

Development and Implementation of Behavior Change Communication Strategies and interventions on HIV/AIDS aimed at High Risk Groups at General Bus/Truck Stand Multan, funded by FHI/USAID



Pakistan Lions Youth Council

Apna Clinic for STI management, General Bus Stand, Multan

NGO Introduction

Pakistan Lions Youth Council (PLYC) is one of the active non-profit, non-religious, and non-governmental organizations based at Khanewal, Pakistan. PLYC was founded in Feb 1985. Southern Punjab is the most neglected, backward, and remote area of Pakistan, which has been facing various problems for the last many years. Some activists and educated people gathered for establishment of such important platform, which would provide assistance and facilitate to local communities through self-help basis. As an organization, PLYC was registered under volunteer social welfare agencies registration & control ordinance act 1961 and Societies Registration Act-1860.

ENROLLMENT OF PLYC

Besides this, the PLYC is enrolled with the ministry of youth affairs, women development, social welfare (government of Pakistan) and Department of public information (DPI)/NGO section United Nations, New York, USA.

The Organization has been struggling for social uplift of the communities in southern Punjab. South Punjab is central area of the Pakistan that is joined roads for NWFP, upper Punjab, Balochistan, and Sindh. PLYC has been focusing on following development areas from the date of its incorporation that include health, rehabilitation, governance, education, human rights & gender development.

SERVICES TO FACILITAT FOCUS GROUP

- PLYC is providing services in above mentioned development sectors. In all sectors
- PLYC is facilitating the communities according to the local needs and atmosphere in order to bring change through participatory development approaches.
- The NGO's team is also facilitating the target communities through family hospitals
- Mother & childcare center, one truck driver resource center, one adolescent resource center,
- Population welfare (birth control) center,
- Surveillance and awareness center for HIV/AIDS at red light area of Multan and legal aid center at district Khanewal courts.

Vision

The **vision** of PLYC is to gather, educate and act to achieve ecological integrity, peace, basic health, Rehabilitation, human rights, economic and social well being, and democratic participation for all the targeted communities, with special care to include the voices and perspectives of poor and marginalized people and of diverse cultural and religious traditions.

Mission

PLYC **mission** is to support and initiate efforts in various interconnected sphere such as health, education, livelihoods, natural resources, governance, environment, women's empowerment and social justice. PLYC always strive its best to protect and improve education and health status of targeted communities, to empower the women, to develop human resources and to develop awareness among communities by adopting participatory approach according to the culture, traditions, and current needs of existing communities.

Objectives

To achieve its mission, PLYC in contributing its maximum of efforts for the well being of the humanity in order to achieve following basic objectives,

- Awareness regarding Health Issues like;
 1. **HIV/AIDS**
 2. **Hepatitis**
 3. **Reproductive Health**
 4. **Adolescent's Reproductive Health**
 5. **Mother and Child Care**

- Access of primary education to the illiterate and ignorant community
- Initiate the Participatory Approach among community
- To create awareness about Human Rights through legal Aid
- To Empower the Women
- Capacity Buildings
- Advocacy

Project Background

The project was previously awarded to Pakistan Lions Youth Council by Family Health International with the funding collaboration of USAID. The organization successfully completed the project in the year 2005 by achieving remarkable success in the target areas of Multan. The further funding to the project was limited by FHI due to lack of funds. In June, 2006, FHI awarded this project to PLYC as a sub-grantee organization while appointed New Light AIDS control Society as a lead organization. Presently the PLYC is working on this project as partner organization of NLACS. The organization being sub-grantee NGO started implementation of this project in Multan during third week of July, 2006 by providing service delivery affairs on HIV/AIDS, STIs and STDs to various vulnerable groups including mobile youth at General Bus Stand, Multan. The PLYC was already running the STI clinic (APNA Clinic).

Activities

Various activities relating the following are being done by PLYC in association with NLACS.

- **Treatment of STI patients**
- **Treatment of general patients**
- **Availability of primary healthcare**
- **Counseling**
- **Focus group discussions**
- **Referral**
- **Provision of condoms**
- **Etc**

PLYC's Performance

The PLYC as a sub-grantee NGO has done various clinical related services from July to November, 2006.

Total # of Training of Staff	# of Trainings # of Participants	PW	Performance Summary (Reporting Period July-November 2006)-APNA Clinic-Multan							
		ORV								
		Counselors								
		Others								
# of Individuals referred by staff for Treatment (STI and PHC)	By ORW									123
	By PW									-
	By SBC Partner									-
	Others									1,054
	Total									1,177
Sub-Population treated for STI	Sub Population Group	Anal Discharge	Urethral discharge	Testicular swelling	Genital Ulcer	Lower abdominal pain	Viginal discharge	Inguinal bubo		
	FSW	-		-	-	3	39			
	MSW	9	15	-	-	1	-	-		
	Hijras	-		-	-	-	-	-		
	Others	1	98	-	-	39	-	-		
	Sub Total	10	113	-	-	43	39	-		
	Counseling	-	206	-	-	-	-	-		
	STI advanced care	-	33	-	-	-	-	-		
	Free Medical Camp (STIs)	30								
	HIV/AIDS care and support	-	-	-	-	-	-	-		
	General Patients Free Medical Camp	50	-	-	-	-	-	-		
	Sub Total	-	239	-	-	-	-	-		
	Grand Total	10	352	-	-	43	39	-		

	FSW	MSW	Transgender/Hijras	Others	Total
# of first ever visit	42	30	1	861	934
# of follow up visits	2	2	1	250	255
# of condoms/lube demonstration done	20	16	1	-	37
# of condoms distributed	414	225	10	1,544	2,193
# of clients given condoms	127	91	5	451	674
# of lubes distributed	-	-	-	-	-
# of clients given lube	-	-	-	-	-
# of people given IEC material	27	22	1	460	510

From July to November, 2006

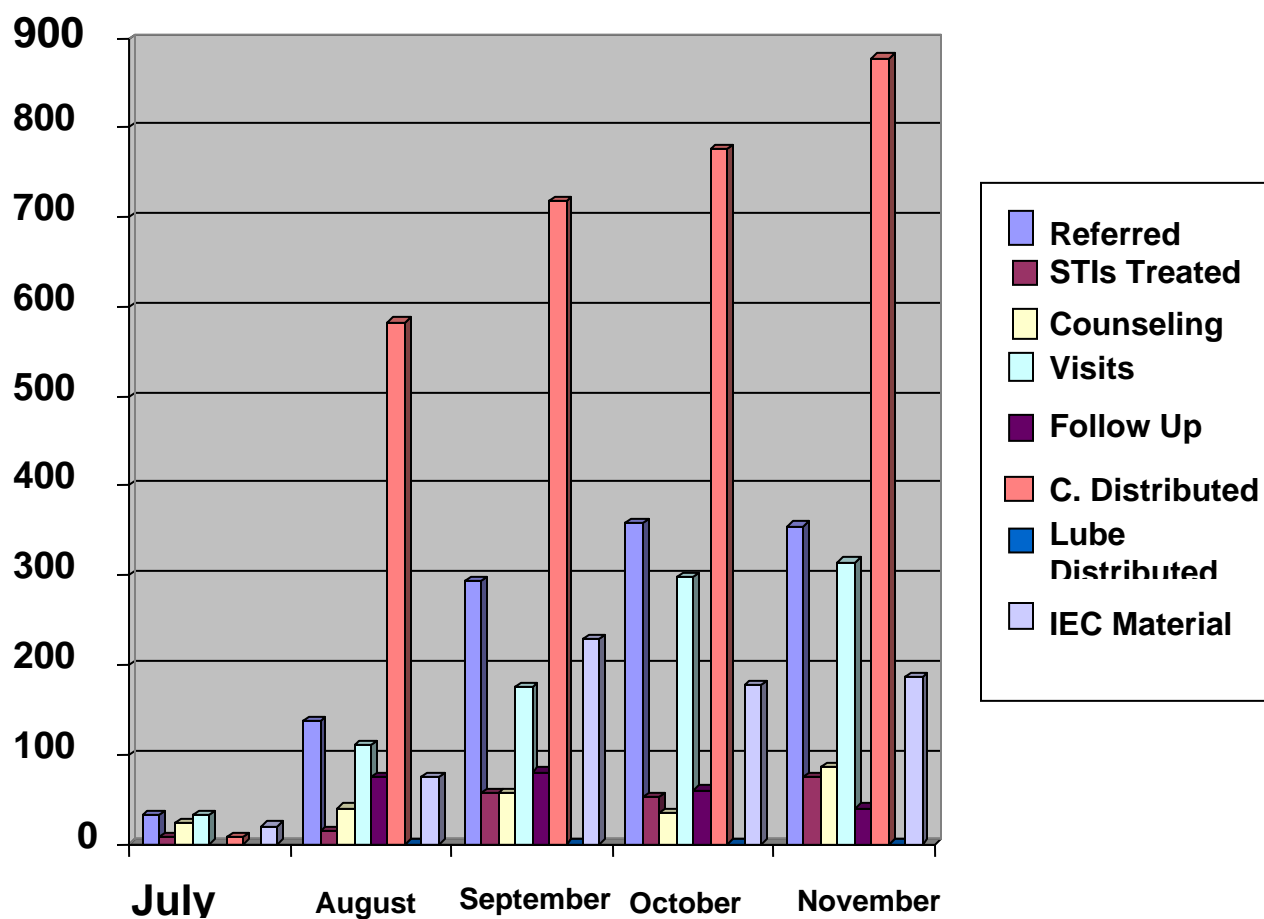


Table for Graphic

Description	July	August	September	October	November
Referred	33	138	293	358	355
STIs Treated	8	15	56	53	75
Counseling	23	40	56	35	85
Visits	33	111	175	298	315
Follow Up		75	80	60	40
C. Distributed	8	583	719	777	878
Lube Distributed		0	0	0	0
IEC Material	20	74	228	178	187

