

Market Town Information Project



Best Practices of Peer Education



SUPPORTED BY

APAC--VHS-USAID.



Importance of Peer Education:

A lot of information is exchanged amongst friends, and this exchange greatly influences people's knowledge, behaviour and attitudes. In other words, people always learn from their peers. If the learning has positive impact on life (such as quitting smoking, delaying the age of first sex etc.), we consider it Peer Education, because the purpose of any education is to improve the quality of life. In other words, negative learning (such as engaging in multi-partner sex, consuming alcohol etc) due to influence of the peers cannot be termed as peer education.

What is peer Education?

Peer education is an informal mode of education where structured communication becomes an integral part of interaction amongst peers, in order to enhance knowledge and promote the desired behaviour and attitudes. This means that relevant messages are given to a specific group of people or to their own group of people through the existing informal channels of interpersonal communication.

Peer Education in STI/HIV/AIDS prevention, care and support

Peer Education aims to

- i) Prevent and Control the transmission of STI/HIV infection.
- ii) Facilitate provision of timely and relevant care and support to HIV infected or affected people.

Why is peer education important for HIV/AIDS prevention, care and support?

There are five main reasons why peer education is important for HIV/AIDS prevention and care and support.

1. Dispelling myths and misconceptions.

The commonest mode of transmission of HIV infection in India is through the sexual route. Therefore, HIV infection can be significantly controlled if people begin to practice safer sex behaviours. Safer sex can be promoted only if people talk about sex and its related issues. Since such issues are culturally sensitive and often associated with stigma, they are not discussed openly & freely in our society. Most people talk and learn about sex from friends and hence this may promote misconceptions.

2. Providing supportive environment to adopt safer sex practices

Mere knowledge about safer sex practices does not lead to behaviour change. There main factors support behaviour change.

- i) The individual is able to accurately assess his/her risk of getting HIV infection.
- ii) He/She wants to protect himself/herself.
- iii) His/her sexual partner also wants to practice safer sex.

A peer education program enables the peer groups to have a realistic assessment of their own risks and create a peer pressure to adopt safer sex.

3. To bring about desired behaviour change

Bringing desired change is a difficult process and becomes complicated as it is a very sensitive subject. It is largely to do with sex and sexuality like condom use or treatment seeking for STI. In case of STI/HIV/AIDS, people will have to modify their behaviour and maintain it for the rest of their lives.

4. To prevent STI/HIV/AIDS

HIV is a killer disease impacting the economy. STI increase the risk perception. To achieve the goal, curtail sexual transmission of STI/HIV/AIDS, while awareness on symptoms and mode of transmission of STI/HIV should be created at a major level.

5. To create an enabling environment for PLHA

STI/HIV is the latest epidemic contributing to the risk of stigma and discrimination of those who reveal it in the society. They are less aware that it is only an acquired disease and not a continuous one. This issue should be addressed, if people with HIV are to reveal their status, live positively and work for reducing the incidences of transmitting.

Who is a Peer Educator for HIV/AIDS prevention, care and support?

Any person who fulfills the following two criteria is a peer educator for HIV/AIDS prevention and care and support.

1. He /She is a part of the same peer group. This meant that he/ she has the same characteristics in terms of age, social and cultural background, economic status, geographical area and lifestyle.
2. He/ She practices safer sex. Unless the peer educator practices what he/ she promotes, it is difficult to motivate others to adopt safer sex practices.

Advantages of peer education

The main advantages of peer education are

1. Low Cost:

Peer education neither involves paid staff nor requires a structured environment for education.

2. Providing need based and timely messages:

Peer groups interact with each other constantly. Since most of such education happens through interpersonal communication, all relevant messages suiting to individual needs can be provided in a timely manner.

3. Effective way of integrating education to routine life

Since peer education is informal, peer educators are able to transfer knowledge and skills during their own routine interactions. They don't need to allocate special or extra time for it.

4. Breaks barriers to discuss culturally sensitive issues

People in groups can discuss about sex and related issues without fear or being stigmatized or ridiculed.

5. Helps maintain confidentiality/ trust.

Since all members of a peer group have similar sexual life, there is a greater probability of maintaining confidentiality within the group.

6. Supports sustainable behaviour change:

Peer groups enable themselves to provide continuous support for adopting safer sex practices by addressing barriers to behavioural change at the earliest and reinforcing the information on safer sex.

7. Pave way for sustainability of the program

As the duration of implementation of the project is limited, the program is sustainable in the target area through the involvement of peer educators.

8. Reaching the unreached through wide coverage

The peer educator could reach to the entire community. They live with the people and reach all those who could not be accessed by the project staff.

9. Less time consuming:

More number of peer educators can reach and educate many of them in less time.

10. Permanent communication agents

The peer educator will become a permanent communication agent in that area through their involvement in peer education program.

11. Community participations:

As the peer educators are part of the community, the peer educator will help in the participation of the whole community in the program.

12. Instrumental in advocacy and lobbying

In the case of changing the labour law and for the protection of rights of the HIV infected, the Peer educators will help for advocacy and lobbying.

13. Continuous follow-up

As peer educators know the implementation of the program, it is possible to follow up with the peer educator and peer education.

Roles and Responsibilities of a peer educator?

- Identification, referral and follow-up of STI persons.
- Promoting ABC
- Identification and referral of peers requiring counselling support by NGO or at VCTC.
- Acting as a link between peer groups and NGO
- Facilitate timely and relevant care and support for HIV infected and affected families.
- Acting as a link in peer educators' association.

Truckers' Town Intervention Program- A glimpse

With the support of AIDS prevention and Control Project (APAC) - VHS-USAID this STI and HIV/AIDS intervention project for truckers who are the profound high risk groups in the District of Namakkal are being carried out in the 10 km radius of Namakkal Town since April 2003- September 2008.

The truckers were given in-depth and scientific awareness on STI and HIV/AIDS through one to one and one to group education by the outreach workers. They are being given counselling by the counselors for the behavior change. Four drop-in cum exhibition centres were run by WORD in Namakkal. Safer sex behaviours, correct and consistent usage of condoms, Treatment seeking behaviours, early identification of STI, Treatment, Partner and full course of treatment are being emphasized for truckers.

Frequent Behavioural change communication (BCC) events by the means of street plays, audio & video shows were held in the vantage places where the truck crews and other allied industry workers and the common people can get to know the exact information on STD/HIV/AIDS; Communication Campaigns have also been undertaken with wall-painting, glow sign boxes, auto-sticker campaign, posters, handbills and through other relevant materials and distributing of various innovative IEC/BCC materials.

Identification and promotion of peer educators are also an integral part of the program. This includes intensive training for them, conducting district level and co-ordinate with state level conventions for peer educators to strengthen the network among the peer educators at the district and state level and to ensure the respectability to the peer educators, appreciate and recognize their work; to improve the quality of services rendered by peer educators; to create a platform to brief about their work, to exhibit the best practices and to analyze the problems faced by them and to find out the practical solutions.

Condom promotion through strengthening the traditional outlets; Identifying and promotion of non-traditional outlets and intensive training for the condom retailers are being given. Under this program, the AMP/APP/RIMP Doctors, ANMs, Pharmacists were trained in STI and HIV/AIDS Prevention Education Program. A good referral network has been established with them for STI referral and to get proper treatment for the sexually transmitted infections and thereby reduce the vulnerability of HIV/AIDS.

Glimpse of Peer Educators' active role in the Project



An evening fast food (Tiffin stall) shop in Namakkal- Salem Road has been named as **“Right Ranga Tiffin Stall”** and the vehicle is advertised with the Right Ranga messages. The persons who pass-by in the crowded road and the customers of the shop were highly benefited through this activity by the peer educator, Mr. A. Zahir Hussain.

Mr. S. Selvakumar, a peer educator take STI/HIV/AIDS awareness class in Ashok Leyland Lorry Driver Training Institute in Namakkal. Now the members of the Namakkal PATH Peer Educators' Association take classes regularly.



The office bearers of the peer educators' are regularly meet in the project office by every second Sundays to discuss and plan for the further activities to strengthen their network. This meeting also paves a way to co-ordinate with the Trucker Dhosts with the other Peer Educators.

Glimpse of Peer Educators' active role in the Project



Mr. Rajini, the peer educator receives a memento from Dr. Bimal Charles, Project Director, APAC.

The Office bearers of the Namakkal PATH peer educators' association receive the deed copy from Mr. Balausbramaniam, Senior Manager, Ashok Leyland Lorry Driver Training Institute during the V PE district level convention.



The office bearers of the Namakkal PATH peer educators' association receive the seed money of Rs 10000 from the District Program Officer, APAC Mr. M. Elangovan during the V PE district level convention.

PUBLIC CHARITABLE TRUST
“Namakkal PATH Peer Educators Association”

This Deed of Public Charitable Trust declared and executed on this 19th day of September, 2008 by Mrs. M. Renida Sarala daughter of Manavalan, Managing Trustee, WORD, Namakkal hereinafter called the 'Founder/Settlor'

Whereas the Settlor is desirous of creating an endowment declaring it as a public charitable Trust with public charitable objects without any distinction as to caste, creed, religion or sex.

Whereas the Settlor has decided to name and call it as “Namakkal PATH Peer Educators’ Association” to be run managed on the style, terms, conditions and regulations set forth herein below with an initial endowment of Rs.10,000/= (Rupees Ten thousand only)

And whereas the following Trustees have, at the request of the Settlor, agreed to act as the first Trustees of these presents as testified by their being parties to and executing these presents.

- (1) Mr. S.Suresh,
S/o. K.Seerangan, 3/17, Kondamanaickanoor, Minnampalli – Post,
Namakkal. 637 019.
- (2) Mr. P.Balasubramani,
S/o. A.Ponnusamy, 4A/134D, Salem Road,
Namakkal.637 001.
- (3) Mr. M.Muthukumar,
S/o. Marappagounder, AB-105, Chavadi Street, R.P.Pudur,
Namakkal.637 001.
- (4) Mr. K.Rajini,
S/o. Kandan, Kondamanaickanoor, Minnampalli – Post,
Namakkal.637019.
- (5) Mr. S.Selvakumar,
S/o. S.Seerangan, 1/407, SIDCO Colony, Paramathi Road,
Namakkal. 637 001.
- (6) Mr.V.Dhanapal,
Ganapthi Shoe Mart,
ATC Near, Paramathi Road,
Namakkal.637 001.
- (7) Mr. A.Zahir Hussain,
Bajanamalai Street,
Fort Road, Namakkal. 637 001.
- (8) Mr. K.Palanisamy,
S/o. Kondamanaicker, 3/144, Cinnakkavur, Thosoor Post,
Namakkal Dist.
- (9) Mr. S.Vadivel,
S/o. R.Sulochan, Kondamanaickanoor, Minnampalli – Post,
Namakkal. 637 019.
- (10) Mr. P.Rajagopal,
S/o. Periyasamy, 1/138, Mullampatti, Pappinaickenpatti – Post,
Namakkal Dist.

Whereas the first Board of Trustees shall have the following persons as appointed by the Settlor of the Trust. In case of vacancy arise of the board of trustees, it will be appointed by the majority of the Trustees of the Trust.

- | | | |
|-----|----------------------|------------------------|
| (1) | Mr. S.Suresh, | Managing Trustee |
| (2) | Mr. P.Balasubramani, | Financial Trustee |
| (3) | Mr. M.Muthukumar, | Secretary |
| (4) | Mr. K.Rajini, | Joint Managing Trustee |
| (5) | Mr. S.Selvakumar, | Joint Secretary |

And whereas it is necessary to declare the objects and terms of the public charitable trust, being constituted under these presents.

Now this indenture witnesseth as follows

1. That the name of the trust shall be “Namakkal PATH Peer Educators Association” and its office shall, for the present, be situate at 186/1, Kavin Harsha Complex, Nethaji Nagar II Street, Trichy Road, Namakkal. 637 001 and/or at such other place or places as the trustees may decide from time to time.
2. That the objects for which this trust is established are:
 - (a) To establish, develop, maintain and grant aid in cash or in kind to implement STI and HIV/AIDS awareness, counseling and intervention activities among the truckers and its allied workers in Namakkal District.
 - (b) To establish, run, support and grant aid or other financial assistance to provide home and community based care and support project for the HIV/AIDS infected and affected adults and children in Namakkal District.
 - (c) To establish, run, support and grant aid or other financial assistance to serve the total well being of the truckers and its allied trucking population in Namakkal District.
3. That the Trust Fund may be augmented by the income from the initial fund and also by Donations and other contributions from time to time.
4. That the Trust Fund shall not be applied for any purpose other than those specified in object of the Trust.
5. That the Trustees shall always maintain proper accounts of the Trust which shall be kept at the office of the trust.
6. That for the furtherance of the objects of the trust, the trustees shall have the following powers:
 - a. To accept any donation, contribution, grant or subscription in cash or in kind from any person(s), body of persons or trust, with or without conditions.
 - b. To apply the whole or any part of the income of the trust, or the trust fund or accumulations thereto, to any one or more of the objects of the trust, as the trustees may, in their discretion, deem fit from time to time.
 - c. To convert and deal with the trust property and/or any investments for the time being.

- d. To open account in the name of the Trust, Trustees and/or Institutions run/ conducted by the Trust with a Bank or Banks, to operate such account and to give instructions to the Bank and to provide for opening and operation of such account by one or more of the Trustees appointed by the Trustees.
- e. To adjust, settle, compromise, compound, refer to arbitration, all actions, suits, claims, demands and proceedings regarding the Trust Fund.
- f. To appoint constituted attorneys or agents and to delegate to such attorneys or agents all or any of the powers vested on them under these presents and from time to time remove such attorneys or agents and to appoint other or others in his or their place.
- g. To appoint or make provision for the appointment of any person (including all or any of the Trustees and committees or administrator or Managing Trustees or otherwise) for the purpose of the administration of the Trust in such manner and subject to such rules and regulation as the Trustees may prescribe and also to appoint or provide for the appointment of separate Trustees to hold any fund or investment subject to the provisions of this Deed in such manner and subject to such rules and regulations as the Trustees may from time to time think fit.
- h. To make, vary, alter or modify schemes, rules and regulations for carrying out the objects of the Trust and for the management of the affairs thereof and/or running any institution in furtherance of the objects of the Trust and otherwise for giving effect to the objects of the Trust.
- i. To start, abolish, discontinue and restart any charity or charitable institutions for the benefit of general public and to impose any conditions to any subscription or donation made by them.
- j. To set apart and/or allocate the whole or a part of the income or the corpus of the trust Fund or part thereof for any of the objects of the Trust.
- k. To join, co-operate or amalgamate this trust with other or others having kindred or allied objects, upon such terms and conditions as the trustees may in their discretion think fit, particularly having regard to and in conformity with the objects and nature of this Trust.
- l. To give aid by way of donations out of the income or the corpus of the Trust Fund or otherwise, to different charitable institutions, societies, organizations or Trusts in India which may have been established or which may hereafter be established for the like charitable purposes mentioned in these presents or any of them to enable such institution, societies, Organisation or Trustees to start maintain, or carry out such charitable objects.
- m. To settle all accounts and to compromise, compound, abandon, or refer to arbitration any action or proceedings or disputes, claim, demand or things, as deemed proper for such purpose without being responsible for any loss occasioned thereby.
- n. To borrow money either on the security of any property comprised in the Trust Fund or otherwise for all or any of the purposes of these presents, and it shall be lawful for the Trustees to make such borrowings on payment of such interest and otherwise on such terms and conditions as they may in their absolute discretion think fit.
- o. To apply to the Government, public bodies, urban, local, municipal, district and other bodies, corporation, companies, or persons for and to accept grant of money and of aid, donations, gifts, subscriptions, and other assistance with a view to promoting the objects of the trust and to discuss and negotiate with the Government Departments, public and other bodies corporations, companies or persons, scheme and other work and matters within the objects of the Trust and to conform to any proper condition upon which such grants and other payments may be made.

- p. To take over or amalgamate with any other charitable trust, society, association, or institution with similar objects.
 - q. To establish, promote, manage, organize or maintain or to assist in establishing, promoting, managing, organizing, or maintaining any branch of the Trust or any other Trust or its branch with objects similar to those of this Trust and to promote or carry on the affiliation or amalgamation of such other Trust with this Trust.
 - r. To take over, acquire, manage, control or aid any existing institution or institutions having objects either wholly or in part similar to the objects of this Trust and on such terms and conditions as may be thought expedient.
 - s. To purchase or otherwise acquire and undertake all or any part of the property, assets, liabilities and engagement of any or more of the trusts, societies, institutions or associations with which this Trust is authorized to amalgamate.
 - t. To transfer all or any part of the property, assets, liabilities and engagements of this Trust to any one or more of the trust, societies, institutions or associations with which this Trust is authorized to amalgamate.
 - u. To transfer and hand over the Trust to any other Society, Corporation, Institution, Trust or Organisation on such terms and conditions as the Trustees shall in their absolute discretion think fit and proper to be held by the Society, Corporation, Institution, Trust or Organisation with the powers, provisions, agreements and declarations, appearing and contained in these presents subject to such modifications as may be necessary and consequent to such transfer of the Trust fund. The Trustees for the time being of these presents shall become discharged from the Trust thereof relating to Trust Funds so transferred.
7. The Trustees will not be entitled to receive any remuneration, but the Trustees may reimburse themselves all expenses actually incurred by them in connection with the Trust or their duties relating thereto.
8. The number of the Board of Trustees shall not be less than five and more than ten. The Board of Trustees shall be final authority to fix the number trustees of the trust. If the number of the trustees shall fall below five, the Trustees shall not, except for the purposes of filling any vacancy, act so long number is below the said minimum.
9. The Board of trustees will be at liberty to appoint additional Trustee within the number mentioned above for such period or on such terms as to retirement and re-appointment as the trustees with 3/4th majority of the Board of Trustees. A person shall cease to be a Trustee either: (i) if he without leave of absence does not attend three consecutive meetings of the Trustees or for one calendar year, whichever is longer, or (ii) if he is requested to resign by 3/4th or as near thereto as possible of the remaining trustees
10. Every Trustee will be at liberty to resign on giving one month's notice of his intention to do so.
11. The Trustees may from time to time frame rules for the conduct and regulations of the meetings of trustees. In the absence of such regulations:-
- (a) Two Trustees shall form a quorum for a meeting of the Trustees.
 - (b) All matters will be decided mutually by the Trustees.
 - (c) Resolution passed without any meeting of the Trustees but by circulation thereof and evidenced in writing under the hands of two thirds of the trustees shall be as valid and effectual as a Resolution duly passed at a meeting of Trustees.

12. The Trustees shall have the power to determine in case of doubt whether any moneys or property shall for the purpose of the charity be considered as capital or income and whether out of income or capital any expenses or outgoings ought to be paid or borne and every such determination shall be binding and conclusive provided that nothing contained shall be deemed to authorize the Trustees to spend the income or corpus of the Trust for any purpose not authorized by these presents.

13. The accounting year of the Trust shall be the financial year ending on 31st March every year.

14. The Trust and the Trust funds shall be and irrevocable for all times.

15. The office of the Trust shall be situated at Namakkal unless changed by the Trustees by two thirds majority.

16. It is expressly declared that no part of the Trust property or its income or any accretion thereto shall be applied for any purpose outside India or for any purpose which is not a charitable purpose in law, and all provisions hereof shall be construed accordingly.

In witness whereof the parties hereto have hereunto seen and subscribed their respective hands, on the day, month and year first mentioned hereinabove.

Deed Copy

GLIMPSES OF PE CONVENTIONS IN NAMAKKAL DISTRICT

