

Unique Mobile Application on HIV/AIDS launched by Union Health Ministry

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Mumbai: The Ministry of Health and Family Welfare in collaboration with AIDS Healthcare Foundation, Department of Telecommunications and National AIDS Control Organization announced the launch of a new mobile application on HIV/AIDS today. This mobile application will provide complete information on HIV, increase awareness and risk perception as well as prompt users to access HIV testing from the nearest centre free of cost. Ensuring confidentiality, with bi-lingual facility and easy compatibility, it is expected to reach more than 11 crore people across urban & rural settings.

Speaking at the occasion, J.P. Nadda, Union Minister of Health and Family Welfare said that, "Technology and youth are inseparable, however, inadequate access to information and complex messages from various sources can confuse the youth. If we can use technology to guide and educate youth, it can open up endless opportunities to reach the young with authentic information on the services on HIV and AIDS. There is a dire need to motivate, inform and guide them. This mobile application, aptly titled, HIV education and linkage to prevention (HELP), will bridge the gap helping the youth to know their HIV status. It will transmit information personally to each of them which is a step ahead of door to door health services."

Navneet S Kang, Additional Secretary and DG, NACO stated that "HIV affects the people most at the productive or young ages. There is a gap between the estimated number of people living with HIV and those who have tested and know their status. It is critical that people know their HIV status early so that a healthy and quality life can be led with the help of treatment. This application will enable the young to assess their risk to HIV and then, take a step forward and get themselves tested. NACO acknowledges the support of AIDS Healthcare Foundation for developing this mobile App for HIV."

This new mobile App on HIV will be taken further to the block level by DoT with the help of BSNL & MTNL to cover rural youth across the country.