

# 2012 YEAR BOOK OF RED RIBBON CENTRE

Red Ribbon Centre - UNAIDS Collaborating Centre for Technical Support





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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 Regina LEUNG*



The year 2012 marked the 15th anniversary of the Red Ribbon Centre. I am pleased to have become its Patron and joined in the global fight against HIV/AIDS in this memorable year.

In 2012, the Centre collaborated with Radio Television Hong Kong in promoting acceptance of people living with HIV/AIDS and prevention of the disease in various radio programmes under the theme of “I care, I concern”. A microfilm entitled “Love. Zero AIDS” was also produced to draw the attention of the community to the disease.

While continuing to work with local NGOs and community groups, the Centre also conducted exchange visits and experience sharing programmes with the health authorities in the Mainland and Macao. These visits and programmes helped strengthen public health cooperation between Hong Kong and the Pearl River Delta Region and enhance public awareness and understanding of HIV/AIDS.

I must thank the staff of the Centre for their dedicated efforts in carrying out various activities to alert the public to the disease. Let us work together to build a healthier and happier community!

Mrs Regina LEUNG  
Wife of the Chief Executive of the Government  
of the Hong Kong Special Administrative Region  
Patron





# Messages

*from Ms. Nana Taona KUO, Country Coordinator a.i, UNAIDS China*

Over the course of 2012, the Hong Kong Red Ribbon Centre has continued to carry out important and innovative work in the response to HIV, initiating a number of successful activities and initiatives. The Centre's work has driven progress on HIV prevention and treatment while building awareness and understanding amongst the public and policymakers. Working with partners in Hong Kong, mainland China, and the region, the Red Ribbon Centre has effectively promoted collaboration and experience sharing, building lasting bridges between partners from government, civil society, health care professionals and other key stakeholders.

Today, the majority of countries in the Asia-Pacific region have concentrated HIV epidemics, with HIV incidence and prevalence occurring primarily among key affected populations, including men who have sex with men (MSM), sex workers and people who inject drugs. The rapidly increasing epidemic amongst MSM is of particular concern, in Hong Kong, in mainland China and in the region as a whole, and requires particular attention.

Recognising this reality, the Red Ribbon Centre has implemented a number of campaigns and initiatives focussing on men who have sex with men. Capitalizing on the growing reach of mobile media, the Centre developed and launched a mobile application targeting young men who have sex with men, providing information on prevention and testing services. The Centre also hosted a special meeting of the MSM Working Group on HIV Prevention, looking at approaches to addressing the escalating HIV epidemic amongst MSM, and carried out training for Hong Kong healthcare staff on MSM health issues.

As part of its work to promote collaboration and experience sharing, the Centre participated in a staff exchange programme, receiving two officials from mainland China Departments of Health. Through the Centre's Lions Red Ribbon Fellowship Scheme, three Fellows were received from Harbin, Guangdong and Jiangsu. The Centre also organised a training workshop for NGO workers, building capacity around understanding of HIV and STIs.

The Hong Kong Red Ribbon Centre made an important contribution to strengthening public awareness around HIV in 2012. The Centre launched the World AIDS Campaign 2012 together with Hong Kong media partners and carried out a "Travel Save, Condoms Save Lives" promotional activity in various Hong Kong transport hubs, raising awareness around safe sex. Through these and numerous other activities, the Centre worked to engage the public and highlight important topics.

As we move into 2013, the deadline for the Millennium Development Goals continues to draw closer; bold action and strong leadership are needed if we are to achieve the goals we have set out to meet. As we strive to achieve the 2015 goals, we must also advocate to ensure that HIV and health remain central priorities on the post-2015 agenda. During this critical period, leadership and initiative from organisations such as the Hong Kong Red Ribbon Centre are essential. I am confident that the Hong Kong Red Ribbon Centre will continue to play a key role in these efforts, and I look forward to continuing to work closely with the Red Ribbon Centre in the years to come.

# *Director's report*

*by Dr WONG Ka Hing*

2012 is a special year for Red Ribbon Centre. It marks the 15<sup>th</sup> anniversary of RRC since its opening in 1997. To commemorate this milestone in the history of RRC, an anniversary gathering was organized on 20 September. It was gratefully supported and joined by several key persons who have newly assumed their positions: Mrs Regina Leung, the Patron of Red Ribbon Centre, Dr Ko Wing Man, the Secretary for Food and Health, and Dr Constance Chan, the Director of Health. The gathering also turned out to be a home-coming and memorable event for many old friends and supporters of RRC, who have contributed enormously to the work and success of RRC over the years.

In the last year, RRC has continued to function as a public-health oriented HIV prevention and health promotion arm of the Department of Health, basing in the community and facing the society. It ran publicity campaigns, health promotional programmes as well capacity building activities in 2012. In responding to the moving edge of HIV epidemic in Hong Kong, efforts targeting men who have sex with men (MSM) infections has been one major focus of RRC work last year. A mobile application named “1069 試戴樂” was launched to provide information on access to free condom and HIV testing over the territory. This is because smart phone has become an instant and convenient platform for MSM to source sex partners in Hong Kong, similar to other places. The application was launched with the active participation of MSM community and non-governmental organisations. For a consecutive seven years, RRC collaborated with the Hong Kong Lesbian and Gay Film Festival to disseminate HIV prevention and safer sex messages for the MSM community. Apart from special screenings on HIV/AIDS films, a short announcement on “1069 試戴樂” was produced and screened at the Festival this year. To enhance the prevention efforts, RRC for the first time participated in the Hong Kong Pride Parade 2012 to raise HIV awareness, promote safer sex and encourage regular HIV testing among the MSM community. Parade by condom mascots and a game stall were among the activities engaged by RRC.

Red Ribbon Centre implemented a series of publicity and media activities around World AIDS Day to raise public awareness on HIV/AIDS and promote acceptance of people living with the virus. Jointly organized with the Radio Television Hong Kong Radio 2, a series of radio programmes was aired under the theme of “我接納 我關心”. A MicroFilm titled “Love, Zero AIDS” was produced and a Premiere cum Kick-off Ceremony of World AIDS Day 2012 was launched on 30 November. A Red Ribbon Concert 2012 was also organised by the Red Ribbon Centre targeting youths and the public on accepting and caring for infected people. Throughout the year, other promotional activities were conducted for different target audience, including ethnic minorities, cross-border travellers, drug users and clients of sex workers.

On capacity building and networking front, RRC supported the organization of a Report Back Seminar on the XIX International AIDS Conference hosted by the Advisory Council on AIDS. Dr Susan Fan, the ACA Chairperson and a multitude of speakers from the non-governmental organizations and Department of Health actively shared their experience gained from this Conference, held in US again after 22 years. In December, RRC also organized a MSM working group special meeting which was open to the MSM community, for brain-storming response to the escalating MSM epidemic. Last but not least, RRC Management Advisory Committee entered a new term in April 2012, with Dr Richard Tan being the new Chairman. We witnessed a record-high number of 514 reported infections in Hong Kong in 2012; it presented a formidable challenge ahead to RRC as well as all people engaged in or concerned about HIV response.



# Messages

*from Dr Richard TAN, Chairman of  
Red Ribbon Centre Management Advisory Committee*

It is a great honour for me to be appointed as the Chairman of the Red Ribbon Centre (RRC) Management Advisory Committee (MAC) in April 2012. In the past year, the MAC has been working actively with the RRC to promote HIV prevention in the community.

Being the UNAIDS Collaborating Centre for Technical Support, one of the important tasks of RRC is to encourage experience exchange between relevant organizations both in HK and from abroad regarding HIV prevention and treatment. Last year, three HIV/AIDS professionals from different parts of the Mainland came to the RRC through the Lions Red Ribbon Fellowship Scheme for technical exchange. They had chances to understand the work of local NGOs via on-site visits, and at the same time learnt about the effectiveness of various HIV control and preventive measures implemented in different parts of China. All of them benefited a great deal from this sharing activity, which they found very useful for their work in the future.

In addition, RRC has put great effort into HIV prevention in HK. What strikes me most is the work targeting men who have sex with men (MSM) community. In response to the recent years of escalating HIV epidemic in the MSM community, RRC provided HIV/AIDS education as well as testing services in gay venues through various NGOs to raise MSM's awareness of HIV prevention. Apart from publicity and education work during large gay events such as the Hong Kong Lesbian and Gay Film Festival and Hong Kong Pride Parade, RRC also produced a gay friendly advertising clip and launched a new mobile application, hoping to widen the coverage of HIV/AIDS information. The increase of HIV testing rate in recent years among MSM community has proved the effectiveness of RRC's effort.

To reduce public misunderstanding of and discrimination against HIV/AIDS, and to increase the public's care and concern for those infected, RRC worked with Radio Television Hong Kong (RTHK) in last year to produce a number of radio programmes under the theme of "I Care, I Concern". Representatives of various organizations and doctors from the Department of Health were invited to discuss issues in this regard. Besides, a microfilm "Love, Zero AIDS" was also produced and put online. The film was well received by the public, and its



DVDs were distributed to various education institutions as teaching materials. In November last year, with the participation of several primary and secondary schools, a concert with the purpose of expressing care for people living with HIV was organized to provide a more comprehensive HIV/AIDS education. In that afternoon, the stadium was packed with audience and all were touched by the warm atmosphere.

The year 2012 marked the 15<sup>th</sup> anniversary of RRC's inception and Hong Kong's handover. A commemoration was held in the Red Ribbon Centre, with Mrs Regina Leung, the wife of the Hong Kong Chief Executive and the new Patron of RRC, Dr. Ko Wing Man, the Secretary for Food and Health, Dr. Constance Chan, the Director of Health, the former Chairman of MAC and representatives from other organizations as attending guests. During the ceremony, we revealed our hard work in the past 15 years, and were delighted to see people's rising awareness and understandings on HIV/AIDS. I believe that with passion and care, RRC will remain devoted to fight against HIV/AIDS, and continue to serve people of Hong Kong. We need your support!

# Photo Album

*2012 Red Ribbon Centre Activities tidbits*

## Promotion of Awareness and Acceptance Activities

### “I Care, I Concern”, radio programmes

The Red Ribbon Centre collaborated with the Radio 2, Radio Television Hong Kong to launch a series of AIDS-related programmes. Under the theme - “I Care, I Concern”, radio programmes focusing on issues about AIDS to help increase awareness were scheduled for broadcasting. Representatives from different sectors of the community were involved in the radio programme to promote HIV prevention, as well as care and support for people living with HIV.



## Produce a MicroFilm titled “Love, Zero AIDS”

Jointly organized with Radio Television Hong Kong Radio 2, a MicroFilm titled “Love, Zero AIDS” was produced and a Premiere cum Kick-off Ceremony of World AIDS Day 2012 was launched on 30 November. RRC also launched MicroFilm “Love, Zero AIDS” online, which was well received and subsequently made into DVD as teaching materials for academic institutions.





## Red Ribbon Concert “I Care, I Concern”

In order to let our young students have correct knowledge about the causes, routes of transmission, and preventive measures about HIV, and to promote a concerning and accepting attitude towards the PLHIV, Red Ribbon Concert “I Care, I Concern” was held on 25 November 2012 to deliver these messages by means of music and drama in this concert. We also invited famous DJ and singers as the MC and concert performers.



## 15<sup>th</sup> Anniversary of Red Ribbon Centre

2012 marks the 15<sup>th</sup> anniversary of Red Ribbon Centre since its opening in 1997. To commemorate this milestone in the history of RRC, an anniversary gathering was organized on 20 September. It was gratefully supported and joined by several key persons who have newly assumed their positions: Mrs Regina LEUNG, the Patron of Red Ribbon Centre, Dr KO Wing man, the Secretary for Food and health, and Dr Constance CHAN, the Director of Health.







## HIV Prevention Media Campaign for MSM in 2012

### The Hong Kong Lesbian and Gay Film Festival

Red Ribbon Centre collaborated with the Hong Kong Lesbian and Gay Film Festival to disseminate HIV prevention and safer sex messages for the MSM community. Apart from the special screenings on HIV/AIDS films, a short announcement on “1069試戴樂” was produced to facilitate the MSM to have the information on HIV testing and free condom.



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### The Hong Kong Pride Parade 2012

Red Ribbon Centre, the first time participated in the Hong Kong Pride Parade 2012 to raise HIV awareness, promote safer sex and encourage regular HIV testing among the MSM community. Parade by condoms mascots and a game stall were among the activities engaged by Red Ribbon Centre



## MSM HIV Prevention Working Group Special Meeting

A special meeting of the men who have sex with men (MSM) HIV Prevention Working Group, organized by the Red Ribbon Centre, held on 19 December 2012 to raise the awareness of the MSM community about the latest situation and arouse their interest to participate in the response.



## The 9<sup>th</sup> AIDS Festival –Zero infection Zero discrimination

The Red Ribbon Centre actively participates in various promotional activities targeting the local ethnic minorities to raise their AIDS awareness. This year, the centre joined the 9th AIDS Festival under the theme of Zero Infection Zero Discrimination . The centre also held a booth to deliver HIV prevention and health messages to the ethnic minorities, and distributed a variety of education materials and souvenirs.





## Capacity building and Networking activities

The XIX International AIDS Conference- Report Back Seminar was held on 7 September 2012. The purpose of the seminar is to let the conference attendees share with local AIDS workers the experiences and insights they had learned from the conference.



Red Ribbon Centre organized training workshops for NGO workers and health care workers to update their knowledge on HIV related issues, and introduce the services and resources of Red Ribbon centre



Red Ribbon Centre received visitors from the Mainland and overseas agencies, and provided a platform to enhance the collaboration between local workers and overseas counterparts in HIV prevention. There were totally 257 visitors in 2012



There were a total of three Lions Red Ribbon Fellows in 2012. 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.



Red Ribbon Centre studied with CUHK and Yale University students to design “ Life Skill Based HIV Education in Secondary School” questionnaire





# Red Ribbon Centre

*Project Inventory in the year 2012*

## Promotion of Awareness / Acceptance: Community-based

Project name & description	Objectives	Main target / setting	Indicators (yearly)
<b>Communication through internet and telecommunication - to disseminate HIV prevention and care messages through the internet and telecommunication</b>			
<b>Virtual AIDS Office</b> www.aids.gov.hk - since 1997 - official website of Special Preventive Programme (SPP)	<ul style="list-style-type: none"> <li>To provide technical information on the HIV situation, programmes and strategy development in Hong Kong</li> <li>To respond to enquiries on HIV/AIDS</li> <li>To provide Internet Continuing Education (iCE) on HIV/AIDS</li> <li>To collect documents on professional manuals, clinical and treatment guidelines, prevention strategies and surveillance reports etc</li> </ul>	Health care, education and social service professionals	(1) Total no. of hits: 47,946 (2) No. of emails received: 49 (3) % of enquiries replied within 1 week: 100%
<b>Red Ribbon Centre website</b> www.rrc.gov.hk - since 1997	<ul style="list-style-type: none"> <li>To introduce the work, facilities and resource of the Centre</li> </ul>	General public	(1) Total no. of hits: 18,148
<b>AIDS Hotline website</b> www.27802211.com - since 1/12/2001 - an interactive website for the youth	<ul style="list-style-type: none"> <li>To introduce the subject of AIDS</li> <li>To dispel misconception about AIDS</li> <li>To promote awareness of risk for HIV through online risk assessment</li> <li>To complement information delivered through AIDS Hotline 27802211</li> </ul>	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 : 105 (5) Feedback received from online questionnaire survey: 3
<b>Harm Reduction website</b> www.harmreduction.gov.hk - since 20/5/2002	<ul style="list-style-type: none"> <li>To introduce harm reduction strategy as apply to HIV/AIDS prevention</li> <li>To provide information on methadone treatment programme</li> <li>To link up with overseas organisation's websites expertise in harm reduction</li> </ul>	General public, drug users	(1) Total no. of hits: 6,133
<b>Gay Men HIV Information website</b> www.21171069.com - since 9/10/2006	<ul style="list-style-type: none"> <li>To disseminate AIDS related information for Men who have Sex with Men (MSM) in response to the rising HIV situation among MSM</li> </ul>	MSM community group	(1) Total no. of hits: 75,685
<b>Dr Sex Hotline 23372121</b> - since July 1996 - a 24-hour pre-recorded messages hotline in Cantonese, Putonghua and English	<ul style="list-style-type: none"> <li>To provide a full panel of information on multiple aspects of sex</li> </ul>	Youth	(1) Total no. of calls received: 9,179 (2) Total no. of voice mail received: 228
<b>Harm Reduction Hotline 21129977</b> - since 20/5/2002 - a 24-hour pre-recorded messages hotline in Cantonese, Putonghua and English	<ul style="list-style-type: none"> <li>To provide a full panel of information on harm reduction</li> </ul>	General public, drug users	(1) Total no. of calls received: 201
<b>AIDS Hotline 21129980</b> - since 1/7/2005 - a 24-hour pre-recorded messages hotline in Hindi, Indonesian, Nepali and Urdu	<ul style="list-style-type: none"> <li>To provide a full panel of information on AIDS</li> </ul>	Indian, Indonesian, Nepalese and Pakistani	(1) Total no. of calls received: 665



Project name & description	Objectives	Main target / setting	Indicators (yearly)
<b>Media campaigns – to disseminate HIV prevention &amp; care messages through the mass media</b>			
<b>World AIDS Campaign 2012</b> – collaborating with the RTHK radio 2, a series of radio programme was aired under the theme of “I care, I concern”	<ul style="list-style-type: none"> <li>Representatives from different sectors of the community were involved in the radio programme to increase the public awareness on HIV/AIDS</li> </ul>	General public	(1) Total no. of audience : No information obtained
Trailer on 1069試戴樂app	<ul style="list-style-type: none"> <li>Promote HIV testing in MSM community</li> </ul>	MSM	(1) Download rate : 27,318

## Promotion of Awareness / Acceptance: Group or Setting-based

Project name & description	Objectives	Main target / setting	Indicators (yearly)
<b>Regular publications - to disseminate HIV prevention and care messages to various audiences through publications</b>			
<b>AIDS Newsletter</b> - a six-monthly official publication of the Red Ribbon Centre (RRC) (Traditional Chinese)	<ul style="list-style-type: none"> <li>To update on HIV situation and programmes in Hong Kong</li> <li>To report regularly on the work of RRC</li> <li>To maintain a network of individuals and agencies working on HIV/AIDS in Hong Kong</li> </ul>	General public, youth and students	(1) No. of issues published: 2 (2) No. of copies distributed: 12,000 (3) No. of agencies on mailing list: 3,605
<b>The Node</b> - a four-monthly publication of the UNAIDS Collaborating Centre (English, Simplified Chinese, & Traditional Chinese)	<ul style="list-style-type: none"> <li>To provide updated information on HIV/AIDS with a regional perspective</li> <li>To maintain a network of agencies working on HIV/AIDS outside Hong Kong</li> </ul>	Agencies working on HIV/AIDS	(1) No. of issues published: 3 (2) No. of copies distributed: 7,500 (3) No. of agencies on mailing list: 1,492 (local agencies) 290 (overseas agencies)
<b>Networking Voice</b> - a six-monthly periodical on HIV prevention and care, targeting young people (Traditional Chinese)	<ul style="list-style-type: none"> <li>To maintain a network for local youth workers who are interested in the aspect of HIV/AIDS</li> <li>To update the strategies in HIV prevention and care for young people</li> </ul>	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: 3,272
<b>Red Ribbon Bulletin</b> - a four-monthly publication produced by HIV Clinical Team and people living with HIV (PLHIV) (Traditional Chinese)	<ul style="list-style-type: none"> <li>To promote the communication among PLHIV and the HIV workers</li> <li>To update on HIV treatment and care</li> <li>To maintain a network of individuals interested in HIV/AIDS care</li> <li>To promote the acceptance of PLHIV</li> </ul>	General public and PLHIV	(1) No. of issues published: 3 (2) No. of copies distributed per issue: 9,000 (3) No. of agencies on mailing list: 1,912
<b>Hong Kong STD/AIDS Update</b> - 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"> <li>To update on HIV/STI epidemiology in Hong Kong</li> <li>To report on HIV surveillance activities in Hong Kong</li> <li>To maintain a network of health professionals interested in HIV/AIDS</li> </ul>	Health care professionals	(1) No. of online issues produced: 4



Project name & description	Objectives	Main target / setting	Indicators (yearly)
<b>ACA Newsfile</b> - a monthly periodical of the Advisory Council on AIDS (ACA) (English)	<ul style="list-style-type: none"> <li>To update on HIV programmes in Hong Kong</li> <li>To report on the work of ACA and its committees</li> </ul>	ACA Members and its committees	(1) No. of issues published: 12 (2) No. of copies distributed per issue: 240 (total: 2,880)
<b>"Red Ribbon in Action" AIDS Education Funding Scheme</b>			
<b>"Red Ribbon in Action" AIDS Education Funding Scheme</b> - started 21/5/2005 - to encourage local community group to organize and implement AIDS education	<ul style="list-style-type: none"> <li>To arouse the public awareness on HIV/AIDS</li> <li>To acquire the knowledge on HIV/AIDS, sex and drug abuse through activities then convey these messages to others</li> </ul>	Local community groups	(1) No. of applications received: 26 (2) No. of approved projects: 26
<b>Centre-based activities at RRC - to disseminate HIV prevention and care messages</b>			
<b>Friends of RRC</b>	<ul style="list-style-type: none"> <li>To maintain a network of individuals interested in HIV prevention and care</li> <li>To promote general awareness of the public on HIV prevention</li> </ul>	General public	(1) No. of new registrants: 6 (2) No. of membership: 593
<b>Red Ribbon 100 (RR 100)</b> - 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"> <li>To enhance understanding of HIV prevention and care among the public</li> </ul>	General public, youth and children	(1) No. of sessions: 14 (2) No. of participants: 278
<b>Clearinghouse</b> - the operation of the library in RRC and the distribution of items to registered clients	<ul style="list-style-type: none"> <li>To maintain a comprehensive collection of HIV/AIDS information</li> <li>To distribute update HIV information to registered clients and agencies</li> </ul>	HIV related workers	(1) No. of items (including journals, magazines & books) subscribed: 508 (2) No. of organisations and individuals on mailing list: 5,023
<b>Exhibition</b> - the setting up of permanent displays, contemporary exhibitions, video and computerized screening	<ul style="list-style-type: none"> <li>To introduce activities of RRC &amp; Hong Kong's AIDS programme</li> <li>To provide an avenue for the demonstration of the community's efforts on HIV/AIDS</li> </ul>	General public	(1) No. of rounds of exhibitions held: 2
<b>Production of Information Education Communication (IEC) materials</b> - the production of materials to complement other HIV/AIDS health promotion projects (see "Red Ribbon Centre Production in the year 2012")	<ul style="list-style-type: none"> <li>To support on HIV prevention projects</li> </ul>	Varies	See individual projects in other sections
<b>15<sup>th</sup> Anniversary of Red Ribbon Centre</b>	<ul style="list-style-type: none"> <li>Introduce the Centre's facility and updated information of HIV/AIDS</li> </ul>	Professional on health, education and social welfare	(1) No. of attendance : 35

Project name & description	Objectives	Main target / setting	Indicators (yearly)
<b>Extramural promotional activities</b>			
<b>Exhibitions at schools and community centres</b> 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"> <li>To enhance understanding of general public in HIV prevention and care</li> <li>To promote the acceptance of PLHIV</li> <li>To increase the awareness of general public the importance of safer sex</li> </ul>	General public	(1) No. of exhibitions held : 3 (2) No. of attendance estimated : 2,030 (3) No. of IEC distributed : 1000
<b>The 9<sup>th</sup> AIDS Festival</b> - organised by St. John's Cathedral HIV Education Centre. Red Ribbon Centre had held a booth for promotion.	<ul style="list-style-type: none"> <li>To promote HIV/AIDS knowledge, especially to members of the ethnic minorities, and to help them acquire more resources about HIV/AIDS services</li> </ul>	Ethnic minorities	(1) No. of attendance estimated : 1,200 (2) No. of IEC distributed : 4,335 (3) No. of condoms distributed: 150
<b>Roving Exhibition on "Youth and AIDS"</b> - Cheung Sha Wan Govt Office - Shatin Govt office - Immigration Tower	<ul style="list-style-type: none"> <li>To enhance understanding of general public in HIV prevention and care</li> <li>To increase the awareness of general public the importance of safer sex</li> </ul>	Youth	(1) No. of attendance estimated : 5,600 (2) No. of IEC distributed : 6,030
<b>Red Ribbon Concert 2012 "I Care, I Concern" Launching Ceremony</b>	<ul style="list-style-type: none"> <li>To increase the awareness and acceptance of students in HIV/AIDS</li> </ul>	Primary and secondary students	(1) No. of attendance estimated : 600 (2) No. of IEC distributed : 2,028
<b>Red Ribbon Concert 2012 "I Care I Concern"</b>	<ul style="list-style-type: none"> <li>To increase the awareness and acceptance of students in HIV/AIDS</li> </ul>	Primary and secondary students	(1) No. of attendance estimated : 1,400 (2) No. of IEC distributed : 5,600
<b>Premiere of the MicroFilm "Love, Zero AIDS" cum ceremony of the WAC 2012</b>	<ul style="list-style-type: none"> <li>To increase the acceptance of general public in HIV/AIDS</li> </ul>	General Public	(1) No. of attendance estimated : 550 (2) No. of IEC distributed : 900
<b>Caring Tree roving exhibition in QEH</b>	<ul style="list-style-type: none"> <li>To support and encourage people living with HIV</li> </ul>	People living with HIV	(1) No. of attendance estimated : 150



## Capacity Building : Group or Setting-based

Project name & description	Objectives	Main target	Indicators (yearly)
<b>Seminar</b>			
The XIX International AIDS Conference—Report Back Seminar”	<ul style="list-style-type: none"> <li>to let the conference attendees share with local AIDS workers the experiences and insights they had learned from the conference.</li> </ul>	Local health care professional and workers in AIDS field	(1) No. of attendance: 113
<b>Project on “ Life Skill Based HIV Education in Secondary School”</b> questionnaire by CUHK and Yale University students	<ul style="list-style-type: none"> <li>To explore the skills on AIDS Education in Secondary School</li> </ul>		(1) No. of production: 1
<b>Workshop</b>			
<b>Sharing session for NGO Workers on Basic Knowledge on HIV/AIDS &amp; STI</b>	<ul style="list-style-type: none"> <li>To update outreach workers on information and knowledge of STIs</li> </ul>	Local HIV related workers	(1) No. of workshops : 3 (2) No. of attendance : 91
Training for health care workers on “Understanding of MSM in Hong Kong”	<ul style="list-style-type: none"> <li>To update the information about MSM in Hong Kong</li> </ul>	Health care workers	(1) No. of attendance: 51
<b>Visits</b>			
<b>Arrange visits for Mainland / Macau professionals</b>	<ul style="list-style-type: none"> <li>To network with workers from Mainland China</li> <li>To introduce the HIV/AIDS prevention programmes to workers in Mainland China</li> </ul>	Health care workers academics and government officials from Mainland China	(1) No. of visits: 13 (2) No. of total participants: 230
<b>Internet-based learning</b>			
<b>Internet Continuing Education (iCE)</b> - 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"> <li>To update knowledge on HIV/AIDS prevention and care on the internet</li> </ul>	Health professionals	(1) No. of iCE topic involved: 3 (2) No. of participants visited the homepage:1372 (3) No. of new registrants:37 (4) No. of test completed: 302 (5) No. of iCE points accredited : 60
<b>Provision of venue for community initiated activities</b>			
<b>Sponsored meetings</b> - to authorize free use of meeting room and training facilities	<ul style="list-style-type: none"> <li>To provide a venue for other organizations to hold activities</li> </ul>	Other AIDS related organizations	(1) No. of times the facilities at RRC were used by other organizations: 8

## Capacity Building : Individual-based

Project name & description	Objectives	Main target	Indicators (yearly)
<b>Fellowship programme</b>			
<b>Lions Red Ribbon Fellowship Scheme</b> - a joint project with Lions Clubs International District 303, Hong Kong and Macau	<ul style="list-style-type: none"> <li>To facilitate experience sharing between the Mainland and local workers</li> <li>To enhance technical exchange on HIV/AIDS control</li> <li>To encourage collaboration and networking with workers from Mainland China</li> </ul>	AIDS related workers from Mainland China	(1) No. of fellows: 3 (2) No. of attendance at seminars: 10

## Targeted Prevention : Group or Setting-based

Project name & description	Objectives	Main target	Indicators (yearly)
<b>Safer sex promotion</b>			
<b>Social Hygiene Clinic support projects</b>	<ul style="list-style-type: none"> <li>To promote the use of condoms among patients with STI</li> <li>To integrate the messages of safer sex and STI prevention</li> </ul>	STI patients	(1) No. of condoms distributed: 272,698
<b>The project of condom &amp; lubricant provision in community</b> - distribution of condom & lubricants through other non-governmental organisations	<ul style="list-style-type: none"> <li>To promote the use of condoms &amp; lubricants in MSM and Commercial Sex Workers (CSW)</li> <li>To support safer sex promotion undertaken by community groups</li> </ul>	MSM, CSW	(1) No. of condoms distributed to MSM: 431,040 (2) No. of condoms distributed to CSW: 108,000 (3) No. of gay saunas and Massage Parlors covered: 38 (4) No. of districts covered by the CSW projects: 9
<b>The project of condom &amp; lubricant provision in MSM community by Red Ribbon Centre</b>	<ul style="list-style-type: none"> <li>To promote the use of condoms &amp; lubricants in MSM and Commercial Sex Workers (CSW)</li> <li>To support safer sex promotion undertaken by community groups</li> </ul>	MSM, MSW	(1) No. of gay venue covered: 39 (2) No. of condoms distributed: 139,955 (3) No. of lubricants distributed: 260,055
<b>Harm reduction</b>			
<b>Methadone Clinic support programme</b>	<ul style="list-style-type: none"> <li>To promote the use of condom in drug users</li> <li>To encourage the practice of risk reduction in methadone users</li> </ul>	Users of Methadone Clinics	(1) No. of condoms distributed: 93,640 (2) No. of IEC distributed: 19,240
<b>Programmes with drug rehabilitation services</b>	<ul style="list-style-type: none"> <li>To increase the knowledge of HIV/AIDS among drug users</li> </ul>	Users of drug rehabilitation services	(1) No. of health talks delivered: 11 (2) No. of attendance: 420





Project name & description	Objectives	Main target	Indicators (yearly)
<b>Health promotion for MSM</b>			
<b>Hong Kong Lesbian and Gay Film Festival 2012 Opening Ceremony</b>	<ul style="list-style-type: none"> <li>To increase the awareness of safer sex and HIV prevention among MSM</li> <li>To raise awareness about AIDS, and to bring the love and caring message to the community</li> </ul>	MSM	(1) No. of attendance estimated : 300 (2) No. of IEC distributed : 1,900 (3) No. of condoms distributed : 600
<b>Hong Kong Pride Parade 2012</b>	<ul style="list-style-type: none"> <li>To promote safer sex and HIV testing inf MSM community</li> </ul>	MSM	(1) No. of attendance estimated : 400 (2) No. of IEC distributed : 780 (3) No. of condoms distributed : 200
<b>Health promotion for travellers</b>			
<b>"Be a Healthy Traveller" Exhibition</b> - Lok Ma Chau Checkpoint - China Ferry Terminal Unit - Hong Kong International Airport	<ul style="list-style-type: none"> <li>To promote awareness of safer sex among travellers</li> </ul>	Travellers	(1) No. of attendance estimated : 62,900 (2) No. of IEC distributed : 11,752 (3) No. of condoms distributed : 2,800
<b>Travel Health Service support projects</b>	<ul style="list-style-type: none"> <li>To distribute condoms through Travel Health Service</li> </ul>	Travellers	(1) No. of condoms distributed: 1,254
Project name & description	Objectives	Main target	Indicators (yearly)
<b>Health promotion for prisoners</b>			
<b>Pre-exit Kits for prisoners on discharge</b>	<ul style="list-style-type: none"> <li>To promote AIDS awareness among pre-exit prisoners</li> <li>To encourage behavioural modification for risk reduction</li> </ul>	Person just released from prison	(1) No. of Pre-exit Kits distributed: 9,000
<b>Prevention of mother-to-child transmission</b>			
<b>Development and provision of education materials on universal antenatal HIV testing</b>	<ul style="list-style-type: none"> <li>To educate antenatal mothers on HIV/AIDS</li> <li>To increase the knowledge of HIV testing</li> </ul>	Antenatal mothers	(1) No. of IEC distributed: 5,350

## Targeted Prevention : Individual-based

Project name & description	Objectives	Main target	Indicators (yearly)
<b>Harm reduction</b>			
<b>Phoenix project</b> - 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"> <li>To promote the use of Methadone as a substitute for heroin</li> <li>To implement HIV/AIDS prevention education</li> <li>To discourage sharing needles</li> </ul>	Drug users in the vicinity of Methadone Clinic	(1) No. of IEC distributed: 68,152 (2) No. of condoms distributed: 172,800



# Red Ribbon Centre

*Production in the year 2012*

## Periodicals

### **AIDS Newsletter** (Traditional Chinese)

- Number 60
- Number 61

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### **Hong Kong STD/AIDS Update** (English)

- Volume 18 Quarter 1
- Volume 18 Quarter 2
- Volume 18 Quarter 3
- Volume 18 Quarter 4

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### **Networking Voice** (Traditional Chinese)

- Volume 18 Number 1
- Volume 18 Number 2

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

- Volume 14 Number 1
- Volume 14 Number 2
- Volume 14 Number 3

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### **Red Ribbon Bulletin** (Traditional Chinese)

- Number 39
- Number 40
- Number 41

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### **ACA Newsfile** (English)

- Volume 19 Number 1
  - Volume 19 Number 2
  - Volume 19 Number 3
  - Volume 19 Number 4
  - Volume 19 Number 5
  - Volume 19 Number 6
  - Volume 19 Number 7
  - Volume 19 Number 8
  - Volume 19 Number 9
  - Volume 19 Number 10
  - Volume 19 Number 11
  - Volume 19 Number 12
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### Giveaway

- Zipper Bag to promote EM Hotline
- Mirror to promote AIDS Hotline
- 2013 Red Pocket for Prisoner
- Red Ribbon Concert 2012 Key Chain
- Red Ribbon Concert 2012 T-Shirt
- Hong Kong pride Parade 2012T-Shirt
- Heart shape safety buckle

### VCD

Knowing AIDS (Nepali, Indonesian )

### Pamphlets

I need? You need ? He needs? She needs? (Thai, Tagalog, Indonesian, Traditional Chinese, Simplify Chinese and English )  
Prevent Sexually Transmitted Infections and AIDS- Practise Safer Sex (Indonesian and Simplify Chinese)  
Rapid HIV test for Delivering Women (Thai, Indonesian, Simplify Chinese and English )  
World AIDS Campaign 2012 –Hong Kong Activity Calendar

### Booklets / Books

Red Ribbon Concert 2012 programme rundown

### Poster

「玩Game擺套一App過快搜全港免費測試熱點」  
World AIDS Campaign 2012-Getting to Zero  
2011 PRiSM Survey result  
Red Ribbon Centre Concert 2012

### Mini Posters

Red Ribbon Centre Concert 2012

### Cards

Heart Shape Card  
二零一三年年曆咭 (Traditional Chinese)  
2011 PRiSM survey result postcard  
「免費擺安全套 愛滋測試」 sticker

### Guidelines / Information Papers / Strategies / Reports

Recommended HIV/AIDS Strategies for Hong Kong 2012-2016 (Chinese, English)  
Recommended Clinical Guidelines on the Prevention of Perinatal HIV Transmission  
Red Ribbon Centre-UNAIDS Collaborating Centre for Technical Support Report 2011

# 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 2012 to 31 March 2015)

<b>Chairman:</b>	Dr. TAN, Richard
<b>Members:</b>	Mr. CHAN, Ka-wai Ms. CHANG, Yuk-mui, Gipsy Mr. CHU, Muk-wah, Daniel Ms KWONG Suk-chun, Victoria Dr. WONG, Ka-hing
<b>Secretary:</b>	Ms. CHEUNG Man-man, Gilda



# *HIV Prevention and Health Promotion Team*



## **HIV Prevention and Health Promotion Team Team members list:**

Dr. WONG Ka-hing *Consultant*  
Dr. CHAN Chi-wai, Kenny *Senior Medical Officer*  
Dr. LEUNG Wai-Man, Raymond *Senior Medical Officer*  
Dr. LIN Wai-chi, Ada *Senior Medical Officer*  
Dr. WONG Wai-ming, Francis *Medical Officer (to June 2012)*  
Dr. SHU Bo-yee *Medical Officer (from June 2012)*  
Dr. WONG Kin-ho, Philip *Medical Officer*  
Ms. PANG Kit-wah, Jenny *Senior Nursing Officer (Acting)*  
Ms. WONG Pik-san *Nursing Officer*  
Ms. CHU Lai-wah, Anita *Nursing Officer*  
Ms. WONG Mei-yuk, Lina *Nursing Officer*  
Ms. LAM Wai-lan *Nursing Officer*  
Ms. NG Yuk-yin *Nursing Officer*  
Ms. CHEUNG Wing-tak *Nursing Officer*  
Ms. HUNG Wai-fong *Registered Nurse*  
Mr. LUI Fat-man, Desmond *Enrolled Nurse*  
Mrs. LAU Ma Ching-suen, Ellen  
Ms. CHEUNG Man-man, Gilda  
Ms. WONG Lai-fan, Funny  
Ms. CHEUNG Lai-ha, Celine  
Ms. KONG Yin-mui, Wendy  
Ms. MOK Yuk-pui



# Red Ribbon 100

“Red Ribbon 100” - 100 minutes of Fun is a special guided tour at the Red Ribbon Centre. Health talks, interactive activities, quizzes and games are employed to reinforce knowledge about the causes, routes of transmission and preventive measures about STIs/AIDS, and to promote a concerning and accepting attitude towards the people living with HIV.

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 :  11 – 19     20 – 39     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	<a href="http://www.aids.gov.hk">http://www.aids.gov.hk</a>
Red Ribbon Centre Website	<a href="http://www.rrc.gov.hk">http://www.rrc.gov.hk</a>
AIDS Hotline Website	<a href="http://www.27802211.com">http://www.27802211.com</a>
Gay Men HIV Information Website	<a href="http://www.21171069.com">http://www.21171069.com</a>
Harm Reduction Website	<a href="http://www.harmreduction.gov.hk">http://www.harmreduction.gov.hk</a>
Advisory Council on AIDS	<a href="http://www.aca.gov.hk">http://www.aca.gov.hk</a>
Council for the AIDS Trust Fund	<a href="http://www.atf.gov.hk">http://www.atf.gov.hk</a>

# *Correspondence:*

## **Red Ribbon Centre**

Tel : (852) 3143 7200

Fax : (852) 2338 0534

E-mail : [rrc@dh.gov.hk](mailto: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](mailto:rrc@dh.gov.hk)

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