

SOME OF THE INNOVATIONS IN THE BE BOLD CAMPAIGN:

- Positive nature of the campaign brought a paradigm shift in HIV management/control programs- stayed clear from any controversies.
- The Messages used were non-stigmatizing and non-judgmental and hence found ready acceptance.
- Involving actively people from all walks--- senior political leaders, elected representatives from sarpanchs to MLAs, actors, religious leaders, teachers, students, NYK volunteers, DoWCRA SHG members, NGOs, PLHAs, doctors, commercial sex workers, Police, CII etc-- made the campaign a people's movement.
- Using Stigma reduction and better care and support to PLHAs to improve their dignity and self esteem to control the spread of HIV.
- "Hands on" training for doctors and formation of "Bold doctor's clubs" to get treatment to PLHAs.
- Making HIV tests as the media to reduce stigma and to promote positive "Be-Bold" messages.
- Getting Chief Minister, his cabinet colleagues and MLAs come forward to take HIV tested thereby demonstrating support from the highest political leadership and people's representatives.
- Joint meeting of MLAs and MLCs on HIV/AIDS in assembly Hall.
- Committee with Chief Minister as chairman and secretaries of 16 departments as members mainstreamed the fight against HIV. This is the only one such committee in the country.
- Networking of the PLHAs and organizing their massive gatherings (in a scale never done anywhere) to instill confidence
- Designating DLOs as Addl DM&HO(AIDS and Leprosy) ensured active involvement of medical department.
- Formation of District Monitoring Units to assist Addl DMHOs and introduction of web monitoring MIS established systems for monitoring and administration.
- Innovative IEC campaigns to generate awareness.
- "0/7" initiative to reduce transmission of HIV from mother to child.
- Formation of CBOs of Commercial sex workers and ensuring their positive involvement in containing the spread.