

PRESS RELEASE



District-Level Launching of the Intensified IEC Campaign on HIV/AIDS 2026 Held at Nongstoin

Nongstoin, September 16, 2026: The District-Level Launching of the Intensified IEC Campaign on HIV/AIDS 2026 was held on September 15, 2026, at St. Xavier's Higher Secondary School, New Nongstoin. The programme was organised by the Office of the District AIDS Control Officer (District Integrated Strategy for HIV/AIDS), West Khasi Hills District, Nongstoin.

The campaign was formally launched by Smti. N. E. Wanniang, Assistant Commissioner, West Khasi Hills District, in the presence of Smti. C. Kharbhih, District School Education Officer, West Khasi Hills District; Dr. R. H. Basaiawmoit, District AIDS Control Officer, West Khasi Hills District; and Rev. Fr. John F. Ryntathieng, Principal, St. Xavier's Higher Secondary School, New Nongstoin.



As part of the programme, an awareness rally involving the students was also organised to promote greater awareness and understanding of HIV/AIDS among young people and the wider community.



The Intensified IEC Campaign on HIV/AIDS 2026 aims to strengthen public awareness and education on HIV/AIDS prevention, testing, treatment and stigma reduction, with a particular focus on young people, who are both a vulnerable group and an important force in preventing the spread of HIV.



The campaign seeks to promote awareness about HIV/AIDS prevention and the importance of timely testing and early treatment. It also focuses on dispelling myths and misconceptions surrounding HIV/AIDS and reducing stigma through youth-friendly and inclusive awareness initiatives.

Another key objective of the campaign is to empower young people to become peer educators and advocates for safer health practices, while encouraging them to contribute towards building informed, supportive and inclusive communities.



Through such awareness and outreach activities, the campaign seeks to encourage young people to make informed choices, promote responsible health practices and contribute actively to the fight against HIV/AIDS.