



INNOVATIONS, BEST PRACTICES, COST-EFFICIENT AND EFFECTIVE MESSAGE TRANSMISSION TO ADOLESCENTS, ADULTS AND ALL SECTORS POPULATION OF REPRODUCTIVE AGE THROUGH HAND IN HAND DISTRIBUTION OF BOOK “AIDS-OKAL MRITYU” UNDER THE PROJECT “IEC ON PREVENTION AND CONTROL OF STD/HIV/AIDS, DRUG ABUSE THROUGH HAND IN HAND DISTRIBUTION OF MESSAGES BOOK CONTAINING MESSAGE ON PREVENTION OF STD/HIV/AIDS ATTENDED WITH REPRODUCTIVE TRACK MANAGEMENT INFORMATION SERVICES” APPROVED BY GOB AND FUNDED BY UNDP, DHAKA, EXECUTED BY OSDUY.

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PREFACE

This paper provides an analysis of the OSDUY “Experience on transmission of message Book “AIDS-Okal Mrityu” among the adolescents, adults and all sectors population of reproductive age including all vulnerable groups of the community. It describes innovations; best practices, cost effectiveness, efficient and effective message transmission and lessons learned in increasing effective access to and improving sustainable quality of information’s of STD/HIV/AIDS and its prevention option attended with reproductive track management information and in promoting its sustainability. It is the result of a project directed towards the people of different sectors for enriching with knowledge of self-prevention & protection of STD/HIV/AIDS with reproductive track management information as a measure of a short cut quick reaching to the unreached to improve and convince that all individual of everywhere is able to protect their body from infection of STD/HIV/AIDS and to prove that all together we are not powerless against HIV/STD/AIDS and everybody resort to maintain safe reproductive track management for greater & productive future life living.

Goal

The goal of the project is to bring the total population including adolescents and adults into a information channel on prevention need on STD/HIV/AIDS along with reproductive track management on the ground.

- ❑ The adolescents and adults are the future mother and father of the community.
- ❑ They shall be equipped with sexual health and reproductive track management knowledge lest they do not fall easy prey to infection on the very on set of sex life and become a well being educated father & mother to be blessed with ill free child. The individual will be benefited life long and this will ultimately be nation’s gain on ill free child produce beside prevention of AIDS and STD.
- ❑ While the people of reproductive age will be benefited on the day they receive the message and be convinced of effective treatment of the already infected with reduction of further infection to them and new others. The pandemic of AIDS is a result of individuals sex behavior and blood transfusion receipt and sharing shirring on drug addiction and this is a kind of human behavioral tragedy of ignorance & inability to protect oneself from infection.
- Ignorance and silence on the disease like STD/HIV/AIDS is a kind of dangerous disadvantage and a virus.

- Transmission of effective messages through “AIDS-Okal Mrityu” is virtual primary vaccine.

In 1970 a particular group was singled out for stigmatization and the health providers laid the blame on “gay men or intravenous drug-users.

In 1980’s, women in general, transfusions receives, prisoners, pilots, truckers, sex workers & clients with children’s were found among the groups with demonstrated vulnerability to HIV. It was finally recognized that no individual or group, community or nation was immune to infection and the strategies was changed and generalized upon total community on the cogent ground that the clients of sex workers and other partners receiving infection for the CSW are greater in number and back and ambushed in the society and remain un-addressed for the interventions and remain to infect the family and society due to ignorance on STD/HIV/AIDS prevention practices need. Now the world body has been concerned not with the vulnerability of a few sub-populations, but with the total population as the major sex actors lie in wait in the society.

The United Nations **Secretary General Kofi Anan** has, therefore, amply described that “ we must make people everywhere understand that the AIDS crisis is not over, that this not about a few foreign countries, far away. This is a threat to an entire generation; this is a threat to an entire civilization

Keeping in view of the world body theme of everywhere everybody the OSDUY has launched the message therapy to all of everywhere so that anybody of anywhere do not escape the messages for their own interest and national AIDS policy interest.

If anybody anywhere lack the understanding of the message, it may not be possible to combat the disease effectively for everywhere.

So the AIDS-STD program, Ministry of Health has taken the bout of the OSDUY’s mission of messages to all of everywhere into concrete consideration and this papers contain the positive end results of the field experience in Book distribution and the response is very high positive from the community nationwide and from international bodies.

The community mass the total population where the CSW, clients, IDU’s, STD patients, adolescents in the school, adults in the college and universities and outside education institution, street sex workers & children, civil military alliance i.e. civil workers of all offices & military as a whole including police, BDR, Navy, Air-forces, Seaman, Hospital patients, STD physicians private & govt. for effective counseling to patients, planning designer, health providers & all the vulnerable groups in the community to be provided with information on STD/AIDS as the immediate goal of prevention & control of STD/HIV/AIDS, and this why “AIDS-Okal Mrityu” has been developed.

Executive Summary

The OSDUY established on 1.1.1997 engrossed upon the IEC on prevention & control of STD/HIV/AIDS among the other programs and first published the Book “**AIDS-Okal Mrityu**” on 23.5.97 secondly on 17.8.98 lastly on 1st August 2000. The objective was to bring all the population of Reproductive age in the information channel of prevention on STD/HIV/AIDS. It helps identify their needs of protection from infection & they automatically become convinced of the demonstrated practices individually. The national project director, Dr. Nazrul Islam initially recognized the need of the message Book and duly the same was appreciated by the then line director, Dr. Zakir Hossian and Sr. Program Officer, HIV/AIDS, UNDP, Dr. Nazmus Sahar Sadiq and lastly Chairman, Technical Committee of the national AIDS Committee, Major General ASM Matiur Rahman, and line Director Dr. MA Baqi, Program Manager Dr. AKM Shamsuddin, Deputy Program Manager-Dr. Mohammad Anwar Hossain Munshi, and Dr. Hasan Mahmud and Program management Adviser Dr. Asraf Uddin Ahmed and other consultants of UNDP without whose sincere guidance and appreciation the book could not find light of publication for which OSDUY always record a deep sense of regard & gratitude to them.

Now the program of distribution of Book “AIDS-Okal Mrityu” is done in the following area.

1. Dhaka University Hall & University Library
2. Dhaka College & Library
3. City Corporation, Dhaka & its Library
4. Dhaka Airport
5. Army H.Q.
6. BDR H.Q.
7. Ansar & VDP H.Q.
8. Press Club, Dhaka
9. Television Bhavan
10. Bangladesh Betar
11. Jonokantha
12. Prothom Aloe
13. Bangladesh Observer
14. Ittefaq
15. Chittagong Divisional H.Q. & seaport
16. Khulna Divisional H.Q. & Mongla Seaport
17. Jessore District H.Q.
18. Faridpur District H.Q.
19. Narayangong District H.Q.

Population addressed in the program:

Population covered direct	-	125000
Population covered indirect	-	625000
Total population	-	750000

1. Students, teachers.(Adolescents/adults)
2. CSW in Hotels and private places & street sex workers /Clients other bridge population/street clients.
3. Hotel boys and staff.
4. Bus track drivers/owners.
5. STD patients.
6. Garment workers/staff/owners.
7. Businessmen & staff.
8. Airport personnel.
9. Seaport workers.
10. Government offices/private offices.
11. Mill-factory population.
12. Housewives and other population of reproductive age.
13. General population of the community.
14. Ngo personnel.
15. Launch steamers staff & workers.
16. Traveling population going outside country.
17. Taxi cab drivers/owners association.
18. Rickshaw pullars etc.
19. Army/BDR/Police/Ansar & VDP.
20. Television /Radio personnel.
21. News media population.
22. Press club population.
23. Drug-user/drug-sellers.
24. Law association.

The Book has transpired the following messages and the readers have received the messages very effectively with a sustainable approach & counseling.

- ☞ Total information on STD/HIV/AIDS and its prevention effectively.
- ☞ Need for total reproductive track management.
- ☞ Ill free parents may have ill free child.
- ☞ Abstaining from sharing body fluid of one another.

- ☞ The adolescents/adults learn the truth of sexual health and they are equipped for future safe life.
- ☞ The STD patients have the option for effective treatment of STD.
- ☞ The HIV patients learn to live + socially & economically. The members of the HIV patients too become aware of social support and human right.
- ☞ Readers are convinced to 100% condom use during extra marital sex.
- ☞ If STD free couple may have healthy and happy family members life long and the members are active and productive or increased.
- ☞ STD free people have little of risk of acquiring HIV/AIDS.
- ☞ People with untreated STD may have increased risk of acquiring HIV/AIDS i.e. people with syphilis bear 10 fold increased risk and those with gonorrhea bear 4 fold increased risk of acquiring HIV/AIDS.
- ☞ People are convinced that the information are in their own interest and the agencies & gob has demonstrated a good-will approach to the people by way of handing over this message.
- ☞ The readers are equipped with the knowledge of self-prevention & self-protection and also the members of the family are equally fed.
- ☞ May opine that such a message Book should have been transmitted early with the advent of the disease in 1980's.
- ☞ The readers feel that everyone of everywhere should equally get the messages without any lose of time.
- ☞ Create option of reduction new infection on STD/AIDS.
- ☞ Create option for effective STD case management.
- ☞ Create option for partners notification & referral.
- ☞ Create option for stopping further infection.
- ☞ Create option for 100% condom use.
- ☞ Create need for secured blood transfusion.
- ☞ Abstaining for sharing needle of injection.
- ☞ Abstaining from injecting drug use.
- ☞ The case of infection at the onset of first se of the adolescents/adults is reduced encouragingly.
- ☞ The case of anal sex in the wake of prevention of unwanted pregnancy is reduced.

The Book has already created an effective response among the different sectors of population of reproductive age including adolescents and adults and the vulnerable groups.

Access. The community wherever the Book is knocked is well accepted. The adolescents and adults are found to receive the message with devotion and gratitude. The CSW and clients are happy to receive the message. The general population also shows much interest in the Book. Everybody feel that they have received a valuable information of their life.

Quality of service. The people are getting the Books at their desk and they find to read the Book at their convenience and write a note an questionnaire on the Book with happy and satisfactory mind. This is home service of information of each body need and best kind of effective counseling.

Quality of care. The field workers spare time in counseling and everybody receives these. The people feel that the agency is taking care of their welfare. The already infected groups are convinced of effective treatment and the general populations are aware of no further infection.

Sustainability. Once the information are received by the readers are permanently imprinted in their mind as this is a personnel behavioral need activities and received alone at his desk or at home. 100% readers opine that this is the best practice for people orientation of their physical behavior on sexual health which is most effective and rightly received on being convinced, that these are for their own interest.

General lesson. The readers become perfectly aware of prevention of HIV/AIDS and everyone become aware for a ill-free reproductive track for future healthy life and a healthy child. The Book has proved to be a true guide for ill free life and it has given a turning direction of STD/AIDS free life to everyone of wherever it is made available.

Round up conclusion. The man or woman has his or her body health as the first & foremost capital is he or she. Ignorance of body health and ignorance on prevention practices of primary diseases may harm him or her in the way of peaceful and productive life. If he or she is STD afflicted he or she is to undergo may unwanted complications of body health which cripple him or her to live by and he or she is to die on a daily basis. But if he or she is HIV/AIDS infected it is a case of premature death.

No man is the verse has any excuse not for admitting that he is not willing to live a ill free happy life with the spouse & healthy children and the true worthwhile information to this end is reflected in the messages of the “AIDS-Okal Mrityu” in the wake of prevention campaign of STD/HIV/AIDS. The total information of reproductive track need of human being is transmitted by way of this. And people of all walks of life are very much happy to receive the messages on a new lease of their life is as nobody has yet handed over to such a messages of interest of their own. But a person becoming free of illness is not only a personnel gain, it is social, economic and a national gain and so the program is in the offing. The new generation coming up regularly will have to listen the messages always on a continuous basis. So this should be followed to the people on a continuous basis to everyone of everywhere if we actually propose to have a happy ill free productive society with us and OSDUY will be ready to serve the new generation always coming up annually with Book therapy at all stages.

The program of distribution of Book “AIDS-Okal Mrityu” is a kind workshop on information among individual & co-host population here and there in the community without the high cost of a gorgeous & commercial workshop of a few. It is cheap, cost effective, essential, efficient and effective in attaining sustain all message to all of everywhere and this can be a primary barricade and to start a setback to the infection of STD/HIV/AIDS and bring it to a halt at the moment wherever it is served.

Evaluation sheet analysis.

The evaluation sheet for the readers of “AIDS-Okal Mrityu” has been designed to barometer the status of knowledge before & after reading the Book on STD/HIV/AIDS and prevention practice measures.

The evaluation sheet bears the following questionnaire for the 20% readers.

- (1) Pre-knowledge on STD/HIV/AIDS & its prevention before reading the book-let.
- (2) Status of knowledge on STD/HIV/AIDS & its prevention after reading the book-let.
- (3) Have transmitted the message of STD/HIV/AIDS & its prevention to neighbors & near and Dear ones. No. of literate persons, No. of illiterate persons
- (4) Feeding on the hand in hand reception of book-let AIDS-Premature Death.
- 5) Have you been infected by STD? If yes, have you under gone treatment?(Untreated STD may have risk of acquiring HIV/AIDS.
- (6) Your comments and recommendation on prevention of STD/HIV/AIDS.

10% to 20% of the readers in the community has been provided with evaluation sheet during distribution of the Book and was counseled to fill in up after they have thoroughly over reproductive track management need. Opinion and suggestion are purely of the readers and not of OSDUY.

Response area wise.

1. Dhaka University Hall

(a) Rokeya Hall response

01. 86 out of 100 had not at all known before reading.
02. Much information on STD/HIV/AIDS. Added to the information basket of life to 100%.
03. Few complained that why these messages were not produced to them much earlier i.e. few years before that could also enrich their predecessors.
04. Everybody said it is excellent. A sweet path of reproductive track has been opened for future and most valuable information they received for their own interest.
05. Almost everybody expressed that these should be made available to all alike.
06. Almost everybody expressed that these information are personally required for all which should be easily available to all alike.
07. Almost every reader transmitted the messages to about 8 to 10 colleges around then and have promised to intimate the messages to the illiterate about the safe practices.
08. Every reader appears to have received the safe practices of sexual health for their own interest and this will be a true path for their future health life.
09. Almost every reader expressed gratitude that they have been benefited at their home/desk by the program and they have been blessed with the messages without a craving. An excellent type of receivers only and it is great gain for the readers.
10. Almost everybody presented that they have listened to many words of AIDS in television/Radio, Newspapers, but not so deeply in the Book and they expressed their whole hearted satisfaction over the Book therapy.

(b) Kuwait Maitree Hall Response

01. Excellent messages. Purely welfare for the readers on reproductive track management with prevention need of STD/HIV/AIDS. A complete exhaustive message for a person has never been received earlier. But these ought to have been distributed with the advent of AIDS i.e. 1990's.
02. 86 out of 100 had no knowledge on STD/HIV before.
03. 14 out of 100 had a bird's eye view knowledge, which was not effective knowledge.
04. 100 readers have the complete knowledge on STD/HIV/AIDS and its prevention need.
05. 100% readers are convinced of the reproductive track management free of STD/HIV/AIDS as whole for a happy conjugal life and healthy childbirth.
06. 100% readers opine that these messages should have been demonstrated much earlier and the predecessors could have learnt the lessons.
07. 100% readers are happy & gratified to receive a valuable information package at their room.
08. 100% readers are well equipped with knowledge of protecting their body from infection.
09. 100% readers are prepared & equipped to be self-protecting mothers in future life.
10. 100% will have 100% awareness on prevention need of reproductive track.
11. 100% readers feel that these are blessings for the program of government and planners for their own interest.
12. They have their strictly personal & confidential knowledge of the at their desk alone and has been amply equipped to be safe and protective in future life. The Book has provided the opportunity of self-protection and self-prevention.

(c) Shamsun Nahar Hall response

01. On the first occasion the provost received the Book for her reading first and she will decide if these can be delivered to the girls of the hall.
02. The next day the provost appreciated the Book and allowed distribution among girls.
03. About 79% girls did know nothing of the messages.
04. About 21% girls did know something about the messages but not a whole.
05. Not a single girl had any complete knowledge on STD/HIV/AIDS & reproductive track deep information.
06. 100% girls have received a deep protective messages which will be a means of safety for whole of life in future.
07. 100% girls feel satisfied with the messages that these were always wanted of them and these are rightly served with the Book.
08. The authority by distribution the messages have fulfilled a very valuable task for the interest of the girls themselves.
09. Almost all the girls have asserted that they have been equipped well to be a ill free mother to have a ill free child in couple life.

10. 100% readers opine that in learning STD & AIDS prevention they have learnt the total reproductive and sexual health management need from the Book which is a valuable addition for the welfare of the whole life of the readers.
11. This is an excellent kind of message that everybody of everywhere should get alike.
12. They feel that they are not now powerless against STD/HIV/AIDS and more they know how to maintain safety whole life.

(d) Different Male Halls of Dhaka University Response.

The responses from different Male Hall are almost similar to that of the female Halls.

Response from the Army, BDR, Police, Ansar & VDP & Civil as a whole

Army. None of the members of the Army knew the all truth of the STD/HIV/AIDS so deeply before the reading of the Book "AIDS-Okal Mrityu". All members suggest that every one of the armed forces is to receive the messages immediately. It is wise and great step.

BDR. None was so deeply acquainted with the real truth of STD/HIV/AIDS. Every one of them needs the messages so transmitted. It is a welfare step should be extend to all.

Police. None was so deeply informed of the plain truth of STD/HIV/AIDS before and now they have been enlightened and convinced that while they are to confront the social sectors vulnerable groups they will be more practical and productive in guidance to their behavioral change for protection from infection of STD/HIV/AIDS. The message should be made available to all the members of the police forces.

Ansar & VDP. A better arrangement for support to their health needs and they will be in a productive position to counteract with the vulnerable groups of the society. The more the other members know about STD/HIV/AIDS is best for the prevention efforts.

CSW & Partners. The messages should have been widely published and easily available to them long before they enter into the sex trade & sex network.

Adolescents & adults. They are very much happy to note that such a message of their life long safe sexual behavior has been a essential contribution to their health need before the onset of their sexual life. The message should be made available to all everywhere without further delay.

Response from international agencies.

The web site title of OSDUY is www.geocities.com/soduy_ngo which make a world wide publicity of the Book "AIDS-Okal Mrityu" for sharing by all of everywhere of the world at large. The responses from the different international bodies are as follows:

01. From **HDN-UNGASS** forum ungass@hdnet.org Health and Development networks, United Nations dated 5th March 2001.

"The materials you sent will be held and possibly added to a general archive in due course"

02. From Pragati Pascale pascale@un.org dated 2nd March 2001, United Nations Department of Public Informations.

"Thank you for sending this pamphlet which serves an important function in informing people in your country about AIDS. I hope that your significant work goes well as well do our part to fight this terrible disease regards.

03. From Barbara Battle barbara.battle@amfar.org dated 5th March 2001,

"To OSDUY well-I must share seriously, I didn't know if you guys had a standard response for something like this."

04. From DAVID. L. LESTER, MR lester@uctgjh.uct.ac.za to OSDUY.

Hi,

Re: Your handbook for youth. I am involved in a prevention group in Cape Town, S. Africa. Is it available electronically and if so, is it possible to obtain a copy from you.

Thanking you,
Lester M. Davids

05. From Dr. Avnish Jolly Coordinator Chandigarh AIDS Hotline Servants of the People Society Lajpat Rai Bhawan Sector 15B Chandigarh 160015, India <mailto:avnish@ch.sps.org.in> <http://sps.org.in/http://sps.org.in> Wednesday, June 13, 2001 2:31 PM.

Your are really taking wise step with publication of the book-let "AIDS-Okal Mrityu (AIDS-Premature Death-An art of living +)" Wishing you, your team and all your loved ones a very happy and prosperous Life. However, I must once again take off my hat to you for this book-let. KUDOS!

06. **From Azeema Faizunnisa <azeema@pcpak.org>, Subject: counseling guide** Dated Wed, 30 May 2001 11:40:56 +0500

We would really appreciate if you could send us a copy of your counseling guide entitled prevention of STD/HIV/AIDS titled AIDS-Okal Mrityu (AIDS-Premature Death-An art of living), for our library. The mailing address is given below:
Thanks and regards.

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Introduction.

The program of IEC on prevention and control of STD/HIV/AIDS and drug-abuse through hand in hand distribution of Book containing messages (AIDS-Okal Mrityu) on prevention attended with reproductive Health care management information services, was approved by GOB a cost of Taka 3525000/= (Thirty five Lac & twenty five thousand only). The AIDS/STD program executed dead of contact with OSDUY in five Lac Taka only for shortage of fund at the time. The Book "AIDS-Okal Mrityu" was referred to National Technical Committee of the National AIDS Committee for vetting. The Technical Committee of the National AIDS Committee vetted the Book and approved by the AIDS-STD program, Ministry of Health and Family Welfare and 125000 Books have been printed. A number of 25200 Book was already delivered to the Programme Office for use in different workshop organized by the National Programme office and the response has been reported by the Program office to be very high.

The field organizers as per program have distributed the remaining 99800 Book to the profiled areas of the country and the response from the various sectors has been received as high as unheard before.

1.OSDUY's Challenge

The Book “**AIDS-Okal Mrityu**” was developed by OSDUY and approved by the AIDS-STD program after vetting of the Technical Committee of the National AIDS Committee all the requisite message for STD/HIV/AIDS and its prevention with reproductive track management informations and the book is package of the whole sexual health need of the population of reproductive age of all sectors along with the adolescents & adults and tomorrow father & mother should be equipped with the prevention need for a healthy future of the society in the wake of prevention of STD/HIV/AIDS. The OSDUY has already overcome the primary challenges and the Book is approved and people of all sectors of the community have accepted as a blessing for their own interest. The people receiving the Books on prevention of STD/AIDS also receive the total sexual health issues of the couples and the readers get scent of a new lease of ill-free life in future and they have been found to respond very positively on the messages in different ways with various outcome of their own which has been recorded and documented in the evaluation sheet from the readers.

2.OSDUY-approach & key activities

The OSDUY delivers the message Book to the individual and cohort groups at their home desk for their personal reading at their convenient. The field officers are entrusted with the task of delivery of Books with 10% to 20% evaluation sheet to the community with counseling on the root point of the Book. The evaluation sheet are generally procured for the recipients after a week or two after the book is thoroughly read and consumed by the recipients.

The field officers has been oriented to organize social group of five members of which two female and three male and among whom one is chairman & one is the member secretary on a purely voluntary basis to assist the OSDUY's program of distribution of Book. In many communities there has been positive participation's from among them as member of “social group” and somewhere, somebody has been found to be reluctant. The government officers have assumed of administrative support in the matter. Member in many areas, spontaneous support has been available.

The object of forming “Social group” from among the community is to organize foot point of the program in the community to remain as a linkage with OSDUY & the community in the matter of prevention of STD/AIDS & other related sectors. It is a never ending task and always going on program and the “Social group” keeps the program living at their level.

There has been provision of award of reward & grant of reward citation for the best volunteers of the “Social Groups” in due course of the activities for which may are taking keen interest for volunteering. This is also a program of encouraging voluntary works in the field.

The object of hand in hand distribution to community that the people will learn the solution of their personal problems without physical interventions from the serve providers. They are left alone to receive the messages and they can find convenient time to deeply receive the information and the truth of the STD/AIDS is a individual behavioral tragedy and the individuals personnel attention to his body is essential which is rightly served by the Book delivery.

It is a program for the individual from the community as a whole well received by the individual & community irrespective of all sectors including high-risk group & vulnerable groups of the society. It is program for everybody of everywhere and if anywhere anybody lack the information may become easy prey to infection for ignorance & silence.

Ignorance & silence on STD/HIV/AIDS among the adolescents and adults and reproductive age of different sectors of the community is high & it is a dangerous disadvantage and a virus.

“**AIDS-Okal Mrityu**” is the virtual vaccine against STD/AIDS.

OSDUY is engrossing on community based grass-root education in sexual health and reproductive health care management of individuals side by side prevention need option of STD/HIV/AIDS in its deep perspective. The media like television, Radio, news paper etc. can focus as the outline of the problems but not at the deep sense of the theme as the Book contain which has been responded positively on national and international forum.

The community of the area addressed through Book delivery are enlightened with the knowledge of the prevention need and no further intervention is required to them as they become quite convinced of the prevention option of STD/HIV/AIDS for their own interest.

3.OSDUY's Achievement.

Communicating about sexual health and STD is extremely difficult as it is necessary to discuss sexual practices, a topic which many people of our culture rather be left alone than to openly and jointly discussed and bring communication to a very personal matter openly remain to be less effective. In order to prevent STD and HIV infection it is mandated that individual sexual behavior has to be changed which entail sexual disease prevention practices to be effectively informed to all individuals at individual level which can be silently done by throwing the total messages to the individual to be inspired & convinced that there is no other alternative than to choosing safe practices of sexual behavior and not to have many partners or to use condoms as a matter of practices for one's own interest.

This can really happen when a man receive a book at his hand and left alone to read & decide his own factor of sex behavior of safety for safe life.

The book is a personal approach individually and the individuals confidentiality to his own personal right is reserved by such throwing a "AIDS-Okal Mrityu" to him and it is rightly served and received rightly as it is a new messages to his practices of life. An individual receives the unheard tales of sexual behavior and listen to deeply.

The messages are sustained when it is received rightly and such sustainability is largely due to fact that ownership of both messages median with consciousness and the contents is transferred with the individuals & community and it resides with the individuals & communities for ever and contribution to the raising of awareness on prevention need for STD/HIV/AIDS and other reproductive track ills.

It gives the readers the confidence, conviction that the contents are for their own interest without a further intervention. The people get more answer them their questions of sex health.

This is a kind of empowerment of many to many, few to many (horizontal versus to done) and it communicate messages unheard previously and that has a bias toward content and ownership the social group existence among the readers increases the commitment to convince others of the value of the messages to personal lives. It is a knowledge transferred to all of everywhere free of expenses.

The Book influences & inspires the readers, to respond positives to safe practices in se health situations of personal confidential life. It helps people to decide for change of behavior.

The book is the message of positive life living and creative option enhanced lives. The book tells the tales of each individual sex behaviors & reminds to be learned & followed by all.

It empowers individuals, communities it engages people making decisions that save their lives for STD/HIV/AIDS and promises for life long healthy & happy life. It is quite relied on democratic ideas. It allows previously unheard messages to be heard and both the process of communication and content of the messages are owned by the individuals & community at large. This is innovative social communication for effective prevention of STD/HIV/AIDS. It teaches the people to survive against ills and odds of sex life. It is more effective to the fact it reaches to the people with package of need of each individual while other media's are hesitant to cover the entire issues in substantive ways as the Book can. It is never a commercial attitude to people as of media process.

The kind of communication of messages has contributed a ground for reception of the real solution and can help enable people to shape their own agenda articulate their own priorities and aspiration of how to address the epidemic of STD/AIDS.

Good and requisite data and messages can create a good impact of communication for behavioral change, which the "AIDS-Okal Mrityu" has acted rightly in the total community at national scale and international forum.

The program provides that no more infection happen with anybody and complete eradication of HIV/AIDS and STD to have a ill-free generation to the credit of the program and that among others, OSDUY has perked into the peoples arena to protect themselves by way of self-protection & self practices in the sexual health and other social needs fulfillment.

This book program link people together and help making alliances which may contribute much to the positive change in the prevention area.

The book is a decentralization of information and transfer of consensus to the community, man to man, many to many, few to many for behavioral change at their own decision which is most effectively and rightly done.

It is a demonstration of messages and individual right of knowing facts on his personal behavior is rightly ensured and it seeks to empower people with the right to protect his body from infection of others.

Ignorance & silence on STD/AIDS is a virus and “AIDS-Okal Mrityu” is the actual vaccine. The OSDUY has brought this book to the door of the people to inspire, convince, motivate the reader to take immediate decision of change of behavior for safety of life from STD/HIV/AIDS & ill free reproductive track need.

The book has opened occasion for people to be linked with similar with ideas, knowledge and ideas of safe life interest who might otherwise might not be in contract so nearly and socially and intellectually.

The book empowers individuals and community and it engage them in making decision that enhances their happy and safe life and make them jointly combat the HIV/AIDS and STD which they were previously not so outspoken and open. They learn to break the silence on sexual health decision and this is the OSDUY’s success of helping people to help themselves.

The messages has brought about many solutions of many people and the people are really convinced that everyone should undertake option for safe practices and to think that life is always more people to participate on the similar acts for their own interest of a safe life and this always sustainable and accessible to all.

4.Reaching the unreached.

The information gap on STD/HIV/AIDS and its prevention need among the adolescents, adults are high in our country in the entire world and according to UNICEF about 88% boys do not know about self protection option for STD/HIV/AIDS while 96% girls do not know how to protect themselves from infection.

It has been transpired from the evaluation sheet that 100% readers have earned the plain truth of prevention need, which they didn’t know before reading the book. It is absolutely admitted by them that this book should have been delivered to them earlier than now. The matter of positive informing to the individual has been over delayed after the advert of the pandemic since 1970’s or 1980’s.

5.Products of the OSDUY. easy of access, quality and sustainability.

The “AIDS-Okal Mrityu” contains all messages of STD/HIV/AIDS and its prevention need with sexual health management case of individual behavioral need and the readers are occupied with all protective measure from infection and able to find a new lease of life in the look of life. A reader becomes prepared to lead a safe life for the whole life. It is break through in the field of prevention need.

The Book fulfills all requirements of individual sexual health behavior need and of national & international standard of response.

The Health and Development networks letter dated 7th March at the materials your sent will be held and possibly added to a general archive in due course.

And United Nation Development of public information in its letter dated 2nd March 2001. The pamphlet (Book) serves an important function in informing people in your country about AIDS. I hope that your significant work goes well, as we all do our part to fight this terrible disease. As to the national response, all sectors community likes, CSW, partners, Civil military, Police, VDP, Students, teacher, all alike respond very positively.

The contents of the book “AIDS-Okal Mrityu” is extensive, permanent and effective messages for all adolescents, adults and all sectors population of reproductive age for the present and for all times to time all generation & civilization and therefore. The message once received by a reader is quite equipped with the weapon of self-protecting from infection of STD/HIV/AIDS and acceptable by all for all times. It is break through in the field of prevention need.

Innovation tools of OSDUY.

The field workers are trained on the prevention option. The “Social Groups” formed from among the community and given primary training on prevention need and they are put into active support to the need of prevention and organize the prevention practices from among the community for all time and they remain active even if after the withdrawal of OSDUY’s intervention time. They are linkages between community & OSDUY achievements. While the book “AIDS-Okal Mrityu” remains transferred with individual for the life.

6.Innovations, best practices, lessons learned.

The delivery of messages to the people at home is an unique approach to the problem. This is purely an individual behavioral tragedy and the book providers possible and easiest protecting practices deeply to individuals and become quite convinced for his own interest which all other media can never exposure so far. This is meeting the need of the time to the people at large. It builds a self-service orientation among the receivers. It creates self-awareness and self supervise and reduces the need for outside interventions anymore. It is one-time services to get, self-propelled on one’s self-protection.

The individuals and cohort receivers become equally aware of things, which they never got earlier.

The receivers are psychologically and cognitively convinced of the prevention need for his own interest and trust upon the intervening agency / authority is grown self-Lesley without a bias.

7.Capacity building.

The program creates a positive self aware on the total health management case like.

- (1) Total STD/HIV/AIDS & its prevention practices.
- (2) Total reproductive & sexual health management need.
- (3) Total productive and effective manpower building on being health oriented.
- (4) The self-awareness of health protection leads the community to set on its own leg in maintenance of health without any further outside support.
- (5) A receiver of message is a perfect & complete individual to deal & behavior the sexual task in protective practices and self-ensuring his protection from infection.
- (6) Human resource is made at all level and social and state liability to health need is reduced.

8.Sustainability.

Once one community is addressed with Book message therapy, they are permanently and life long serviced with the messages and further interventions are newer required in protecting their bodies from infection. They become conscious & convinced that they are not powerless against the diseases like STD/HIV/AIDS and they are quite convinced for whole life about reproductive & sexual health care management for their own interest. They learn the true lessons of life and health to life longer in healthy and fair mind with healthy wife/husband and ill free children all the whole life.

They become not fearful of HIV/AIDS/STD rather become more protective & proactive.

9. General review.

During the campaign with Book therapy there has been not a single instance of negative aspect in the receiving of the messages and this should be made easily and cheaply available to all of everywhere so that anybody of anywhere lack the information which lead one to become easy prey to infection and the goal will be defected. Ignorance about the individual sexual health is a virus and it should be vaccinated by message therapy.

10. Conclusion.

A. The project, which began in 1997; provided people with one of the first opportunities to learn about their bodies in its protection option from infection of STD/HIV/AIDS and the awareness on whole reproductive & sexual health care management case and also provided realities of the challenges of present pandemic of STD/AIDS. The real truth of management of human body on self-support to body health is established. The program has provided high quality service of self, people centered services that address the needs of the people at different stages of their lives and of the benefits to the individual of integrating total reproductive & sexual health planning of aspect of family planning case and the related lessons have rectified what others have tried to give in a birds eye view.

The program have demonstrated the inter relatedness of the three core elements of access, quality and sustainability-how they can affect one another positively and negatively. A key lesson is that, through a carefully managed message approach to the individual it becomes possible to balance the access to illiterate though the literate themselves the poor and achieving equal long term sustainability. This universal solution to the health needs of the people in creating prevention & protection option among the community. Over, all the program experience, a people's personal welfare is the key efforts. Once equipped with the appropriate and effective messages, skills, know-how, the people become convinced and enthusiastic proponents. Self-services from self-protection is flourished, long term sustainability become real possibility among which is the ultimate goal of the efforts.

The approaches and tools often the opportunity to make people focus, not just a consultant Mantra, but a corner store of the day to day activities of sexual health care management services from everybody of everywhere and the goal of no further infection of STD/HIV/AIDS can be achieved and through these person to person training approach of message therapy.

Thirty two million people of reproductive age including adolescents & adults require only 3 three million-message book to receive at home to read and be equipped for self-protection.

While the basic need of social being for houses, food, cloth, education is supposed staple, the presence of health need of protection from infection of STD/HIV/AIDS is equal to that of other to live a productive and pro-active life in the society and it is felt more essential in the face of worldwide HIV/AIDS infection which call for concerted efforts in the world body theme of everyone from everywhere to be assured to the situation that AIDS is not a far away from anybody.

B. Ground for furthering the program

As the information gap on STD/HIV/AIDS among the adolescents, adults and different sectors population of reproductive age is high in Bangladesh in the world and as the "AIDS-Okal Mrityu" has proved to be an effective message on prevention of STD/HIV/AIDS, it should be enhanced to the Divisional H.Q., District H.Q., Upazilla H.Q., and other vulnerable areas and a 32 million population in these areas including adolescents and adults should be provided with Book delivery on the cogent ground of informing everyone from everywhere so that no one is left unknown and a 3 million Books to be distributed more in the whole of Bangladesh to put an end to the further infection of STD/HIV/AIDS in the country, for ending the beginning of the program in the whole of Bangladesh.

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