

Yehi hai Right Way!

An IEC Tool Kit – Support to MSM/TG interventions in NACP-III-UNAIDS India Office

An IEC tool kit was developed by Humsafar Trust with support from UNAIDS in NACP-III through various tools and advocacy efforts were made to enhance understanding on issues of MSM and Transgender and mainstreaming them as equals in society. An effort has been made to reach out to SACS officials, public health care providers, community members and counselors.

Two demonstration films titled ‘Yehi Hai Right Way’ were produced to demonstrate condom usage and blind folded condom usage for the MSM and Tg community. The demo films were made in Hindi and English language showed condom usage in seven easy steps and were screened for community members at the Global Fund community consultation in Mumbai. 200 copies of the film were produced for training outreach and peer staff for effective condom demonstrations on work sites. The demo films were distributed to SACS IEC division and NGOs / CBOs working on HIV interventions projects.

Under this project 200 copies of the educational Bridges of Hope were produced and distributed to all SACS officials, various public and private health care settings, ICTCs and NGO/CBO for viewing and encouraging a debate between the communities and key stakeholders. The MSM counseling manual developed by The Humsafar Trust was distributed to all ICTCs in the country along with counselors working with various NGOs/CBOs. The MSM and TG syndromic chart of STIs is an effective tool to enhance understanding of STIs among the outreach workers, peer educators and counselors. The STI syndromic chart was distributed to NGOs/CBOs working with sexual minorities and various health care settings

100 MSM and TG friendly posters and calendars and 100 diaries were developed and printed and used in various forums like exhibitions, World AIDS Day to promote the issues of MSM and TG. A brochure that discusses myths associated with homosexuality titled Answers to Questions on Homosexuality produced by Humsafar was reprinted and distributed to NGOs and CBOs.