

NACP IV

*Accelerating Reversal and Integrating
Response*

Objectives of IEC Strategy

- Enhancing awareness and knowledge levels in the General Population, specially the Youth and Women;
- Motivating and sustaining Behaviour Change in a cross-section of identified populations at risk, including the High Risk Groups and Bridge Populations;
- Generating demand for quality services; and
- Strengthening the enabling environment.

Efforts made to systematize implementation of IEC & Mainstreaming at national and state level

- Detailed Annual Action Plan formats for IEC & Mainstreaming introduced ; efforts made to integrate IEC & MS plans of the partners
- Operational Guidelines for IEC & MS developed.
- IEC & MS indicators included in the SIMS.
- Campaigns evaluated to measure their impact on KAP indicators.
- National campaign calendar introduced
- Campaigns were developed thematically to cover different programme components
- Theme-wise IEC materials were developed
- A professional media buying agency was taken on board

Best Practices During NACP - III

- **Red Ribbon Express Project**
- **Multi-media Campaign in the Northeast**
- Strengthening of Folk-media campaigns through national level workshops
- State run radio and TV programmes where messages were intertwined with popular stories, phone-ins and discussions.
- Special episodes on HIV/ AIDS in Kalyani Health Magazine
- Kyunki Jeena Isi Kaa Naam Hai
- Notable initiatives at the state level include:
 - Dillu Dura in Tamil Nadu to promote voluntary counseling and testing
 - Ilavattam in Tamil Nadu to sensitize youth on HIV/ AIDS issues,
 - **Be Bold** in Andhra Pradesh to promote voluntary counseling & Testing.

Gaps (NACP-III)

- Available data shows variation in awareness levels among the states on different indicators
- There have been significant differences in knowledge levels between men and women & rural and urban areas.
- A large population of young and adolescents in 15 years plus age group is added every year. A sustained programmatic approach is required to reach them with information on HIV/ AIDS.
- Service centres such as ICTC, ART centres, STI clinics often faced shortage of IEC materials for distribution in the absence of any institutionalized mechanism for printing and supply of IEC materials in SACS.
- The monitoring and documentation remained weak.
- While NACO introduced a national campaign calendar to be followed by the states, its implementation needs to be streamlined with the timely supply of campaign design and materials to SACS
- Regular trainings were not conducted to upgrade the skills of the IEC officers both at national and state levels.

Principles for NACP –IV Communication Strategy

- *Deepening Engagement with the communities*
- *Enhancing momentum/ accelerating pace*
- *Addressing marginalized segments*
- *Strategically placed and evidence-based IEC interventions*

Mediums of Communication

- **Mass Media**
- **Folk Media**
- **Outdoor**
- **Special Multi-Media Campaigns**
- **Material Development**
- **Inter-Personal Communication at Service Centres**
- **BCC strengthening at TIs**

Other Areas that Require Strengthening

- Community Participation in Communication
- Monitoring
- Evaluation
- Indicators
- Training & Capacity building
- Procurement Issues