

# NATIONAL AIDS CONTROL ORGANISATION FORMS LARGEST HUMAN RED RIBBON CHAIN IN KALINGA STADIUM OF BHUBANESWAR, ODISHA TO CREATE AWARENESS ON AIDS

Relevant for: Developmental Issues | Topic: Health & Sanitation and related issues

The Odisha State AIDS Control Society, Health & Family Welfare Department, Government of Odisha under the leadership of National AIDS Control Organisation (NACO) in coordination with the Department of Sports & Youth Services & Hockey India organized an awareness programme on HIV AIDS by forming the 'largest human red ribbon chain' in the East Gallery of Kalinga Stadium of Bhubaneswar, Odisha on 19<sup>th</sup> January 2023. The spectators in the gallery included 4,800 students from various schools, Red Ribbon Club members from colleges, people from community, and participants from the Mission Shakti Department.



As per the recent evidences under the National AIDS Control Programme, Odisha continues to have a low HIV prevalence in the state with an adult prevalence of 0.14% and an estimated 52,108 people living with HIV (PLHIV). However, only half of the people living with HIV in the state are on the Anti-Retroviral Treatment (ART). To achieve the Sustainable Development Goal 3.3 of ending AIDS as a public health threat by 2030, awareness generation activities are being strengthened among the general public as well as the High Risk Groups in Odisha about the services offered under the umbrella of National AIDS Control Programme.

The chain was formed during the following two matches: -

The moment was witnessed by millions of spectators worldwide through official broadcasting partners such as Star Sports & Disney+ Hotstar through live streaming from 12:30 PM onward. Along with the formation of 'largest human red ribbon chain' in the gallery, Audio Visual materials were scrolled to disseminate the messages related to HIV/AIDS and the National AIDS Toll Free helpline - 1097.

This event created a massive impact among 25,000 plus spectators inside the stadium and millions of virtual audiences around the globe through television & Over the Top platforms.

## MV

### HFW/ NACO-Largest Human Red Ribbon Chain/19 Jan 2023/3

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**END**

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