

## **Report of celebration of International Youth Day 2014 from 12<sup>th</sup> to 18<sup>th</sup> August .**

Karnataka state AIDS prevention society celebrated the international Youth day a week long Campaign from 12<sup>th</sup> to 18<sup>th</sup> August 2014 in 1200 colleges across state. Various programme were part of the event, few are Pledge,Slogan,Poster Making and Art work competitions were conducted along with other cultural activities in all the 1200 colleges. Blood donation camps were conducted in Degree and Nursing colleges( 500 Colleges) on approx about 80 units of blood collected during this effort.

To create awareness among the college students one of the most attractive art form magic shows were used in the 100 colleges in the districts of Kolar,Chickballpura and Tumkur. In outdoor media 43 high youth footfall areas like bus stations, markets and other prominent location in the districts were covered with Audio messages by popular celebrities voice and in 367 identified 'A' class cinema theatres HIV/AIDS messages of 20 seconds spot on Youth & HIV were aired.(4 spots per day)

Three Different types of materials IEC materials was printed like poster, book marker, folder are distributed to the colleges on the eve of International Youth day. On an average of three lakh youths were directly covered during the campaign in the state.