

**GOVERNMENT DEGREE COLLEGE FOR WOMEN  
NALGONDA**

**RED RIBBON CLUB  
REPORT**



The **red ribbon**, as an awareness ribbon, is used as the symbol for the solidarity of people living with HIV/AIDS, and for the awareness and prevention of drug abuse and drunk driving. In Canada the red ribbon represents Canadians with Multiple Sclerosis.

### **Awareness symbol**

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The red ribbon is a symbol for Multiple Sclerosis, drunk driving prevention, drug prevention and for the fight against HIV/AIDS. The Red Ribbon Foundation, Mothers Against Drunk Driving (MADD) and the Canadian Multiple Sclerosis Society are examples of organizations that utilize the red ribbon symbol.

MADD is an organization founded in 1980 whose mission is to stop drunk driving, support the victims of this violent crime and prevent underage drinking. Red Ribbon International is an organization founded in 1993 whose main purpose is the education about prevention of the Human Immunodeficiency Virus or HIV, Acquired Immune Deficiency Syndrome Related Complex, ARC and AIDS.

### **Mothers Against Drunk Driving (MADD) origin**

In 1986, MADD started the "Tie One On For Safety" campaign. It is MADD's longest running and most visible public awareness project. During the holiday season, drivers are encouraged to tie MADD red ribbons to visible locations on their vehicles, or place window decals on their vehicles' windows. The red ribbons represent

the drivers' commitment to drive safe, sober and buckled up. It also encourages others to designate a sober driver before drinking.

### **Alcohol, tobacco and other drug prevention awareness origin**

The Red Ribbon was used as an awareness symbol made by after DEA Agent Enrique Camarena was kidnapped, tortured, and murdered while working undercover in Guadalajara, Mexico.<sup>[5]</sup> Citizens in his home town of Calexico, California donned the ribbons to emphasize the need for increased prevention efforts. In 1988, Red Ribbon Week, sponsored by National Family Partnership, became a national campaign. It is celebrated from October 23 through October 31.

### **AIDS awareness origin**

The Red Ribbon Project was created by the New York-based Visual AIDS Artists Caucus in 1991

1. Remain anonymous as individuals and to credit the Visual AIDS Artists Caucus as a whole in the creation of the Red Ribbon Project, and not to list any individual as the creator of the Red Ribbon Project;
2. Keep the image copyright free, so that no individual or organization would profit from the use of the red ribbon;
3. The Red Ribbon should be used as a consciousness raising symbol, not as a commercial or trademark tool.

The artists who formed the Visual AIDS Artists Caucus wished to create a visual symbol to demonstrate compassion for people living with AIDS and their caregivers. Inspired by the yellow ribbons honouring American soldiers serving in the Gulf war, the colour red was chosen for its, "connection to blood and the idea of passion—not only anger, but love, like a valentine." First worn publicly by Jeremy Irons at the 1991 Tony Awards, the ribbon soon became renowned as an international symbol of AIDS awareness.

At the *Freddie Mercury Tribute Concert* held at Wembley Stadium, London on Easter Sunday 1992, more than 100,000 red ribbons were distributed among the audience by Red Ribbon International, with performers such as George Michael wearing one. The Red Ribbon continues to be a powerful force in the fight to increase public awareness of HIV/AIDS and in the lobbying efforts to increase funding for AIDS services and research.

To symbolize the United States' commitment to combat the world AIDS epidemic through its landmark PEPFAR program, Steven M. Levine, a communications aid in President George W. Bush's administration, proposed that the administration display a 28 foot (8.5 m) AIDS ribbon on the White House's iconic North Portico on World AIDS Day 2007. The display, now an annual tradition across three administrations, quickly garnered attention, as it was the first banner, sign or symbol to prominently hang from the White House since Abraham Lincoln lived in the building

## **ABOUT US**

Red Ribbon is a globally recognised symbol for HIV/AIDS awareness. Establishment of Red Ribbon Clubs was an important initiative undertaken by the Government of India to spread awareness about HIV/AIDS and associated myths among the youth and empower them as peer educators. For this Government Degree College for Women, Nalgonda has started Red Ribbon Club

## **OBJECTIVES**

- Educate youth with correct, concise and adequate information and heighten their level of awareness about HIV AIDS, STI and other related issues (thus eliminate myths and misconceptions).
- Enable youth to identify and understand situations of exploitation and abuse.
- Sensitize the youth regarding care and support needs of people affected with HIV AIDS and instill in them the spirit to reduce the stigma and discrimination against them.
- Create and train among the youth a cadre of peer educators for spreading awareness about HIV-AIDS and its prevention in the community.

The RRC youth of Government Degree College for Women, Nalgonda is encouraged to learn about safe and healthy lifestyles. The

RRC promotes access to information on healthy life and voluntary blood donation. They create and provide opportunity to the zeal of volunteerism among youth to contribute towards the control and prevention of HIV&AIDS. The Red Ribbon Club is a voluntary on-campus intervention program for students. The programme organized by RRC addresses the knowledge, attitude and behaviour of the youths in the interrelated areas of Voluntary Blood Donation, HIV & AIDS, as demanded by their age, environment, and life style

**RRC Activities:** Red Ribbon Club programme with the objective of bringing about behaviour change in young minds employs various strategies like:

- Celebrating Life Program
- Peer education and leadership trainings
- Cultural Competitions
- Interactions with positive people, Transgender, Injection Drug users, ICTC- Counsellors
- Awareness campaigns (Rallies, Outreach activities)

### **Where did the idea come from?**

In 1991, a decade after the emergence of HIV, twelve artists gathered in a gallery in New York's East Village. They had met to

discuss a new project for Visual AIDS, a New York HIV-awareness arts organisation.

It was there that they came up with what would become one of the most recognised symbols of the decade: the red ribbon, worn to signify awareness and support for people living with HIV.

At the time, HIV was highly stigmatised, and the suffering of communities living with HIV remained largely hidden. The artists wanted to create a visual expression of compassion for people living with HIV.

They took inspiration from the yellow ribbons tied on trees to show support for the US military fighting in the Gulf War. Additionally, they decided that the elegant loop of the ribbon shape was easy to make and replicate. They avoided traditional colours associated with the gay community, such as pink and rainbow stripes, because they wanted to convey that HIV was relevant to everyone. They chose red for its boldness, and for its symbolic associations with passion, the heart and love.

### **How did the ribbon become so well known?**

In the early days, the artists made the ribbons themselves and distributed them around New York art galleries and theatres. Initially, they included some text to explain the ribbon's significance, but as the ribbon became more famous, this was no longer needed.

Within weeks, the red ribbon could be seen in such high-profile places as the red carpet of the Oscars. The media took notice and, within a short space of time, the symbol became universally recognised. At the Freddie Mercury Tribute Concert, held at London's Wembley Stadium on Easter Sunday, 1992, more than 100,000 red ribbons were distributed among the audience, with performers such as George Michael wearing one.

The red ribbon continues to be a powerful force in the efforts to increase public awareness of HIV. It has inspired other charities to utilise the symbol, such as the pink breast cancer awareness ribbon.

## **RED RIBBON CLUB ACTIVITIES FOR THE ACADEMIC YEAR 2015-16**

Red Ribbon Club, Government Degree College for Women, Nalgonda conducted an awareness rally on the occasion of World Aids Day on 01.12.2015 to bring awareness among the people about causes, mode of transmission, symptoms, treatment and precautions to be taken for control the AIDS. RRC members, students and staff of the college made this programme as successful one by their active involvement



Staff: Saritha, Sathyavathi & Students





Staff: Sunitha & Indira

## **RED RIBBON CLUB ACTIVITIES FOR THE ACADEMIC YEAR 2016-17**

Red Ribbon Club, Government Degree College for Women, Nalgonda conducted an awareness rally on the occasion of World Aids Day on 01.12.2016 to bring awareness among the people about causes, mode of transmission, symptoms, treatment and precautions to be taken for control the AIDS. RRC members, students and staff of the college made this programme as successful one by their active involvement



Rally at CLOCK TOWER



Staff Miskin, Sunitha & Saritha



## **RED RIBBON CLUB ACTIVITIES FOR THE ACADEMIC YEAR 2017-18**

Red Ribbon Club, Government Degree College for Women, Nalgonda conducted an awareness rally on the occasion of World Aids Day on 01.12.2017 to bring awareness among the people about causes, mode of transmission, symptoms, treatment and precautions to be taken for control the AIDS. RRC members, students and staff of the college made this programme as successful one by their active involvement



Staff Kavitha, Padmaja, Indira, Vanaja, Sunitha & Shankar



Rally at Government General Hospital, Nalgonda

## **RED RIBBON CLUB ACTIVITIES FOR THE ACADEMIC YEAR 2018-19**

Red Ribbon Club, Government Degree College for Women, Nalgonda conducted a blood grouping camp in the college premises on 02.03.2019 in collaboration with “Hope for life foundation” with the help of medical staff of Aparna hospital. The technicians collected blood samples from college students, tested for blood group and Haemoglobin percentage. They brought awareness among the students about the significance of Haemoglobin in the physiological activities, they suggested food material that enrich and enhance the percentage of haemoglobin in the blood. College principal Dr. Ghan shyam appreciated the initiation taken by the Hope for life foundation and the support of staff of Aparna hospital, given valuable suggestions to students. College staff and students made this programme as a successful one with their active involvement



**HOPE FOR LIFE FOUNDATION**  
**CONDUCTING**  
**FREE BLOOD**  
**GROUP AND HB TESTING CAMP**  
ASSOCIATES WITH  
**APARNA HOSPITAL**  
2nd March 2019  
10am - 1pm  
venue  
**GOVT. DEGREE COLLEGE FOR WOMEN NALGONDA**  
REFRESHMENTS WILL BE SERVED  
Blood Donation will cost you nothing but it will save a life



Dr. Ghanshyam Principal, S. Rajaram Librarian, Dr. T. Kalyani P.D.



Dr. Ghanshyam Principal, S. Rajaram Librarian, R.Naresh Asst. Professor Zoology, Anitha Asst. Professor Chemistry & staff of Aparna hospital

## **RED RIBBON CLUB ACTIVITIES FOR THE ACADEMIC YEAR 2019-20**

Red Ribbon Club, Government Degree College for Women, Nalgonda conducted an awareness rally on the occasion of World Aids Day on 01.12.2019 to bring awareness among the people about causes, mode of transmission, symptoms, treatment and precautions to be taken for control the AIDS. RRC members, students and staff of the college made this programme as successful one by their active involvement.



RRC Co ordinator J.Swamy, Member Dr.K.Srinivas Reddy supervising the rally



Dr. T. Kalyani Physical Director supervising the rally

