

SURAKSHA



NAME OF PROJECT : **SURAKSHA**
IMPLEMENTING PARTNER : **TRANSPORT CORPORATION OF INDIA FOUNDATION (TCIF)**
LOCATIONS : **ANDHRA PRADESH, KARNATAKA, MAHARASHTRA, RAJASTHAN, TAMIL NADU, UTTAR PRADESH, WEST BENGAL**
SYNERGY WITH DEVELOPMENTAL INITIATIVES : **NATIONAL HEALTH MISSIONS, NATIONAL AIDS CONTROL PROGRAMME (NACP); MDG-COMBAT HIV AIDS**
CAUSE : **HIV / AIDS AWARENESS AND GENERAL HEALTH AMONG LONG DISTANCE TRUCKERS (LDTS) THROUGH KHUSHI CLINICS**



Long Distance Truckers (LDT) are among the high risk category for AIDS as identified by the National Aids Control Organization and this very target group is one of the most vulnerable stake holders in the supply chain of HPCL. Therefore our interventions through the Khushi Clinics set up at various retail outlets on the highways has been but an obvious and a rational engagement for us. The Khushi Clinics apart from providing basic medical facilities which are scanty at the highways, also provide AIDS awareness, STI treatment, social marketing of condoms, counselling, etc. to ensure the health and well-being of the truckers.

OBJECTIVES:

- To Encourage adoption of safer sexual behavior and practices by the truckers
- To promote the use of condoms
- Diagnosis and treatment of STIs at the Khushi Clinics

KEY STAKEHOLDERS:

- HPCL
- TCIF
- NGO partner(s)
- Truckers
- Nearby village community
- ICTC centre

KEY STRATEGIES:

- Behavioural change communication
- Inter-personal communication sessions and informal health games
- Distributing flyers and leaflets
- Involving other key local stakeholders such as dhaba owners etc.
- Khushi Clinics set up at strategic HPCL petrol filling stations on high traffic national highways

OUTCOMES:

- Treatment and diagnosis of diseases (including STIs)
- Access to low cost health services for the communities
- Easy availability of condoms
- Awareness on sexual health and practices

IMPACTS:

- Increased awareness on sexual health and practices
- Change in health seeking behavior
- Practice of safe sexual behavior
- Control of the spread of HIV and other STIs and STDs
- Better health and longevity