

Prevention of socially-related infections among young people in Kaliningrad Region

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Centre of Medical Prevention and Rehabilitation

- **Practically any disease can damage the individual's habitual contacts with the environment, deprive the individual of the earlier established goals, limit the workability, and, in some cases, make impossible further working career. Among the diseases, the HIV infection holds a special place due to not just being a biologically malignant disease but also a socially malignant disorder that requires an inter-disciplinary approach to care**

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- **Health promotion and prevention of socially-related diseases among students are mandatory activity areas of all educational institutions. The 2012-2017 Russian National Strategy for Children's Interests states that saving every child's health is a key principle of the National Strategy**

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- **It is also stated that “... Russia should undertake measures targeted at building needs in healthy lifestyles among families and children, universal early prevention of diseases, implementation of health-saving technologies in all spheres of child’s life, delivery of qualified healthcare services at any situation...”**

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- **Developing skills of HIV prevention in the school context helps tackle the strategic task of HIV prevention among population because after graduating, young people are less accessible for systemic education while the risks of HIV infection continue to grow. The leading role in HIV prevention belongs to recognizing the value of health and of healthy lifestyle because health is a criterion of the genetic fund of a nation and of the human race in general**

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- **While recognizing the high priority of primary prevention of HIV infection among students and their parents, the Kaliningrad Regional Centre of Medical Prevention actively cooperates with educational organizations of the city and region. The Centre organizes training seminars and workshops for school mid-level healthcare workers and doctors**

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- **The school preventive programme is based on interactive lectures, trainings, games. In summer time, Centre's staff visit summer camps to hold preventive actions. Last year, the Centre had 323 lectures, trainings and games to cover 6,000 schoolchildren**

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- **The preventive work seeks a wide range of tasks: prevention of HIV infection, routes of transmission, mechanisms of infection, today's methods of prevention and therapy, and thematic information resources oriented to build up solid behavioral skills with young people, which will help them save their health and diminish the risk of infection**

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- **Major tasks of preventive collaboration in the school environment:**
- **Training to responsible behavior**
- **Development of personal resources of effective behavior strategies**
- **acknowledged selection of the healthy lifestyle**
- **confident resistance to environment's negative effects**
- **minimized demonstration of risky behaviors**
- **development of healthy gender and family identification of the personality**

Activities of the Diagnostic and Counselling Centre for Adolescents

- **During the All-Russian campaign "Stop HIV/AIDS", the Centre's teacher-psychologists:**
- held workshops for teachers on up-to-date technologies of HIV prevention among adolescents in school practices;
- presentations on radio dedicated to HIV prevention among adolescent through spiritual and moral development;
- had seminars, trainings, supervision, workshop for educational workers on health promotion and prevention of negative behavior among adolescents in collaboration with the Regional Ministry of Education, Kant University, Child Rights Ombudsman, Eparchy of the Russian Orthodox Church, drug addiction clinic, drug control department (more than 800 educational workers trained) on the following topics:

Activities of the Diagnostic and Counselling Centre for Adolescents

Examples

- Lifelong development of personality
- Qualities of an addicted personality
- Addiction has spiritual roots
- Scenario of an addicted family. Tobacco dependence. How to say no
- Distribution of responsibilities in a family.
- Prevention of suicidal behavior among adolescents
- Self-destructive behavior among teenagers
- Implementation of anti-drug and preventive programmes into the practice of educational workers
- Modern technologies on HIV primary prevention among adolescents in the practice of educational organizations
- Prevention of risk behavior among adolescents on the base of value-oriented approaches

Activities of the Diagnostic and Counselling Centre for Adolescents

The following publications have been prepared and published:

Methods of addiction prevention among adolescents (together with the Kaliningrad Pedagogical Institute)

Guidelines for trainings, classes, parent consultations on prevention of drug use among adolescents

Guidelines on prevention of risk behavior among adolescents through development of spiritual and moral values, adaptive behavior strategies and personality resources to eliminate the risk of deviant behaviors

Guidelines on development and implementation of anti-drug programmes and technology in the practice of educational organizations

Activities of the Kaliningrad Regional AIDS Centre

Action plans together with the Kaliningrad Region's Ministry of Education and Education Development Institute:

- **Teachers training – about 200 teaching staff annually**
- **Annual poetry contests among senior schoolchildren on HIV topic (already for 10 years)**
- **Quiz for senior schoolchildren, school teachers, parents on HIV topic (3,000 people)**

Activities of the Kaliningrad Regional AIDS Centre

- **Participation at actions dedicated to the World AIDS Day and World AIDS Memorial Day – together with NGOs (meetings, rallies, roundtables, dissemination of information materials, performances by PLWHs, HIV testing campaigns, flash mobs, etc.)**

Activities of the Kaliningrad Regional AIDS Centre

- Workshops and trainings for students from professional schools and universities on HIV topic (Maritime College, Kant University, Medical School and Pedagogical Institute, Russian Agriculture Academy, volunteer organizations and municipalities), including distribution of guidelines for using in work with young people

Activities of the Kaliningrad Regional AIDS Centre

- **Training of leaders of youth organizations operating in municipalities and educational insitutions**
- **Training of police officers, particiption in Stop HIV\AIDS campaign in military units**
- **Working with MSM on HIV questions; thematic actions in night clubs**

Activities of the Kaliningrad Regional AIDS Centre

- **Dissemination of information videos, red ribbons, posters, brochures, leaflets to youth organizations and medical NGOs**
- **Dissemination of leaflets at KARO and Zarya cinemas to ticket buyers**
- **Dissemination of information material to newlyweds**
- **Postal dissemination of congratulatory New Year leaflets dedicated HIV**

Activities of the Kaliningrad Regional AIDS Centre

- **Distribution of information materials to all healthcare organizations of the region (60 organizations) twice a year – posters, booklets, leaflets, calendars, press releases, information letters**
- **Annual participation at regional exhibitions “World of Family” and “Medicine and Cosmetics” with dissemination of information materials and HIV testing for visitors**

Activities of the Kaliningrad Regional AIDS Centre

Collaboration with mass media on HIV prevention:

- **Outdoor advertising (banners, billboards, etc.)**
- **Advertising on two TV channels and 5 radio stations**
- **Advertising in internet**
- **Advertising in public transport (videos on information displays)**
- **Ambient advertising on motor vehicles**
- **LED advertising;**
- **Regular (free of charge) publications in the press (13), radio (7), television (5), internet portals (10)**

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А ВЫ ВИДИТЕ
ПРОБЛЕМУ?

С 1 января 2011 года вступил в силу Федеральный закон от 21.12.2010 № 354-ФЗ «О внесении изменений в Федеральный закон «О предупреждении распространения в Российской Федерации заболевания, вызываемого вирусом иммунодефицита человека (ВИЧ-инфекция)».



СТАТЬ НА РАБОТЕ С ТОМ, КТО ЗАЩИЩАЕТ ВАШУ ЖИЗНЬ

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Breakdown of HIV cases by age for the whole epidemic and in 2016 among the population of Kaliningrad Region (%)

Age	Whole epidemic	2016	+- share from 2015 towards the whole period
	%	%	
Up to 1 year	0,46	0,77	+ 1,67
1-14	0,73	0,58	- 20,5%
15-17	2,67	0,19	- 7,0
18-19	6,54	0,77	+ 11,7%
20-29	48,2	25,73	- 46,7%
30-39	28,0	42,49	+ 1,51
40-49	9,14	19,10	+ 2,08
Over 50 years	4,3	10,33	+ 2,4
Total	100,0	100,0	

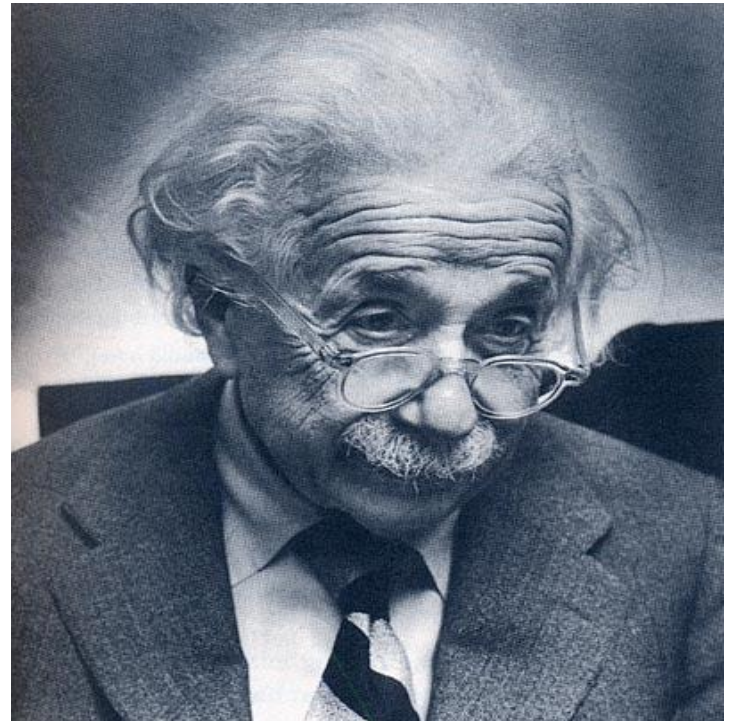


Now that we have learned to fly the air like birds, swim under water like fish, we lack one thing – to learn to live on earth as human beings

George Bernard Shaw

“We cannot solve our problems with the same thinking we used when we created them”

Albert Einstein



Thank you all who fight against AIDS