

Promotion Document - 1097 Helpline

- 1) Radio Spots on FM in all states across the country
- 2) Social Media:
 - Creatives may be prepared with details on the services provided (Information, Counseling, Referral & Feedback), timing (24x7x365), feasibility (multiple regional languages), utilization stats., and other features of helpline (like maintaining anonymity & confidentiality of the caller) and these can be posted/shared in regular intervals in all SACS as well as NACO social media handles
 - Creatives on helpline may be shared with NGOs/CBOs/FBOs at national, state & district level for floating them on their respective social media handles
 - Posting success stories of helpline on NACO/SACS Blog (if created/available) as articles and these articles may be floated on social media handles (1 article every quarter)
 - One day in a month all IEC SACS officers may post whatsapp status of a creative on the helpline. This creative may also be shared with all other groups & individual contacts (friends, colleagues etc.) and ask them to post it as their whatsapp status
- 3) Website:
 - 1097 message scrolls on all SACS websites & NACO website
 - 1097 message scrolls on all state health & family welfare department websites
 - 1097 information in all district websites run by state governments
- 4) State-level SMS campaign on 1097. This has the maximum impact on call volume. All SACS to explore the possibility with state Dept. of Telecommunication (BSNL/MTNL)/Private Service providers to undertake SMS campaign for promoting the helpline.
 - Haryana SACS undertakes SMS campaign very successfully and other states may speak to them for information on how successfully they were able to undertake the SMS campaign for helpline promotion.
- 5) Print Material:
 - Newspapers Advts. on major events to include 1097 helpline logo with details about various services offered
 - Creatives on helpline for leaflets/fliers/stickers to be prepared in digital format. These leaflets/fliers/stickers may be made available/displayed at all service centres (ART, ICTC, Blood Bank etc) in all states.
 - Key chains/other freebies with 1097 logo may be prepared and distributed during all major events undertaken at state and national levels
- 6) Folk Media activity: Folk scripts may contain 1097 information. Final call to action can be “dial 1097 for any queries on HIV/AIDS”. The folk troupes and the participants can dial 1097 at the end of the performance.

- 7) Outdoor:**
- 1097 logo to be part of all outdoor media activity undertaken by states.
 - Creatives developed for social media posts may be utilized on rented hoardings, flex banners etc., in prime locations
 - Signages, information panels, bus panels, trains panels, etc., to have 1097 logo as well as information regarding services provided through helpline wherever possible.
 - Public Conveniences at Bus stations, Railway stations & Metro stations across the country to have information panels/boards displaying information on helpline.
- 8) A standardized power-point presentation on helpline in all the trainings/sensitizations programmes conducted across the country under mainstreaming activity.**
- 9) SACS may ask all the concerned state departments of the 17 ministries with whom NACO has signed MoUs to promote the 1097 AIDS helpline service.**
- 10) It should be made mandatory that all the counselors at all HIV/AIDS service delivery centres should communicate to the patient to call 1097 for any query on HIV/AIDS.**
- 11) ASHA workers, Anganwadi workers & ANMs at health facilities should be aware of 1097 helpline and the services offered through the helpline. Brief orientation can be given by health workers in monthly VHND on the helpline.**
- 12) Condom packaging wrapper design can include 1097 logo.**
- 13) SACS may approach common services centres (CSCs) set-up/operated by Ministry of Electronics & Information Technology. Highlight of the CSCs is that they will offer web-enabled e-governance services in rural areas. 1097 can be disseminated through the services they provide in rural areas under the ambit of health services.**
- Please visit: <https://www.meity.gov.in/content/csc-scheme> for more information on CSCs
- 14) CSR wings of private companies dealing with sexual wellness products can be approached by NACO/PSMRI/SACS to promote 1097.**