

State AIDS Control Societies in select states along the route or RRE

<i>S. No.</i>	<i>Activity</i>	<i>Agency responsible</i>
Level 1-Pre Train (RRE) arrival		
1	<p>Constitution of State/District level coordination committees in coordination with NYKS and its meetings to finalize state/district level plan as per the scheduled halt stations. Preparation of media publicity plan by SACS and approved by the state level RRE coordination committee (In order to ensure smooth functioning, SACS may designate officer/group of officers for specific activities in the state/districts. The districts may be divided among the officers</p>	PD, SACS
2	<p>Pre Arrival Publicity:</p> <ul style="list-style-type: none"> • Pre-arrival publicity has to be launched before the actual arrival of the train in the districts where train will halt. Spots on radio and TV (prototype to be given by NACO) to be broadcast on prime time form the radio and TV Stations of the state. • Put two-newspaper advertisement (prototype to be given by NACO) in the most popular dailies of the district informing people about the arrival of the train along with the schedule. One advertisement will be two days prior and another on the day of arrival of the train. If there is no prominent newspaper published from the district, the advertisements for two to three districts may be clubbed together giving schedules for different stations. Plan according to local situations/geographical area of the state. • Tap local cable operators for giving strip messages about train and also to telecast spots on cable through district administration. • Co-ordination with the regional Press Information Bureau (PIB), AIR, DD, DFP, S & DD and Directorate of Public Relations (DPR) of the state government for publicity may be ensured. • The DPR will help in disseminating the information to the district level, make a plan with him. • Briefing/orientation of media persons belonging to print radio and TV in coordination with NYKS (20 days before at the state level and 17 days before at the district level) So as to keep a buzz about the train before and sustain it through out the duration of RRE and taper it gradually after the RRE event in your state is to be strategize. 	Station wise media plan to be prepared by SACS in consultation with district coordination committee and approved by state level organizing committee.

	<ul style="list-style-type: none"> • Even after the train leaves, continue to feed media with stories about the response and how the train has changed the lives of people. Ensure that free and unpaid publicity is fully tapped. • Curtain raisers and special features may be done with the help of PIB, DPR/District Information Office. • Journalists and photographers already sensitized may join the RRE train at different halt points during its journey and continuously feed local and national level media on news worthy stories. • Local mobilization for participation of people at the halt stations should be organized through NYKS, NGOs (especially those working under TI projects and other health projects in the district). Other partner organizations, Ministries/Departments should also be involved take service of DFP and S & DD also in this regard. 	
Level II (a)-at the District Level		
3	District media plan as approved by the district advisory & Coordination committee to report matters; inter-sectoral and inter-departmental efforts.	
Level II (b) at the platform		
4	<ul style="list-style-type: none"> • Before arrival check logistic arrangements at the halt point/platform such as approach road, electric supply, availability of safe drinking water, sanitary arrangements etc. Whatever these arrangements are not available, District Administration to coordinate. • Ensure deployment of local police-GRP and RPF for ensuring safety and security of visitors and property. 	Logistics plan to be prepared by District collector as the chair of this committee
On the arrival of train		
5	<ul style="list-style-type: none"> • Organize welcome function, inviting prominent personalities of the district and celebrities. • Ensure wide media coverage. <p>Purpose of the function is to inaugurate:</p> <ol style="list-style-type: none"> a) One board train exhibition, orientation and counseling services b) Flag off cycle caravan (50) to the villages and c) Flag off bus caravan (2) to the far flung villages <p><u>Issue:</u></p> <p>Crowd management, as at least 15000 people are expected to come to the station is, appropriate media publicity has been done prior to the arrival.</p>	To be finalized one-month prior to the arrival of the train in the station/state.

Cycle Caravan

NYKS performer's scheduled to travel on board, will be traveling in cycles and disperse in six groups to the selected villages in the districts, during the halt of the train at the station and undertake performances to disseminate the HIV prevention messages. Each group is scheduled to do 4 performances per day i.e. a total $6 \times 4 = 24$ performances per day.

Issue:

NYKS community workers to ensure community gatherings at the identified and designated places in the villages, to view the cultural performances by the team of performers scheduled to travel on board.

Bus Caravan:

Two buses per station to be fabricated/hired as per the design by NACO. One bus will have exhibition, two counselors. (One male and one female) and in another bus cultural troupes will travel to perform in the village.

- Prior to the train arrival some key activities for this function will include the following:
 - a) Finalization and distribution of invitation cards to the key community influencers/partner NGOs and partner agencies at least one week in advance.
 - b) Identification of function place and hiring of tent, chairs and PA system.
 - c) The function may include address by prominent dignitaries outlining the importance of RRE initiative in the context of HIV prevention programme and cultural performances by troupes of S & DD etc. SACS will primarily organize this.
 - d) Organization of media for wide coverage and publicity
 - e) Ensure refreshment, water and adequate logistical arrangement for the function
 - f) Finalize the schedule of an hour long function followed by flagging off the bus caravan to the far flung villages
 - g) JWT will place a small exhibition on the platform as soon as the train arrives, SACS may also place panels covering local aspects, IEC distribution materials such as information booklets, brochures etc. and also a person to

	<p>man and explain the exhibition.</p> <p>h) Organize photography and video for record</p> <p>i) Flag off bus caravan and cyclists</p>	
6	Support needed for on board (RRE) activities: Coach 1, 2, 3 (Exhibition Coaches)	
	<ul style="list-style-type: none"> • Arrangement of 2 Volunteers/staff for each coach from positive person's network/CBO/NGO partner who are familiar with HIV/AIDS and associated issues for manning the exhibits in the train at each halt station in the states. • In addition to the above, arrange volunteers as required to manage crowds, to handle and guide the crowd in a queue at the station and make necessary safety arrangements for equipment/personnel on board so that, vandalism and/or damage to property and personnel can be minimized. These volunteers may be drawn from NYKS/NSS/NCC etc. 	To be finalized one month prior to the arrival of train in the station/state
7	Support needed for on board (RRE) activities: Coach 4 (Auditorium cum SACS exhibition coach)	
	<ul style="list-style-type: none"> • In the Auditorium coach orientation of select group is planned such as PRI members, women SHG members, young men/women, 3 ANMS per PHC, high school/college principals, aganwari workers and other influential district officials, • The issues to be covered include basics of HIV/AIDS, STIs, HIV & TB; Stigma & Discrimination; promotion of services (ICTIC/PPTCT/ART/Voluntary Blood Donation); condom promotion; role of trainees in HIV prevention. These orientation sessions of two hours each will be organized thrice a day (Indicative timings: 9:30-11:30, 12.00-14.00, 14:30-16:30 hrs). Three batches of 50 people each are planned to be oriented in the auditorium i.e. the total of 150 persons could participate each day at the station. • To facilitate these orientation sessions two facilitators are to be organized and oriented by SACS along with two backup facilitators. This team of four facilitators may be accordingly deputed by the SACS at each of their halt points depending on feasibility in the state. These facilitators may be sourced from SACS/TI NGOs and PLHA networks wherever possible and may be involved extensively for sharing their experiences. • Maintain registers/records of those who are trained 	To be finalized one month prior to the arrival of train in the station/state
8	Support needed for on board (RRE) activities: Coach 5 (Counseling cum medical examination coach)	

