>38190</b>	<b>143160</b>
Mancheswar (BSR)	10-11.7.12	18665	9406	28071	12	722	344	58	301	17580	45651
Balasore	12-13.7.12	26592	18653	45245	14	873	859	107	772	30040	75285
<b>Total</b>	<b>23 days</b>	<b>176914</b>	<b>188058</b>	<b>364972</b>	<b>125</b>	<b>7435</b>	<b>5023</b>	<b>823</b>	<b>4380</b>	<b>232816</b>	<b>597788</b>

**ODISHA in comparison with other state (up to 13<sup>th</sup> July, 2012):**  
Odisha is the 2<sup>nd</sup> state having highest no. of visitors of RRE exhibition & Outreach activities

Name of State	No. of visitors	Training	Counselled	STI	General Health check up
Delhi	3793	420	127	10	98
Rajasthan	88189	2292	2334	390	1912
Madhya Pradesh	370878	5816	7897	1143	7496
Gujurat	213074	4325	3275	312	2548
Maharashtra	262530	5610	9151	1511	8498
Goa	19112	678	495	16	135
Karnataka	240574	4630	9518	986	1633
Kerala	87902	3920	3267	226	1701
Tamilnadu	525772	7005	8376	785	1967
Andhra Pradesh	327945	5658	6990	723	2320
<b>Odisha</b>	<b>364972</b>	<b>7435</b>	<b>5023</b>	<b>823</b>	<b>4380</b>



### ODISHA During RRE-II

No. of visitors	Training	Counselled	STI	General Health
<b>99987</b>	4049	2795	371	1981

### ODISHA During RRE-III

No. of visitors	Training	Counselled	STI	General Health
364972	7435	5023	823	4380

### Pre Arrival Publicity & activities during RRE in an innovative way :

- Announcement in Railway station regarding arrival of RRE at Koraput, Bargarh, Sambalpur, Cuttack, Berhampur & Balasore.
- Branding of Cycle Rickshaw & Miking was done in & around the city of Koraput, Bargarh, Sambalpur, Cuttack, Berhampur & Balasore to create massive awareness among the rural areas.
- Branding of Auto Rickshaw & Miking was done in & around the city of Koraput, Sambalpur, Cuttack, Berhampur & Balasore to create massive awareness among the public.
- Miking through I & PR Department was organized in all the districts.
- Posters, Stickers, Pamphlets on Red Ribbon Express were printed and distributed in Koraput, Bolangir, Kantabanjhi and Berhampur.
- Installation of Flex Banners & hoardings in the city of all the stations for pre Arrival Messages.
- Press Meet were conducted in all the stations before arrival of the train and also published in all the news papers regarding arrival of Red Ribbon Express.
- Branding of MHU Van with miking was also organized in Bolangir & Kantabanji stations.



### **Eminent Guests Grace the Occasion:**

Name of the Station	Name of the Guest	Designation
Mancheswar (BBSR)	Sj. Prasanna Acharya	Hon'ble Minister, Health & Family Welfare
Balasore	Sj. Raghunath Mohanty	Hon'ble Minister, Steel & Mines
Cuttack	Sj. Pratap Jena	Hon'ble Minister, School & Mass Education
Bolangir	Sj. Kalikesh Narayan Singhdeo	Hon,ble MP, Lok Sabha
Kantabanji	Sj. Kalikesh Narayan Singhdeo	Hon,ble MP, Lok Sabha
Angul	Sj. Tathagat Satpathy	Hon,ble MP, Lok Sabha
Berhampur	Sj.Lakhmi Narayan Nayak, IAS	Revenue Divisional Commissioner
	Sj.R.C.Chyau Pattnaik	Hon'ble MLA, Berhampur
Other	Sj. Pramod Mallick	Hon'ble MLA,Niali
	Sj. Bhagirathi Badajena	Hon'ble MLA, Bhubaneswar
	Sj. Bijaya Kumar Mohanty	Hon'ble MLA, Bhubaneswar
	Sj. Khageswar Behera	Hon'ble MLA, Chhendipada

### **Representatives from NACO:**

Name of the Station	Name of the Guest	Designation
Mancheswar (BBSR)	Mrs. Aradhana Johri, IAS	Additional Secretary to Govt. Of India, NACO
Koraput	Ms. Elizabeth	Consultant (Mainstreaming), NACO

### **Achievements:**

- Red Ribbon Express-III Campaign has successfully educated 364972 persons in which 176914 are male & 188058 are female. It is needless to inform here that more awareness among women are being visible. More & more interests are seen from Gaon Kalyan Samiti, Teachers, Students from colleges, ASHA & Anganwadi workers etc.
- Red Ribbon Express Campaign has successfully educated 7435 persons in 125 batches of its exhibition in Odisha from 20<sup>th</sup> to 13<sup>th</sup> July.
- Voluntary Blood Donation was done by the Blood bank and others in and around of RRE where 424 units of blood were collected. Students & Youth from the colleges as well as community are encouraged to give blood on this special occasion.

## Conclusion:

The third phase of HIV-awareness train i.e. Red Ribbon Express, completed its journey in the State on Friday with a record high 3,64,972 people visiting the train in all the districts that it had touched and positioned third in its visit up to the end of Odisha. As per the report received high HIV/AIDS prevalence Ganjam district registered the highest number of visitors at over a lakh, Cuttack was second with 56,228 and Balasore third with 45,245 visitors. The train, on a mission to create awareness among the people on HIV/AIDS and National Rural Health Mission, with a special focus on youth, chugged through nine districts in its 24-day halt. The train reached Koraput on June 20 and its last destination in the State was Balasore & leave Odisha on 13<sup>th</sup> July, 2012.

## *Moments with RRE train.....*



**STATE LEVEL FUNCTION AT MANCHESWAR RAILWAY STATION**





**KORAPUT RAILWAY STATION**



**KANTABANJI & BOLANGIR RAILWAY STATION**



**BARGARH & SAMBALPUR RAILWAY STATION**





**ANGUL & CUTTACK RAILWAY STATION**



**BERHAMPUR RAILWAY STATION**



**MANCHESWAR RAILWAY STATION**





## BALASORE RAILWAY STATION



## CLOSING CEREMONY AT BALASORE

### Remarks of Guests & Visitors:

*Extraordinary & impressive initiative by the Health Department in coordination with civil society and citizen of India. AIDS is one of the most dangerous threats to the humanity, and awareness is the key to fight this menace. In this connection the Red Ribbon Express is a welcome step. The coordination between Railway Authorities, Health Deptt, DAPCU, Dist. Administration and the civil society is praiseworthy. I congratulate the organizing team and express my gratitude to this endeavor.*

**Sachin R. Jadav, IAS**  
Collector & D.M., Koraput

*Excellent cooperation between the various departments in Koraput and I am sure that now people will here will benefit from the services offered by this initiatives especially the youth. Wishing all the Best*

**Ms. Elizabeth**  
TLMS, NACO

*It was a wonderful to visit the Red Ribbon Express at Bolangir and hope it achieves its goal for raising awareness on HIV/AIDS.*

**Sj. Kalikesh Narayan SinghDeo**  
Hon'ble M.P., Loksabha, Bolangir



*It is extremely good awareness programme and highly relevant for Bolangir district*

Sri Sailendra Narayan Dey, IAS  
Collector & D.M., Bolangir

*It was good awareness programme & Good innovative equipments to create awareness about HIV/AIDS.*

Sri R. Prakash, IPS  
S.P., Bolangir

*This great missionary project shall be started in every Jails of India to stall the development of AIDS and its generation through proper awareness programme to real developers of HIV/AIDS.*

Sri S.P. Rout  
Sub Asstt Jailor, Bolangir

*It is a pride for Bargarh people. Also this is an opportunities to safe himself/herself. So, I have enjoyed a lot visit through this Red Ribbon Express. Thanks*

Sri Birendra Mohanty  
ETV, Bargarh

*Red Ribbon Express aware me very much about HIV/AIDS.*

Sri Premananda Khamari  
Dharitri, Bargarh

*It is a very good programme especially the programme of NRHM.*

Sri M. Dash  
Reporter, Aaj Tak

*Remarkable Train ! Teaches as it entertains. Keep it up.*

Sj. Tathagata Satpathy  
Hon'ble M.P. Loksabha, Angul-Dhenkanal

*It is a good programme for the Society & Nation*

Sj. Khageswar Behera,  
MLA, Chhendipada

*Very impressive arrangement. Organized well. Very happy to observe such a huge & enthusiastic response from the public. Great!! Keep it up.*

Dr. Pramod Meherda, IAS  
M.D., NRHM & P.D., OSACS

*I wish a great success of this mission.*

Sj. Pratap Jena,  
Hon'ble Minister  
School & Mass Education

*The concept of Red Ribbon Express is a fantastic one. I wish the said Express will be able to spread awareness among the public.*

**Sri. S. Mohapatra  
Dy. Collector, (Emergency), Cuttack**

*Very good experience. I am sure the Red Ribbon Express & district administration in taking the message of prevention of HIV & management of diseases to every village of Ganjam district. Thank you, so much.*

**Sri Krishen Kumar, IAS  
Collector & D.M., Ganjam**

*Red Ribbon Express Train will move successfully towards prevention of HIV/AIDS in the society especially in the Ganjam district.*

**Dr. R.C. Chyau Pattnaik  
MLA, Berhampur**

*Very informative effort. Regional language makes the presentations more receivable. Information on NRHM is also very useful.*

**Sri L.N. Nayak, IAS  
RDC (southern Division), Berhampur, Odisha**

*I am happy with the big response.*

**Sj. Prasanna Acharya,  
Hon'ble Minister,  
Health & Family Welfare**

*Red Ribbon Express should halt at much more stations to disseminate the message among more number of people.*

**ADMO (PH), Khurda**

*On dated 11.7.12 I saw the Red Ribbon Express at Mancheswar Railway Station*

**(Addl. Secy., NACO)**

*The District administration should take proper care for the said Red Ribbon Express Exhibition which will be successful for the district of Balasore as it is very important programme of the Government.*

**Sj. Raghunath Mophanty,  
Hon'ble Minister  
MSME, Industry and Parliamentary Affairs**

*Thank You....*

