



**IMPACT STUDY OF MASS MEDIA  
AND  
OUTDOOR ACTIVITIES REGARDING  
HIV AWARENESS  
IN  
HIMACHAL PRADESH**

**Economic and Statistics Department  
Himachal Pradesh**



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## CONTENTS

SR. NO.	CHAPTER	PAGE
<b>1</b>	<b>INTRODUCTION</b>	<b>1-8</b>
1.1	AIDS in India	1
1.1.1	Locale	1
1.1.2	The HIV/AIDS scenario	1
1.1.3	Government of India Action on HIV/AIDS	2
1.2	Basic Demographic Profile of Himachal Pradesh	6
1.2.1	Historical Background	6
1.2.2	Physical features	7
1.2.3	Climate	7
1.2.4	Population	8
<b>2</b>	<b>RESEARCH METHODOLOGY</b>	<b>9-12</b>
2.1	Objective of study	11
2.2	Methodology	11
2.3	Coverage/Sampling design	12
2.4	Sampling technique	12
2.5	Reference Period	12
<b>3</b>	<b>SITUATION ANALYSIS</b>	<b>13-56</b>
3.1	<b>Profile of respondents</b>	<b>13</b>
Table 1	Gender wise distribution	13
Table 2	Age group wise distribution	14
Table 3	Marital status wise distribution	15
Table 4	Education status wise distribution	16
Table 5	Religion wise distribution	17
Table 6	Economic status wise distribution	18
Table 7	Occupation wise distribution	19
Table 8	Location Awareness of Nearest ART Centre	20
Table 9	Awareness about ART Treatment	20
Table 10	Awareness to know HIV Status	21
Table 11	Where to get tested for HIV	21
Table 12	Is HIV test free	22
Table 13	Prevention of HIV from mother to her child	23
Table 14	Pregnant Women have to get tested for HIV in how many months	23
Table 15	Have you ever listened/viewed messages/advertisement related to youth on HIV & AIDS	25
Table 16	Can you recall messages	25
Table 17	Awareness about Red Ribbon Clubs	27
Table 18	Awareness about AIDS helpline number	29
Table 19	Call on helpline number free	29
Table 20	Ever called on AIDS helpline no	30

Table 21	Awareness about NACO AIDS app	31
Table 22	Have you downloaded this NACO AIDS APP	31
Table 23	Awareness about Website, Facebook & Twitter of HPSACS	33
Table 24	Have you ever visited/viewed website of HPSACS	33
Table 25	Awareness about ever seeing advertisement on TV on HIV & AIDS	34
Table 26	If yes, from which channel	35
Table 27	Can you recall the message	35
Table 28	Have you ever heard advertisement of Radio on HIV & AIDS	37
Table 29	If yes, from which station	37
Table 30	Can you recall about message	38
Table 31	Awareness about ever seeing advertisement/messages on Hoarding on HIV & AIDS	40
Table 32	If yes, at which place	40
Table 33	Can you recall about message	41
Table 34	Awareness about ever seeing advertisement on HRTC buses	43
Table 35	Can you recall about message	43
Table 36	Awareness about ever seeing advertisement on Bus Shelter	45
Table 37	Can you recall about the message	46
Table 38	Awareness about ever seeing advertisement on Auto Panel	48
Table 39	Can you recall about message	48
Table 40	Awareness about ever seeing advertisement on Bus Stand TV	50
Table 41	Can you recall about messages	50
Table 42	Awareness about ever seen messages at Post Offices	52
Table 43	Can you recall about messages	52
Table 44	Awareness about ever seeing messages regarding HIV at Bank ATM	54
Table 45	Can you recall about messages	54
<b>4</b>	<b>Conclusion and Suggestions</b>	<b>57-69</b>
4.1	Major findings	57
4.2	Suggestions	68
<b>5</b>	<b>Questionnaire/schedule</b>	<b>70-75</b>
<b>6</b>	Annexure-A: Age group wise data of the respondents	<b>76-77</b>
	Annexure-B: Marital status wise data of the respondents	<b>78-79</b>
	Annexure-C: Educational qualification wise data of the respondents	<b>80-81</b>
	Annexure-D: Gender wise data of the respondents	<b>82</b>
	Annexure-E: Rural and Urban composition of the respondents	<b>83</b>

# Chapter-I

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## Introduction

### **1.1 AIDS in India**

#### **1.1.1 Locale**

India is home to more than a billion people. Characterized by a rapid rate of economic growth, it is aspiring and striving to become a major economic and geo-political power node of the world. However, to this day it remains a country of striking contrasts. The islands of prosperity spawned by the IT and service industry are surrounded by large masses of poverty. More than a quarter of her population lives below officially defined poverty line. This gives India the dubious distinction of having the highest concentration of poverty anywhere in the world. Not all is gloomy though. There are many positive developments too. There has been a general improvement in the quality of life over that last four decades. Some of the important indicators that have shown improvement are those of Average life expectancy at birth (up from 50 years to 63.9), the infant mortality rate (down by half to about 67 per 1,000 live births), and the crude birth rate (down to about 25 per thousand population). The population growth rates have fallen and literacy rates have risen rapidly (the overall literacy rate increased from 52 percent to 65.38 percent). The adverse female to male ratio of 933 females for every 1,000 males and high maternal mortality rate suggests that a lot needs to be done in the country towards giving a fair chance to its women.

#### **1.1.2 The HIV/AIDS scenario**

India accounts for more than 13 per cent of global HIV infections. At the end of 2005, an estimated 5.21 million Indians are infected with HIV, of whom 39% were female. In absolute numbers, India continues to stand next to South Africa which has 5.30 million HIV infections and is most affected by the epidemic. However, population of HIV infected persons as a proportion of total population is 0.91% among adult population as compared to 21.5 % in South Africa. Although adult HIV prevalence is still relatively low, infection is spreading rapidly—the number of HIV infected people has increased tenfold in the past decade. The HIV infection is unevenly distributed across India, with just six states accounting for 80 percent of

the estimated cases: Andhra Pradesh, Karnataka, Maharashtra, Manipur, Nagaland and Tamil Nadu. In these states, the HIV prevalence rate among women attending antenatal clinics (ANC) exceeds 1 per cent – an indication that the epidemic has spread from high-risk groups, such as sex workers and injecting drug users, to the general population (women availing facilities at ANC are considered as surrogate for general population).

### **1.1.3 Government of India Action on HIV/AIDS**

The experience of other countries has shown that aggressive prevention efforts can dramatically slow the spread of HIV. In India, National AIDS Control Organisation (NACO) is implementing the National AIDS Control Programme (NACP) through respective State AIDS Control Societies (SACS). The elements of the programme focus on:

1. Ensuring safe blood transfusion
2. Scaling up programmes for individuals and communities at high risk
3. Scaling up Prevention of Parent-to-Child Transmission (PPTCT), care, support and treatment.

HIV continues to be a major global public health issue, having claimed 36.3 million lives so far.

There is no cure for HIV infection. However, with increasing access to effective HIV prevention, diagnosis, treatment and care, including for opportunistic infections, HIV infection has become a manageable chronic health condition, enabling people living with HIV to lead long and healthy lives.

There were an estimated 37.7 million people living with HIV at the end of 2020, over two thirds of whom (25.4 million) are in the WHO African Region.

In 2020, 680 000 people died from HIV-related causes and 1.5 million people acquired HIV.

To reach the new proposed global 95–95–95 targets set by UNAIDS, we will need to redouble our efforts to avoid the worst-case scenario of 7.7 million HIV-related deaths over the next 10 years, increasing HIV infections due to HIV service disruptions during COVID-19, and the slowing public health response to HIV.

The Sixty-Ninth World Health Assembly endorsed the “Global health sector strategy on HIV for 2016–2021”. The strategy includes five strategic directions that guide priority actions by countries and by WHO over six years.

The strategic directions are:

- Information for focused action (know your epidemic and response)
- Interventions for impact (covering the range of services needed)
- Delivering for equity (covering the populations in need of services)
- Financing for sustainability (covering the costs of services)
- Innovation for acceleration (looking towards the future).

WHO is a co-sponsor of the Joint United Nations Programme on AIDS (UNAIDS). Within UNAIDS, WHO leads activities on HIV treatment and care, and HIV and TB coinfection, and jointly coordinates the work on elimination of MTCT of HIV with UNICEF.

The Government of India estimates that about 2.40 million Indians are living with HIV with an adult prevalence of 0.31% (2009). Children (<15 yrs) account for 3.5% of all infections, while 83% are in the age group 15-49 years. Of all HIV infections, 39% (930,000) are among women. India’s highly heterogeneous epidemic is largely concentrated in only a few states — in the industrialized south and west, and in the north-east. The four high prevalence states of South India (Andhra Pradesh – 500,000, Maharashtra – 420,000, Karnataka – 250,000, Tamil Nadu – 150,000) account for 55% of all HIV infections in the country. West Bengal, Gujarat, Bihar and Uttar Pradesh are estimated to have more than 100,000 PLHA each and together account for another 22% of HIV infections in India.

The Indian epidemic is concentrated among vulnerable populations at high risk for HIV. The concentrated epidemics are driven by unprotected sex between sex workers and their clients and by injecting drug use with contaminated injecting equipment. Several of the most at risk groups have high and still rising HIV prevalence rates. According to India’s National AIDS Control Organization (NACO), the bulk of HIV infections in India occur during unprotected heterosexual intercourse. Consequently, and as the epidemic has matured, women account for a growing proportion of people living with HIV, especially in rural areas. The low rate of multiple partner concurrent sexual relationships among the wider community

seems to have, so far, protected the larger body of people. However, although overall prevalence remains low, even relatively minor increases in HIV infection rates in a country of more than one billion people translate into large numbers of people becoming infected.

All the high prevalence states show a clear declining trend in adult HIV prevalence. HIV has declined notably in Tamil Nadu to reach 0.33% in 2009 down from 0.58% in 2007. However, low prevalence states of Chandigarh, Orissa, Kerala, Jharkhand, Uttarakhand, Jammu & Kashmir, Arunachal Pradesh and Meghalaya show rising trends in adult HIV prevalence in the last four years. Most encouraging, the decline is also evident in HIV prevalence among the young population (15-24 yrs) at national level, both among men and women. Stable to declining trends in HIV prevalence among the young population (15-24 yrs) are also noted in most of the states. However, rising trends are noted in some states including Orissa, Assam, Chandigarh, Kerala, Jharkhand and Meghalaya.

Recent data suggests there are signs of a decline in HIV prevalence among female sex workers in areas where focused interventions have been implemented, particularly in the southern states, although overall prevalence levels among other high risk group continues to be high. The HIV prevalence as per HSS 2010 are: female sex workers 2.61%; men having sex with men 5.01%; injecting drug users 5.91%; and transgender 18.80% .

Considerable experience with mass media HIV-prevention campaigns has been gained from the developing world. These interventions suggest that safer sexual behavior can be encouraged by media messages that promote favorable norms and behavior in entire communities. Furthermore, successful interventions have employed sufficiently intense schedules of television or radio to reach the youth audience. In South Africa, for instance, the Love Life program found that mass media in combination with a face-to-face intervention was associated with decreased risk of HIV infection, decreased number of partners, and increased use of condoms. Furthermore, a radio and television HIV prevention campaign in Ghana directed at those aged 15 to 30 years was successful in decreasing sexual initiation among the youngest cohort. More generally, the media campaign increased awareness of AIDS and condom use among the sexually active. Another study in

Ghana examining the effect of a mass media campaign, directed at those aged 15 to 24 years, found that the campaign increased personal risk perceptions and self-efficacy for condom use and lowered the perceived difficulties of obtaining a condom. More recently, a mass media campaign in Kenya was successful in increasing the utilization of HIV testing among those aged 15 to 39 years.

Experience with media campaigns toward adolescents in the United States and Europe suggests that similar effects can be achieved in developed countries. Media interventions were conducted in the 1980s and 1990s for adolescents and young adults in Switzerland and The Netherlands. In both countries, multimedia campaigns were associated with increased rates of consistent condom use, particularly among persons without steady sexual partners.

Although media interventions designed to influence adolescent sexual behavior have been attempted in the United States, evaluations have only recently been able to isolate the effects of the media from other intervention components. A multimedia campaign directed to youth aged 14–18 years in Sacramento, California, was associated with a 4.3% population-based increase in condom use with steady partners. An intensive television campaign directed to youth aged 14–18 years in Portland, Oregon, was associated with a 10% increase in condom use for new partners. This finding was consistent with the emphasis in the campaign messages on new partners. Finally, in Lexington, Kentucky, a television campaign aimed at young adults who were above average in the sensation-seeking trait resulted in greater condom use and condom use self-efficacy and intentions.

In several of these interventions, the mass media exerted greater influence on young people who were at higher risk for STIs, that is, sensation seekers and people with new partners. Despite these favorable findings, no evidence exists on the effects of media campaigns targeted to African American adolescents, especially to segments of the target audience that are particularly at risk. Here we outline an approach to developing a culturally sensitive mass media program that was expected to produce a continuum of effects ranging from behaviour change in the most at-risk segments to changes in beliefs and attitudes that support normative changes in the wider—and less at-risk—community.

## **1.2 Basic Demographic Profile of Himachal Pradesh**

Before presenting the survey results, the basic demographic features of the state are presented here.

### **1.2.1 Historical Background:**

Himachal Pradesh came into being on 15<sup>th</sup> April, 1948 as a centrally administered territory by the integration of 30 erstwhile princely States. At that time the State had four districts viz. Chamba, Mahasu, Mandi and Sirmaur and its area was 25,839 sq. kms.

Later in 1951, it became a part "C" State under a Governor with a 36 Member Legislative Assembly and a three member cabinet. In 1954, Bilaspur, another part "C" State was merged with Himachal Pradesh thereby adding one more district with an area of 1,168 sq. kms. and the strength of its Assembly was raised to 41.

In 1956, despite the majority recommendations of the State Reorganisation Commission for its merger with Punjab, Himachal Pradesh retained its separate entity. On November 1, 1956 it again became a Union Territory under an Administrator designated as Lieutenant Governor and its Assembly was abolished. In 1960, a new border district of Kinnaur was carved out of Mahasu district. Then in 1963, Assembly was revived and a popular Ministry was formed. Till October, 1966 the old Himachal Pradesh comprised the six hill districts of Bilaspur, Chamba, Kinnaur, Mahasu, Mandi and Sirmaur with an area of 27,007 sq. kms. having a population of 13,51,144 persons (1951 Census).

On 1<sup>st</sup> November, 1966, it was enlarged by merging the district of Kangra, Shimla, Kullu, Lahaul-Spiti, the Nalagarh tehsil of Ambala district, some parts of Una tehsil of Hoshiarpur district and Dalhousie of Gurdaspur district of the then Punjab State. With this merger the total area of Himachal Pradesh increased to 55,673 sq. kms. and its population to 28,12,463 (1961 Census). Now it comprised the Districts of Bilaspur, Chamba, Kangra, Kinnaur, Kullu, Lahaul- Spiti, Mahasu, Mandi, Shimla and Sirmaur. On 25<sup>th</sup> January, 1971, Himachal Pradesh attained Statehood.

Reorganisation of the districts took place on 1<sup>st</sup> September, 1972 as a consequence whereof two more new districts namely Una and Hamirpur were created mainly as a result of trifurcation of the erstwhile Kangra district. Also from the then existing districts of Mahasu and Shimla, new districts of Shimla and Solan were formed by reorganising the boundaries of old districts.

### **1.2.2 Physical Features:**

Himachal Pradesh is almost wholly mountainous with altitudes ranging from 350 metres to 6,975 metres above the mean sea level. Its location is between Latitude 30° 22"40" N to 33° 12"40" N and Longitude 75° 45"55"E to 79° 04"20" E. It has deeply dissected topography complex geological structure and a rich temperate flora in the sub-tropical latitudes. Physiographically, the State can be divided in to five zones-viz. (i) Wet Sub-temperate zone,(ii) humid sub- temperate zone, (iii) dry temperate-alpine high lands, (iv) humid sub-tropical zone, and(v) sub-humid sub-tropical zone. Wet sub-temperate zone comprises Palampur and Dharamshala of Kangra district, Jogindernagar area of Mandidistrict and Dalhousie area of Chamba district, humid sub-temperate zone comprises the district of Kullu, Shimla, parts of Mandi, Solan, Chamba, Kangra and Sirmaur, Dry temperate- Alpine High lands include major parts of Lahaul- Spiti, Pnagi and Kinnaur, humid sub-tropical zone consists of Bilaspur, Bhattiyat valley of District Chamba, Nalagarh area of District Solan, Dehragopipur and Nurpur areas of district Kangra and sub-humid tropical zone comprises of District Una, Paonta-Sahib area of District Sirmaour, and Indora area of District Kangra.

### **1.2.3 Climate:**

Himachal Pradesh lies in the lap of Himalayas. Its climate is largely conditioned by that single factor. It varies from mild to cold with area under snowing winters. The normal rainfall is 918 mm. The maximum rainfall is in Kangra district.

#### **1.2.4 Population:**

Himachal Pradesh extends over an area of 55,673 sq. kms. According to 2011 census, the total population of the state is 68,64,602 with a density of 123 persons. The highest density 407 is in Hamirpur district and the lowest in 2 in Lahaul-Spiti district. About 90 percent of the population lives in rural areas. According to 2011 census, percentage of total workers to total population was 51.85 per cent, and number of females per thousand males was 972. The decennial growth rate was 12.94 per cent during 2001-2011.

## Chapter-II

### Research Methodology

The Government of Himachal Pradesh has launched a decisive campaign against AIDS with the goal of three zero which includes **zero infection, zero death and zero discrimination**. To achieve the goal of making Himachal Pradesh AIDS free state, the state government's landmark steps like Test & Treat and Mission Sampark proved very successful. In view of making the state AIDS free, HIV testing is an important part of the program. The first step is to identify HIV positive people and link them to Anti Retro Viral therapy. To fulfill this objective, about three lakh HIV tests were being done every year in the state. Apart from 45 Integrated Testing and Counselling Centers (ICTCs) in the state, HIV testing facility is also being provided through two mobile ICTCs. To provide testing facilities to the residents at their door-steps, efforts are being made to provide testing facilities up to Health Sub-Center level.

Prevention from Parent to Child Transmission (PPTCT) programme is being implemented by the State government for eliminating HIV infection in Children. Under the programme, pregnant women are being tested for HIV and in case women is detected HIV positive then procedure is adopted for prevention of HIV transmission to her new born child. Every year about one lakh pregnant women are being tested for HIV in the state.

The government has set up four Anti-Retroviral Therapy (ART) and two Frequency Actuated Rectal Tremor (FART) centres and five link Anti-Retroviral Therapy (ART) centres to provide free drugs to HIV/AIDS patients, 18 targeted interventions project are being implemented in the State for high risk groups, 7,302 people have availed the Reproductive Tract Infection/Sexually Transmitted Infection (RTI/STI) services and 11,008 high risk groups were screened and out of these 7 Human Immunodeficiency Virus (HIV) positive cases were detected upto November 2021.

The state government is also sensitive towards People Living with HIV and their dependents. Government has started Financial Support Scheme of Rs. 1500/- per month for PLHIVs in year 2019. Under the scheme, Himachali's taking ART in the state are being given the benefit of this scheme. In addition, nutritional support scheme is being implemented for children living with HIV from 2018. Under the scheme, 100 grams of Oat / Multi-grain Biscuits are being provided to these children every day. Since the year 2019, State Government has made provision of Rs. 20 lakhs annually for treatment and medicine for Persons Living with HIV having other diseases.

In addition to these schemes, financial assistance to orphans and children of AIDS Victims upto 18 years of age was being provided for education and other living requirements by State Government. The provision for providing Free Government Bus Pass to People Living with HIV for visiting ART Centres for treatment has also been made.

The government has launched vigorous awareness campaigns through radio, TV, newspapers, hoardings, folk media and other media including awareness activities during fairs and festivals for prevention of HIV / AIDS. Special awareness campaigns were also being conducted on the occasion of International and National Youth Days, World AIDS Day and International Women Day. Toll-free helpline number 1097 has been established at the national level for any kind of information and counseling on HIV / AIDS which can be called from any mobile or landline.

The Government of Himachal Pradesh is also doing excellent work in creating awareness through digital media like facebook, twitter and website. NACO AIDS app has been made available on Google Play Store with the aim of spreading important information related to HIV prevention and facilities amongst the youth.

State Government through various social protection schemes for Persons Livings with HIV and their dependents has shown its strong commitment for linking them to ART, for mainstreaming them and to eradicate stigma and discrimination from the society.

Himachal Pradesh has fewer cases of HIV as compared to other states, yet the state government has shown its determination to overcome HIV by HIV screening, Anti Retroviral Therapy, social protection schemes and awareness campaigns. With the efforts of the government and masses in general, eradication of AIDS is expected by the year 2030, and thus the goal of AIDS-free- healthy Himachal would be achieved.

## **2.1 Objective of the study**

To know the impact of media campaign (T.V. Radio, Newspaper and hoardings etc.) in general masses to control HIV cases.

## **2.2 Methodology**

Given this context, appropriate and suitable methodology in terms of quantitative and qualitative (IDIS, FGD and other techniques) methods are applied.

Impact study of mass media & outdoor activities instrument have been developed in English .The written questions have been composed in a brief and in simple language to avoid problems of miscommunication. The research teams of trained survey researchers have been especially sensitive to avoid “translating”, or elaborating on the written questions, when dealing with illiterate respondents.

We have utilized “semi-open” questions by which respondents have been asked to volunteer examples or instances in the order that came to mind, while the researcher prompted the respondent to give more examples. These replies have been pre-coded and entered by the researcher on the questionnaire. The pre-codes were generated by means of an extensive pretest of the instrument.

Representative quota samples have been constructed, as far as possible on the basis of the Demographic data, using categories of gender, age have been applied to the sample in each district selected for study.

### 2.3 Coverage/Sample design:

- i. Primary data have been collected from five districts.
- ii. Primary data have been collected from all selected 10 Gram Panchayats.
- iii. District have formed as first stage stratum and all selected 10 Gram Panchayats have formed second strata purposely.
- iv. From each panchayat at least 10 sample Households have been selected by using random sampling technique purposely to fill the questionnaire by the investigator.

<b>Coverage</b>	<b>=</b>	<b>Inhabited</b>
▪ No. of Districts	=	5
▪ No. of Gram Panchyats	=	9 (from each districts)
▪ Total no. of Panchyats	=	45
▪ Urban Block	=	One from each districts
▪ Total no.of Urban Block	=	5
▪ Total no. of Samples	=	50 (45 Rural+5 Urban)
▪ Total no. of Respondents	=	500 (50 x10) (10 respondents each in the selected Panchyats and Urban Block) 100 from each district.

### 2.4 Sampling Technique:

A structured interview schedule have been used to assess the Impact of Mass Media & Outdoor Activities In Himachal Pradesh. The structured interview schedule includes the demographic data, knowledge questions regarding **Impact of Mass Media & Outdoor Activities** in Himachal Pradesh. The survey was conducted in five districts of the State viz. Hamirpur, Kangra, Shimla, Solan and Una for this study.

To assess the statistical significance of cross tabulated variables, statistical tests have been used.

### 2.5 Reference Period

The field work of the said study was conducted in the month of March, 2022.

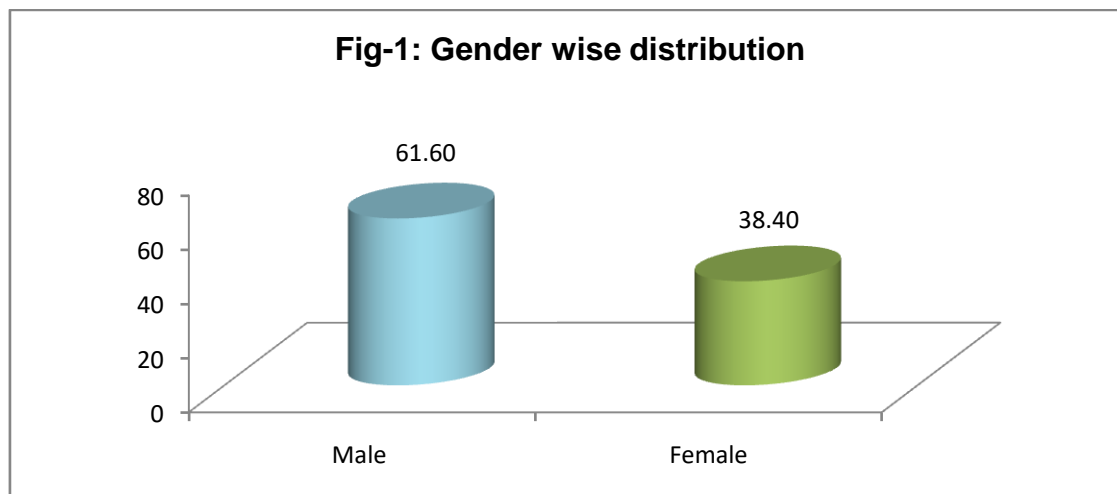
## Chapter III

### SITUATIONAL ANALYSIS

#### 3.1 Profile of respondents:

Table 1:- Gender wise distribution

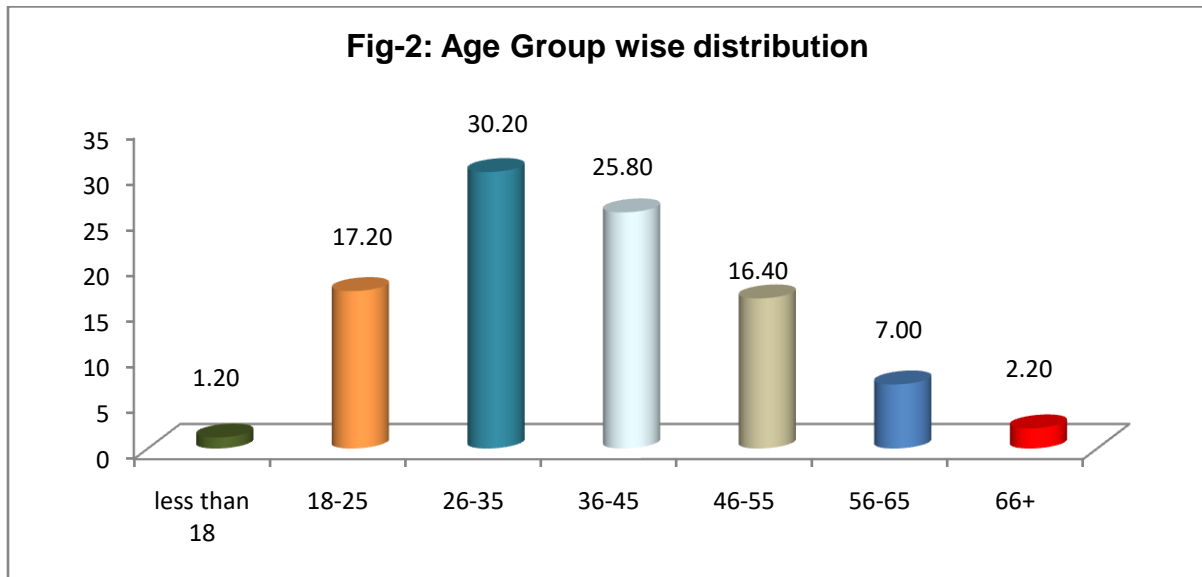
Sr. No.	District	Male	Female	Total
1	Hamirpur	64	36	100
2	Kangra	51	49	100
3	Shimla	56	44	100
4	Solan	86	14	100
5	Una	51	49	100
	<b>Total</b>	<b>308</b>	<b>192</b>	<b>500</b>
	<b>% to Total</b>	<b>61.60</b>	<b>38.40</b>	<b>100</b>



A total of 500 respondents from five districts of Himachal Pradesh have been interviewed using a structure questionnaire/Schedule. The questionnaire have been designed in such way that a comprehensive understanding about the awareness level towards HIV through different awareness campaigns to the people of these districts in Himachal Pradesh can be obtained. The gender composition of the sample respondents was 308 (61.60%) males, and 192 (38.40%) females (refer Fig-1).

**Table 2:- Age Group wise distribution**

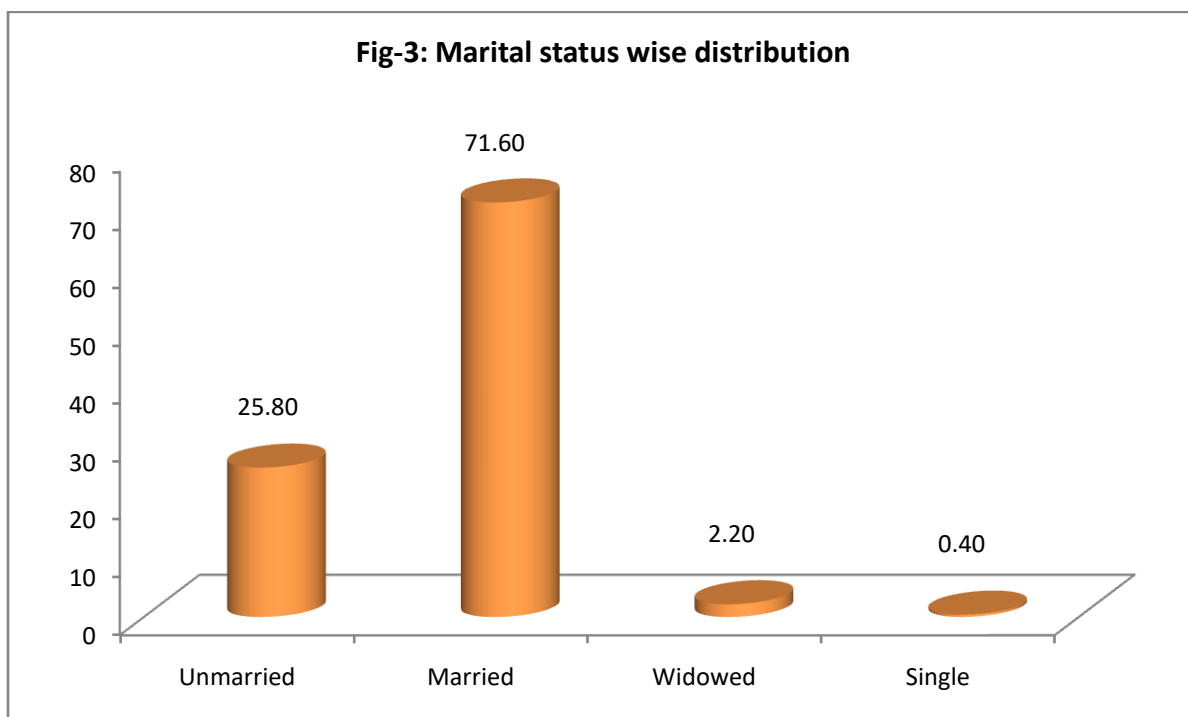
Sr. No.	District	Less than 18	18-25	26-35	36-45	46-55	56-65	66+	Total
1	Hamirpur	0	12	25	31	24	8	0	100
2	Kangra	2	19	29	22	14	10	4	100
3	Shimla	0	15	34	22	22	6	1	100
4	Solan	4	12	32	22	16	8	6	100
5	Una	0	28	31	32	6	3	0	100
	<b>Total</b>	<b>6</b>	<b>86</b>	<b>151</b>	<b>129</b>	<b>82</b>	<b>35</b>	<b>11</b>	<b>500</b>
	<b>% to Total</b>	<b>1.20</b>	<b>17.20</b>	<b>30.20</b>	<b>25.80</b>	<b>16.40</b>	<b>7.00</b>	<b>2.20</b>	<b>100</b>



Age wise distribution of family members of surveyed respondents shows 1.20 percent of them are below 18 years of age, 17.20 percent of the sample population are between the age group 18-25 years, 30.20 percent belongs to 26-35 age group, 25.80 percent are in the age group of 36-45, 16.40 percent are in the age group 46-55, around 7.00 percent in the age group 56-65 and remaining 2.20 percent belongs to 66 years and plus age group (refer Fig-2).

**Table-3:- Marital status wise distribution**

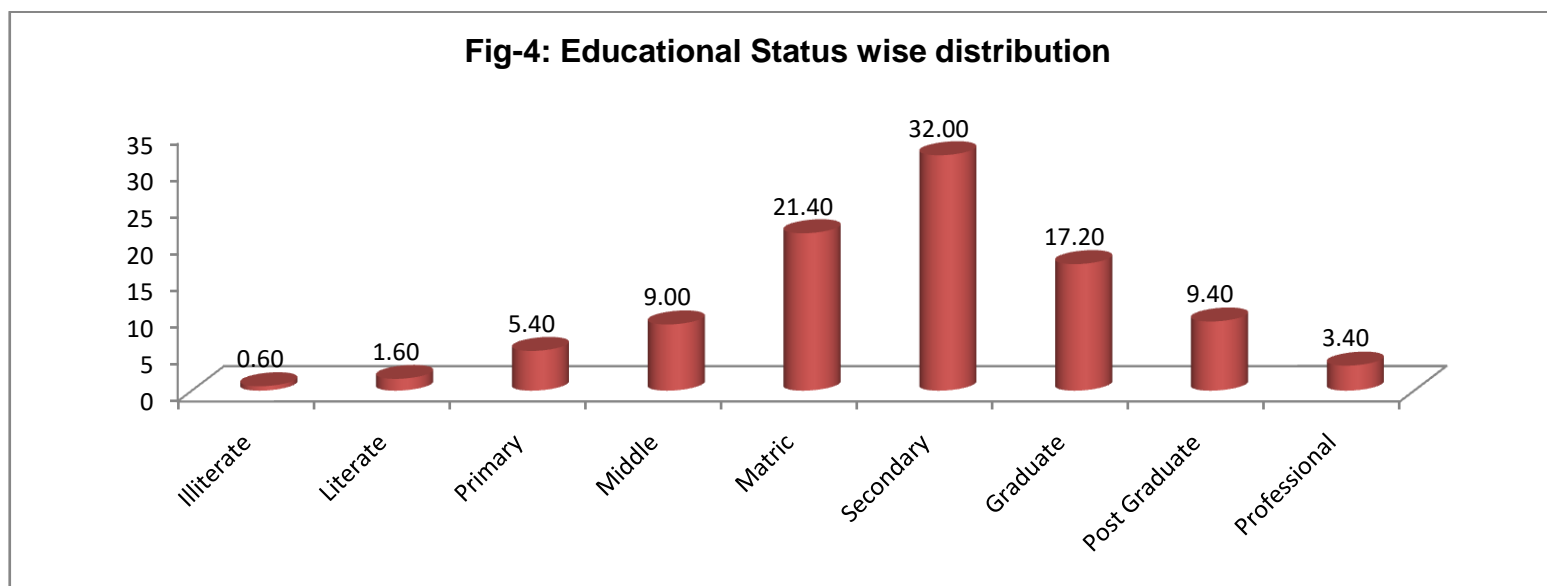
Sr. No.	District	Unmarried	Married	Divorced	Widowed	Single	Total
1	Hamirpur	18	79	0	3	0	100
2	Kangra	29	67	0	4	0	100
3	Shimla	21	77	0	2	0	100
4	Solan	23	74	0	1	2	100
5	Una	38	61	0	1	0	100
	Total	129	358	0	11	2	500
<b>% to Total</b>		<b>25.80</b>	<b>71.60</b>	<b>0.00</b>	<b>2.20</b>	<b>0.40</b>	<b>100</b>



Out of the total sample respondents, around 72 % are married, 26% are unmarried and the rest 2% are widows and single (refer Fig-3).

**Table 4:- Educational Status wise distribution**

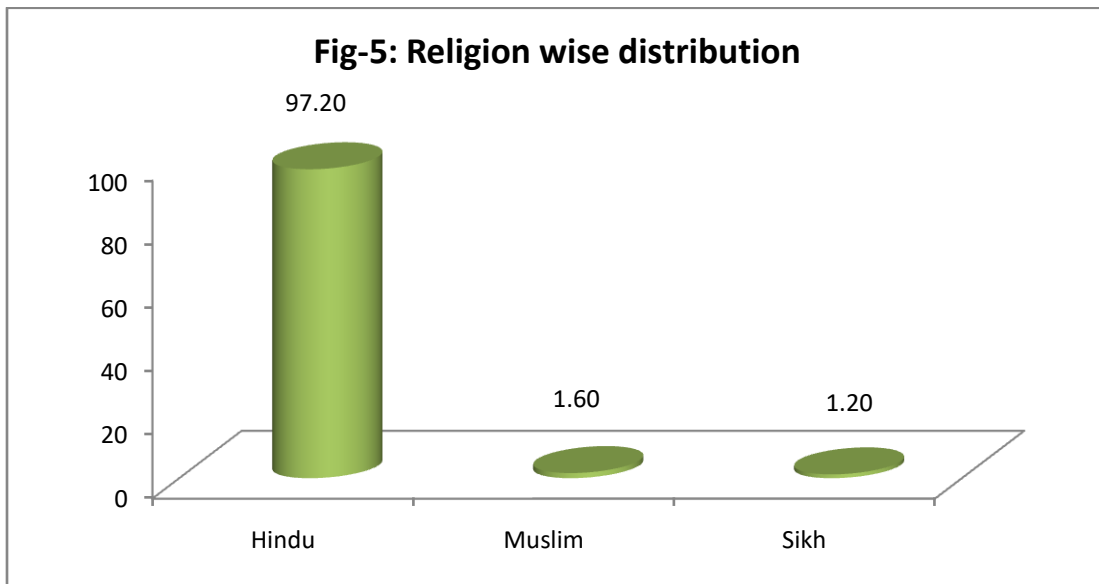
Sr. No.	District	Illiterate	Literate	Primary	Middle	Matric	Secondary	Graduate	Post Graduate	Professional	Total
1	Hamirpur	0	0	6	10	20	31	16	15	2	100
2	Kangra	0	1	9	10	21	34	16	5	4	100
3	Shimla	1	2	3	12	22	27	22	8	3	100
4	Solan	2	5	4	6	33	21	14	9	6	100
5	Una	0	0	5	7	11	47	18	10	2	100
	<b>Total</b>	3	8	27	45	107	160	86	47	17	500
	<b>% to Total</b>	0.60	1.60	5.40	9.00	21.40	32.00	17.20	9.40	3.40	100



The educational status of the respondents shows that majority of them i.e. 32.00% are Secondary pass, followed by Matriculate 21.40%, 17.20% are Graduate, 9.40% are Post Graduate, 9.00% are Middle pass, 5.40% are Primary pass, 3.40% are Professionals, 1.60% are literate below primary level and 0.60% are illiterate (refer Fig-4).

**Table 5:- Religion wise distribution**

Sr. No.	District	Hindu	Muslim	Sikh	Christian	Buddhist	Other	Total
1	Hamirpur	97	3	0	0	0	0	100
2	Kangra	100	0	0	0	0	0	100
3	Shimla	97	1	2	0	0	0	100
4	Solan	94	2	4	0	0	0	100
5	Una	98	2	0	0	0	0	100
	Total	486	8	6	0	0	0	500
<b>% to Total</b>		<b>97.20</b>	<b>1.60</b>	<b>1.20</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>100</b>



Religious affiliation of respondent's shows that majority are Hindu 97.20% followed by Muslims 1.60% and Sikhs 1.20% (ref Fig-5).

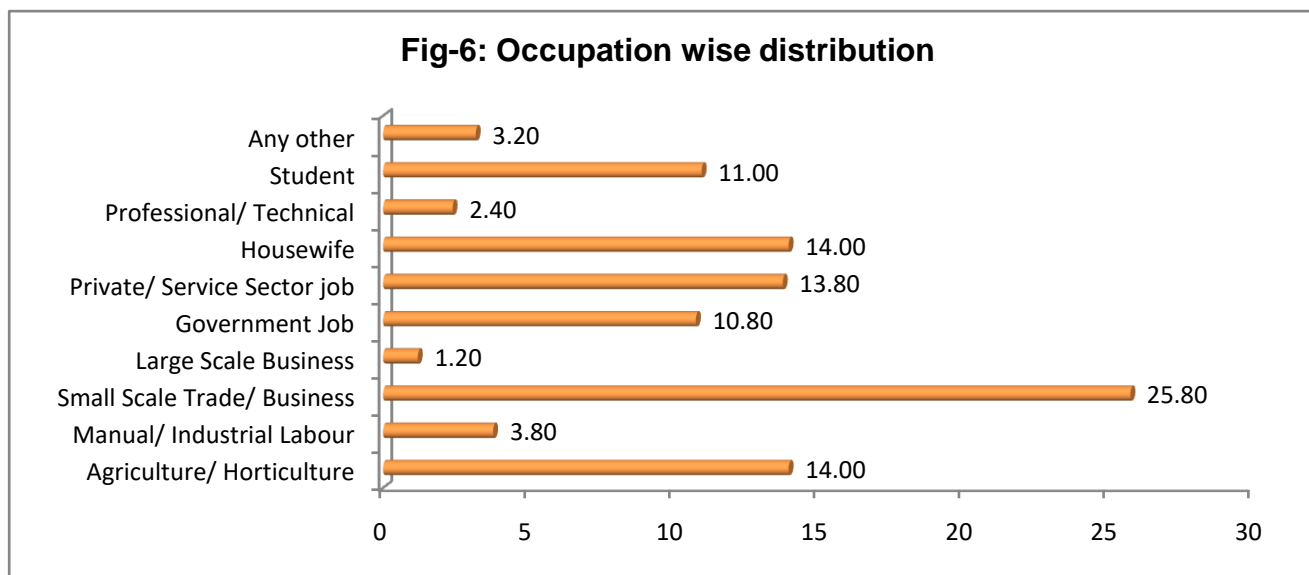
**Table 6:- Economic Status wise distribution**

<b>Sr. No.</b>	<b>District</b>	<b>Below 5000</b>	<b>5001-10000</b>	<b>10001-20000</b>	<b>20001-30000</b>	<b>Above 30000</b>	<b>No Income</b>	<b>Total</b>
1	Hamirpur	8	34	25	14	17	2	<b>100</b>
2	Kangra	22	30	5	8	4	31	<b>100</b>
3	Shimla	22	28	20	11	8	11	<b>100</b>
4	Solan	13	43	11	6	7	20	<b>100</b>
5	Una	4	33	36	10	13	4	<b>100</b>
	<b>Total</b>	<b>69</b>	<b>168</b>	<b>97</b>	<b>49</b>	<b>49</b>	<b>68</b>	<b>500</b>
	<b>% to Total</b>	<b>13.80</b>	<b>33.60</b>	<b>19.40</b>	<b>9.80</b>	<b>9.80</b>	<b>13.60</b>	<b>100</b>

The economic status of sample respondents shows that 13.80% have income less than ₹5000, 33.60% have income ₹ 5001 to 10000 followed by 19.40% having income in the range of ₹10001-20000, 9.80% are in the segment of ₹20001-30000, and similar 9.80 percentage of respondents have the income above 30,000, remaining 13.60% of the respondents have no income at all (refer Table-6).

**Table 7:- Occupation wise distribution**

Sr. No.	District	Agriculture/ Horticulture	Manual/ Industrial Labour	Small Scale Trade/ Business	Large Scale Business	Government Job	Private/ Service Sector job	Housewife	Professional/ Technical	Student	Any other	Total
1	Hamirpur	5	3	19	2	15	19	21	2	10	4	<b>100</b>
2	Kangra	10	4	18	1	14	12	19	3	16	3	<b>100</b>
3	Shimla	31	0	17	2	16	10	17	0	5	2	<b>100</b>
4	Solan	8	2	57	1	3	3	6	4	11	5	<b>100</b>
5	Una	16	10	18	0	6	25	7	3	13	2	<b>100</b>
	Total	70	19	129	6	54	69	70	12	55	16	<b>500</b>
	<b>% to Total</b>	<b>14.00</b>	<b>3.80</b>	<b>25.80</b>	<b>1.20</b>	<b>10.80</b>	<b>13.80</b>	<b>14.00</b>	<b>2.40</b>	<b>11.00</b>	<b>3.20</b>	<b>100</b>



The occupational status of the sample respondents shows that majority 25.80% of them are engaged in small businesses in private sector, 14.00% are involved in agriculture activities, similarly 14.00% are housewives attending domestic duties, 10.80% in government Jobs, 13.80% in private sector jobs, 11.00% are students and rest of the respondents are engaged in other different occupations (refer Fig-6).

**Table 8 :- Location Awareness of Nearest ART Centre**

Sr. No.	District	Yes	No	Total
1	Hamirpur	50	50	<b>100</b>
2	Kangra	6	94	<b>100</b>
3	Shimla	22	78	<b>100</b>
4	Solan	7	93	<b>100</b>
5	Una	27	73	<b>100</b>
	Total	112	388	<b>500</b>
	<b>% to Total</b>	<b>22.40</b>	<b>77.60</b>	<b>100</b>

The above table reveals that out of surveyed respondents of five districts around 22% of them are aware where these Anti -Retroviral Therapy (ART) Centres are located and 78% of them are not aware about the location of these centres.

**Table 9 :- Awareness about ART Treatment**

Sr. No.	District	Yes	No	Total
1	Hamirpur	40	60	<b>100</b>
2	Kangra	10	90	<b>100</b>
3	Shimla	15	85	<b>100</b>
4	Solan	9	91	<b>100</b>
5	Una	28	72	<b>100</b>
	Total	102	398	<b>500</b>
	<b>% to Total</b>	<b>20.40</b>	<b>79.60</b>	<b>100</b>

On asking about the Anti-Retroviral Therapy (ART) treatment from respondents, only 20% of them are aware about this type of treatment and 80% are ignorant (refer Table-9).

**Table 10:- Awareness to know HIV Status**

Sr. No.	District	Through Testing	Not known	Total
1	Hamirpur	98	2	<b>100</b>
2	Kangra	95	5	<b>100</b>
3	Shimla	94	6	<b>100</b>
4	Solan	98	2	<b>100</b>
5	Una	95	5	<b>100</b>
	Total	480	20	<b>500</b>
<b>% to Total</b>		<b>96.00</b>	<b>4.00</b>	<b>100</b>

To get the information from the respondents that how they can know his/her Human Immunodeficiency Virus (HIV) Status, 96% of them replied that they can know their status for this virus through testing and 4% are still ignorant (refer Table-10).

**Table 11:- Where to get tested for HIV?**

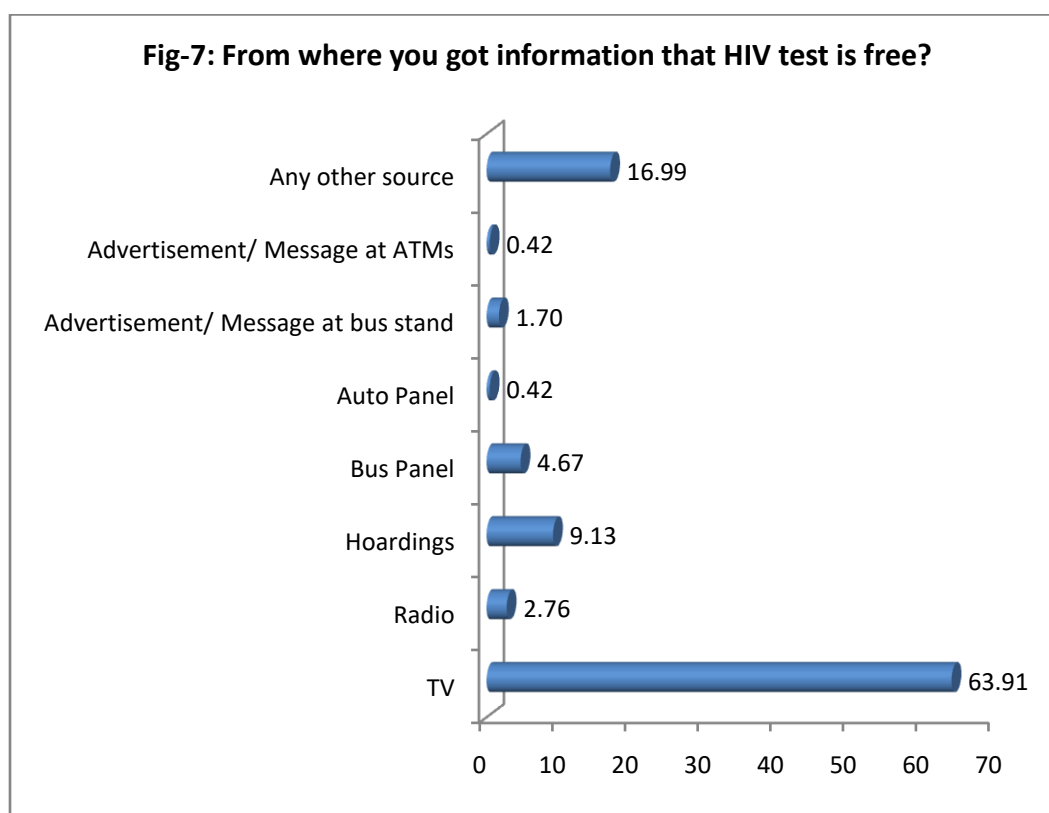
Sr. No.	District	ICTC Centre of Govt. Hospital	Don't know	Total
1	Hamirpur	97	3	<b>100</b>
2	Kangra	91	9	<b>100</b>
3	Shimla	83	17	<b>100</b>
4	Solan	94	6	<b>100</b>
5	Una	96	4	<b>100</b>
	Total	461	39	<b>500</b>
<b>% to Total</b>		<b>92.20</b>	<b>7.80</b>	<b>100</b>

Asking about where to get tested for this HIV disease, out of the total respondents 92% of them told that they can be tested at ICTC Centres of Govt. Hospitals and around 8% don't know where to get tested for this disease (refer Table-11).

**Table 12:- Is HIV test free?**

Sr. No.	District	Yes	No	Total
1	Hamirpur	98	2	<b>100</b>
2	Kangra	93	7	<b>100</b>
3	Shimla	93	7	<b>100</b>
4	Solan	94	6	<b>100</b>
5	Una	93	7	<b>100</b>
	Total	471	29	<b>500</b>
<b>% to Total</b>		<b>94.20</b>	<b>5.80</b>	<b>100</b>

As per the above table around 94% of respondents have said that test for HIV is free, whereas 6% of them are unaware about it.



On further asking from 471 (94.20%) respondents about where from they have obtained the information that test is free, majority 63.91% of the them said that they came to know about this through a medium of T.V., 9.13% came to know

through Hoardings, 4.67% through Bus Panels, 2.76% from Radio and remaining got this information from other different sources of advertisements (refer Fig.7).

**Table 13:- Prevention of HIV from mother to her Child**

Sr. No.	District	Yes	No	Total
1	Hamirpur	97	3	100
2	Kangra	69	31	100
3	Shimla	87	13	100
4	Solan	94	6	100
5	Una	90	10	100
	Total	437	63	500
<b>% to Total</b>		<b>87.40</b>	<b>12.60</b>	<b>100</b>

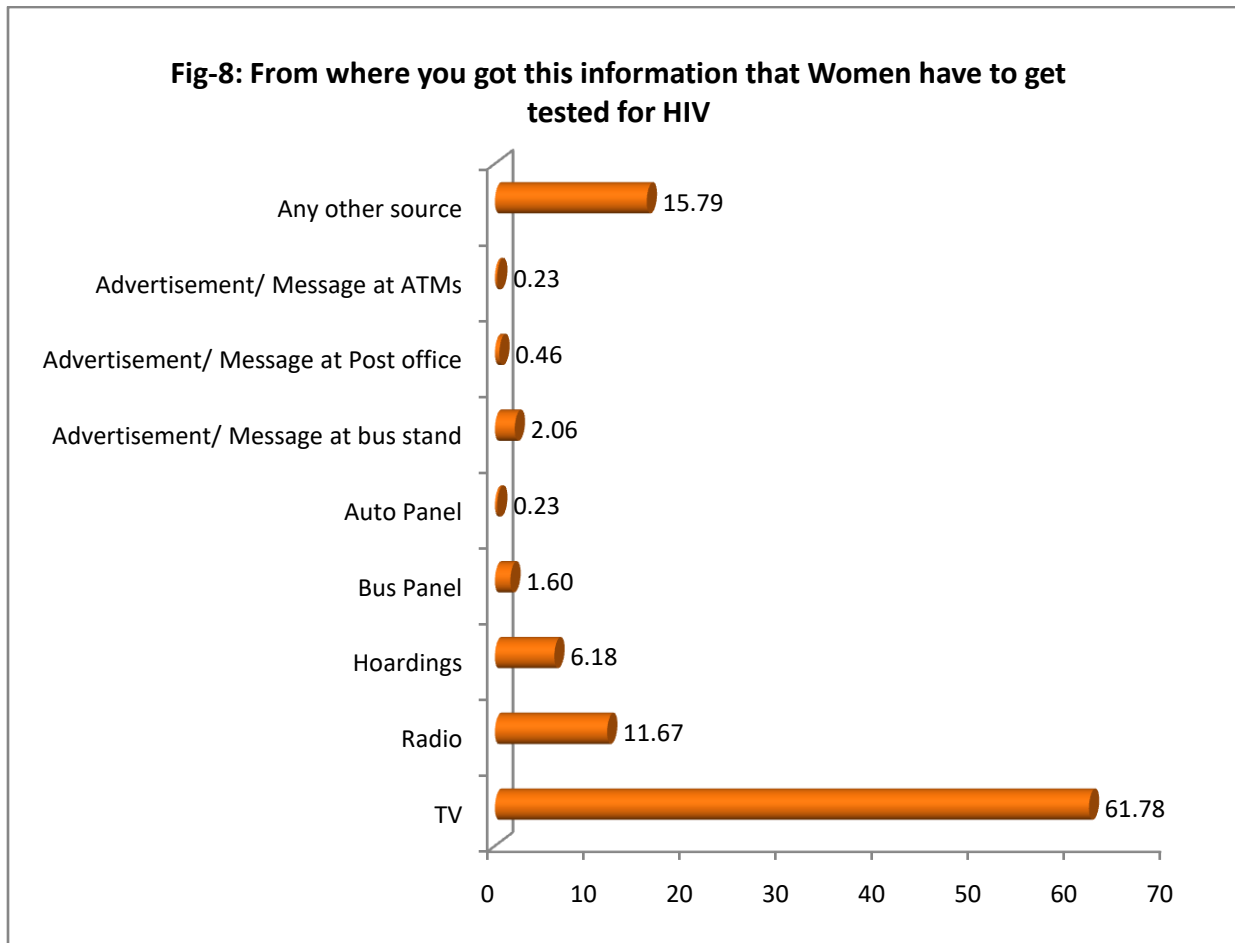
On analyzing from the above table on asking about whether transmission of this disease from mother to her child can be prevented, 87% of respondents said that yes the transmission of this disease can be prevented from mother to her child and 13% of them are not aware about the prevention from transmission of this disease.

**Table 14:- Pregnant Women have to get tested for HIV in how many months**

Sr. No.	District	Within 3 months	More than 3 months	Not known	Total
1	Hamirpur	97	0	3	100
2	Kangra	69	0	31	100
3	Shimla	65	11	24	100
4	Solan	82	4	14	100
5	Una	71	1	28	100
	Total	384	16	100	500
<b>% to Total</b>		<b>76.80</b>	<b>3.20</b>	<b>20.00</b>	<b>100</b>

On asking about in how many months a pregnant woman have to get tested for HIV, around 77% of respondents said that the women have to get tested within 3

months, 3% replied after 3 months and 20% are not knowing that after how many months women have to get tested for the same (refer Table-14).



On asking further about where from they have obtained the information on in how many months a pregnant woman have to get tested for HIV, majority 62% of the respondents said that they came to know about this through a medium of T.V., 11.67% from Radio, 2.06% from Advertisement/ Message at bus stand, 6.18% came to know through Hoardings, 1.60% through Bus Panels and remaining got this information from other different sources (refer Fig-8).

**Table 15:- Have you ever listened/viewed messages/ advertisement related to youth on HIV & AIDS**

Sr. No.	District	Yes	No	Total
1	Hamirpur	87	13	<b>100</b>
2	Kangra	80	20	<b>100</b>
3	Shimla	55	45	<b>100</b>
4	Solan	29	71	<b>100</b>
5	Una	43	57	<b>100</b>
	Total	294	206	<b>500</b>
<b>% to Total</b>		<b>58.80</b>	<b>41.20</b>	<b>100</b>

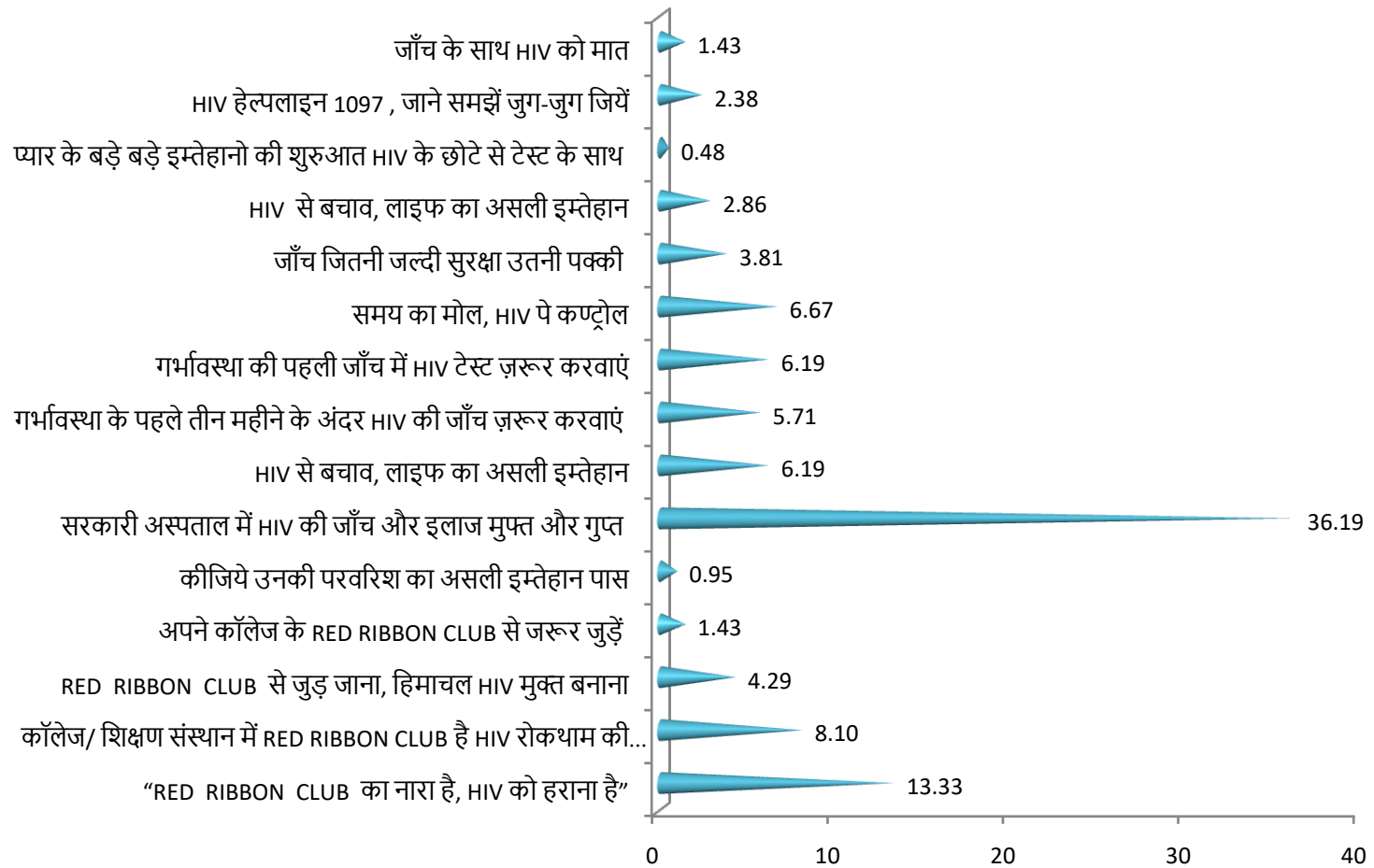
On asking about listening the advertisement related to youth on HIV& AIDS, around 59% of respondents replied that they have listened such type of advertisements and 41% of them have not listened the same. Maximum awareness has been observed in the district Hamirpur (refer Table-15).

**Table 16:- Can you recall messages?**

Sr. No.	District	Yes	No	Total
1	Hamirpur	71	16	<b>87</b>
2	Kangra	56	24	<b>80</b>
3	Shimla	34	21	<b>55</b>
4	Solan	19	10	<b>29</b>
5	Una	30	13	<b>43</b>
	Total	210	84	<b>294</b>
<b>% to Total</b>		<b>71.43</b>	<b>28.57</b>	<b>100</b>

On further asking from the 294 respondents about recalling the message of advertisement related to youth on HIV& AIDS, 71% of respondents have recalled the message which they have seen on different advertising modes and 29% of them are still ignorant about the same (refer Table-16).

**Fig 9:- If Yes, what is the message**



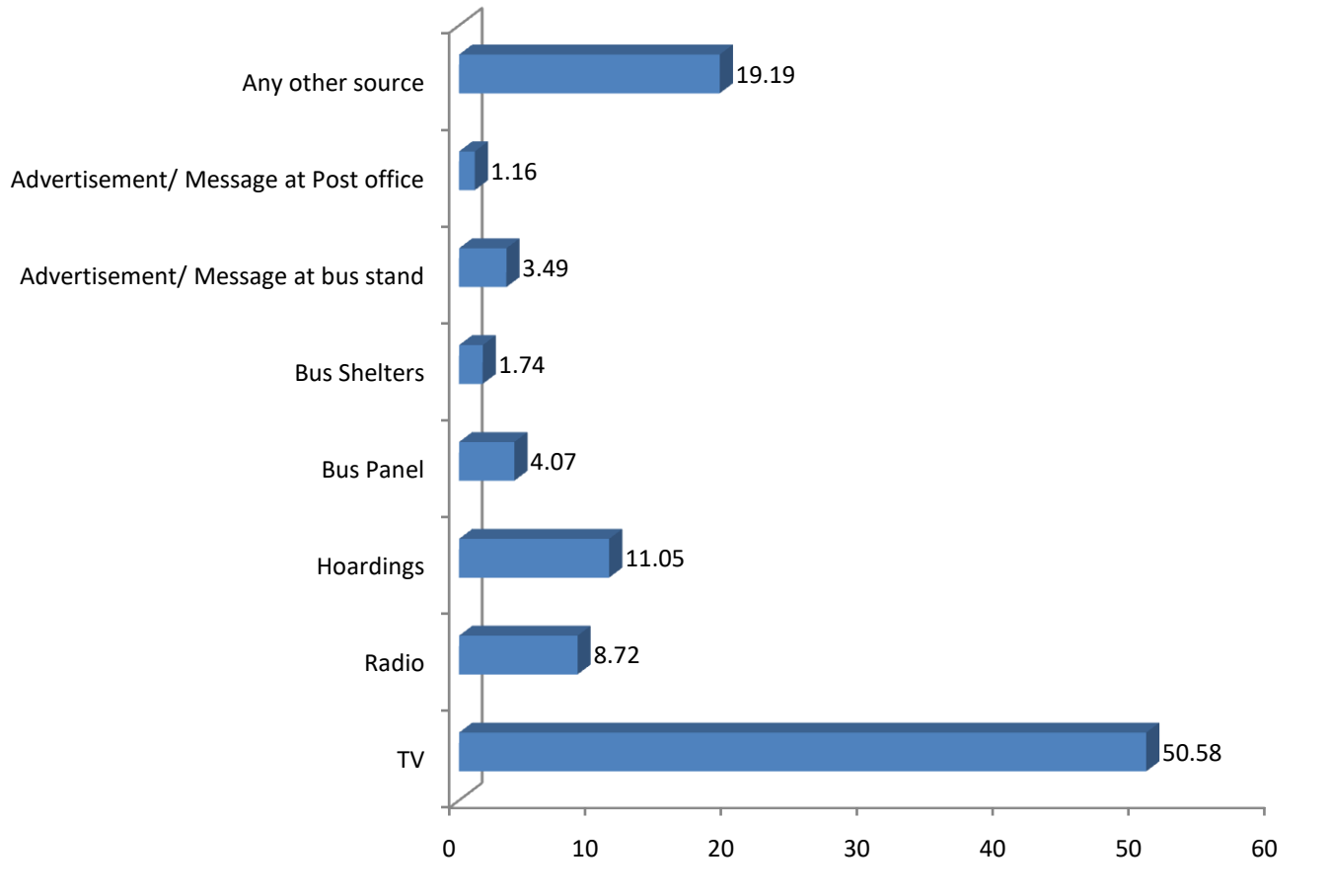
This figure reveals that out of the 210 (71%) respondents whom have recalled the message, further asking from them that what was that message which they have seen in different advertisements modes, 36.19% of them referred the message as “सरकारी अस्पताल में **HIV** की जाँच और इलाज मुफ्त और गुप्त”, 13.33% as “**RED RIBBON CLUB** का नारा है, HIV को हराना है”, 6.67% as “समय का मोल, **HIV** पे कण्ट्रोल” and remaining referred other messages.

**Table 17:- Awareness about Red Ribbon Clubs**

<b>Sr. No.</b>	<b>District</b>	<b>Yes</b>	<b>No</b>	<b>Total</b>
1	Hamirpur	53	47	<b>100</b>
2	Kangra	41	59	<b>100</b>
3	Shimla	30	70	<b>100</b>
4	Solan	26	74	<b>100</b>
5	Una	22	78	<b>100</b>
	<b>Total</b>	<b>172</b>	<b>328</b>	<b>500</b>
	<b>% to Total</b>	<b>34.40</b>	<b>65.60</b>	<b>100</b>

The above table reveals the awareness about Red Ribbon Club of the respondents. Only 34% of them are aware what Red Ribbon Club is about, and 66% of them do not know about this Club.

**Fig.10: From where you got this information**



On asking from 172 (34%) respondents, about where from they have obtained the information on Red Ribbon Club, majority 51% of them said that they came to know about this through a medium of T.V., 11.05% came to know through Hoardings, 8.72% from Radio, 4.07% through Bus Panels, 3.49% from Advertisement/ Message at bus stand and remaining got this information from other different sources (refer Fig-10).

**Table 18:- Awareness about AIDS helpline Number**

Sr. No.	District	Yes	No	Total
1	Hamirpur	74	26	<b>100</b>
2	Kangra	53	47	<b>100</b>
3	Shimla	26	74	<b>100</b>
4	Solan	19	81	<b>100</b>
5	Una	31	69	<b>100</b>
	Total	203	297	<b>500</b>
	<b>% to Total</b>	<b>40.60</b>	<b>59.40</b>	<b>100</b>

As regards the awareness about AIDS helpline number is concerned, around 41% of the respondents are aware about the helpline number of AIDS and 59% are not familiar with this helpline number (refer Table-18).

**Table 19:- Call on helpline number free**

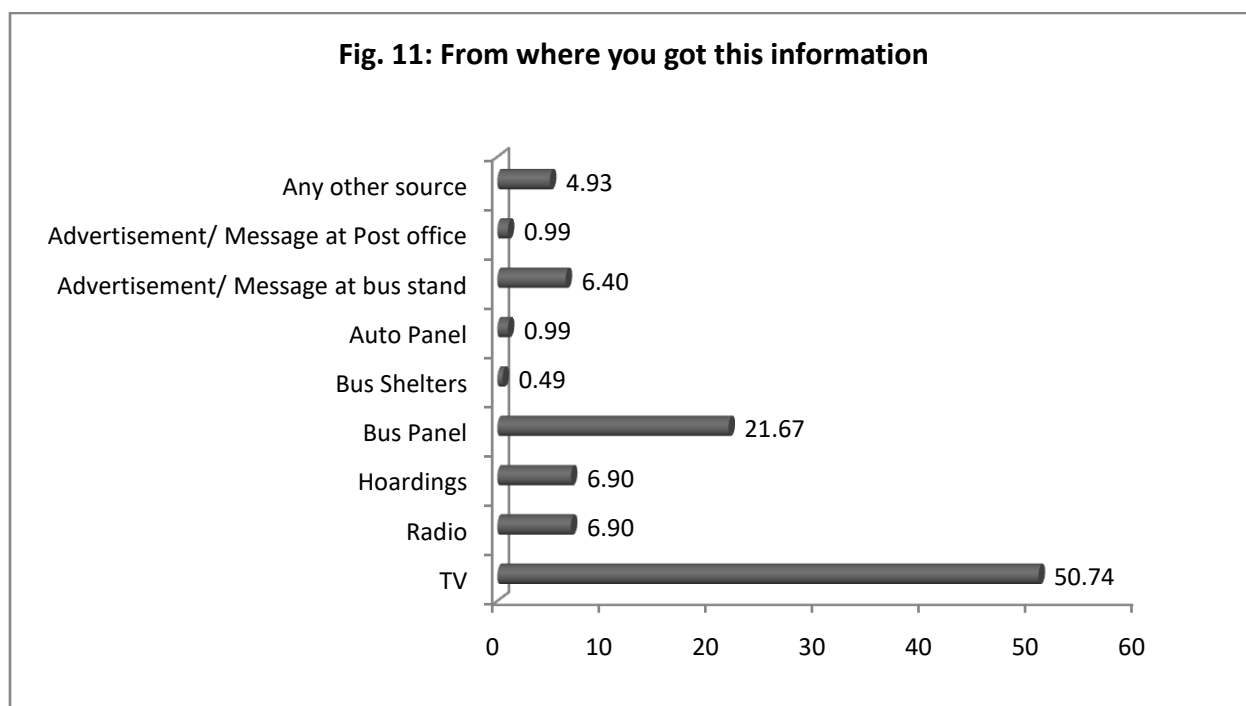
Sr. No.	District	Yes	No	Total
1	Hamirpur	74	0	<b>74</b>
2	Kangra	46	7	<b>53</b>
3	Shimla	24	2	<b>26</b>
4	Solan	18	1	<b>19</b>
5	Una	29	2	<b>31</b>
	Total	191	12	<b>203</b>
	<b>% to Total</b>	<b>94.09</b>	<b>5.91</b>	<b>100</b>

On further asking from 203 (41%) respondents, whether the call is free on this helpline number, 94% of them are of the view that it is free, whereas 6% of them said that it is not free (refer Table-19).

**Table 20:- Ever called on AIDS helpline no.**

Sr. No.	District	Yes	No	Total
1	Hamirpur	1	73	<b>74</b>
2	Kangra	1	52	<b>53</b>
3	Shimla	1	25	<b>26</b>
4	Solan	0	19	<b>19</b>
5	Una	1	30	<b>31</b>
	Total	4	199	<b>203</b>
	<b>% to Total</b>	<b>1.97</b>	<b>98.03</b>	<b>100</b>

Further asking from 203 respondents whether they have ever called on this helpline number or not, only 2% of them has said that they have utilized the services of this helpline number, whereas 98% of them said that they did not felt the need to call on this helpline number (refer Table-20).



On asking from 203 (41%) respondents about where from they have obtained the information on helpline number, majority 51% of them said that they came to know through a medium of T.V., 21.67% through Bus Panels, similar 6.90% of respondents came to know through Radio and Hoardings, 6.40% from Advertisement/ Message at bus stand and remaining got this information from other different sources (refer Fig-11).

**Table 21:- Awareness about NACO AIDS APP**

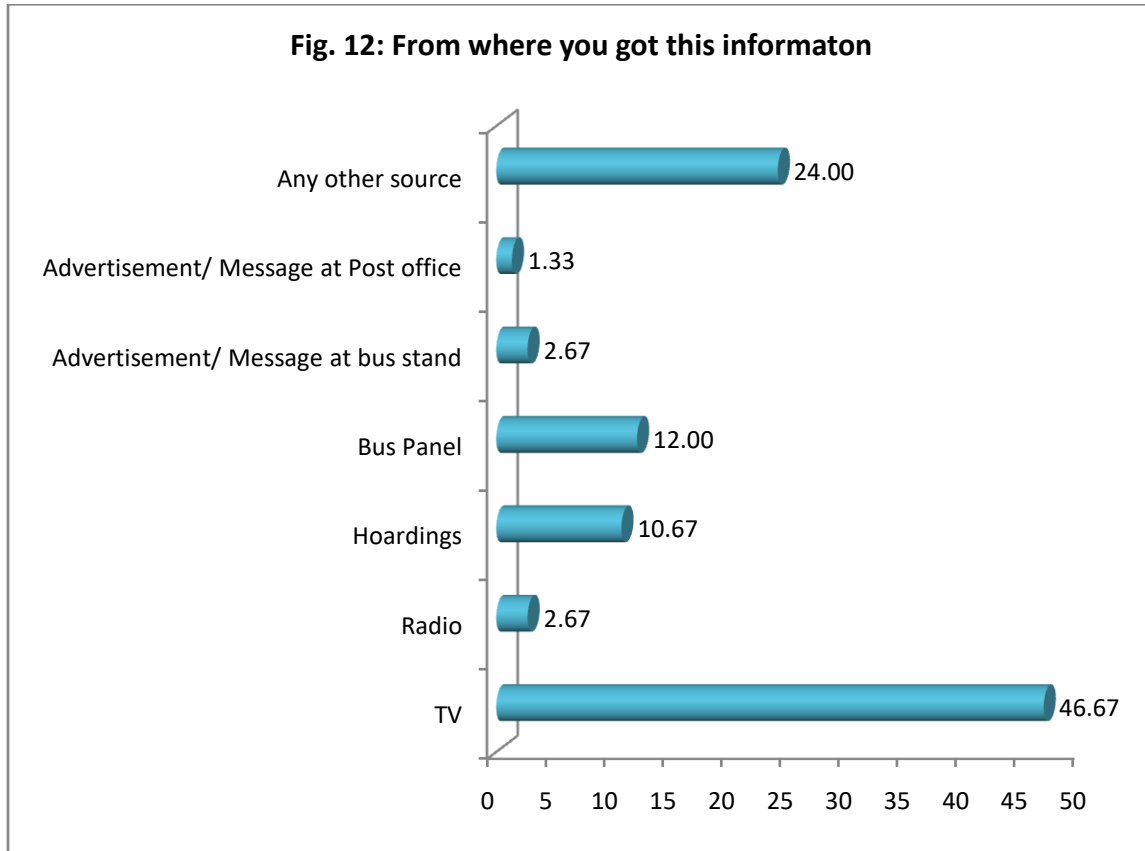
Sr. No.	District	Yes	No	Total
1	Hamirpur	26	74	<b>100</b>
2	Kangra	12	88	<b>100</b>
3	Shimla	11	89	<b>100</b>
4	Solan	9	91	<b>100</b>
5	Una	17	83	<b>100</b>
	Total	75	425	<b>500</b>
<b>% to Total</b>		<b>15.00</b>	<b>85.00</b>	<b>100</b>

On assessing the awareness about NACO AIDS App from the respondents, it has been observed that only 15% of them are aware about this App and rest 85% did not know about it (refer Table-21).

**Table 22:- Have you downloaded this NACO AIDS APP?**

Sr. No.	District	Yes	No	Total
1	Hamirpur	0	26	<b>26</b>
2	Kangra	2	10	<b>12</b>
3	Shimla	1	10	<b>11</b>
4	Solan	0	9	<b>9</b>
5	Una	3	14	<b>17</b>
	Total	6	69	<b>75</b>
<b>% to Total</b>		<b>8.00</b>	<b>92.00</b>	<b>100</b>

Out of these 75 (15%) respondents who are aware about this NACO AIDS App asking from them whether they have downloaded this app or not, only 8% of them has downloaded this App and rest 92% has not downloaded this App (refer Table-22).



On further inquiring from 75 respondents about where from they have obtained the information on NACO AIDS App, majority 47% of them said that they came to know about this through T.V., 12% through Bus Panels, 10.67% of respondents came to know through Hoardings, around 2.67% respondents each from Radio and Advertisement/ Message at Bus Stand and remaining got this information from other different sources (refer Fig-12).

**Table 23:- Awareness about Website, Facebook & Twitter of HPSACS**

Sr. No.	District	Yes	No	Total
1	Hamirpur	25	75	100
2	Kangra	13	87	100
3	Shimla	19	81	100
4	Solan	3	97	100
5	Una	15	85	100
	Total	75	425	500
	<b>% to Total</b>	<b>15.00</b>	<b>85.00</b>	<b>100</b>

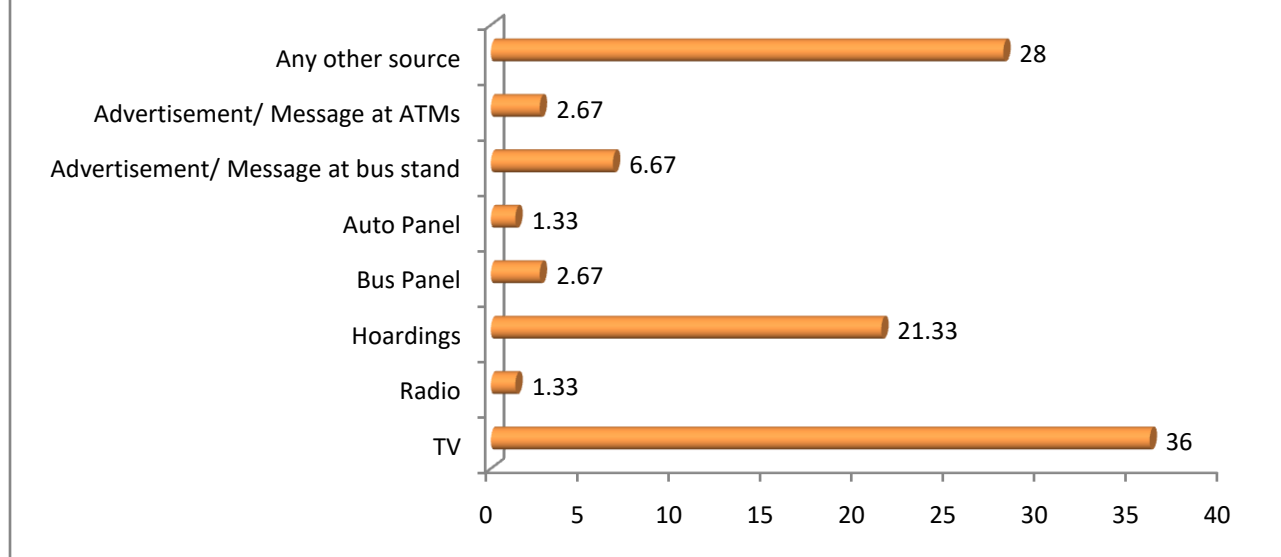
Asking from the respondents about their awareness of Website, Facebook and Twitter of HPSAC, only 15% stated “Yes” and majority 85% are not aware about it (refer Table-23).

**Table 24:- Have you ever visited/viewed website of HPSACS**

Sr. No.	District	Yes	No	Total
1	Hamirpur	0	25	25
2	Kangra	3	10	13
3	Shimla	2	17	19
4	Solan	0	3	3
5	Una	3	12	15
	Total	8	67	75
	<b>% to Total</b>	<b>10.67</b>	<b>89.33</b>	<b>100</b>

Further asking from 75 respondents about visiting /viewing website, Facebook and Twitter of HPSACS, only 11% of them have said that they have visited this site, whereas 89% has not viewed this site (refer Table-24).

**Fig. 13: If yes, from where you got this information**



On asking from 75 (15%) respondents about where from they have obtained the information on website, Facebook and Twitter of HPSACS, Of these majority 36% said that they came to know about this through a medium of T.V., 21.33% came to know through Hoardings, 6.67% respondents from Advertisement/ Message at bus stand, similar 2.67% each through Bus Panels and Advertisement/ Message at ATMs and remaining got this information from other sources (refer Fig-13).

**Table 25:- Awareness about ever seeing advertisement on TV on HIV & AIDS**

Sr. No.	District	Yes	No	Total
1	Hamirpur	98	2	100
2	Kangra	90	10	100
3	Shimla	98	2	100
4	Solan	98	2	100
5	Una	97	3	100
	Total	481	19	500
	<b>% to Total</b>	<b>96.20</b>	<b>3.80</b>	<b>100</b>

On asking about seeing the advertisement on T.V. on HIV & AIDS from the respondents, 96% stated that yes they have seen this advertisement on T.V. and 4% stated “No” (refer Table-25).

**Table 26:- If yes, from which channel?**

Sr. No.	District	Doordarshan Shimla	Channel-9	City Channel	Any other	Total
1	Hamirpur	32	6	9	51	<b>98</b>
2	Kangra	43	3	8	36	<b>90</b>
3	Shimla	59	5	15	19	<b>98</b>
4	Solan	7	0	4	87	<b>98</b>
5	Una	29	0	6	62	<b>97</b>
	Total	170	14	42	255	<b>481</b>
	<b>% to Total</b>	<b>35.34</b>	<b>2.91</b>	<b>8.73</b>	<b>53.01</b>	<b>100</b>

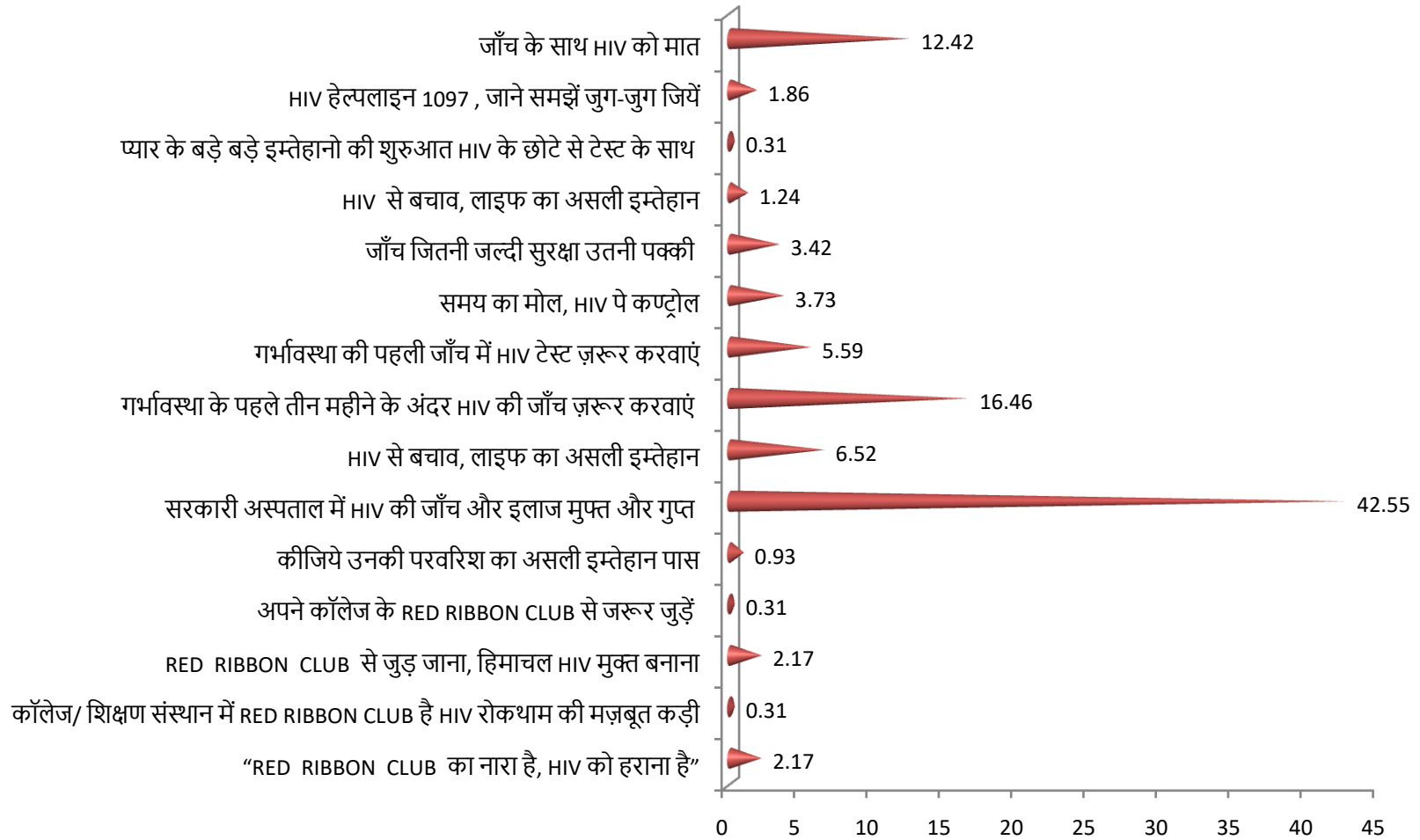
The total of 481 respondents who have seen the advertisement on T.V. further asking from them that on which channel they have seen this advertisement, 35% of them have seen this on Doordarshan Shimla, 8.73% seen on City Channel, 2.91% on Chhanel-9 and remaining 53% have seen these advertisements on other telecasted channels (refer Table-26).

**Table 27:- Can you recall the message?**

Sr. No.	District	Yes	No	Total
1	Hamirpur	85	13	<b>98</b>
2	Kangra	50	40	<b>90</b>
3	Shimla	54	44	<b>98</b>
4	Solan	74	24	<b>98</b>
5	Una	59	38	<b>97</b>
	Total	322	159	<b>481</b>
	<b>% to Total</b>	<b>66.94</b>	<b>33.06</b>	<b>100</b>

Further asking from 481 respondents about what was the advertisement they have seen, around 67% of them were in a position to recall the message of advertisement they have seen and 33% were unable to recall the same (refer Table-27).

**Fig. 14: If yes, what is the message**



This above figure reveals that further asking from 322 (67%) respondents whom have recalled the message, that what was that message which they have seen on different Channels, 42.55% of them referred the message as “सरकारी अस्पताल में HIV की जाँच और इलाज मुफ्त और गुप्त”, 16.46% as “गर्भावस्था के पहले तीन महीने के अंदर HIV की जाँच ज़रूर करवाएं”, 12.42% as “जाँच के साथ HIV को मात”, 6.52% as “HIV से बचाव, लाइफ का असली इम्तेहान”, 2.17% each for “RED RIBBON CLUB से जुड़ जाना, हिमाचल HIV मुक्त बनाना” and “RED RIBBON CLUB का नारा है, HIV को हराना है” and remaining referred for other messages.

**Table 28:- Have you ever heard advertisement of Radio on HIV & AIDS?**

Sr. No.	District	Yes	No	Total
1	Hamirpur	69	31	100
2	Kangra	60	40	100
3	Shimla	76	24	100
4	Solan	69	31	100
5	Una	49	51	100
	Total	323	177	500
<b>% to Total</b>		<b>64.60</b>	<b>35.40</b>	<b>100</b>

On asking about hearing the advertisement on HIV & AIDS, around 65% of respondents replied that they have listened such type of advertisements and 35% of them said no that they have not listened the same (refer Table-28).

**Table 29:- If yes, from which station?**

Sr. No.	District	AIR	Radio Mirchi	Big FM	Dhamaal	Total
1	Hamirpur	35	9	15	10	69
2	Kangra	35	11	12	2	60
3	Shimla	21	17	35	3	76
4	Solan	59	8	2	0	69
5	Una	37	1	7	4	49
	Total	187	46	71	19	323
<b>% to Total</b>		<b>57.89</b>	<b>14.24</b>	<b>21.98</b>	<b>5.88</b>	<b>100</b>

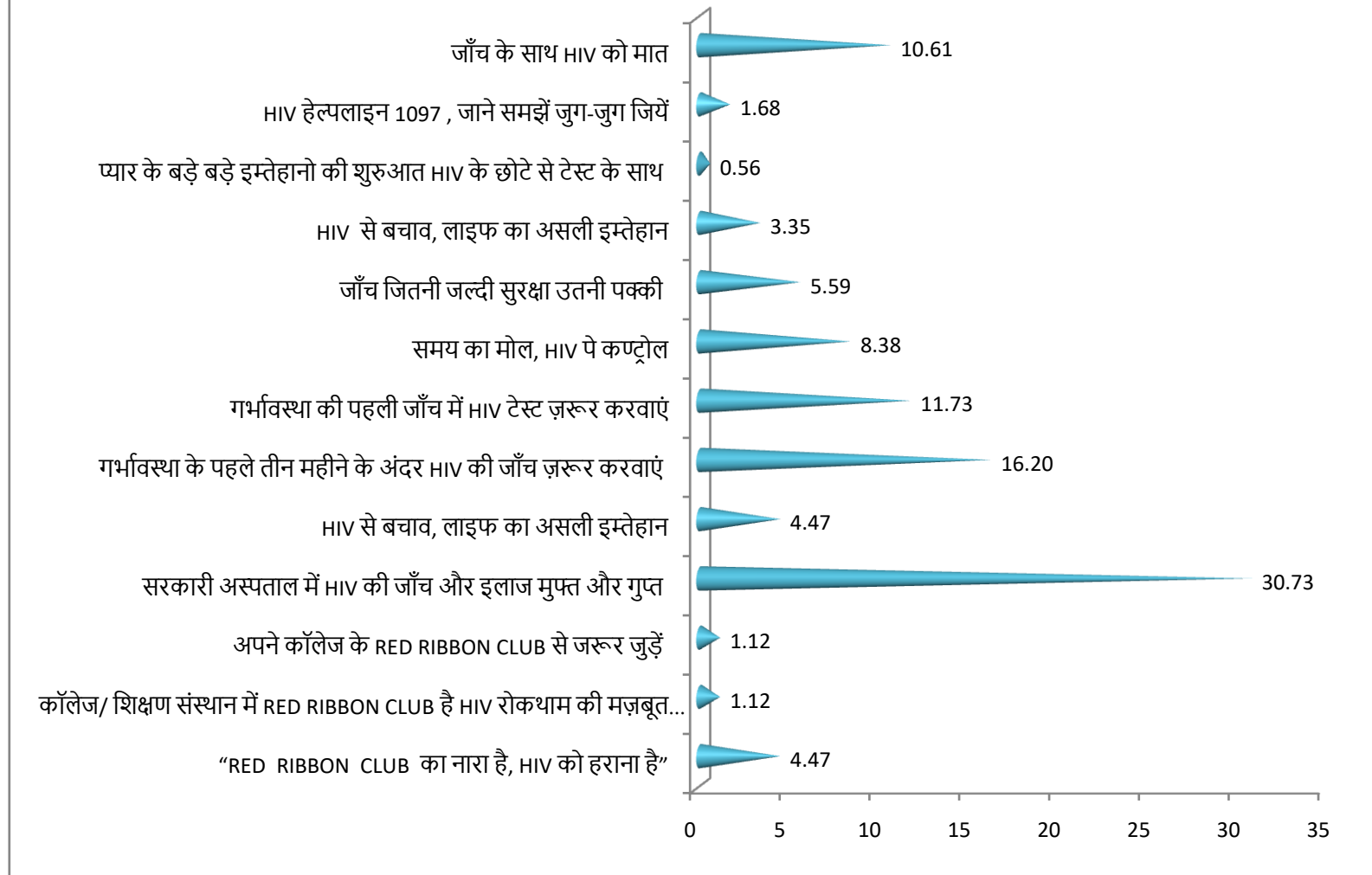
Further asking from 323 respondents on which station they have heard such advertisements on Radio. 58% of them have said that they heard on All India Radio (AIR), 22% on Big FM, 14% on Radio Mirchi and remaining 6% have heard the same on Dhamal (refer Table-29).

**Table 30:- Can you recall about message?**

<b>Sr. No.</b>	<b>District</b>	<b>Yes</b>	<b>No</b>	<b>Total</b>
1	Hamirpur	56	13	<b>69</b>
2	Kangra	33	27	<b>60</b>
3	Shimla	37	39	<b>76</b>
4	Solan	36	33	<b>69</b>
5	Una	17	32	<b>49</b>
	Total	179	144	<b>323</b>
	<b>% to Total</b>	<b>55.42</b>	<b>44.58</b>	<b>100</b>

Further asking from these 323 respondents about whether they can recall the advertisement they have heard on Radio, around 55% of them were in a position to recall the message of advertisement they heard and 45% were unable to recall the same (refer Table-30).

**Fig. 15: If yes, what is the message**



Above figure depicts that further asking from 179 (55%) respondents those who have recalled the message, that what was that message which they have heard on different Radio Stations, 30.73% of them referred the message as “सरकारी अस्पताल में HIV की जाँच और इलाज मुफ्त और गुप्त”, 16.20% as “गर्भावस्था के पहले तीन महीने के अंदर HIV की जाँच ज़रूर करवाएं”, 11.73% as गर्भावस्था की पहली जाँच में HIV टेस्ट ज़रूर करवाएं”, 10.61% as “जाँच के साथ HIV को मात”, 8.38% as समय का मोल, HIV पे कण्ट्रोल”, 5.59% as “जाँच जितनी जल्दी सुरक्षा उतनी पक्की”, 4.47% as “RED RIBBON CLUB का नारा है, HIV को हराना है” and remaining referred for other messages.

**Table 31:- Awareness about ever seeing advertisement/messages on Hoarding on HIV & AIDS**

Sr. No.	District	Yes	No	Total
1	Hamirpur	99	1	100
2	Kangra	85	15	100
3	Shimla	97	3	100
4	Solan	98	2	100
5	Una	94	6	100
	Total	473	27	500
	<b>% to Total</b>	<b>94.60</b>	<b>5.40</b>	<b>100</b>

On asking about seeing the advertisement/message on hoarding on HIV & AIDS, around 95% of respondents replied that they have seen such advertisements on hoarding and only 5% of them said no that they have not seen the same (refer Table-31).

**Table 32:- If yes, at which place?**

Sr. No.	District	Hospital	Highway	Petrol Pump	Lift Shimla	Others	Total
1	Hamirpur	84	3	12	0	0	99
2	Kangra	74	1	5	5	0	85
3	Shimla	89	6	2	0	0	97
4	Solan	93	1	3	1	0	98
5	Una	64	9	18	3	0	94
	Total	404	20	40	9	0	473
	<b>% to Total</b>	<b>85.41</b>	<b>4.23</b>	<b>8.46</b>	<b>1.90</b>	<b>0.00</b>	<b>100</b>

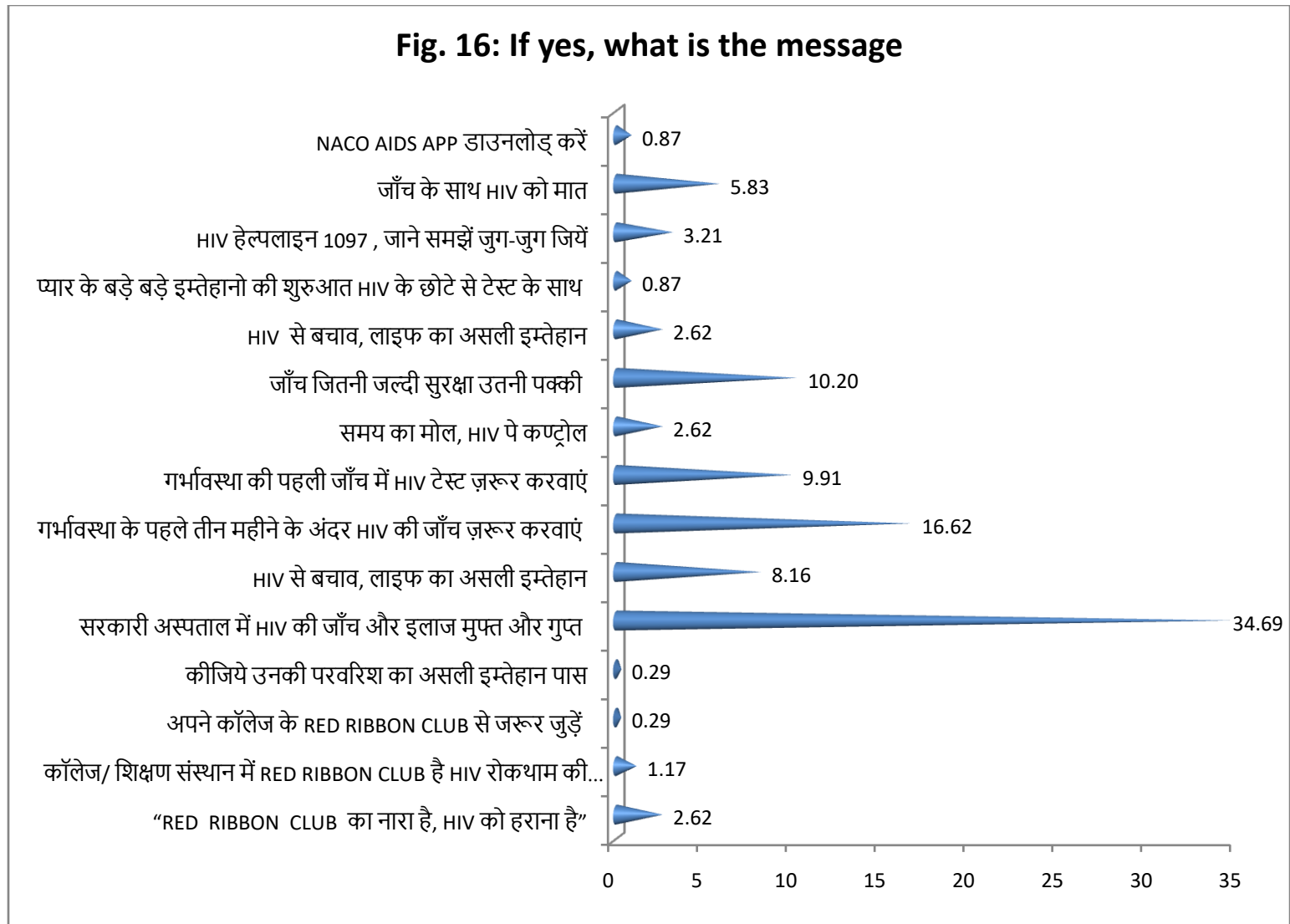
Further asking from 473 respondents at which place they have seen such advertisements on hoardings, those who have replied in yes, 85% of them have said that they have seen on hoardings at hospitals, 8% at petrol Pumps, 4% on Highways, around 2% at Lift Shimla (refer Table-32).

**Table 33:- Can you recall about message?**

<b>Sr. No.</b>	<b>District</b>	<b>Yes</b>	<b>No</b>	<b>Total</b>
1	Hamirpur	84	15	<b>99</b>
2	Kangra	70	15	<b>85</b>
3	Shimla	57	40	<b>97</b>
4	Solan	72	26	<b>98</b>
5	Una	60	34	<b>94</b>
	Total	343	130	<b>473</b>
	<b>% to Total</b>	<b>72.52</b>	<b>27.48</b>	<b>100</b>

Further asking from these 473 respondents about whether they can recall the advertisement message they have seen on Hoardings, around 73% of them were in a position to recall the messages of advertisement which they have seen and 27% were unable to recall the same (refer Table-33).

**Fig. 16: If yes, what is the message**



Further asking from 343 (73%) respondents whom have recalled the message, that what was that message which they have seen on Hoardings placed at different places, 34.69% of them referred the message as “सरकारी अस्पताल में HIV की जाँच और इलाज मुफ्त और गुप्त”, 16.62% as “गर्भावस्था के पहले तीन महीने के अंदर HIV की जाँच ज़रूर करवाएं”, 10.20% as “जाँच जितनी जल्दी सुरक्षा उतनी पक्की”, 9.91% as “गर्भावस्था की पहली जाँच में HIV टेस्ट ज़रूर करवाएं”, 8.16% as “HIV से बचाव, लाइफ का असली इम्तेहान”, 5.83% as “जाँच के साथ HIV को मात”, 3.21% as “HIV हेल्पलाइन 1097, जाने समझें जुग-जुग जियें”, and remaining referred for other messages (refer Fig-16).

**Table 34:- Awareness about ever seeing advertisement on HRTC Buses**

Sr. No.	District	Yes	No	Total
1	Hamirpur	99	1	100
2	Kangra	69	31	100
3	Shimla	85	15	100
4	Solan	94	6	100
5	Una	91	9	100
	Total	438	62	500
	<b>% to Total</b>	<b>87.60</b>	<b>12.40</b>	<b>100</b>

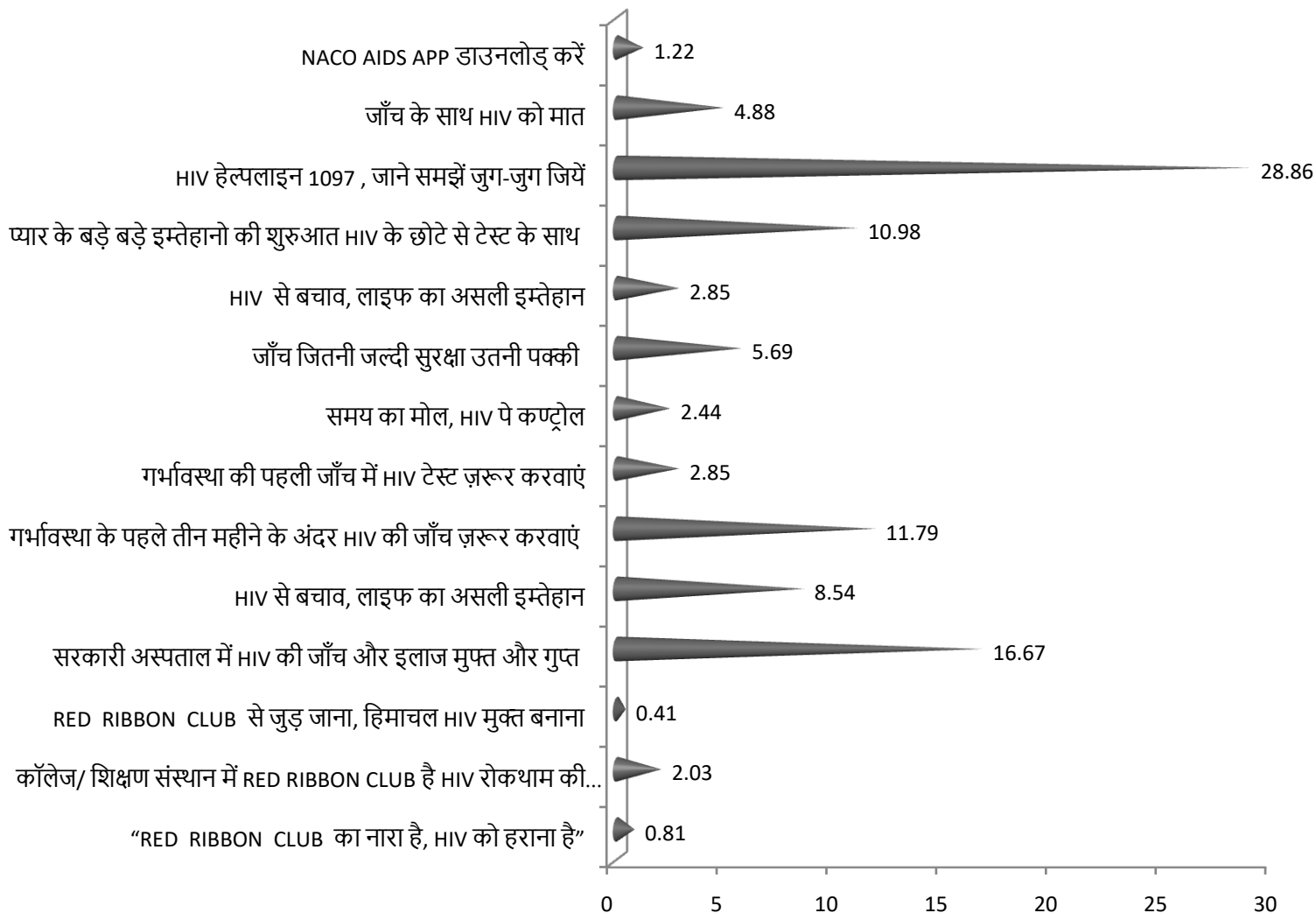
On asking about seeing the advertisement/message on HRTC Buses on HIV & AIDS, around 88% of respondents replied that they have seen such type of advertisements on HRTC Buses and only 12% of them said no that they have not seen the same (refer Table-34).

**Table 35:- Can you recall about message?**

Sr. No.	District	Yes	No	Total
1	Hamirpur	72	27	99
2	Kangra	51	18	69
3	Shimla	41	44	85
4	Solan	13	81	94
5	Una	69	22	91
	Total	246	192	438
	<b>% to Total</b>	<b>56.16</b>	<b>43.84</b>	<b>100</b>

Further asking from these 438 respondents those who have seen the advertisement on HRTC Buses to recall the message of advertisements they have seen, around 56% of them were in a position to recall the messages of advertisement and 44% were not in the position to recall the same (refer Table-35).

**Fig. 17: If yes, what is the message**



Above figure depicts that 246 respondents whom have recalled the message, further asking from them that what was that message which they have seen on HRTC Buses, 28.86% of them referred the message as “**HIV** हेल्पलाइन **1097** , जाने समझें जुग-जुग जियें ”, “16.67% सरकारी अस्पताल में **HIV** की जाँच और इलाज मुफ्त और गुप्त ”, 11.79% as “ गर्भावस्था के पहले तीन महीने के अंदर HIV की जाँच ज़रूर करवाएं ”, 10.98% as “प्यार के बड़े बड़े इम्तेहानो की शुरुआत **HIV** के छोटे से टेस्ट के साथ ” , 5.69% as “जाँच जितनी जल्दी सुरक्षा उतनी पक्की” and remaining referred for other messages.

**Table 36:- Awareness about ever seeing advertisement on Bus Shelter**

<b>Sr. No.</b>	<b>District</b>	<b>Yes</b>	<b>No</b>	<b>Total</b>
1	Hamirpur	65	35	<b>100</b>
2	Kangra	32	68	<b>100</b>
3	Shimla	44	56	<b>100</b>
4	Solan	88	12	<b>100</b>
5	Una	67	33	<b>100</b>
	Total	296	204	<b>500</b>
	<b>% to Total</b>	<b>59.20</b>	<b>40.80</b>	<b>100</b>

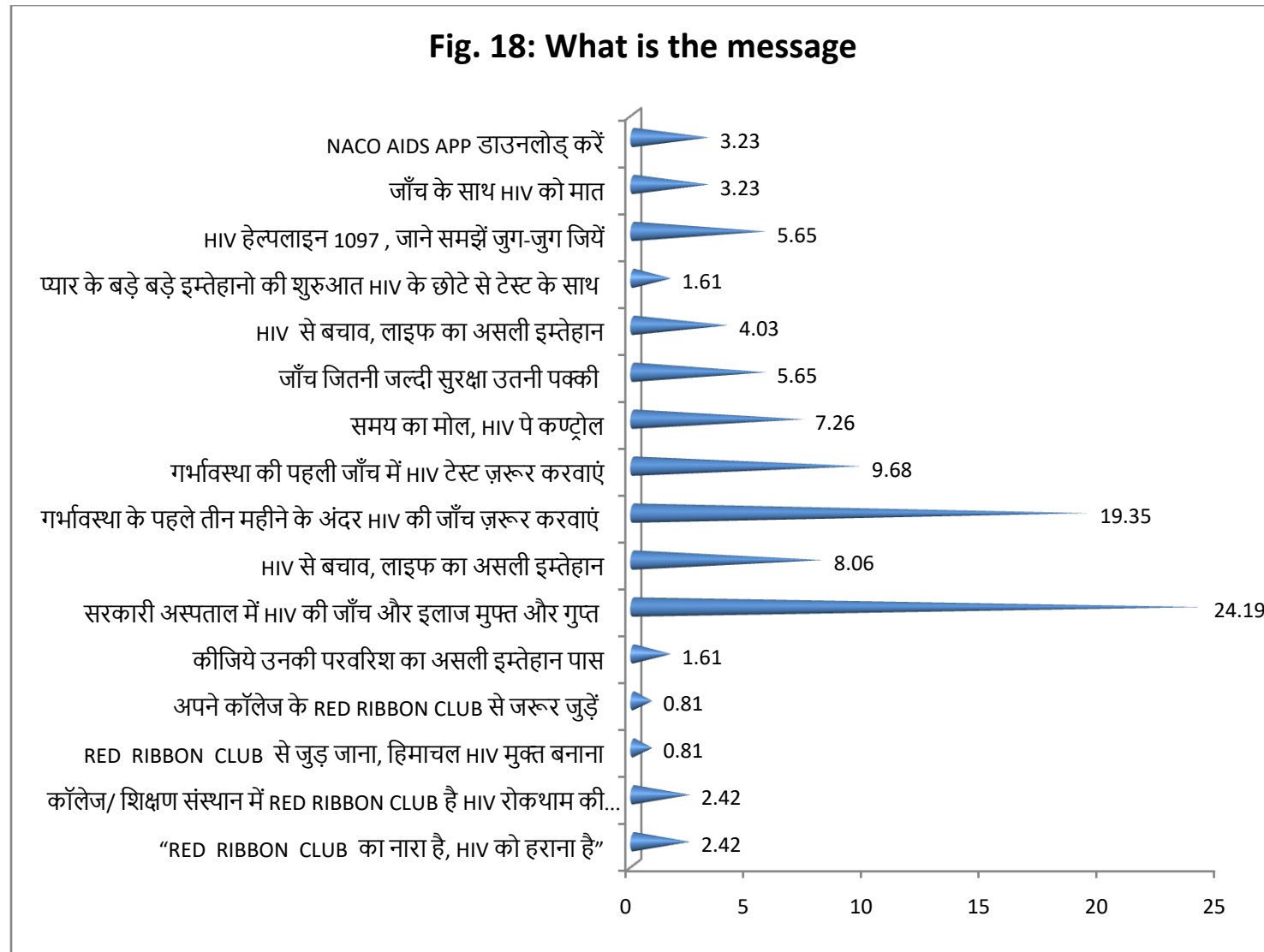
On asking about seeing the advertisement on Bus Shelters on HIV & AIDS from all the 500 respondents, around 59% of them replied that they have seen such advertisements on Bus Shelters and 41% of them said no that they have not seen the same on Bus Shelters (refer Table-36).

**Table 37:- Can you recall about the message?**

<b>Sr. No.</b>	<b>District</b>	<b>Yes</b>	<b>No</b>	<b>Total</b>
1	Hamirpur	40	25	<b>65</b>
2	Kangra	21	11	<b>32</b>
3	Shimla	13	31	<b>44</b>
4	Solan	8	80	<b>88</b>
5	Una	42	25	<b>67</b>
	Total	124	172	<b>296</b>
	<b>% to Total</b>	<b>41.89</b>	<b>58.11</b>	<b>100</b>

Further asking from these 296 (59%) respondents about whether they can recall the message they have seen on Bus Shelters, around 42% of them were in a position to recall the messages of advertisement they have seen and 58% could not recall the same (refer Table-37).

**Fig. 18: What is the message**



Above figure depicts that 124 (42%) respondents whom have recalled the message, further asking from them that what was that message which they have seen on Bus Shelters, 24.19% of them referred the message as “सरकारी अस्पताल में HIV की जाँच और इलाज मुफ्त और गुप्त” , “ 19.35% as“ गर्भावस्था के पहले तीन महीने के अंदर HIV की जाँच ज़रूर करवाएं” , 9.68% as “गर्भावस्था की पहली जाँच में HIV टेस्ट ज़रूर करवाएं” , 8.06% as “HIV से बचाव, लाइफ का असली इम्तेहान”, Similar 5.65% each as “जाँच जितनी जल्दी सुरक्षा उतनी पक्की”and “HIV हेल्पलाइन 1097 , जाने समझें जुग-जुग जियें ” and remaining referred for other messages.

**Table 38:- Awareness about ever seeing advertisement on Auto Panel**

Sr. No.	District	Yes	No	Total
1	Hamirpur	25	75	100
2	Kangra	8	92	100
3	Shimla	10	90	100
4	Solan	6	94	100
5	Una	22	78	100
	Total	71	429	500
<b>% to Total</b>		<b>14.20</b>	<b>85.80</b>	<b>100</b>

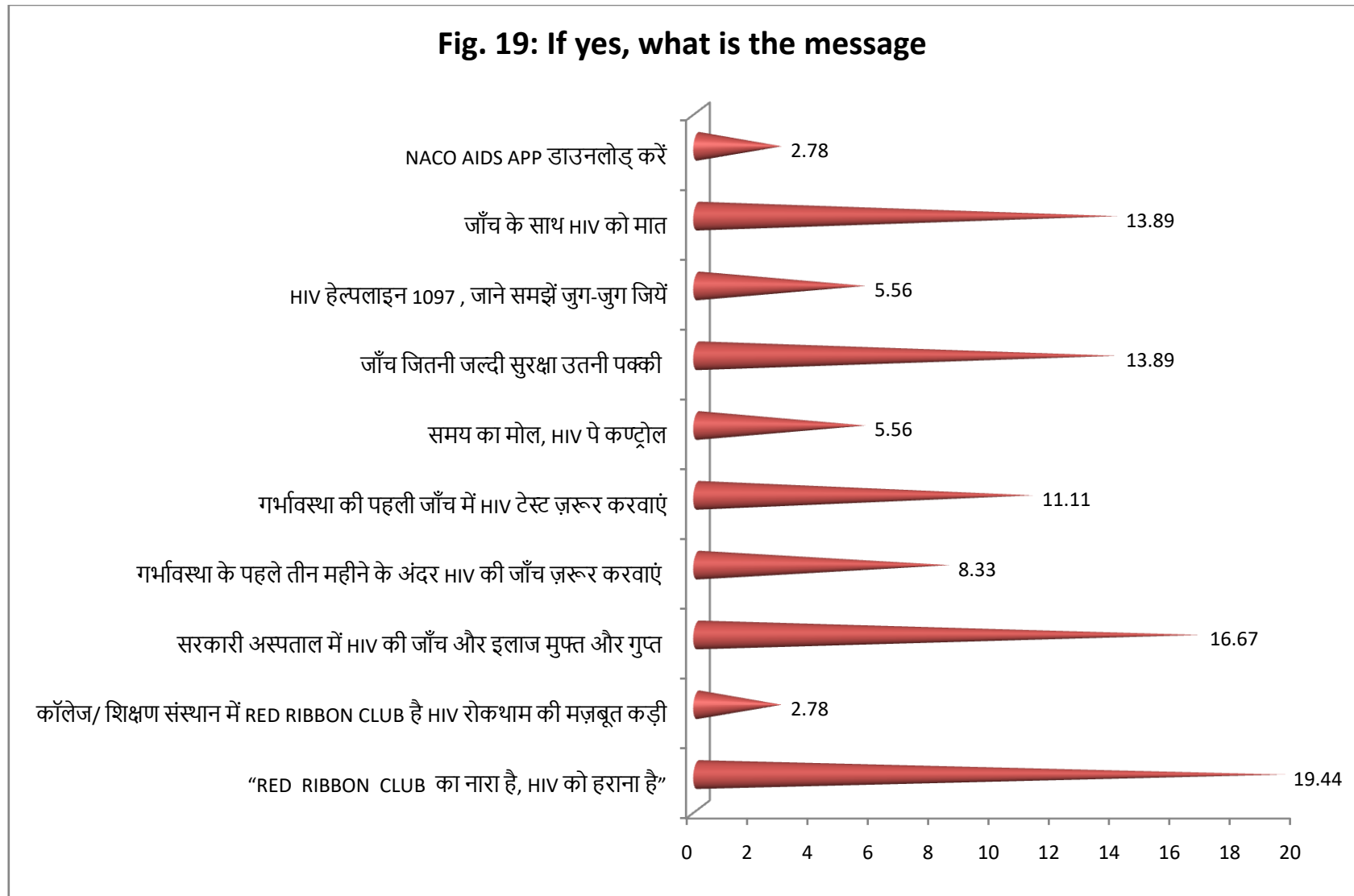
On asking straight question from the respondents about seeing the advertisement on Auto Panel on HIV & AIDS, only14% of respondents replied that they have seen these advertisements on Auto Panel and 86% of them said no that they have not seen the same on Auto Panel (refer Table-38).

**Table 39:- Can you recall about messages?**

Sr. No.	District	Yes	No	Total
1	Hamirpur	14	11	25
2	Kangra	7	1	8
3	Shimla	4	6	10
4	Solan	2	4	6
5	Una	9	13	22
	Total	36	35	71
<b>% to Total</b>		<b>50.70</b>	<b>49.30</b>	<b>100</b>

Further asking from these 71 (14%) respondents about whether they can recall the message they have seen on Auto Panel, around 51% of them recalled the messages of advertisement they have seen and 49% could not recall the same (refer Table-39).

**Fig. 19: If yes, what is the message**



Above figure depicts that 36 respondents whom have recalled the message, further asking from them that what was that message which they have seen on Auto Panel, 19.44% of them referred as **RED RIBBON CLUB** का नारा है, HIV को हराना है”, 16.67% referred the message as “सरकारी अस्पताल में **HIV** की जाँच और इलाज मुफ्त और गुप्त” ,“ 13.89% as “जाँच जितनी जल्दी सुरक्षा उतनी पक्की, 11.11% as “गर्भावस्था की पहली जाँच में **HIV** टेस्ट ज़रूर करवाएं” , 8.33% as “ गर्भावस्था के पहले तीन महीने के अंदर HIV की जाँच ज़रूर करवाएं ” similar 5.56% each as समय का मोल, **HIV** पे कण्ट्रोल and “**HIV** हेल्पलाइन **1097** , जाने समझें जुग-जुग जियें”, and remaining referred for other messages.

**Table 40:- Awareness about ever seeing advertisement on Bus Stand TV**

Sr. No.	District	Yes	No	Total
1	Hamirpur	81	19	<b>100</b>
2	Kangra	36	64	<b>100</b>
3	Shimla	44	56	<b>100</b>
4	Solan	30	70	<b>100</b>
5	Una	66	34	<b>100</b>
	Total	257	243	<b>500</b>
	<b>% to Total</b>	<b>51.40</b>	<b>48.60</b>	<b>100</b>

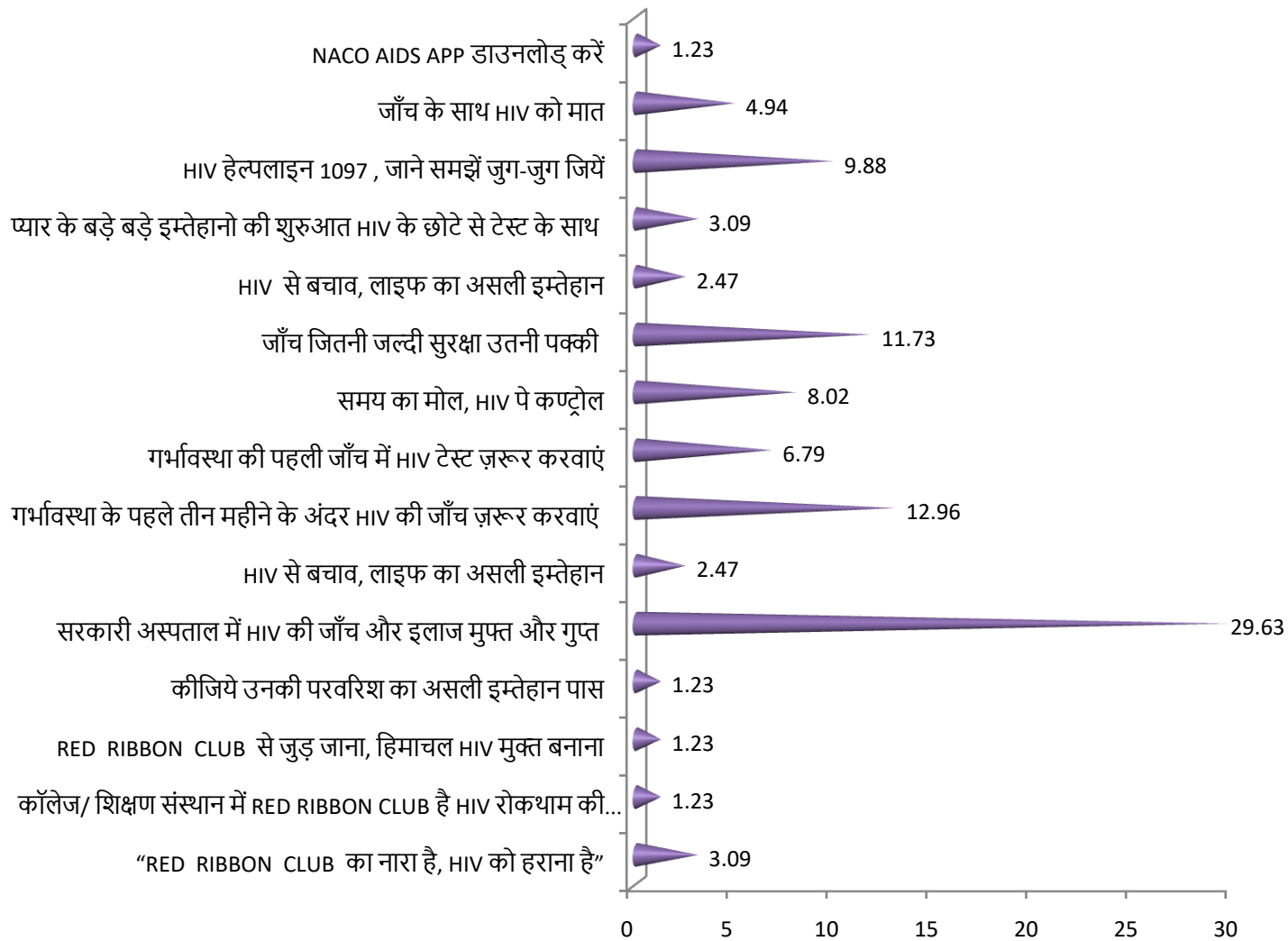
On asking about seeing the advertisement at Bus Stand on HIV & AIDS, 51% of respondents replied that they have seen such type of advertisements at Bus Stand and 49% of them said no that they have not seen the same at Bus Stand (refer Table-40).

**Table 41:- Can you recall about messages?**

Sr. No.	District	Yes	No	Total
1	Hamirpur	64	17	<b>81</b>
2	Kangra	21	15	<b>36</b>
3	Shimla	26	18	<b>44</b>
4	Solan	6	24	<b>30</b>
5	Una	45	21	<b>66</b>
	Total	162	95	<b>257</b>
	<b>% to Total</b>	<b>63.04</b>	<b>36.96</b>	<b>100</b>

Further asking from these 257 respondents about whether they can recall the message of advertisement they have seen at Bus Stand, around 63% of them recalled the messages of advertisement they have seen and 37% could not recall the same (refer Table-41).

**Fig. 20: If yes, what is the message**



Above figure depicts that further asking from 162 respondents whom have recalled the message that what was that message which they have seen at Bus Stand, 29.63% of them referred the message as “सरकारी अस्पताल में HIV की जाँच और इलाज मुफ्त और गुप्त”, 12.96% as “ गर्भावस्था के पहले तीन महीने के अंदर HIV की जाँच ज़रूर करवाएं “ 11.73% as “जाँच जितनी जल्दी सुरक्षा उतनी पक्की, 9.88% as “HIV हेल्पलाइन 1097 , जाने समझें जुग-जुग जियें”8.02% as समय का मोल, HIV पे कण्ट्रोल , 6.79% as “गर्भावस्था की पहली जाँच में HIV टेस्ट ज़रूर करवाएं” and remaining referred for other messages.

**Table 42:- Awareness about ever seen messages at Post Offices**

Sr. No.	District	Yes	No	Total
1	Hamirpur	16	84	100
2	Kangra	23	77	100
3	Shimla	12	88	100
4	Solan	24	76	100
5	Una	36	64	100
	Total	111	389	500
	<b>% to Total</b>	<b>22.20</b>	<b>77.80</b>	<b>100</b>

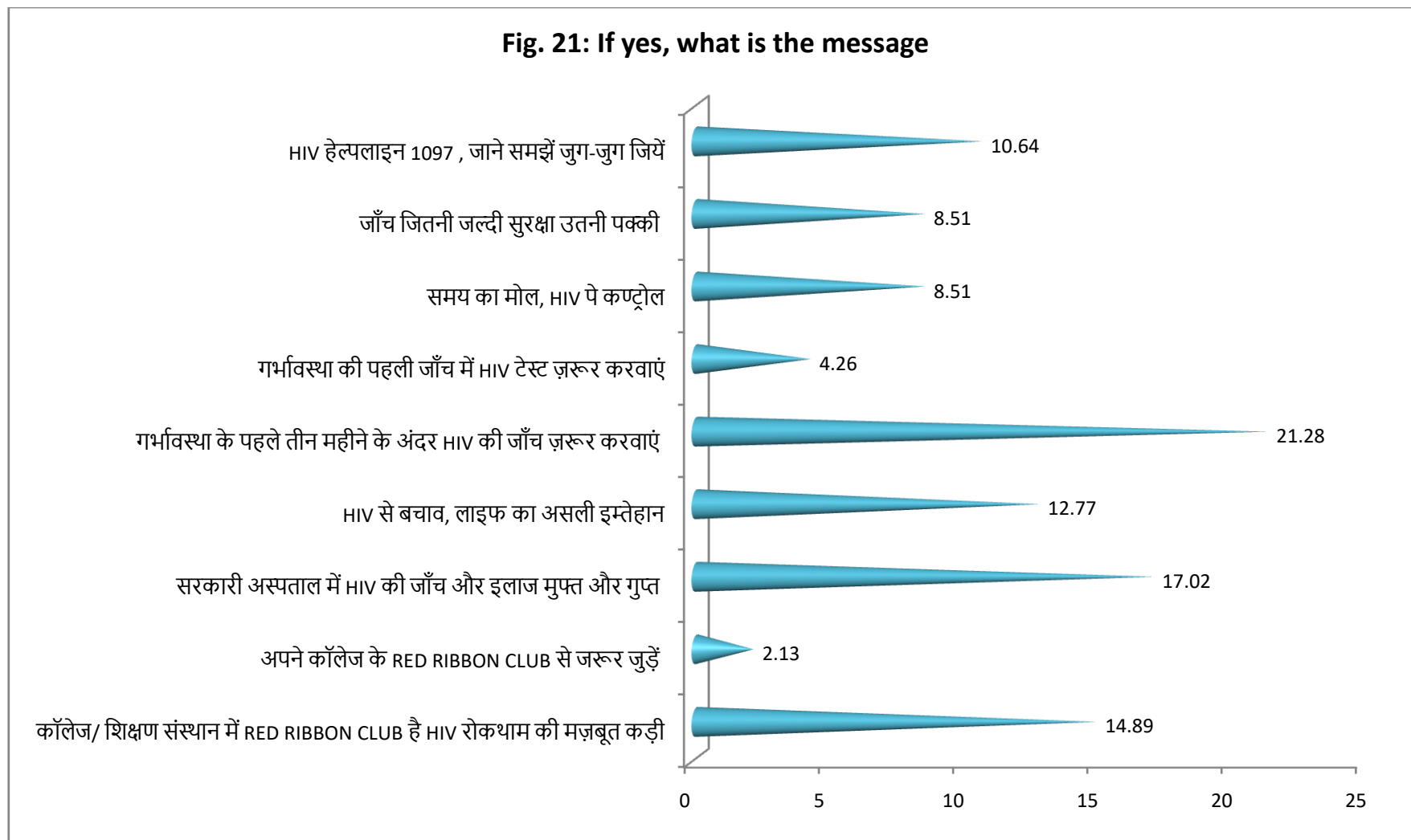
On asking about seeing the advertisement at Post Offices on HIV & AIDS, 22% of respondents replied that they have seen such advertisements at Post Offices and 78% of them said no that they have not seen the same at Post Offices (refer Table-42).

**Table 43:- Can you recall about messages?**

Sr. No.	District	Yes	No	Total
1	Hamirpur	12	4	16
2	Kangra	20	3	23
3	Shimla	1	11	12
4	Solan	2	22	24
5	Una	12	24	36
	Total	47	64	111
	<b>% to Total</b>	<b>42.34</b>	<b>57.66</b>	<b>100</b>

Further asking from these 111 respondents about whether they can recall the message they have seen at Post Offices, around 42% of them recalled the messages of advertisement they have seen and 58% could not recall the same (refer Table-43).

**Fig. 21: If yes, what is the message**



Above figure depicts that out of the 47 respondents whom have recalled the message, further asking from them that what was that message which they have seen at Post Offices, 21.28% as “ गर्भावस्था के पहले तीन महीने के अंदर HIV की जाँच ज़रूर करवाएँ , 17.02% of them referred the message as “सरकारी अस्पताल में HIV की जाँच और इलाज मुफ्त और गुप्त” , 12.77% as “HIV से बचाव, लाइफ का असली इम्तेहान ”, 10.64% as “HIV हेल्पलाइन 1097 , जाने समझें जुग-जुग जियें”, and remaining referred for other messages.

**Table 44:- Awareness about ever seeing messages regarding HIV at Bank ATMs**

Sr. No.	District	Yes	No	Total
1	Hamirpur	31	69	100
2	Kangra	9	91	100
3	Shimla	8	92	100
4	Solan	20	80	100
5	Una	25	75	100
	Total	93	407	500
<b>% to Total</b>		<b>18.60</b>	<b>81.40</b>	<b>100</b>

On asking about seeing the advertisement at Bank ATMs on HIV & AIDS, 19% of respondents replied that they have seen such type of advertisements at Bank ATMs and 81% of them said no that they have not seen the same at Bank ATMs (refer Table-44).

**Table 45:- Can you recall about messages?**

Sr. No.	District	Yes	No	Total
1	Hamirpur	19	12	31
2	Kangra	7	2	9
3	Shimla	2	6	8
4	Solan	3	17	20
5	Una	19	6	25
	Total	50	43	93
<b>% to Total</b>		<b>53.76</b>	<b>46.24</b>	<b>100</b>

Further asking from these 93 respondents about whether they can recall the message they have seen at Bank ATMs, around 54% out of them recalled the messages of advertisement they have seen and 46% could not recall the same (refer Table-45).

**Fig. 22: If yes, what is the message**



This figure reveals that 50 respondents whom have recalled the message, further asking from them that what was that message which they have seen at Bank ATMs, 26.00% of them referred the message as “सरकारी अस्पताल में **HIV** की जाँच और इलाज मुफ्त और गुप्त”, 24.00% as “ गर्भावस्था के पहले तीन महीने के अंदर HIV की जाँच ज़रूर करवाएं, 12.00% as “जाँच जितनी जल्दी सुरक्षा उतनी पक्की”, 6.00% as “**HIV** से बचाव, लाइफ का असली इम्तेहान”, and remaining referred for other messages.

## Chapter-IV

### Conclusion & Suggestions

#### ❖ Major Findings of the Survey

The presents study has yielded a wealth of very rich findings. Department has attempted to classify and organize this data in the previous chapters so that insights can be obtained, inferences can be drawn and conclusions can be reached. These would be useful for assessing the impact of the present media campaign and to develop effective campaign strategies in future. The media campaign, which used Television, Radio and Newspaper for communicating messages, was aimed at increasing the awareness, improving the knowledge and inculcating changed desirable behaviour among the target audience. The basic communication was woven around the theme of 'Prevention of Parent-to-child transmission (PPTCT)' of HIV/AIDS and therefore the conclusions that are included in this chapter will cover only the impact in that domain. In order to assess the Awareness status of general masses through Impact Study of Mass Media & Outdoor Activities the study results have been obtained on the sample based analysis of five districts of the State. The important findings that came out of the current study are outlined below:-

- A total of 500 respondents from five districts of Himachal Pradesh have been interviewed using a structure questionnaire/Schedule. The gender composition of the sample respondents was 308 (61.60%) males and 192 (38.40%) females.
- Out of the total sample respondents, around 72 % are married, 26% are unmarried and the rest 3% are widows, single and divorced etc.
- The educational status of the respondents shows that majority of them i.e. 32.00% are Secondary pass, followed by Matriculate 21.40%, 17.20% are Graduate, 9.40% are Post Graduate, 9.00% are Middle pass, 5.40% are Primary pass, 3.40% are Professionals, 1.60% are literate below primary level and 0.60% are illiterate.

- Religious affiliation of respondent's shows that majorities are Hindu 97.20% followed by Muslims 1.60% and Sikhs are 1.20%.
- Economic distribution of sample respondents shows that 13.80 % have income less than ₹5000, 33.60% have income ₹ 5001 to 10000 followed by 19.40% having income in the range of ₹10001-20000, 9.80% are in the segment of ₹20001-30000, 9.80 % respondents have income ₹30000 and similar 9.80% of respondents have the income above 30,000, remaining 13.60% of the respondents have no income at all.
- The occupational distribution of sample respondents shows that majority 25.80% of them are engaged in small businesses in private sector, 14.00% are involved in agriculture activities, similarly 14.00% are housewives attending domestic duties, 10.80% are in government Jobs, 13.80% are in private sector jobs, 11.00% are students and rest of the respondents are engaged in other different occupations.
- While gathering the information on the awareness of respondents about the location of Anti-Retroviral Therapy (ART) Centres, around 22% of them have the knowledge about their location and 78% of them were unaware about the same. On asking about the Anti-Retroviral Therapy (ART) treatment form all 500 respondents, only 20% of them were aware about this type of treatment and 80% were ignorant about this.
- On collecting the information from the respondents that how they can know his/her Human Immunodeficiency Virus (HIV) Status. 96% of them were in a position to say that through testing and 4% were still ignorant about the same. On asking about where to get tested for this disease around 92% of them said that it can be tested at ICTC Centres of Govt. Hospitals and around 8% don't know where to get tested. As regards asking about the cost free testing of HIV, around 94% have said that test is free, whereas 6% of them were unaware about it. On further asking from them about where from they have obtained the information that this test is free, majority 64% of the them said that they came to know about this through a medium of T.V and remaining got this information from other different sources as mentioned in the related tables.

- On asking about the transmission of this disease from mother to her child can be prevented, 87% of respondents said that yes the transmission of this disease can be prevented from mother to her child and 13% of them are not aware about the prevention from communication of this disease. Further asking about in how many months a pregnant woman have to get tested for HIV, around 77% of respondents said that the women have to get tested within 3 months, 3% replied after 3 months and 20% were not knowing the exact period of testing for the same. On asking in continuity that where from they have obtained the information on in how many months a pregnant woman have to get tested for HIV, majority 62% of them said that they came to know about this through a medium of T.V., and remaining respondents got this information from other different sources.
- On asking about listing the advertisement related to youth on HIV& AIDS, around 59% of respondents replied that they have listened this type of advertisements and 41% of them have not listened the same. Maximum awareness has been observed in the Hamirpur district. On asking in continuity from about recollecting the message of advertisement related to youth on HIV, 71% of them have recalled the message which they have seen on different advertising modes and 29% of them are still ignorant about the same. Further asking from those respondents who have recalled the message, that what was that message which they have seen in different advertisements modes, majority 36.19% of them referred the message as “सरकारी अस्पताल में HIV की जाँच और इलाज मुफ्त और गुप्त”, and remaining referred for other messages as mentioned in the related tables.
- As regards the awareness about Red Ribbon Club of the respondents, only 34% of them were aware about Red Ribbon Club and 66% of them did not know about the same. On asking in continuity from them about where from they have obtained the information on this Club, majority 51% of the respondents said that they came to know about this through a medium of T.V., and remaining got this information from other different sources.
- As regards the awareness about AIDS helpline number is concerned, around 41% of the respondents were aware about this helpline number and 59% were not

familiar with the same. Asking in continuity from those who were aware about this helpline number, whether the call is free on this helpline number, 94% out of them has said that it is free, whereas 6% of them said that it is not free. Further asking from them whether they have ever called on this helpline number or not, only 2% of them has said that they have utilized the services of this helpline number, Further asking from them about where from they have obtained the information on helpline number, majority 51% of them said that they came to know about this through a medium of T.V., and remaining got this information from other different sources.

- On judging the awareness level of the respondents about NACO AIDS App, it has been observed that only 15% of them are aware about this app and rest 85% did not know about this App. Out of those who were aware about this App have been asked whether they have downloaded this app or not, only 8% out of them have downloaded this app. Asking in continuity about where from they have obtained the information on this App, majority 47% of the them said that they came to know about this through a medium of T.V., and remaining got this information from other different sources.
- As regards the respondents awareness of Website, Facebook and Twitter of HPSAC only 15% of them said that they have the knowledge of Website, Facebook and Twitter of HPSAC and majority 85% are not aware about it. Further asking from them whether they were visiting /viewing website, Facebook and Twitter of HPSACS, only 11% of them have said that they have visited this site, Asking in continuity about where from they have obtained the information on this, majority of 36% said that they came to know about this through a medium of T.V., and remaining got this information from other sources.
- On asking about seeing the advertisement on T.V. on HIV & AIDS from the respondents. 96% of them said that yes they have seen this advertisement on T.V. and 4% replied negatively. Asking from those who have seen the advertisement on T.V. that on which channel they have seen this advertisement, 35% of them have seen this on Doordarshan Shimla, 8.73% seen on City Channel, 2.91% on Chhanel-9 and remaining 53% have seen these

advertisements on other telecasted channels. Further asking from them about what was the advertisement they have seen, majority of them were in a position to recall the message of advertisement asking from them about the message they have seen on different Channels, of these 42.55% referred the message as “सरकारी अस्पताल में HIV की जाँच और इलाज मुफ्त और गुप्त”, 16.46% as “गर्भावस्था के पहले तीन महीने के अंदर HIV की जाँच ज़रूर करवाएं”, and remaining referred for other messages as per related tables.

- On questioning about hearing the advertisement of Radio on HIV & AIDS, around 65% of them replied that they have listened such type of advertisements. Further asking them on which station they have heard such advertisements on Radio. 58% of them have said that they heard on All India Radio (AIR), 22% on Big FM, 14% on Radio Mirchi and remaining 6% have heard the same on Dhamal. Further asking from them about whether they can recall the advertisement they have heard on Radio, around 55% of them were in a position to recall the message of advertisement they heard asking in continuity that what was that message they have heard, 30.73% of them referred the message as “सरकारी अस्पताल में HIV की जाँच और इलाज मुफ्त और गुप्त”, 16.20% as “गर्भावस्था के पहले तीन महीने के अंदर HIV की जाँच ज़रूर करवाएं”, and remaining referred for other messages.
- On asking about seeing the advertisement/message on hoarding on HIV & AIDS, around 95% of respondents replied that they have seen such advertisements on hoarding. Further asking from them at which place they have seen these advertisements, 85% of them have said that they seen on hoardings at hospitals, 8% at petrol Pumps, 4% on Highways, Around 2% at Lift Shimla. Further asking from them about whether they can recall the advertisement message they have seen on Hoardings, around 73% of them were in a position to recall the messages of advertisement. Asking in continuity from them that what was that message which they have seen on Hoardings, of these 34.69% referred the message as “सरकारी अस्पताल में HIV की जाँच और इलाज मुफ्त और गुप्त”, 16.62% as “गर्भावस्था के पहले तीन महीने के अंदर HIV की जाँच ज़रूर करवाएं”, and remaining referred for other messages.

- On asking about seeing the advertisement/message on HRTC Buses on HIV & AIDS, around 88% of respondents replied that they have seen these advertisements on HRTC Buses. Further asking from them those who have seen the advertisement on HRTC Buses to recall the message of advertisements they have seen, of these around 56% were in a position to recall the messages of advertisement, further asking from them that what was that message which they have seen on HRTC Buses, 28.86% of them referred the message as “**HIV** हेल्पलाइन **1097** , जाने समझें जुग-जुग जियें ”, “16.67% सरकारी अस्पताल में **HIV** की जाँच और इलाज मुफ्त और गुप्त ”, and remaining referred for other messages.
- On asking about seeing the advertisement on Bus Shelters on HIV & AIDS from all the respondents, of these 59% replied that they have seen such advertisements on Bus Shelters. Further asking from them about whether they can recall the message they have seen on Bus Shelters, around 42% of them were in a position to recall the messages of advertisement, further asking from them that what was that message which they have seen, of these 24.19% referred the message as “सरकारी अस्पताल में **HIV** की जाँच और इलाज मुफ्त और गुप्त” , “19.35% as“ गर्भावस्था के पहले तीन महीने के अंदर HIV की जाँच ज़रूर करवाएं ”, 9.68% as “गर्भावस्था की पहली जाँच में **HIV** टेस्ट ज़रूर करवाएं”, 8.06% as “**HIV** से बचाव, लाइफ का असली इस्तेहान”, and remaining referred for other messages.
- On asking straight question from the respondents about seeing the advertisement on Auto Panel on HIV & AIDS, only 14% of respondents replied that they have seen such advertisements on Auto Panel. Further asking from them about whether they can recall the message they have seen on Auto Panel, of these around 51% recalled the messages of advertisement they have seen. Further asking from them that what was that message which they have seen on Auto Panel, 19.44% of them referred as **RED RIBBON CLUB** का नारा है, HIV को हराना है”, 16.67% referred the message as “सरकारी अस्पताल में **HIV** की जाँच और इलाज मुफ्त और गुप्त” and remaining referred for other messages , as per relevant table.

- On asking about seeing the advertisement at Bus Stand on HIV & AIDS, 51% of respondents replied that they have seen such type of advertisements at Bus Stand. Further asking from them about whether they can recall the message they have seen at Bus Stand, around 63% of them recalled the messages of advertisement they have seen, further asking from those respondents whom have recalled the message, of these 29.63% referred the message as “सरकारी अस्पताल में **HIV** की जाँच और इलाज मुफ्त और गुप्त”, 12.96% as “गर्भावस्था के पहले तीन महीने के अंदर HIV की जाँच ज़रूर करवाएं” and remaining referred for other messages.
- On asking about seeing the advertisement at Post Offices on HIV & AIDS, 22% of respondents replied that they have seen such advertisements at Post Offices. Further asking from them about whether they can recall the message they have seen at Post Offices, around 42% of them recalled the messages of advertisement they have seen. Of these whom have recalled the message, further asking from them that what was that message which they have seen at Post Offices, 21.28% referred the message as “ गर्भावस्था के पहले तीन महीने के अंदर HIV की जाँच ज़रूर करवाएं , 17.02% as “सरकारी अस्पताल में **HIV** की जाँच और इलाज मुफ्त और गुप्त” , 12.77% as “**HIV** से बचाव, लाइफ का असली इम्तेहान ”, 10.64% as “**HIV** हेल्पलाइन **1097** , जाने समझें जुग-जुग जियें”, and remaining referred for other messages.
- On asking about seeing the advertisement at Bank ATMs on HIV & AIDS, 19% of respondents replied that they have seen such type of advertisements at Bank . Further asking from them about whether they can recall the message they have seen at Bank ATMs, of these around 54% recalled the messages of advertisement they have seen. Asking in continuity from them that what was that message they have seen at Bank ATMs, of these 26% referred the message as “सरकारी अस्पताल में **HIV** की जाँच और इलाज मुफ्त और गुप्त” , 24% as “ गर्भावस्था के पहले तीन महीने के अंदर HIV की जाँच ज़रूर करवाएं, 12% as “जाँच जितनी जल्दी सुरक्षा उतनी पक्की”, and remaining referred for other messages.
- Moreover it has been observed that in most of the cases respondents have got themselves aware about the knowledge being spread around them through different medium of advertisement by the Government for prevention against this

deadly disease, but in some of the cases ignorance about the same still found prevailing among them.

❖ **Some additional findings of the survey are appended below:-**

➤ **Table 10:- Awareness to Know HIV Status :**

After analysing age group-wise awareness of respondents towards knowing his/her Human Immunodeficiency Virus (HIV) status majority 29.58 per cent were of age group between 26-35 years, followed by 26.67 per cent of age group 36.-45 years, who were knowing that they can know their HIV status through testing and least 1.25 per cent were from the age group of less than 18 years who were knowing that they can judge their HIV status through testing.

➤ **Table 15:- Have you ever listened/viewed messages/ advertisement related to youth on HIV & AIDS?**

On analysing the age-group wise data sets about ever listening / viewing messages/ advertisements related to youth on HIV & AIDS, around 34.01 per cent respondents belongs to the age group of 26-35 years, followed by 23.81 per cent of age group 36-45 years and least 0.68 percent were from the age group of less than 18 years, who said that they have listened / viewed such type of messages/ advisements.

➤ **Table 21:- Awareness about NACO AIDS APP:**

On analysing the age-group wise data sets about Awareness of NACO AIDS APP, around 36.00 per cent respondents belongs to the age group of 26-35 years, followed by 26.67 per cent of age group 18.25 years and least 12.00 per cent were from the age group of 46-55 years, who said that they were aware about this app.

➤ **Table 28:- Have you ever heard advertisement of Radio on HIV & AIDS?**

➤  
On analysing the age-group wise data sets about ever hearing advertisement of Radio on HIV & AIDS, around 28.17 per cent respondents belongs to the age group of 26-35 years, followed by 25.70 per cent of age group 36-45 years and least 0.62 per cent were from the age group of less than 18 years, who said that they have heard such type of advisements on radio.

➤ **Table 34:- Awareness about ever seeing advertisement on HRTC Buses:**

On analysing the age-group wise data sets about ever seeing advertisement on HRTC buses on HIV & AIDS, around 30.82 per cent respondents belongs to the age group of 26-35 years, followed by 25.80 per cent of age group 36-45 years and least 1.14 per cent were from the age group of less than 18 years, who said that they have seen such type of advisements on HRTC buses.

➤ **Table 10:- Awareness to Know HIV Status:**

After analysing marital status wise awareness of respondents towards knowing his/her Human Immunodeficiency Virus (HIV) status majority 71.67 per cent were married, followed by 26.04 per cent un- married, who were knowing that they can know their HIV status through testing and least 0.21 per cent were single who were knowing that they can judge their HIV status through testing.

➤ **Table 15:- Have you ever listened/viewed messages/ advertisement related to youth on HIV & AIDS:**

On analysing the marital status wise data sets about ever listening / viewing messages/ advertisements related to youth on HIV & AIDS, around 69.73 per cent respondents were married, followed by 27.55 per cent un married and least 0.68 per cent were single, who said that they have listened / viewed such type of messages/ advisements.

➤ **Table 21:- Awareness about NACO AIDS APP:**

On analysing the marital status wise data sets about Awareness of NACO AIDS APP, around 57.33 percent respondents were married, followed by 41.33 per cent and least 1.33 per cent were widower, who said that they were aware about this app.

➤ **Table 28:- Have you ever heard advertisement of Radio on HIV & AIDS?**

➤ On analysing the marital status wise data sets about ever hearing advertisement of Radio on HIV & AIDS, around 68.11 per cent respondents were married, followed by 29.10 per cent unmarried and least 0.31 per cent were single who said that they have heard such type of advisements on radio.

➤ **Table 34:- Awareness about ever seeing advertisement on HRTC Buses:**

On analysing the marital status wise data sets about ever seeing advertisement on HRTC buses on HIV & AIDS, around 71.46 per cent respondents were married, followed by 26.26 per cent were un married and least

0.46 per cent were single, who said that they have seen such type of advisements on HRTC buses.

➤ **Table 10:- Awareness to Know HIV Status:**

After analysing education qualification wise awareness of respondents towards knowing his/her Human Immunodeficiency Virus (HIV) status majority 31.67 per cent were secondary pass, followed by 21.67 & 17.92 per cent were matriculate and gradates respectively, who were knowing that they can know their HIV status through testing and least 0.42 per cent were illiterate who were knowing that they can judge their HIV status through testing.

➤ **Table 15:- Have you ever listened/viewed messages/ advertisement related to youth on HIV & AIDS:**

On analysing the education qualification wise data sets about ever listening / viewing messages/ advertisements related to youth on HIV & AIDS, around 38.10 per cent respondents were secondary pass, followed by 22.79 & 14.63 per cent were graduates & post graduates respectively who said that they have listened / viewed such type of messages/ advisements and least 0.34 percentage was of illiterates, who said that they have listened / viewed such type of messages/ advisements.

➤ **Table 21:- Awareness about NACO AIDS APP:**

On analysing the education qualification wise data sets about Awareness of NACO AIDS APP, around 32.00 per cent respondents were secondary pass, followed by 29.33 & 13.33 per cent were graduates & post graduates respectively, who said that they were aware about this app and least 1.33 percentage was of literates below primary **those** who said that they were known to this app.

➤ **Table 28:- Have you ever heard advertisement of Radio on HIV & AIDS?**

➤  
On analysing the education qualification wise data sets about ever hearing advertisement of Radio on HIV & AIDS, around 30.96 per cent respondents were secondary pass, followed by 22.91 & 17.34 per cent were matriculate & graduates respectively who said that they have heard such type of advisements on radio. least 0.93 percentage was of illiterates those who said that they have heard such type of advisements on radio.

➤ **Table 34:- Awareness about ever seeing advertisement on HRTC Buses:**

On analysing the education qualification wise data sets about ever seeing advertisement on HRTC buses on HIV & AIDS, around 33.33 per cent respondents were secondary pass, followed by 20.55 & 18.49 per cent were matriculate and graduates respectively who said that they hey have seen such type of advisements on HRTC buses and least 0.68 percentage was of illiterates, who said that they hey have seen such type of advisements on HRTC buses.

➤ **Gender composition of the respondents:**

A total of 500 respondents from five districts of Himachal Pradesh have been interviewed using a structure questionnaire/Schedule. The gender composition of the sample respondents was 308 (61.60%) males and 192 (38.40%) females.

➤ **Table 10:- Awareness to Know HIV Status:**

After analysing gender wise awareness of respondents towards knowing his/her Human Immunodeficiency Virus (HIV) status majority 62.08 per cent were male and 37.92 per cent were female, who were knowing that they can know their HIV status through testing.

➤ **Table 15:- Have you ever listened/viewed messages/ advertisement related to youth on HIV & AIDS:**

On analysing the gender wise data sets about ever listening / viewing messages/ advertisements related to youth on HIV & AIDS, around 56.46 per cent respondents were male and 43.54 per cent were females, those who said that they have listened / viewed such type of messages/ advisements.

➤ **Table 21:- Awareness about NACO AIDS APP:**

On analysing the gender - wise data sets about Awareness of NACO AIDS APP, around 64.00 per cent respondents were male and 36.00 per cent were female, those who said that they were aware about this app.

➤ **Table 28:- Have you ever heard advertisement of Radio on HIV & AIDS?**

On analysing the gender wise data sets about ever hearing advertisement of Radio on HIV & AIDS, around 64.71 per cent respondents were male and 35.29 per cent were female those who said that they have heard such type of advisements on radio.

➤ **Table 34:- Awareness about ever seeing advertisement on HRTC Buses:**

On analysing the gender wise data sets about ever seeing advertisement on

HRTC buses on HIV & AIDS, around 64.38 per cent respondents were male and 35.62 per cent were female, who said that they have seen such type of advisements on HRTC buses.

➤ **Rural and Urban Composition of Respondents**

A total of 500 respondents from five districts of Himachal Pradesh have been interviewed using a structure questionnaire/Schedule. As regards the urban and rural composition of the sample respondents is concerned, the total of 450 (90 per cent) respondents have been interviewed from rural area and 50 (10 per cent) from urban area.

- *Tables of additional findings are given at Annexures "A" to "D".*

❖ **Suggestions :-**

- In future, NACO/State Aids Control Society must consider increasing proportion of television in the total communication especially in the initial launch phase of the campaign followed by newspaper (for its effectiveness in reminding) and then the radio which should disseminate more specific information about details of the programme including schedules, addresses and facilities.
- A substantial reduction in HIV incidence will require wide-reach of interventions. Because scarce resources for STI and HIV prevention strain communities, it is crucial that interventions achieve the largest possible impact among the largest possible segment of the target population and that they to do so in a financially sustainable manner.
- It has previously been established that the use of mass media is a cost-effective HIV-prevention approach. It is also likely that media effects will be enhanced by appropriate face-to-face interventions delivered in community settings. Nevertheless, this study provides further evidence that if a media campaign achieves high exposure and is developed on the basis of careful formative research; it can be an effective HIV-prevention tool for reaching high-risk youth within communities.

- Television is the most effective medium to communicate social messages. In the absence of the baseline data and data pertaining to intended effect, it is difficult to comment on its efficiency. However, study indicates that for all the parameters, those respondents who have been exposed to television/television advertisements their awareness, knowledge (about AIDS and about PPTCT of HIV) and even desirable behaviors like visiting PPTCT centre, getting blood test done for HIV/AIDS, discussing HIV/AIDS freely, advising others about PPTCT is much better than those who are exposed to Radio and Newspaper.
- Radio does enjoy a high reach but our target audience does not seem to be acknowledging and responding to the messages transmitted through this medium. Therefore, the impact of radio is much less than that of television. As for newspaper advertisements, these are effective in increasing awareness but are not very effective in changing practices. Moreover, the proportion of target audience that reads newspaper is very small.
- To achieve the objective of mass based campaign, Jan Manch and General House of panchayats can also be a good platform. These platforms will be cost effective also.
- Campaign drive can also be launched from Schools where on regular intervals some talks, lectures can be organized. Quiz and essay writing competition can also play effective role.

**GOVERNMENT OF HIMACHAL PRADESH  
ECONOMIC AND STATISTICS DEPARTMENT**

**IMPACT STUDY OF MASS MEDIA AND OUTDOOR ACTIVITIES**

**Block- I. Profile of Respondent.**

1. Name and Contact Number : \_\_\_\_\_

2. Age (Years) :

3. Sex: (Male-1; Female-2)

4. Marital Status:

(Unmarried-1; Married-2; Divorced-3; Widowed-4; Single-5.)

5. Educational Status

(Illiterate-1; Literate-2; Primary-3; Middle-4; Matric-5;  
Secondary- 6; Graduate- 7; Post-Graduate-8, Professional-9)

6. Religion:

(Hindu-1; Muslim-2; Sikh-3; Christian-4; Buddhist-5; Other-6)

7. Economic Status (Optional)

(Below ₹ 5000-1, ₹5000-10000-2, ₹10001-20000-3, ₹ 20001-30000-4 ₹ Above  
₹ 30000- 5, No Income-6.)

8. Occupation:

(Agriculture/Horticulture-1; Manual/Industrial Labour-2; Small Scale Trade/Business-3;  
Large Scale Business-4; Government Job-5; Private/Service Sector job-6; Housewife-7;  
Professional/Technical-8; Student-9; Any Other (Specify).....)

**Block- II. Awareness of the Respondent.**

**(Please view annexure for relevant codes)**

1. Do you know about the location of nearest Antiretroviral Therapy(ART) Centre  
around you?  
(Yes-1, No-2)

2. Do you know about Antiretroviral Therapy (ART) treatment? (Yes-1, No-2)

3. How can anyone know about his/her HIV status? (Please  only one)

a. Through testing.

b. Not known

4. Where to get tested for HIV? (Please  only one)
  - a. ICTC centre of Government Hospital.
  - b. Don't know.
5. Is HIV test free? (Yes-1, No-2)
6. From where you got this information?  
(For Code See Annexure)
7. Can Transmission of HIV be prevented from mother her child?(Yes-1, No-2)
8. In how many months of pregnancy woman have to get tested for HIV?  
(Please  only one)
  - a. Within 3 months
  - b. More than 3 months
  - c. Not known.
9. From Where you got this information?  
(For Code See Annexure)
10. Have you ever listened/viewed messages/advertisement related to youth on HIV & AIDS?(Yes-1, No-2)
11. Can you recall messages?(Yes-1, No-2) 
  - a. If yes then what is the message (For Code See Annexure)
12. Are you aware about Red Ribbon Clubs?(Yes-1, No-2)
13. From where you got this information?  
(For Code See Annexure)
14. Do you know the AIDS Helpline number? (Yes-1, No-2)
15. Is call on helpline number free?(Yes-1, No-2)
16. Have you ever called on AIDS Helpline Number?(Yes-1, No-2)
17. From where you got this information?(Q14-16)  
(For Code See Annexure)
18. Are you aware about NACO AIDS APP?(Yes-1, No-2)
19. Have you downloaded this NACO AIDS APP?(Yes-1, No-2)
20. From where you got this information?(Q18 & Q19)

(For Code See Annexure)

21. Are you aware about Website, Facebook & Twitter of HPSACS?(Yes-1, No-2)

22. Have you ever visited/viewed website of HPSACS, Facebook & Twitter?  
(Yes-1, No-2)

23. From where you got this information?(Q21 & Q22)  
(For Code See Annexure)

24. Have you ever seen advertisement of TV on HIV & AIDS?(Yes-1, No-2)

25. If yes, from which channel? (Please  the appropriate box)  
(Can be more than one options)

Doordarshan Shimla	Channel-9	City Channel	Any other

26. Can you recall the message?(Yes-1, No-2)

a. If yes, then what is the message ?(For Code See Annexure)

27. Have you ever heard advertisement of Radio on HIV & AIDS?(Yes-1, No-2)

28. If yes, from which station(Please  the appropriate box)  
(Can be more than one options)

AIR	Radio Mirchi	Big FM	Dhamaal

29. Can you recall about message?(Yes-1, No-2)

a. If yes, then what is the message ?(For Code See Annexure)

30. Have you ever seen advertisement/messages on Hoarding regarding HIV & AIDS?(Yes-1, No-2)

31. If yes, At which place (Please  the appropriate box)  
(Can be more than one options)

Hospital	Highway	Petrol Pump	Lift Shimla	Others

32. Can you recall about message?(Yes-1, No-2).

- a. If yes, then what is the message ?(For Code See Annexure)
33. Have you ever seen advertisement on HRTC Buses regarding HIV & AIDS?  
(Yes-1, No-2).
34. Can you recall about message?(Yes-1, No-2).
- a. If yes, then what is the message ?(For Code See Annexure)
35. Have you ever seen/heard advertisement on Bus Shelter regarding HIV & AIDS?  
(Yes-1, No-2)
36. Can you recall about message?(Yes-1, No-2).
- a. If yes, then what is the message ?(For Code See Annexure)
37. Have you ever seen/heard advertisement on Auto Panel regarding HIV & AIDS?  
(Yes-1, No-2)
38. Can you recall about message?(Yes-1, No-2).
- a. If yes, then what is the message ?(For Code See Annexure)
39. Have you ever seen/heard advertisement on Bus stand TV / Audio regarding HIV &  
AIDS?(Yes-1, No-2).
40. Can you recall about message?(Yes-1, No-2).
- a. If yes, then what is the message ?(For Code See Annexure)
41. Have you ever seen messages at Post Offices regarding HIV & AIDS?  
(Yes-1, No-2).
42. Can you recall about message?(Yes-1, No-2).
- a. If yes, then what is the message ?(For Code See Annexure)
43. Have you ever seen messages regarding HIV & AIDS at Bank ATMs?  
(Yes-1, No-2).
44. Can you recall about message? (Yes-1, No-2).
- a. If yes, then what is the message ?(For Code See Annexure)

<b>Date :</b>	
<b>Name of the Investigator :</b>	
<b>Signature :</b>	
<b>Remarks by Investigator :</b>	

<b>Date :</b>	
<b>Name of the Supervisor :</b>	
<b>Signature :</b>	
<b>Remarks by Supervisor :</b>	

## ANNEXURE

### Codes for Questions 6,9,13,17,20,23

Code	Item
1	TV
2	Radio
3	Hoardings
4	Bus panel
5	Bus Shelters
6	Auto Panel
7	Advertisement/ Messages at bus stand
8	Advertisement/Messages at Post office
9	Advertisement/Messages Bank ATMs
10	Any other source

### Codes for Questions 11,26,29,32,34,36,38,40,42,44

Code	Messages
1	“ <b>RED RIBBON CLUB</b> का नारा है, HIV को हराना है”
2	कॉलेज/ शिक्षण संस्थान में <b>RED RIBBON CLUB</b> है HIV रोकथाम की मज़बूत कड़ी
3	<b>RED RIBBON CLUB</b> से जुड़ जाना, हिमाचल HIV मुक्त बनाना
4	अपने कॉलेज के <b>RED RIBBON CLUB</b> से जरूर जुड़ें
5	कीजिये उनकी परवरिश का असली इम्तेहान पास
6	सरकारी अस्पताल में <b>HIV</b> की जाँच और इलाज मुफ्त और गुप्त
7	<b>HIV</b> से बचाव, लाइफ का असली इम्तेहान
8	गर्भावस्था के पहले तीन महीने के अंदर HIV की जाँच जरूर करवाएं
9	गर्भावस्था की पहली जाँच में <b>HIV</b> टेस्ट जरूर करवाएं
10	समय का मोल, <b>HIV</b> पे कण्ट्रोल
11	जाँच जितनी जल्दी सुरक्षा उतनी पक्की
12	<b>HIV</b> से बचाव, लाइफ का असली इम्तेहान
13	प्यार के बड़े बड़े इम्तेहानों की शुरुआत <b>HIV</b> के छोटे से टेस्ट के साथ
14	<b>HIV</b> हेल्पलाइन <b>1097</b> , जाने समझें जुग-जुग जियें
15	जाँच के साथ <b>HIV</b> को मात
16	<b>NACO AIDS APP</b> डाउनलोड करें

**Annexure "A"**

Age Group Wise data of the respondents							
Table 1: Awareness to know HIV Status					Percentage		
Sr. No.	Age	Through Testing	Not known	Total	Through Testing	Not known	Total
1	Less than 18	6	0	6	1.25	0.00	1.20
2	18-25	83	3	86	17.29	15.00	17.20
3	26-35	142	9	151	29.58	45.00	30.20
4	36-45	128	1	129	26.67	5.00	25.80
5	46-55	79	3	82	16.46	15.00	16.40
6	56-65	31	4	35	6.46	20.00	7.00
7	66+	11	0	11	2.29	0.00	2.20
	Total	480	20	500	100.00	100.00	100.00

Table 2: Have you ever listened advertisement related to youth on HIV							
Sr. No.	Age	Yes	No	Total	Yes	No	Total
1	Less than 18	2	4	6	0.68	1.94	1.20
2	18-25	49	37	86	16.67	17.96	17.20
3	26-35	100	51	151	34.01	24.76	30.20
4	36-45	70	59	129	23.81	28.64	25.80
5	46-55	51	31	82	17.35	15.05	16.40
6	56-65	16	19	35	5.44	9.22	7.00
7	66+	6	5	11	2.04	2.43	2.20
	Total	294	206	500	100.00	100.00	100.00

Table 21: Are you aware about NACO AIDS APP?							
Sr. No.	Age	Yes	No	Total	Yes	No	Total
1	Less than 18	0	6	6	0	1.41	1.20
2	18-25	20	66	86	26.67	15.53	17.20
3	26-35	27	124	151	36	29.18	30.20
4	36-45	19	110	129	25.33333333	25.88	25.80
5	46-55	9	73	82	12.00	17.18	16.40
6	56-65	0	35	35	0	8.24	7.00
7	66+	0	11	11	0	2.59	2.20
	Total	75	425	500	100	100.00	100.00

Table 28: Have you ever heard advertisement of Radio on HIV & AIDS?							
Sr. No.	Age	Yes	No	Total	Yes	No	Total
1	Less than 18	2	4	6	0.62	2.26	1.20
2	18-25	55	31	86	17.03	17.51	17.20
3	26-35	91	60	151	28.17	33.90	30.20

4	36-45	83	46	129		25.70	25.99	25.80
5	46-55	63	19	82		19.50	10.73	16.40
6	56-65	21	14	35		6.50	7.91	7.00
7	66+	8	3	11		2.48	1.69	2.20
	Total	323	177	500		100.00	100.00	100.00

Table 34: Have you ever seen advertisement on HRTC Buses

Sr. No.	Age	Yes	No	Total		Yes	No	Total
1	Less than 18	5	1	6		1.14	1.61	1.20
2	18-25	77	9	86		17.58	14.52	17.20
3	26-35	135	16	151		30.82	25.81	30.20
4	36-45	113	16	129		25.80	25.81	25.80
5	46-55	73	9	82		16.67	14.52	16.40
6	56-65	25	10	35		5.71	16.13	7.00
7	66+	10	1	11		2.28	1.61	2.20
	Total	438	62	500		100.00	100.00	100.00

Marital Status Wise data of the respondents							
Table 10: Awareness to know HIV Status					Percentage		
Sr. No.	Marital Status	Through Testing	Not known	Total	Through Testing	Not known	Total
1	Unmarried	125	4	129	26.04	20.00	25.80
2	Married	344	14	358	71.67	70.00	71.60
3	Divorced	0	0	0	0.00	0.00	0.00
4	Widowed	10	1	11	2.08	5.00	2.20
5	Single	1	1	2	0.21	5.00	0.40
	Total	480	20	500	100.00	100.00	100.00
Table 15: Have you ever listened advertisement related to youth on HIV							
Sr. No.	Marital Status	Yes	No	Total	Yes	No	Total
1	Unmarried	81	48	129	27.55	23.30	25.80
2	Married	205	153	358	69.73	74.27	71.60
3	Divorced	0	0	0	0.00	0.00	0.00
4	Widowed	6	5	11	2.04	2.43	2.20
5	Single	2	0	2	0.68	0.00	0.40
	Total	294	206	500	100.00	100.00	100.00
Table 21: Are you aware about NACO AIDS APP?							
Sr. No.	Marital Status	Yes	No	Total	Yes	No	Total
1	Unmarried	31	98	129	41.33	23.06	25.80
2	Married	43	315	358	57.33	74.12	71.60
3	Divorced	0	0	0	0.00	0.00	0.00
4	Widowed	1	10	11	1.33	2.35	2.20
5	Single	0	2	2	0.00	0.47	0.40
	Total	75	425	500	100.00	100.00	100.00
Table 28: Have you ever heard advertisement of Radio on HIV & AIDS?							
Sr. No.	Marital Status	Yes	No	Total	Yes	No	Total
1	Unmarried	94	35	129	29.10	19.77	25.80
2	Married	220	138	358	68.11	77.97	71.60
3	Divorced	0	0	0	0.00	0.00	0.00
4	Widowed	8	3	11	2.48	1.69	2.20
5	Single	1	1	2	0.31	0.56	0.40
	Total	323	177	500	100.00	100.00	100.00

Table 34: Have you ever seen advertisement on HRTC Buses

Sr. No.	Marital Status	Yes	No	Total		Yes	No	Total
1	Unmarried	115	14	129		26.26	22.58	25.80
2	Married	313	45	358		71.46	72.58	71.60
3	Divorced	0	0	0		0.00	0.00	0.00
4	Widowed	8	3	11		1.83	4.84	2.20
5	Single	2	0	2		0.46	0.00	0.40
	Total	438	62	500		100.00	100.00	100.00

**Annexure "C"**

Education Qualification Wise data of the respondents							
Table 10: Awareness to know HIV Status					Percentage		
Sr. No.	Education Status	Through Testing	Not known	Total	Through Testing	Not known	Total
1	Illiterate	2	1	3	0.42	5.00	0.60
2	Literate	7	1	8	1.46	5.00	1.60
3	Primary	22	5	27	4.58	25.00	5.40
4	Middle	43	2	45	8.96	10.00	9.00
5	Matric	104	3	107	21.67	15.00	21.40
6	Secondary	152	8	160	31.67	40.00	32.00
7	Graduate	86	0	86	17.92	0.00	17.20
8	Post-Graduate	47	0	47	9.79	0.00	9.40
9	Professional	17	0	17	3.54	0.00	3.40
	Total	480	20	500	100.00	100.00	100.00

Table 15: Have you ever listened advertisement related to youth on HIV

Sr. No.	Education Status						
		Yes	No	Total	Yes	No	Total
1	Illiterate	1	7	8	0.34	3.40	1.60
2	Literate	1	2	3	0.34	0.97	0.60
3	Primary	10	17	27	3.40	8.25	5.40
4	Middle	21	24	45	7.14	11.65	9.00
5	Matric	28	79	107	9.52	38.35	21.40
6	Secondary	112	48	160	38.10	23.30	32.00
7	Graduate	67	19	86	22.79	9.22	17.20
8	Post-Graduate	43	4	47	14.63	1.94	9.40
9	Professional	11	6	17	3.74	2.91	3.40
	Total	294	206	500	100.00	100.00	100.00

Table 21: Are you aware about NACO AIDS APP?

Sr. No.	Education Status						
		Yes	No	Total	Yes	No	Total
1	Illiterate	1	7	8	1.33	1.65	1.60
2	Literate	0	3	3	0.00	0.71	0.60
3	Primary	0	27	27	0.00	6.35	5.40
4	Middle	3	42	45	4.00	9.88	9.00
5	Matric	8	99	107	10.67	23.29	21.40
6	Secondary	24	136	160	32.00	32.00	32.00
7	Graduate	22	64	86	29.33	15.06	17.20
8	Post-Graduate	10	37	47	13.33	8.71	9.40
9	Professional	7	10	17	9.33	2.35	3.40
	Total	75	425	500	100.00	100.00	100.00

Table 28: Have you ever heard advertisement of Radio on HIV & AIDS?

Sr. No.	Education Status	Yes	No	Total	Yes	No	Total
1	Illiterate	4	4	8	1.24	2.26	1.60
2	Literate	3	0	3	0.93	0.00	0.60
3	Primary	15	12	27	4.64	6.78	5.40
4	Middle	35	10	45	10.84	5.65	9.00
5	Matric	74	33	107	22.91	18.64	21.40
6	Secondary	100	60	160	30.96	33.90	32.00
7	Graduate	56	30	86	17.34	16.95	17.20
8	Post-Graduate	26	21	47	8.05	11.86	9.40
9	Professional	10	7	17	3.10	3.95	3.40
	Total	323	177	500	100.00	100.00	100.00

Table 34: Have you ever seen advertisement on HRTC Buses

Sr. No.	Education Status	Yes	No	Total	Yes	No	Total
1	Illiterate	5	3	8	1.14	4.84	1.60
2	Literate	3	0	3	0.68	0.00	0.60
3	Primary	16	11	27	3.65	17.74	5.40
4	Middle	38	7	45	8.68	11.29	9.00
5	Matric	90	17	107	20.55	27.42	21.40
6	Secondary	146	14	160	33.33	22.58	32.00
7	Graduate	81	5	86	18.49	8.06	17.20
8	Post-Graduate	44	3	47	10.05	4.84	9.40
9	Professional	15	2	17	3.42	3.23	3.40
	Total	438	62	500	100.00	100.00	100.00

<b>Gender Wise data of the respondents</b>							
Table 10: Awareness to know HIV Status					Percentage		
Sr. No.	Sex	Through Testing	Not known	Total	Through Testing	Not known	Total
1	Male	298	10	308	62.08	50.00	61.60
2	Female	182	10	192	37.92	50.00	38.40
	Total	480	20	500	100.00	100.00	100.00
Table 15: Have you ever listened advertisement related to youth on HIV							
Sr. No.	Sex	Yes	No	Total	Yes	No	Total
1	Male	166	142	308	56.46	68.93	61.60
2	Female	128	64	192	43.54	31.07	38.40
	Total	294	206	500	100.00	100.00	100.00
Table 21: Are you aware about NACO AIDS APP?							
Sr. No.	Sex	Yes	No	Total	Yes	No	Total
1	Male	48	260	308	64.00	61.18	61.60
2	Female	27	165	192	36.00	38.82	38.40
	Total	75	425	500	100.00	100.00	100.00
Table 28: Have you ever heard advertisement of Radio on HIV & AIDS?							
Sr. No.	Sex	Yes	No	Total	Yes	No	Total
1	Male	209	99	308	64.71	55.93	61.60
2	Female	114	78	192	35.29	44.07	38.40
	Total	323	177	500	100.00	100.00	100.00
Table 34: Have you ever seen advertisement on HRTC Buses							
Sr. No.	Sex	Yes	No	Total	Yes	No	Total
1	Male	282	26	308	64.38	41.94	61.60
2	Female	156	36	192	35.62	58.06	38.40
	Total	438	62	500	100.00	100.00	100.00

**Rural and Urban Composition of the Respondents**

<b>Sr. No.</b>	<b>District</b>	<b>Rural</b>	<b>Urban</b>	<b>Total</b>
1	Hamirpur	90	10	100
2	Kangra	90	10	100
3	Shimla	90	10	100
4	Solan	90	10	100
5	Una	90	10	100
	<b>Total</b>	<b>450</b>	<b>50</b>	<b>500</b>