

## **RED RIBBON CLUBS PROGRAMME (RRCP) OPERATIONAL GUIDELINES FOR RRC FUNCTIONARIES**

### **Introduction**

In addition to YFIC, NACP–III will promote Red Ribbon Clubs to cover young persons who are at greater risk to HIV both in campuses as well as in community. The programme will address the knowledge, attitude and behavior of youth in the interrelated areas of both HIV/AIDS and sexuality, as demanded by their age, environment, and life style. Thus, Red Ribbon Clubs will serve as a complementary and comprehensive prevention intervention to support and reinforce similar youth led initiatives.

### **Objectives of RRC Programme**

- To reduce new HIV infection among the youth by raising their risk perception through proper education on sex and sexuality and HIV/AIDS by imparting new skills on communication, self-protection, negotiation, care and support and effective group interaction; and
- To prepare the youth as peer educators and agents of change by developing their skills on leadership and team building.

### **Intersectoral Collaboration**

- Department of Higher Education, Ministry of Human Resource Development; and
- Department of Youth Affairs and Sports, Ministry of Youth Affairs and Sports.

### **Four Key Areas of RRC**

- Vibrancy of Youth;
- Sex and Sexuality;
- HIV/AIDS/STI; and
- Peer Education.

RRCs can make use of the following IEC/BCC materials and strategies and due recognition will be given to creative innovations.

### **IEC/BCC Materials (Select List)**

- CDs
- Training Manuals
- Exposure visits

- Glow sign box, stickers
- Handbills
- Hoardings
- Poster messages
- Video-on-wheels
- Wall paintings & wall writings
- Songs and Jingles
- Teasers

### **Strategies**

- Awareness campaigns
- Debates, Workshops, Seminars
- Leadership Training
- Public Meetings
- Intra- and Inter- University Competitions
- Cultural programmes (Folk art, street play, etc)
- Popular Personalities Involvement
- Positive Persons Presentation
- Exhibition
- Rallies
- Road shows
- Use of local cables (talk shows, phone-ins, etc.)
- Publicity in dailies, AIR, TV, etc.
- Counselling
- Intersectoral partnership
- Newsletters
- Leadership and Communication skill training

### **Functioning of RRCs**

- From among the enrolled members of the club, Sub-Committees in terms of its total strength can be formed by grouping students according to their talents. For instance, those who have theatrical talents can form Theatre Committee; those who are good in writing as Writers Group; those who are good in speaking can form the Oratorical Group.
- Active RRC members can be selected as leaders and representatives for planning and implementing out-reach activities in their surroundings.

Broad areas of performance for evaluation of RRC functionaries will be as follows:

- Forming new RRCs
- Innovative Functioning
- Networking

- Reporting
- Advocacy
- Monitoring
- Documentation

### **Performance Indicators for Field Officers**

1. Number of active RRCs (15 students and more. Meeting once in a month).
  - a. Number of new RRCs started (formally inaugurated) atleast with 15 students as voluntary members in a month (This is applicable in the formation stage).
2. Number of active members in the club (who participate in at least one meeting and one activity in a month).
3. Number of activities (meetings, seminars, workshops, rallies, exhibitions, sports events, cultural events, competitions, etc.) and number of estimated people participated/reached.
4. Number of blood donors registered.
5. Number of local organizations (Lion's Club, Rotary Club, Local cable TV channels, magazines etc.) engaged in RRC activities.
6. Number of new IEC materials generated (plays, songs, posters, slogans, etc.).
7. Regular feedback to RMs and SACS.
8. Number of organizations (Arivoli Iyakkam, NYK, YRC, NCC etc) collaborated for conducting community awareness programmes.
9. Number of micro level studies, researches done in a year.
10. Courses started in the school/college.
11. Number of advocacies (policy level changes in college/university) done.
12. Regularity in reporting and documenting the activities. (once a month).
13. Number of cases helped to go for counselling (ICTCs).
14. Number of material and human resources mobilized.
15. Extent of initiatives taken to update technical knowledge.
16. List of innovative activities carried out.

These indicators are contextualized and will be used to evaluate both the general and temporal specific needs.

#### **1. Contingency**

- **Field Officers:** will be paid towards their contingency expenditures such as stationery, mail, fax, telegram, etc.
- **RRC Coordinators:** will be paid towards contingency expenditures such as stationery, mail, fax, telegram, etc.

- 1. Formation of the RRC in Institutions:** Each institution will be given one time grant to form RRCs.

The Utilization Certificate will be signed by the Programme Officer and sent to the RRC Coordinator, who in turn will forward a consolidated Utilization Certificate and statement of expenditure to TANSACS. The institutions can retain original vouchers unless called for.

- 2. IEC materials:** IEC materials, printed and electronic, will be prepared by NACO/SACS and sent to the Coordinator who will distribute the materials to programme officers as per the need.

The Coordinator with the assistance of the Field Officer will maintain a stock register for the materials received and distributed. Receipts and distribution need to be duly authenticated.

- a. Membership Register: Coordinators for the University Clubs and Programme Officers in colleges and Polytechnics.
- b. Club Activities Register: Coordinators and Programme Officers with the assistance of the RRC members.