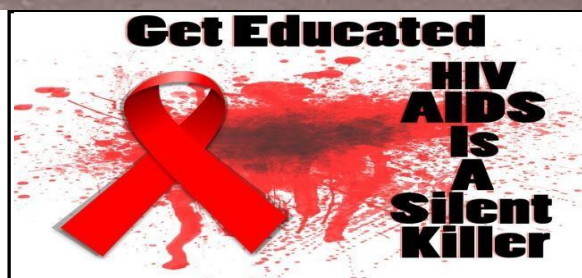


RED RIBBON CLUB
OVER VIEW
GOVT. DEGREE & PG COLLEGE, PUTTUR
CHITTOOR (DT), AP



RRC COORDINATOR
Dr. V. PRABHAKAR RAO
Lecturer in Chemistry

PRINCIPAL
Dr. M. BHASKAR REDDY

Red ribbon club

OVER VIEW

The Red Ribbon Project was created by the New York-based Visual AIDS Artists Caucus in 1991. The artists who formed the Visual AIDS Artists Caucus wished to create a visual symbol to demonstrate compassion for people living with AIDS and their caregivers. Inspired by the yellow ribbons honoring American soldiers serving in the Gulf war, the color red was chosen for its, "connection to blood and the idea of passion—not only anger, but love, like a valentine." First worn publicly by Jeremy Irons at the 1991 Tony Awards, the ribbon soon became renowned as an international symbol of AIDS awareness. The red ribbon is a symbol for drunk driving prevention, drug prevention and for the fight against HIV/AIDS. Red Ribbon International is an organization founded in 1993 whose main purpose is the education about prevention of the Human Immunodeficiency Virus or HIV, Acquired Immune Deficiency Syndrome Related Complex, ARC and AIDS.

OBJECTIVES

The purpose of Red Ribbon Club formation in colleges is to encourage peer-to-peer messaging on HIV prevention and to provide a safe space for young people to seek clarifications of their doubts and on myths surrounding HIV/AIDS. The RRCs also promote voluntary blood donation among youth and safe sexual behaviours. The Red Ribbon Clubs also aim to enable the targeted youth to become more conscious and conscience about HIV/AIDS and related issues to further act as change agents, in HIV/AIDS programme.

1. To reduce new HIV infection among youth by raising their risk perception through awareness on Sex, Sexuality and HIV & AIDS.

2. To induce among youth the spirit to help and support people living with HIV/AIDS (PLWHA) there by reducing stigma and discrimination against PLHWAs.
3. To motivate youth and build their capacity as peer educators and change agents by developing their skills on leadership, negotiation, and team building.
4. To promote voluntary non-remunerated blood donation among youth.

ROLE OF THE RED RIBBON CLUB



The RRC in the educational institutions/other institutions will seek to initiate efforts to:

1. Educate youth with correct, concise and adequate information and heighten their level of awareness about HIV/AIDS/STI/sexuality and other related issues (thus eliminate myths and misconceptions).
2. Enable youth, especially the female students, to identify and understand situations of exploitation and abuse.
3. Sensitize the youth regarding care and support needs of PLWHA and instill in them the spirit of helping and supporting the people living with HIV & AIDS (PLWHA) and reduce the stigma and discrimination against them.
4. Increase youths' access to health care services related to STI / HIV/AIDS/drug use.
5. Create linkages between youth and governmental, non-governmental agencies and community based organizations to access safer and responsible healthy behavior.
6. Organize and facilitate voluntary blood donation camps and mobilize the youth for voluntary blood donation.
7. Create among the youth a cadre of peer educators for seeking and encouraging positive health behavior as well as ensuring sustainability of the club.

