



## Report on the Red Ribbon Inter-Village Football Tournament Multimedia campaign in Mizoram

Name of the campaign	Multimedia campaign
Duration	January - March 2010
Campaign Starting Date	25 <sup>th</sup> January 2010
Location	Mizoram
Strategic Theme and Result Area*	<b>Strategic Theme</b> – Disseminating specific information on drugs and HIV/AIDS to the youth through sports. <b>Result Area</b> - HIV/AIDS Prevention and care.
Executing Agency	United Nations Office on Drugs and Crime (UNODC)
Government / Non Governmental Organization Implementing Agencies	Ministry of Health and Family Welfare (National AIDS Control Organization), Mizoram State AIDS Control Society, Government of Mizoram, Media houses (Zonet cable network) and Mizoram Football Association (MFA).
Funding agency	National AIDS Control Organization

## I. Strategy Context:

**Theme: Strategic Theme:** Disseminating specific information on drugs and HIV/AIDS to the youth through sports.

**Activities:**

- Red Ribbon Inter Village Football tournament.

**Result Area:** HIV/AIDS prevention and care.

## II: Process:

The North East multimedia campaign for the youths has been initiated by the National AIDS Control Organization (NACO) in the 3 states which are Nagaland, Manipur and Mizoram. In Mizoram, it is being implemented by UNODC in partnership with the Mizoram State AIDS Control Society (MSACS). The campaign was spearheaded by Mr.Lalrinliana Sailo, Hon'ble Minister of Health & Family Welfare, Government of Mizoram.

### Red Ribbon Inter Village Football Tournament:



Football is the most popular sports of the state. The local population of Mizoram often plays football to refresh their minds from the stress and strains of daily life. As part of the 3rd and final phase of the multimedia campaign in Mizoram, the football tournament was organized so as to disseminate specific information on prevention of drug use, HIV and AIDS to the youths through football.

7 levels of meetings were held with Mizoram State AIDS Control Society, Zonet cable Network and Mizoram Football Association (MFA) under the chairmanship of the Hon'ble Minister of Health & Family Welfare, GoM to discuss the strategy of the tournament. 212 clubs had registered for the tournament but 6 clubs got a walk over and on the whole 206 clubs played at the tournament. Over 40 referees were involved in the tournament and all of them had to undergo the Copper test (fitness test). Additionally two days of training was organized for them. On the whole, 213 matches were played during the tournament.

The Red Ribbon Inter Village Football Tournament was formally inaugurated on 25 January 2010 by the Hon'ble Minister Health & Family Welfare at the Chanmari YMA hall and two representatives from each of the participating clubs attended the function. The function was telecast LIVE on the cable network during the prime time (8:00pm-9:00pm).



Various partners have been involved for this campaign at the state level which are the Police, I&PR,

print as well as electronic media, Social Welfare, Sports and Youth Affairs, Urban Development & Poverty Alleviation and Disaster Management, Mizoram Football Association (MFA), Zonet cable network.



Over 30,000 leaflets on drugs, HIV/AIDS were produced and distributed during all the matches. TV spots on ICTC, Blood bank, healthy living was filmed and produced locally and was telecast on during the matches right from the 1<sup>st</sup> round. Banners on prevention of HIV/AIDS were produced and put up at 11 major points outside and within the city. 4000 players had worn jerseys with HIV/AIDS prevention message written on it "Healthy living to prevent HIV/AIDS".

The final tournament was played at the 10 Assam Rifles ground on 19 February 2010. The football tournament saw the participation of the highest number of dignitaries ever in Mizoram. The Hon'ble Chief Minister of Mizoram was invited as the Chief Guest and the Hon'ble Minister of Sports and Youth Affairs was the Guest of Honour. The Hon'ble Minister of Home Minister and 7 MLAs were also present. There were over 10,000 spectators in the field and the tournament was watched LIVE on the cable TV by more than 100,000 viewers. At the closing function, a pledge was taken by the officials and the spectators to reduce drug use, HIV and AIDS. The Hon'ble Minister of Health & Family Welfare, GOM had composed a song on HIV/AIDS that was sung by the "Red Ribbon Youth Icons 2009-10". Mr.Phungreiso Varu, Communication officer, NACO NERO and Mr.R.Gunashekar, Regional HIV AIDS Advisor, UNODC ROSA were also present. The Hon'ble Chief Minister of Mizoram in his message highlighted the need for the people to make a concerted effort to



address HIV/AIDS in the state irrespective of age and categorically stated that his Government would do all it can to halt and reverse the epidemic. The Project Director, Mizoram State AIDS Control Society gave a vote of thanks which was followed by a photo session of the playing teams (Electric and Dinthar clubs) with the dignitaries. The players also took the pledge on prevention of HIV/AIDS just before the final match. After 90 minutes of an exciting match, Electric Veng club won the tournament by 2-0 against Dinthar Veng club.



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### III: Achievements:

- The major achievements of the project have been in strengthening the ongoing activities of the AIDS programme. The State AIDS Control Societies have also participated in activities of the campaign both as beneficiaries and as partners.
- It was the 1<sup>st</sup> time that the state level football tournament was being organized at the Village Council level involving all the 8 districts of Mizoram. In the previous years, tournaments would be organized within the districts. It is one of the biggest football tournament ever organized and played in the state with a social cause – HIV/AIDS and drugs.
- 4000 players between the ages of 15-29 yrs took part in the football tournament. As part of the fitness regime, the players abstained from smoking, chewing betel nut (common practice in the state) and alcohol etc not just during the tournament but 1 to 2 months before the start to the tournament.
- Youth empowerment- 10 players have been selected by two football clubs of Meghalaya namely; Langsning club and Royal Wahyngdoh FC and will play in the Meghalaya Super League. ASEB club from Guwahati have also selected two players and from Tripura three clubs – Forward club, Nine Bullet, Labahadur FC have selected 10 players. The players are from urban as well as rural areas of Mizoram and have got the opportunity to earn their livelihood through football.
- The 4000 AIDS ambassadors will use football as a platform to disseminate information on HIV/AIDS and drugs to the youths in their villages.



- The campaign has been successful in garnering political commitment. The Hon'ble Minister of Health & Family Welfare, Government of Mizoram is the chairman of the campaign and has spearheaded the entire campaign under his able leadership.
- The football tournament also saw the participation of the highest number of

dignitaries ever in Mizoram. From the pre quarter finals onwards, every match was watched by at least two MLAs in the field and at the closing function the Chief Minister, Home Minister, Health and Sports Ministers and 7 MLAs were present.

- It is a model for new public-private partnerships-between business houses, NGOs, government, Mizoram State AIDS Control Society, Mizoram football Association and the UN system in Mizoram.



#### IV: Challenges:

- 212 clubs had registered for the tournament, a number that was more than expected. The logistical arrangements with regards to the ground management and the jerseys had to be reworked and additional numbers of jerseys had to be ordered in a short period of time.
- It was the 1<sup>st</sup> time ever in Mizoram that a football tournament was being telecasted LIVE from the semi final onwards. It was telecasted on Zonet cable network and the recordings were also sent out to other districts the following day.
- Due to the non availability of the football ground on the proposed dates, the date for the final tournament had to be postponed/preponed twice.
- Getting the HIV/AIDS messages across to the spectators was one of the biggest challenges. After much discussions, banner and sms quiz competitions for the spectators was decided.

#### V: Highlights:

- It was the 1st time ever that a football tournament was organized with the social cause. Messages on HIV/AIDS and drugs were disseminated on the cable network during the telecast of the matches, distribution of leaflets on HIV/AIDS in the football fields, Banners being put up at major points/areas, pledge taken by the players and the spectators, banner and sms quiz competitions on HIV/AIDS and drugs, The players jerseys had HIV/AIDS message.
- The Hon'ble Minister Health &Y Family Welfare, GOM who is also the Chairman of the multimedia campaign composed a song on HIV/AIDS for the closing function which was sung by the Red ribbon Youth Icons.
- Pledge on HIV/AIDS was written for the players and they were made to take the pledge before every match stating from the 1<sup>st</sup> round. During the closing function, a separate pledge was written and the pledge was taken by all present including the Hon'ble Chief Minister of Mizoram.
- TV spots on ICTC, Blood banks, healthy lifestyle etc were filmed and produced locally. The viewers were able identify themselves with the characters as they were local people and seeing the films of the government hospitals which most of them were familiar with gave them a sense of wanting to seek the services available which is free of cost.
- 63 units of blood were donated voluntarily by the people of the locality of the winning team (Electric Veng) after the final match was played.
- Banner competitions and sms quiz competitions on HIV/AIDS were organized for the spectators from the quarter finals onwards. Prizes were given to the 1<sup>st</sup> correct sms answer and in every match 4/5 questions were announced. On an average 110-120 sms were received for one question. The main objective of both the competition was to get the people involved and also make them aware about the issue. There were 9 matches played from the quarter finals to finals and best banners on HIV/AIDS were awarded prizes during every match. Prizes were also given to the best supporting fans.
- 4000 players had received jerseys with HIV/AIDS message written on it "Healthy living to prevent HIV/AIDS".



- Various government departments supported the tournament by contributing prizes for the HIV/AIDS banners and sms quiz competitions. The departments are; Social Welfare, Sports and Youth Affairs, Urban Development & Poverty Alleviation and Disaster Management.