

RED RIBBON CENTRE YEAR BOOK 2011





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Our Mission

**To facilitate and enhance
the community's response
to HIV/AIDS.**

Our Objectives

- **To promote community participation in HIV/AIDS education and research**
- **To facilitate the development of social, behavioural and epidemiological research on HIV/AIDS in Hong Kong and the neighbouring regions**
- **To enhance the development of quality HIV/AIDS education programmes**
- **To provide an avenue for local and international collaboration in the fight against HIV/AIDS**



Messages

by the Patron, Mrs Selina Tsang

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Since its inception, the Red Ribbon Centre has been committed to fighting HIV/AIDS in all possible ways.

In 2011, as initiated by the Red Ribbon Centre, Hong Kong joined the international AIDS campaign RED for the first time. On the night of World AIDS Day, Hong Kong, alongside other cities around the world, lit up in red two distinctive landmarks, the Clock Tower in Tsim Sha Tsui and the buildings of the Hong Kong Academy for Performing Arts, to raise public awareness on HIV/AIDS prevention. This also helped to promote the work of the Red Ribbon Centre.

I am most grateful to the Red Ribbon Centre staff for their long-standing efforts in protecting Hong Kong people's health. I wish the Centre every success in all its future endeavours.

Mrs. TSANG POU Siu-mei, Selina
Wife of the Chief Executive of the Government
of the Hong Kong Special Administrative Region
Patron



Messages

from Mr. Mark Stirling, Country Coordinator, UNAIDS China

In 2011, the Hong Kong Red Ribbon Centre has continued to pursue a range of innovative and effective approaches to HIV awareness raising, prevention and control, achieving significant impact and making a valuable contribution to the response to HIV, both in Hong Kong, the broader region, and globally.

The Red Ribbon Centre has taken the lead in raising awareness around HIV, using a range of channels, including new and social media platforms, to drive social change and increase understanding of HIV and other key issues. Through supporting cultural and community events, including the 8th AIDS Festival, the 4th Hong Kong Sex Cultural Festival and the Hong Kong Lesbian and Gay Film Festival 2011, the Red Ribbon Centre has helped to drive positive social change and build a more tolerant, informed society.

The Red Ribbon Centre has also taken a lead in working with, and supporting community based organisations, carrying out capacity strengthening training activities for community workers, and leading consultations with community representatives around development of effective response strategies which include meaningful community participation.

The Centre's role in promoting regional and global information exchange and cooperation has remained vital. In 2011, the Red Ribbon Centre played host to China's Minister of Health, Chen Zhu, and organised information exchange and dialogue with community representatives. The Centre has hosted visiting experts and delegations from as far as Vietnam and Kazakhstan, driving global collaboration and experience sharing.

During 2011, the Hong Kong Red Ribbon Centre has continued to be a highly valued partner of UNAIDS, playing an invaluable role in a number of key strategic areas. As we move into 2012, I wholeheartedly look forward to continuing to strengthen this important and valued relationship.

Mark Stirling
Country Coordinator, UNAIDS China



Director's Report

for the year 2011 by Dr. WONG Ka-hing



2011 was another busy year for AIDS workers and organizations in Hong Kong, similarly for the Red Ribbon Centre. In responding to the latest HIV epidemic, Red Ribbon Centre organized multiple activities on HIV prevention and health promotion around several major areas last year.

Raising public awareness and concern is the prime objective of publicity and education programme on HIV/AIDS. The government has its advantage in implementing larger scale and wider dissemination publicity events or activities. The World AIDS Campaign 2011 under the theme of "Getting to Zero" was successfully carried out in late 2011. With a keen and professional media partner, a variety of activities were organized under the Campaign, including composition and release of a theme song "Red Ribbon" by local artist Eric Suen Yiu Wai, broadcasting of radio programmes, launching of thematic photo and short video competitions, and setting up forum in social media. We were pleased and encouraged that these activities were well received by the public with active participation. As a highlight event of the Campaign, the World AIDS Day 2011 Concert was held on 1 December, which was officiated by Mrs Selina Tsang, Patron of Red Ribbon Centre. For the first time in Hong Kong, the Tsim Sha Tsui Clock Tower and Hong Kong Academy for Performing Arts was turned Red that day to commemorate World AIDS Day. Another publicity worth mentioning is that grateful to the support of Information Services Department, a new Announcement of Public Interest "To prevent HIV infection, always protect yourself with a condom" was also released around World AIDS Day, to raise prevention awareness for different populations.

Men who have sex with men (MSM) is still the priority at-risk population demanding attention. The MSM HIV Prevention Working Group serves as a think-tank on how better to augment prevention efforts for this community group. Targeted interventions have been on-going, e.g. collaboration with gay venues operators, promotion of safer sex, and communication on the latest HIV situation. In collaboration with the Hong Kong Lesbian and Gay Film Festival 2011, World AIDS Movie Days took place to screen movies on HIV. A special event of "A Brief Affair" underpants design competition was also organized this year, with many creative and attractive entries.

Targeting other community groups, Red Ribbon Centre has organized or participated in several other activities, e.g. the 8th AIDS Festival "Different Voices, United Action", Hong Kong Expo 2011 for Ethnic Minority, the 4th Hong Kong Sex Cultural Festival and Roving Exhibition with the topic "Youth and AIDS" in three Universities and a youth community centre. Apart from capacity building for local workers, Red Ribbon Centre received international delegates for exchange and mutual learning of Hong Kong and their programmatic experiences.

It's hard to believe that Red Ribbon Centre has passed 15 years, since its soft opening in 1996. Being a very much community-based but government operated service, Red Ribbon Centre's mission remains to be "To facilitate and enhance community's response to HIV/AIDS". We shall all strive to continue fulfilling its mission in the local community of Hong Kong as well as the wider society beyond.



Sharing

from Prof YU Chung-toi, Samuel,
Chairman of the Red Ribbon Centre Management
Advisory Committee

My Years at Red Ribbon Centre

Year 1997 occupies a special spot in the heart of every Hong Kong people. Other than the epic political transition that attracted global attention, 1997 also marked the birth of the Red Ribbon Centre (RRC), Department of Health. The last Governor of Hong Kong, Mr Chris Patten officiated at the opening ceremony, in a hot and humid afternoon in May that year. I was there, sitting on the stage together with Rev Chu Yiu Ming, the founding Chairperson, and other founding members of the Management Advisory Committee (MAC), witnessing the inception of RRC.

Ever since its appearance in the early 1980's, HIV/AIDS has always been a lot more than a medical issue to every country it invaded. The sexual, blood-borne, and mother-to-child transmission routes; its interconnections with homosexual activity, commercial sex, intravenous drug-taking, blood-selling, tainted blood products, AIDS orphans, HIV-infected children and so on; made HIV/AIDS a literal textbook example of how complex a public health issue can be in this modern world. We are fortunate that Hong Kong has maintained a low prevalence of HIV infection since the beginning, but it does not mean the issues are any less complicated.

The RRC is an innovative idea to enhance local response to HIV/AIDS. It is the brain child of Prof Lee Shui Shan, the then Consultant of Special Preventive Programme (SPP), and Rev Chu Yiu Ming. I have to admit, when I first joined the MAC, my understanding of the functions of RRC did not go much beyond the literal meaning of those few words, "to enhance local response to HIV/AIDS." It actually took me a couple years before I could say I have a reasonable understanding of the structure and operations of the local response to HIV/AIDS. I also came to understand that Department of Health, or the Government as a whole, inevitably projects an image of "authority" and this tends to alienate various marginal populations, some of which happen to be most in need of the HIV/AIDS services and messages. RRC purposely assumed a Non-Governmental Organization (NGO) like image, and took on a unique structure in the form of MAC, which is made up of members from the community. These ingenious means softened the Government's image, and enhanced the concerted effort of the community in fighting against HIV/AIDS.

Thanks to the tireless efforts of SPP and other Department of Health colleagues, RRC has established itself in the past 15 years as an indispensable link among the local forces taking part in the community response to HIV/AIDS, as well as a key player in the regional battle against

the disease through its role as a Collaborating Centre of UNAIDS. It has been serving important functions in coordinating community responses, providing capacity building opportunities to NGOs, and enhancing communication and collaboration within the diverse local HIV/AIDS community. Through the MAC, RRC also became another channel for members of the community to involve in the Government HIV/AIDS prevention and public education efforts.

From 2006, I succeeded Rev Chu and became the Chairperson of RRC MAC. Through this deeper involvement, I have also come to appreciate the functions of RRC MAC more. Because of the sensitive nature of many HIV/AIDS related issues, the involvement of public members from different walks of life in MAC is an important way to provide a reference and sounding board for SPP, reflecting layperson's views on potentially controversial issues. The MAC can also be viewed as a representative of the society in monitoring the work of Government in HIV/AIDS prevention and public education. On the other hand, MAC members can also directly contribute their different professional expertise to the prevention and public education programmes. Throughout the years, we have members working in education, social work, religion, AIDS NGOs, politics, performing arts, healthcare, and other professions served and contributed through the MAC.

I am grateful that I had this opportunity in the past 15 years to serve alongside other MAC members and SPP colleagues in contributing to this battle against HIV/AIDS in Hong Kong.

In the last three decades, the treatment and prevention of HIV/AIDS has evolved into a global campaign of an unprecedented scale. I am sure one day we will find a cure and vaccine for HIV/AIDS, and we will overcome this disease. Solving the medical problem of HIV/AIDS, however, does not mean discrimination, inequity and other challenging social issues will disappear, but I believe this massive global effort in fighting HIV/AIDS has already changed, and will continue to change the world in many ways. Let us all strive on!



Photo Album

2011 Red Ribbon Centre Activities tidbits

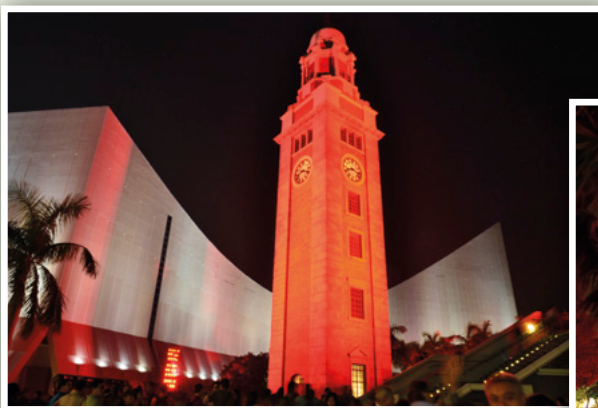
Promotion of Awareness and Acceptance Activities

2011 World AIDS Day Activities - "Getting to Zero"

Regarding to World AIDS Campaign 2011, Red Ribbon Centre (RRC) held a series of activities for increase public knowledge on HIV, and to promote acceptance to people living with HIV. Under the theme "Getting to Zero", the World AIDS Day 2011 Kick-off Ceremony and Concert was held on 1 December at the open area of Hong Kong Cultural Centre. In addition, RRC invited Mr Eric Suen and Mr Hins Cheung, the "World AIDS Campaign 2011" Hong Kong activity Ambassadors, to compose and sing the theme song "Red Ribbon" during the ceremony. RRC also launched a phone-in radio programme "如果有一蕉@新香蕉俱樂部" and a thematic photo and short video competition.



Red Ribbon Centre in response to the international AIDS campaign "RED", the Tsim Sha Tsui Clock Tower and Hong Kong Academy for Performing Arts has turned Red at the night of 1 December to raise public awareness on HIV/AIDS. The Centre would like to express special thanks to the participation and support of the Hong Kong Academy for Performing Arts.



Announcement of Public Interest featured "To prevent HIV infection, always protect yourself with a condom"

This year, Red Ribbon Centre has produced the announcement of Public Interest (API) named "To prevent HIV infection, always protect yourself with a condom". It aimed at promoting HIV prevention, and advising the public to always take precautionary measures and practise safer sex wherever they are to prevent HIV infection. It was released on World AIDS Day (1st December) through TV and radio in Hong Kong.





Photo Album

2011 Red Ribbon Centre Activities tidbits



HIV Prevention Media Campaign for MSM in 2011

Red Ribbon Centre has launched a new application named "1069試戴樂" which is targeted at men who have sex with men (MSM). Users can easily search locations where they can have free access to HIV testing services and condoms. Supported by global positioning system (GPS), the app enables users to find the nearest five locations which provide the above services as well as related information. It also features a reminder function to encourage those who are sexually active to have regular testing.



The 8th AIDS Festival Carnival

The Red Ribbon Centre, as always, actively participates in various promotional activities targeting the local ethnic minorities to raise their AIDS awareness. This year, the centre joined two programmes, namely the 8th AIDS Festival under the theme "Different voices, United Action" and the Hong Kong Expo 2011. The centre also held a booth on the two sites respectively, delivered HIV prevention and health messages to the ethnic minorities, and distributed a variety of education materials and souvenirs.





Photo Album

2011 Red Ribbon Centre Activities tidbits

Hong Kong Lesbian and Gay Film Festival 2011: "A Brief Affair" Underpants Design Competition

The annual Hong Kong Lesbian and Gay Film Festival had been successfully concluded on 1st December. Apart from bringing great films to our local gay movie fans, Red Ribbon Centre organized a "A Brief Affair" underpants design competition. This activity served to raise public awareness about AIDS, and to bring the love and caring message to the community.



In Recognition of Ms Miriam YEUNG's Great Contribution to HIV/AIDS Prevention

Mr Mark Stirling, Country Coordinator, UNAIDS China and Dr KH Wong, Director, Red Ribbon Centre-UNAIDS Collaborating Centre for Technical Support issued two appreciation letters to Ms Miriam Yeung in appreciation for her great contributions to HIV/AIDS prevention during her official appointment as UNAIDS Goodwill Ambassador from 1999-2010. Ms Yeung was invited to attend a presentation ceremony at Red Ribbon Centre on 3 May 2011 during which she also shared her experience on HIV/AIDS prevention and education with the staff of Red Ribbon Centre.





Photo Album

2011 Red Ribbon Centre Activities tidbits

Capacity building and Networking activities

In March 2011, the centre held a 3-day workshop titled "HIV/AIDS Response Indicator Development Workshop", and invited Dr. Tim Brown, Senior Fellow of East-West Center in the University of Hawaii, Honolulu, USA to be our speaker. During the workshop, Dr. Brown discussed about how to identify, develop and evaluate HIV/AIDS response indicators to improve the Hong Kong AIDS response. The workshop helped to enhance the knowledge and application skills of our local AIDS workers in this area.



Red Ribbon Centre (RRC) received visitors from Mainland China and overseas agencies, and provided a platform to enhance the collaboration between local workers and overseas counterparts in HIV prevention. There were totally 294 visitors in 2011.



On 26 May, RRC received visitors come from provincial CDCs and the WHO Collaborating Centre for Comprehensive Management of HIV Treatment and Care, Beijing Ditan Hospital. They were briefed on the role of RRC and HIV prevention activities carried out by RRC.



国家卫生部陈竺部长及其代表团
到访红丝带中心
(摄於二〇一一年六月八日)



Dr CHEN Zhu, Minister of Health, headed a delegation to visit RRC on 8 June 2011. During the visit, Dr CHEN met with Dr Thomas TSANG (Acting Director of Health), Professor CHEN Char-nie (Chairman of Advisory Council on AIDS), Dr FAN Yun-sun, Susan (Convener of Community Forum on AIDS) and representatives of various AIDS NGOs. Local experience in uniting the government and the civil society for fighting AIDS was discussed extensively.



On 5 September, a delegation from Kyrgyzstan and Kazakhstan visited RRC. During the visit to RRC, the delegates were briefed on the role of RRC and HIV prevention efforts in the context of illicit drug use.



Photo Album

2011 Red Ribbon Centre Activities tidbits



A 7-member Vietnamese delegation visited Hong Kong from 12 – 16 December. The delegation was led by Dr. Tran Think, Vice Director of Ho Chi Minh City Provincial AIDS Committee and consisted of senior officials in charge of AIDS-related work as well as representatives from NGOs in Vietnam. A series of programmes were arranged by RRC which including a briefing on an overview of HIV response in Hong Kong and the escalated response to the HIV epidemic among MSM from the funding perspective. Visits to 5 major local NGOs and a local gay sauna were also arranged so as to enable them to have more insight into the roles played by NGOs and community stakeholders in the local AIDS response.



There were a total of four Lions Red Ribbon Fellows in 2011. The Fellowship Scheme is mainly aimed at experience sharing between Mainland China and local workers, to enhance technical exchange on HIV prevention, and encourage collaboration and networking.



There were totally six volunteers from Shenzhen under the Lions Red Ribbon Fellowship Scheme –Training programme for Volunteers/workers in 2011. One-week tailor-made training programme had enriched their experience in conducting community base project.



Red Ribbon Centre Project Inventory in the year 2011

Promotion of Awareness / Acceptance: Community-based

Project name & description	Objectives	Main target / setting	Indicators (yearly)
Communication through internet and telecommunication - to disseminate HIV prevention and care messages through the internet and telecommunication			
Virtual AIDS Office www.aids.gov.hk - since 1997 - official website of Special Preventive Programme (SPP) - incorporating also www.aca.gov.hk & www.rrc.gov.hk	<ul style="list-style-type: none"> To provide technical information on the HIV situation, programmes and strategy development in Hong Kong To respond to enquiries on HIV/AIDS To provide Internet Continuing Education (iCE) on HIV/AIDS To collect documents on professional manuals, clinical and treatment guidelines, prevention strategies and surveillance reports etc 	Health care, education and social service professionals	(1) Total no. of hits: 50,037 (2) No. of emails received: 77 (3) % of enquiries replied within 1 week: 100%
AIDS Hotline website www.27802211.com - since 1/12/2001 - an interactive website for the youth	<ul style="list-style-type: none"> To introduce the subject of AIDS To dispel misconception about AIDS To promote awareness of risk for HIV through online risk assessment To complement information delivered through AIDS Hotline 27802211 	Youth	(1) Total no. of hits: 6,652 (2) No. of hits at risk assessment page : 1,080 (3) No. of hits at letterbox page: 10,808 (4) No. of enquiries through letterbox : 104 (5) Feedback received from online questionnaire survey: 3
Harm Reduction website www.harmreduction.gov.hk - since 20/5/2002	<ul style="list-style-type: none"> To introduce harm reduction strategy as apply to HIV/AIDS prevention To provide information on methadone treatment programme To link up with overseas organisation's websites expertise in harm reduction 	General public, drug users	(1) Total no. of hits: 5,910
Gay Men HIV Information website www.21171069.com - since 9/10/2006	<ul style="list-style-type: none"> To disseminate AIDS related information for Men who have Sex with Men (MSM) in response to the rising HIV situation among MSM 	MSM community group	(1) Total no. of hits: 49,673
Miriam's Voice on AIDS http://miriam.rrc-hk.com - since 1/12/2008	<ul style="list-style-type: none"> To introduce UNAIDS National Goodwill Ambassador for Hong Kong Special Administrative Region, China, Miss YEUNG Chin-wah, Miriam To provide information to the public on AIDS and HIV prevention activities, which has actively been supported by Miss YEUNG 	General public	(1) Total no. of hits: 2,195
Dr Sex Hotline 23372121 - since July 1996 - a 24-hour pre-recorded messages hotline in Cantonese, Putonghua and English	<ul style="list-style-type: none"> To provide a full panel of information on multiple aspects of sex 	Youth	(1) Total no. of calls received: 11,998 (2) Total no. of voice mail received: 228
Harm Reduction Hotline 21129977 - since 20/5/2002 - a 24-hour pre-recorded messages hotline in Cantonese, Putonghua and English	<ul style="list-style-type: none"> To provide a full panel of information on harm reduction 	General public, drug users	(1) Total no. of calls received: 183

Project name & description	Objectives	Main target / setting	Indicators (yearly)
AIDS Hotline 21129980 - since 1/7/2005 - a 24-hour pre-recorded messages hotline in Hindi, Indonesian, Nepali and Urdu	<ul style="list-style-type: none"> To provide a full panel of information on AIDS 	Indian, Indonesian, Nepalese and Pakistani	(1) Total no. of calls received: 824
Media campaigns – to disseminate HIV prevention & care messages through the mass media			
World AIDS Campaign 2011 – collaborating with the Metro Broadcast and introduced a radio programme “如果有一蕉@新香蕉俱樂部”.	<ul style="list-style-type: none"> Audiences were involved in the phone –in programme to discuss about AIDS related matter. 	General public	(1) Total no. of audience : No information obtained
Announcement of Public Interest features “To prevent HIV infection, always protect yourself with a condom”	<ul style="list-style-type: none"> To promote public awareness on HIV prevention and safer sex 	General public	(1) Total no. of audience : No information obtained

Promotion of Awareness / Acceptance: Group or Setting-based

Project name & description	Objectives	Main target / setting	Indicators (yearly)
Regular publications - to disseminate HIV prevention and care messages to various audiences through publications			
AIDS Newsletter - a six-monthly official publication of the Red Ribbon Centre (RRC) (Traditional Chinese)	<ul style="list-style-type: none"> To update on HIV situation and programmes in Hong Kong To report regularly on the work of RRC To maintain a network of individuals and agencies working on HIV/AIDS in Hong Kong 	General public, youth and students	(1) No. of issues published: 2 (2) No. of copies distributed per issue: 12,500 (3) No. of agencies on mailing list: 3,590
The Node - a four-monthly publication of the UNAIDS Collaborating Centre (English, Simplified Chinese, & Traditional Chinese)	<ul style="list-style-type: none"> To provide updated information on HIV/AIDS with a regional perspective To maintain a network of agencies working on HIV/AIDS outside Hong Kong 	Agencies working on HIV/AIDS	(1) No. of issues published: 3 (2) No. of copies distributed per issue: 8,000 (3) No. of agencies on mailing list: 1,500 (local agencies) 282 (overseas agencies)
Networking Voice - a six-monthly periodical on HIV prevention and care, targeting young people (Traditional Chinese)	<ul style="list-style-type: none"> To maintain a network for local youth workers who are interested in the aspect of HIV/AIDS To update the strategies in HIV prevention and care for young people 	Youth workers, youth and students	(1) No. of issues published: 2 (2) No. of copies distributed per issue : 12,000 (3) No. of agencies on mailing list: 3,250
Red Ribbon Bulletin - a four-monthly publication produced by HIV Clinical Team and people living with HIV (PLHIV) (Traditional Chinese)	<ul style="list-style-type: none"> To promote the communication among PLHIV and the HIV workers To update on HIV treatment and care To maintain a network of individuals interested in HIV/AIDS care To promote the acceptance of PLHIV 	General public and PLHIV	(1) No. of issues published: 3 (2) No. of copies distributed per issue: 11,000 (3) No. of agencies on mailing list: 1,934



Red Ribbon Centre Project Inventory in the year 2011

Project name & description	Objectives	Main target / setting	Indicators (yearly)
Hong Kong STD/AIDS Update - a quarterly epidemiology bulletin and surveillance report of Special Preventive Programme (SPP) and Social Hygiene Service (English) - changed to web version from Volume 8 Quarter 3 onwards	<ul style="list-style-type: none"> To update on HIV/STI epidemiology in Hong Kong To report on HIV surveillance activities in Hong Kong To maintain a network of health professionals interested in HIV/AIDS 	Health care professionals	(1) No. of online issues produced: 4
ACA Newswire - a monthly periodical of the Advisory Council on AIDS (ACA) (English)	<ul style="list-style-type: none"> To update on HIV programmes in Hong Kong To report on the work of ACA and its committees 	ACA Members and its committees	(1) No. of issues published: 12 (2) No. of copies distributed per issue: 240 (total: 2,880)
Project name & description	Objectives	Main target / setting	Indicators (yearly)
"Red Ribbon in Action" AIDS Education Funding Scheme			
"Red Ribbon in Action" AIDS Education Funding Scheme - started 21/5/2005 - to encourage local community group to organize and implement AIDS education	<ul style="list-style-type: none"> To arouse the public awareness on HIV/AIDS To acquire the knowledge on HIV/AIDS, sex and drug abuse through activities then convey these messages to others 	Local community groups	(1) No. of applications received: 20 (2) No. of approved projects: 20
Centre-based activities at RRC - to disseminate HIV prevention and care messages			
Friends of RRC	<ul style="list-style-type: none"> To maintain a network of individuals interested in HIV prevention and care To promote general awareness of the public on HIV prevention 	General public	(1) No. of new registrants: 6 (2) No. of membership: 619
Red Ribbon 100 (RR 100) - a 100-minute centre-based activity at RRC, elements include talks about HIV/AIDS, interactive games and tour round the centre	<ul style="list-style-type: none"> To enhance understanding of HIV prevention and care among the public 	General public, youth and children	(1) No. of sessions: 17 (2) No. of participants: 457
Clearinghouse - the operation of the library in RRC and the distribution of items to registered clients	<ul style="list-style-type: none"> To maintain a comprehensive collection of HIV/AIDS information To distribute update HIV information to registered clients and agencies 	HIV related workers	(1) No. of items (including journals, magazines & books) subscribed: 508 (2) No. of organisations and individuals on mailing list: 5,003
Exhibition - the setting up of permanent displays, contemporary exhibitions, video and computerized screening	<ul style="list-style-type: none"> To introduce activities of RRC & Hong Kong's AIDS programme To provide an avenue for the demonstration of the community's efforts on HIV/AIDS 	General public	(1) No. of rounds of exhibitions held: 2

Project name & description	Objectives	Main target / setting	Indicators (yearly)
Production of Information Education Communication (IEC) materials - the production of materials to complement other HIV/AIDS health promotion projects (see "Red Ribbon Centre Production in the year 2010")	<ul style="list-style-type: none"> To support on HIV prevention projects 	Varies	See individual projects in other sections
Extramural promotional activities			
Exhibitions at schools and community centres Topics included:- - "Understanding Safer Sex, Sexually Transmitted Infections and AIDS Prevention" - "Acceptance and care. Let's join together, fight against AIDS" - 「同心協力 阻止愛滋病蔓延」 - "Prevent HIV, I can"	<ul style="list-style-type: none"> To enhance understanding of general public in HIV prevention and care To promote the acceptance of PLHIV To increase the awareness of general public the importance of safer sex 	General public	(1) No. of exhibitions held : 7 (2) No. of attendance estimated : 3,170 (3) No. of IEC distributed : 770
The 4th Hong Kong Sex Cultural Festival 2011 - Organized by the Hong Kong Sex Education Association, and the Family Planning Association of Hong Kong. - Red Ribbon Centre had held a booth to display archives of condom and health messages	<ul style="list-style-type: none"> To enhance the understanding of general public in prevention of Sexually Transmitted Infections and HIV 	General public	(1) No. of attendance estimated : 200 (2) No. of IEC distributed : 922 (3) No. of condoms distributed: 300
Hong Kong Expo 2011 for Ethnic Minorities - organized by the Christian Action, The Chinese Rhenish Church and the St. John's Cathedral HIV Education Centre. Red Ribbon Centre had held a booth for promotion.	<ul style="list-style-type: none"> To promote HIV/AIDS knowledge, especially to members of the ethnic minorities, and to help them acquire more resources about HIV/AIDS services 	Ethnic minorities	(1) No. of attendance estimated : 1,500 (2) No. of IEC distributed : 4,850 (3) No. of condoms distributed: 700
The 8th AIDS Festival - organised by St. John's Cathedral HIV Education Centre. Red Ribbon Centre had held a booth for promotion.	<ul style="list-style-type: none"> To promote HIV/AIDS knowledge, especially to members of the ethnic minorities, and to help them acquire more resources about HIV/AIDS services 	Ethnic minorities	(1) No. of attendance estimated : 1,500 (2) No. of IEC distributed : 6,490 (3) No. of condoms distributed: 400
Roving Exhibition on " Youth and AIDS" - Hong Kong University of Science and Technology - Hong Kong City University - Hong Kong Baptist University - Jockey Club Fong Shu Chuen Service Unit	<ul style="list-style-type: none"> To enhance understanding of general public in HIV prevention and care To increase the awareness of general public the importance of safer sex 	Youth	(1) No. of attendance estimated : 3,479 (2) No. of IEC distributed : 5,050



Red Ribbon Centre Project Inventory in the year 2011

Project name & description	Objectives	Main target / setting	Indicators (yearly)
Hong Kong Lesbian & Gay Film Festival 2011 and "A Brief Affair" underpants design competition	<ul style="list-style-type: none"> To increase the awareness of safer sex and HIV prevention among MSM community To raise public awareness about AIDS, and to bring the love and caring message to the community 	MSM community	(1) No. of attendance estimated : 1,550 (2) No. of IEC distributed : 1,900 (3) No. of condoms distributed: 600
"Getting To Zero" Kick-off Ceremony for 2011 World AIDS Day Activities & World AIDS Day 2011 Concert	<ul style="list-style-type: none"> To raise public awareness on HIV prevention and to foster a supportive environment to people living with HIV/AIDS 	General public	(1) No. of attendance estimated : 4,500 (2) No. of IEC distributed :4,200

Capacity Building : Group or Setting-based

Project name & description	Objectives	Main target	Indicators (yearly)
Seminar			
Workshop by Dr Tim Brown "HIV/AIDS Response Indicator Development Workshop"	<ul style="list-style-type: none"> identifying, developing and evaluating indicators to improve the Hong Kong response to develop indicator definitions and prepare a set of indicators for programmes targeting 	Local health care professional and workers in AIDS field	(1) No. of attendance: 72
Project on the production of a viral video "members 成家立室" by CUHK and Yale University students	<ul style="list-style-type: none"> To explore the skills on production viral video for MSM community on safer sex promotion. 	Local workers in AIDS field	(1) No. of production: 1
Workshop			
Sharing session for NGO Workers on Basic Knowledge on HIV/AIDS & STI	<ul style="list-style-type: none"> To update outreach workers on information and knowledge of STIs 	Local HIV related workers	(1) No. of workshops : 2 (2) No. of attendance : 34
Workshop for the students from the Chinese University of Hong Kong (小扁擔勵學行動)	<ul style="list-style-type: none"> To provide basic knowledge on HIV/AIDS & Sexually Transmitted Infections (STI) To introduce the Red Ribbon Centre services and resources 	Students from the Chinese University of Hong Kong	(1) No. of attendance: 10
Visits			
Arrange visits for Mainland professionals	<ul style="list-style-type: none"> To network with workers from Mainland China To introduce the HIV/AIDS prevention programmes to workers in Mainland China 	Health care workers academics and government officials from Mainland China	(1) No. of visits: 19 (2) No. of total participants: 259
Arrange visits for overseas professionals	<ul style="list-style-type: none"> To network with workers from overseas To introduce the HIV/AIDS prevention programmes to overseas workers 	Health care workers academics and government officials from overseas	(1) No. of study tours: 3 (2) No. of total participants: 35

Project name & description	Objectives	Main target / setting	Indicators (yearly)
Internet-based learning			
Internet Continuing Education (iCE) - to provide a free of charge, regularly update continuing education on HIV/AIDS for doctors, nurses, other health professionals and workers in the AIDS field	<ul style="list-style-type: none"> To update knowledge on HIV/AIDS prevention and care on the internet 	Health professionals	(1) No. of iCE topic involved: 3 (2) No. of participants visited the homepage: 1,572 (3) No. of new registrants: 53 (4) No. of test completed: 203 (5) No. of iCE points accredited: 37
Provision of venue for community initiated activities			
Sponsored meetings - to authorize free use of meeting room and training facilities	<ul style="list-style-type: none"> To provide a venue for other organisations to hold activities 	Other AIDS related organisations	(1) No. of times the facilities at RRC were used by other organisations: 14

Capacity Building : Individual-based

Project name & description	Objectives	Main target	Indicators (yearly)
Fellowship programme			
Lions Red Ribbon Fellowship Scheme - a joint project with Lions Clubs International District 303, Hong Kong and Macau	<ul style="list-style-type: none"> To facilitate experience sharing between the Mainland and local workers To enhance technical exchange on HIV/AIDS control To encourage collaboration and networking with workers from Mainland China 	AIDS related workers from Mainland China	(1) No. of fellows: 4 (2) No. of attendance at seminars: 19
Lions Red Ribbon Fellowship Scheme - Training Programme for Volunteers/ worker - a joint project with Lions Clubs International District 303, Hong Kong and Macau	<ul style="list-style-type: none"> To facilitate experience sharing between the Mainland and local workers To enhance understanding in the scope, rationale and methodologies of community-based HIV prevention projects targeting MSM Enrich front-line workers' experience in conducting community based project and develop the skills in planning and implementing community based HIV prevention projects 	Volunteers work in community-based AIDS care and prevention in China	(1) No. of fellows: 6



Red Ribbon Centre Project Inventory in the year 2011

Targeted Prevention : Group or Setting-based

Project name & description	Objectives	Main target	Indicators (yearly)
Safer sex promotion			
Social Hygiene Clinic support projects	<ul style="list-style-type: none"> To promote the use of condoms among patients with STI To integrate the messages of safer sex and STI prevention 	STI patients	(1) No. of condoms distributed: 288,054
The project of condom & lubricant provision in community - distribution of condom & lubricants through other non-governmental organisations	<ul style="list-style-type: none"> To promote the use of condoms & lubricants in MSM and Commercial Sex Workers (CSW) To support safer sex promotion undertaken by community groups 	MSM, CSW	(1) No. of condoms distributed to MSM: 148,800 (2) No. of condoms distributed to CSW: 108,000 (3) No. of gay saunas covered: 22 (4) No. of districts covered by the CSW projects: 9
The project of condom & lubricant provision in MSM community by Red Ribbon Centre	<ul style="list-style-type: none"> To promote the use of condoms & lubricants in MSM and Commercial Sex Workers (CSW) To support safer sex promotion undertaken by community groups 	MSM, MSW	(1) No. of gay venue covered: 18 (2) No. of condoms distributed: 157,397 (3) No. of lubricants distributed: 194,397
Project name & description	Objectives	Main target	Indicators (yearly)
Harm reduction			
Methadone Clinic support programme	<ul style="list-style-type: none"> To promote the use of condom in drug users To encourage the practice of risk reduction in methadone users 	Users of Methadone Clinics	(1) No. of condoms distributed: 101,924 (2) No. of IEC distributed: 14,442
Programmes with drug rehabilitation services	<ul style="list-style-type: none"> To increase the knowledge of HIV/AIDS among drug users 	Users of drug rehabilitation services	(1) No. of health talks delivered: 5 (2) No. of attendance: 260
Health promotion for travellers			
"Be a Healthy Traveller" Exhibition - Lok Ma Chau Checkpoint - China Ferry Terminal Unifil - Hong Kong International Airport	<ul style="list-style-type: none"> To promote awareness of safer sex among travellers 	Travellers	(1) No. of attendance estimated : 74,600 (2) No. of IEC distributed : 20,340 (3) No. of condoms distributed : 8,210
Travel Health Service support projects	<ul style="list-style-type: none"> To distribute condoms through Travel Health Service 	Travellers	(1) No. of condoms distributed: 1,229

Project name & description	Objectives	Main target / setting	Indicators (yearly)
Health promotion for prisoners			
Pre-exit Kits for prisoners on discharge	<ul style="list-style-type: none"> To promote AIDS awareness among pre-exit prisoners To encourage behavioural modification for risk reduction 	Person just released from prison	(1) No. of Pre-exit Kits distributed: 8,875
Health promotion for sex workers			
Joint project with Community Health Organisation for Intervention, Care and Empowerment (C.H.O.I.C.E.)	<ul style="list-style-type: none"> To promote awareness of safer sex among CSW & their clients 	CSW and their clients	(1) No. of condoms distributed: 103,680
Prevention of mother-to-child transmission			
Development and provision of education materials on universal antenatal HIV testing	<ul style="list-style-type: none"> To educate antenatal mothers on HIV/AIDS To increase the knowledge of HIV testing 	Antenatal mothers	(1) No. of IEC distributed: 10,400

Targeted Prevention : Individual-based

Project name & description	Objectives	Main target	Indicators (yearly)
Harm reduction			
Phoenix project - volunteers (ex-drug users) outreach into the vicinity of Methadone Clinics to counsel existing drug users - RRC provide technical support to the project	<ul style="list-style-type: none"> To promote the use of Methadone as a substitute for heroin To implement HIV/AIDS prevention education To discourage sharing needles 	Drug users in the vicinity of Methadone Clinic	(1) No. of IEC distributed: 54,900 (2) No. of condoms distributed: 11,593



Red Ribbon Centre Production in the year 2011

Periodicals

AIDS Newsletter (Traditional Chinese)

- Number 58
- Number 59

Hong Kong STD/AIDS Update (English)

- Volume 17 Quarter 1
- Volume 17 Quarter 2
- Volume 17 Quarter 3
- Volume 17 Quarter 4

Networking Voice (Traditional Chinese)

- Volume 17 Number 1
- Volume 17 Number 2

The Node (English, Simplified Chinese, & Traditional Chinese)

- Volume 13 Number 1
- Volume 13 Number 2
- Volume 13 Number 3

Red Ribbon Bulletin (Traditional Chinese)

- Number 36
- Number 37
- Number 38

ACA Newsfile (English)

- Volume 18 Number 1 - January 2011
- Volume 18 Number 2 - February 2011
- Volume 18 Number 3 - March 2011
- Volume 18 Number 4 - April 2011
- Volume 18 Number 5 - May 2011
- Volume 18 Number 6 - June 2011
- Volume 18 Number 7 - July 2011
- Volume 18 Number 8 - August 2011
- Volume 18 Number 9 - September 2011
- Volume 18 Number 10 - October 2011
- Volume 18 Number 11 - November 2011
- Volume 18 Number 12 - December 2011

Giveaway

- "AIDS Hotline 27802211"pocket tissue
- "AIDS Hotline 27802211"plastic folder
- "AIDS Hotline 27802211"Hand Towel
- "Get Tested Yearly"Compress face Towel
- "AIDS Hotline 27802211"Banner Pen
- "Travel Safe Condom Saves Life" Zipper Bags
- "27802211"Condom Envelope
- 「戴番個套先」 Condom Envelope
- Hong Kong Lesbian and Gay Film Festival "Love Snaps"Plastic Folder
- World AIDS Day 2011 Concert Souvenir: Red Scarf

VCD

Knowing AIDS (Thai)

Pamphlets

Knowing more about AIDS (Vietnamese)

Knowing more about AIDS (Urdu)

Knowing more about AIDS (Thai)

Knowing more about AIDS (Tagalog)

Knowing more about AIDS (Nepali)

Knowing more about AIDS (Indonesian)

Knowing more about AIDS (Hindi)

Prevent STD/AIDS, Practice safer sex (Indonesian)

Be Smart, Keep Away From Illicit Drugs & Avoid Contracting AIDS (English & Traditional Chinese)

Break the needle habit. Methadone does it. (Traditional Chinese)

World AIDS Campaign 2011 – Hong Kong Activities Calendar (English & Traditional Chinese)

Booklets / Books

紅絲帶動力愛滋病教育資助計劃 (Traditional Chinese)

Poster

"Face it Get Tested" (English, Traditional Chinese)

"Getting to Zero" -World AIDS Campaign 2011 (English & Traditional Chinese)

「大同世界 向零進發」2011世界愛滋病日音樂會 (Traditional Chinese)



Red Ribbon Centre Production in the year 2011

Mini Posters

- "Travel Safe Condom safe" (English & Traditional Chinese)
- "Face it Get Tested" (English & Traditional Chinese)
- "Getting to Zero" -World AIDS Campaign 2011 (English & Traditional Chinese)
- 「大同世界 向零進發」2011世界愛滋病日音樂會 (Traditional Chinese)

Cards

- AIDS & Sex Education Related Hotlines and Websites (English & Traditional Chinese)
- 二零一二年年曆咭 (Traditional Chinese)

Guidelines / Information Papers / Strategies / Reports

- Factsheet on HIV/AIDS Situation in Hong Kong [2010] (English & Traditional Chinese)
- HIV Surveillance Report - 2010 Update (English)
- Hong Kong Advisory Council on AIDS Annual Report – August 2009 to July 2010 (English & Traditional Chinese)
- Red Ribbon Centre - UNAIDS Collaborating Centre for Technical Support Report 2010 (English)
- Surveillance of Viral Hepatitis in Hong Kong – 2010 Update Report (English)
- Principles of consent, discussion and confidentiality required of the diagnostic HIV test (English & Traditional Chinese)
- Third Set of Core Indicators for Monitoring Hong Kong's AIDS Programme (English)
- Community Stakeholders Consultation Meeting for Development of Recommended HIV/AIDS Strategies for Hong Kong 2012-2016 Summary for the Session on Ethnic Minorities (English & Traditional Chinese)
- Community Stakeholders Consultation Meeting for Development of Recommended HIV/AIDS Strategies for Hong Kong 2012-2016 Summary for the Session on Financing and Resources for HIV Services (English & Traditional Chinese)
- Community Stakeholders Consultation Meeting for Development of Recommended HIV/AIDS Strategies for Hong Kong 2012-2016 Summary for the Session on Injecting Drug Users (English & Traditional Chinese)
- Community Stakeholders Consultation Meeting for Development of Recommended HIV/AIDS Strategies for Hong Kong 2012-2016 Summary for the Session on Men who Have Sex with Men / Transgender Persons (English & Traditional Chinese)
- Community Stakeholders Consultation Meeting for Development of Recommended HIV/AIDS Strategies for Hong Kong 2012-2016 Summary for the Session on Male Sex Workers (English & Traditional Chinese)
- Community Stakeholders Consultation Meeting for Development of Recommended HIV/AIDS Strategies for Hong Kong 2012-2016 Summary for the Session on People Living with HIV (English & Traditional Chinese)
- Community Stakeholders Consultation Meeting for Development of Recommended HIV/AIDS Strategies for Hong Kong 2012-2016 Summary for the Session on Female Sex Workers (English & Traditional Chinese)
- Community Stakeholders Consultation Meeting for Development of Recommended HIV/AIDS Strategies for Hong Kong 2012-2016 Summary for the Session on Clients of Female Sex Workers (English & Traditional Chinese)
- Community Stakeholders Consultation Meeting for Development of Recommended HIV/AIDS Strategies for Hong Kong 2012-2016 Summary for the Session on Youth at Risk (English & Traditional Chinese)
- Report of Community Stakeholders Consultation Meeting for Development of Recommended HIV/AIDS Strategies for Hong Kong 2012 – 2016 (English)

Red Ribbon Centre Management Advisory Committee



The Red Ribbon Centre Management Advisory Committee was established in March 1997. The Committee comprised community leaders, representatives of AIDS and main stream NGOs, and professionals who are responsible for advising on HIV/AIDS prevention and health promotion activities based on the need of the community and to serve as a monitoring body of the programme.

Red Ribbon Centre Management Advisory Committee Membership List (1 April 2009 to 31 March 2012)	
Chairman:	Prof. YU Chung-toi, Samuel
Members:	Mr. CHAN, Ka-wai Ms. CHANG, Yuk-mui, Gipsy Mr. CHU, Muk-wah, Daniel Dr. TAN, Richard Dr. WONG, Ka-hing
Secretary:	Ms. TSUI Wai-ying, Stephanie (to June 2011) Ms. CHEUNG Man-man, Gilda (from June 2011)



HIV Prevention and Health Promotion Team



HIV Prevention and Health Promotion Team Team members list:

Dr. WONG Ka-hing <i>Consultant</i>	Ms. NG Yuk-yin <i>Nursing Officer</i>
Dr. CHAN Chi-wai, Kenny <i>Senior Medical Officer</i>	Ms. CHEUNG Wing-tak <i>Nursing Officer</i>
Dr. LEUNG Wai-Man, Raymond <i>Senior Medical Officer</i>	Ms. HUNG Wai-fong <i>Registered Nurse</i>
Dr. TSE Chi-tat <i>Senior Medical Officer (to August 2011)</i>	Mr. LUI Fat-man, Desmond <i>Enrolled Nurse</i>
Dr. WONG Wai-ming, Francis <i>Medical Officer</i>	Mr. NG Chun-kit, Kenneth
Dr. CHAN Shut-wah <i>Medical Officer</i>	Ms. TSUI Wai-ying, Stephanie <i>(to June 2011)</i>
Dr. LIN Wai-chi <i>Medical Officer</i>	Ms. CHEUNG Man-man, Gilda <i>(from June 2011)</i>
Ms. KWONG Suk-chun, Victoria <i>Senior Nursing Officer</i>	Ms. WONG Lai-fan, Funny
Ms. PANG Kit-wah, Jenny <i>Nursing Officer (from March 2011)</i>	Ms. CHEUNG Lai-ha, Celine
Ms. WONG Pik-san <i>Nursing Officer</i>	Ms. KONG Yin-mui, Wendy
Ms. CHU Lai-wah, Anita <i>Nursing Officer</i>	Ms. MOK Yuk-pui
Ms. WONG Mei-yuk, Lina <i>Nursing Officer</i>	Mr. HO Hoi-lam, Ken <i>(to January 2011)</i>
Ms. LAM Wai-lan <i>Nursing Officer</i>	Mr. CHEUNG Chun-yu <i>(to February 2011)</i>

Red Ribbon 100

Red Ribbon 100 is a one-hundred-minute guided tour at the Red Ribbon Centre for the community. It is a packaged education programme formulated with five parts: "Red Ribbon Knowledgeland", "Red Ribbon Travel", "Red Ribbon Fly", "A Little Bit of Heart" and "Red Ribbon Memories". Health talks, interactive activities, quizzes and games are employed to reinforce AIDS knowledge, encourage a positive attitude towards the care and support to the people living with HIV and introduce the Hong Kong AIDS programme.

For interested parties, please fill in the application form and then mail or fax to our Centre.

Red Ribbon 100 Application Form						
Name of School/Organisation	:	_____				
Address	:	_____				
	:	_____				
Responsible person	:	_____				
Post	:	_____				
Contact Telephone No.	:	_____				
E-mail	:	_____				
Fax No.	:	_____				
Expected date of tour	:	_____				
Time	:	_____				
No. of Visitors	:	_____				
	Age :	below 10	10 - 19	20 - 29	30 - 39	40 or above
<input type="checkbox"/> Student						
<input type="checkbox"/> Teacher						
<input type="checkbox"/> Parents						
<input type="checkbox"/> Social worker						
<input type="checkbox"/> Health care worker						
<input type="checkbox"/> Others :						
(please specify)						



Friends of Red Ribbon Centre Scheme

If you are aged 11 or above, and would like to know more about HIV/AIDS, you are invited to become a Friend of Red Ribbon Centre. You will be notified of our activities and receive newsletters and other publications regularly.

Friends of Red Ribbon Centre Application Form	
Name	: _____
Age	: <input type="checkbox"/> 11 – 19 <input type="checkbox"/> 20 – 39 <input type="checkbox"/> 40 (or above)
Occupation	: _____
Address	: _____ _____
Contact Telephone No.	: _____
E-mail	: _____
Fax No.	: _____

Related Hotlines and Websites

Related Hotlines :

AIDS Hotline	: (852) 2780 2211
AIDS Hotline (Pre-recorded messages in Hindi, Indonesian, Nepali and Urdu)	: (852) 2112 9980
AIDS Hotline (Pre-recorded messages in Thai, Vietnamese, Tagalog)	: (852) 2359 9112
Gay Men HIV Testing Hotline	: (852) 2117 1069
Dr Sex Hotline	: (852) 2337 2121
Harm Reduction Hotline	: (852) 2112 9977

Related Websites:

Virtual AIDS Office of Hong Kong	http://www.aids.gov.hk
Red Ribbon Centre Website	http://www.rrc.gov.hk
AIDS Hotline Website	http://www.27802211.com
Gay Men HIV Information Website	http://www.21171069.com
Harm Reduction Website	http://www.harmreduction.gov.hk
Advisory Council on AIDS	http://www.aca.gov.hk
Council for the AIDS Trust Fund	http://www.atf.gov.hk
Miriam's Voice on AIDS	http://miriam.rrc-hk.com



Correspondence:

Red Ribbon Centre

Tel : (852) 3143 7200

Fax : (852) 2338 0534

E-mail : rrc@dh.gov.hk

Website : <http://www.rrc.gov.hk>

Address : 2nd Floor, Wang Tau Hom Jockey Club Clinic, 200 Junction Road East, Kowloon, Hong Kong

Service Hours : Monday - Friday : 9 am - 1 pm
2 pm - 6 pm

Saturday, Sunday and Public Holiday: Closed



Red Ribbon Centre - UNAIDS Collaborating Centre for Technical Support

2nd Floor, Wang Tau Hom Jockey Club Clinic, 200 Junction Road East, Kowloon, Hong Kong, China

Tel : (852) 3143 7200

Fax : (852) 2338 0534

E-mail : rrc@dh.gov.hk

Website : <http://www.rrc.gov.hk>