



# 2013 Year book of Red Ribbon Centre

Zero new HIV infections

Zero discrimination

Zero AIDS – related deaths

2013

# Contents

<i>Our Mission</i>	2
<i>Our Objectives</i>	2
<i>Messages from Mrs. Regina LEUNG, Patron, Red Ribbon Centre</i>	3
<i>Messages from Dr. Catherine Sozi, Country Director, UNAIDS China</i>	4
<i>Messages from Dr Richard TAN, Chairman of the Red Ribbon Centre Management Advisory Committee</i>	5
<i>Director's Report for the year 2013 -by Dr WONG Ka-hing</i>	6
<i>Photo Album - 2013 Red Ribbon Centre Activities tidbits</i>	8
<i>Red Ribbon Centre Project Inventory 2013</i>	16
<i>Red Ribbon Centre Production in the year 2013</i>	24
<i>Red Ribbon Centre Management Advisory Committee</i>	26
<i>HIV Prevention and Health Promotion Team</i>	27
<i>Red Ribbon 100</i>	28
<i>Friends of Red Ribbon Centre Scheme</i>	29
<i>Related Hotlines and Websites</i>	30
<i>Correspondence</i>	31

## 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

*from Patron, Mrs Regina LEUNG*



In 2013, the Red Ribbon Centre continued to rally public support in the battle against AIDS.

On World AIDS Day (December 1) each year, activities are held worldwide to commemorate people who lost their lives to AIDS and to raise public awareness about the disease. To tie in with this special day, the Centre organised various publicity and educational activities in 2013, as in previous years. These included collaborating with Radio Television Hong Kong again in disseminating AIDS-related messages in its radio programmes and in co-organising the “Safe Journey” drama script writing competition and performance to draw the attention of the public, particularly the youth, to safer sex and AIDS prevention.

Apart from public education, the Centre also organised capacity building activities, including courses, workshops and seminars, to enhance the ability of health and other professionals to deal with AIDS. In addition, the Centre endeavoured to strengthen communication and links with the health authorities in the Mainland and Macao through exchange visits and experience sharing programmes with a view to curbing the spread of AIDS more effectively in the Pearl River Delta Region.

To fight AIDS and help those people living with it, we need to enhance public awareness and eliminate misunderstanding about the disease and prejudice against the infected. I am sure that the Centre will keep up its efforts and work towards the goal set down by UNAIDS of “Getting to Zero”, namely, “zero” new HIV infections, “zero” discrimination and “zero” AIDS-related deaths.

A handwritten signature in black ink, appearing to read 'Regina Leung'.

Mrs Regina LEUNG  
Patron

# Messages

*from Dr. Catherine Sozi, Country Director, UNAIDS China*

In 2013 The Hong Kong Red Ribbon Centre continued its important work in support of the response to HIV within Hong Kong and the greater Asia-Pacific region, serving as a key hub for regional cooperation, and the exchange of information and experience.

Responding to the increase in HIV prevalence among men who have sex with men in Hong Kong, the Centre implemented targeted initiatives focusing on strengthening awareness and reducing risk. Working with the organisers of the 2013 Hong Kong Lesbian and Gay Film Festival, the Centre distributed educational materials and condoms to festival participants, and co-produced a film promoting safe sex and early HIV testing.

The Centre continued to support enhanced regional collaboration, holding workshops to strengthen the capacity of mainland Chinese NGOs to conduct HIV response work. The Centre produced and distributed regular bulletins, sharing latest updates from Hong Kong, the region and around the world on science and technology, best practices and community initiatives.

As we move into 2014, the Centre's role in coordinating regional collaboration and experience exchange will become increasingly important. UNAIDS looks forward to continuing to work closely with the Hong Kong Red Ribbon Centre as it continues its innovative and important work in the response to HIV.

# Messages

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

This is my second year as the Chairman of the Red Ribbon Centre Management Advisory Committee (RRC MAC) and 2013 was a challenging year in our HIV prevention work. The annual figure of newly reported HIV cases has reached a record high of 559 since our surveillance system was started around three decades ago. A major proportion of the new cases was found in men who have sex with men (MSM). To achieve the UNAIDS vision of

“ Zero new HIV infections,  
Zero discrimination,  
Zero AIDS – related deaths. ”

We still have a long way to go and many challenges to surmount.

In the past year, the Red Ribbon Centre (RRC) continued to maintain a close working relationship with experts from China and our local communities through many exchange and sharing activities. The Lions Red Ribbon Fellowship Scheme is one of the many such initiatives undertaken by the RRC. Since 1999, 101 fellows from 28 cities and 3 self-administration regions have been sponsored by the Lions Clubs International District 303 Hong Kong and Macau and completed their studies and researches in Hong Kong. We wish to record our thanks and appreciation to the Lions Clubs International District 303 Hong Kong and Macau for sponsoring the Lions Red Ribbon Fellowship Scheme. I understand that the Lions Clubs in the People’s Republic of China will also participate in sponsoring this project in the future.

During the past year, I was fortunate enough to be invited to some interesting and meaningful events organised by the RRC. The World AIDS Day 2013 “Safe Journey” drama was an excellent example where college students and the communications media can participate in the prevention of HIV by arousing public interest. Their vivid and creative performances were much enjoyed by the audience, myself included. I was also invited to the premiere of “For Love, We Can” which the Centre had started planning and filming since 2013. I was deeply impressed by the talents of our young people, especially by the directing and acting skills of the students of the Hong Kong Academy for Performing Arts, which was anything but amateur. I hope this joint effort by the RRC and the Hong Kong Academy for Performing Arts will become an annual event. I also wish all our young directors and performers a very bright future in their careers.

As a member of the RRC/MAC, I have seen tremendous hard work made by a diligent and innovative HIV Prevention and Health Promotion team to spread the messages of HIV prevention, early testing, early treatment and acceptance of people living with HIV/AIDS. I am also happy to note that the RRC has worked so closely with the MSM community through various innovative channels. It has also reached every sector of our society with its message of HIV/AIDS prevention.

My appreciation and gratitude goes to all the staff of the RRC for their dedication and hard work. It has been my pleasure working with all of them. We have accomplished much in the past year – but still more needs to be done. Together, hand in hand, we shall continue to work till Hong Kong will have “Zero new HIV infections, Zero discrimination and Zero AIDS-related deaths”.



# Director's Report


*Dr. WONG Ka-hing*

Last month I attended a lecture by a UK visiting Professor on HIV clinical update; he remarked that more HIV infections were reported in UK but nobody cares nowadays. Is that true? Does this reflect the current scene generally of the developed countries, in that the society is no longer interested in HIV/AIDS, let alone viewing it as an important issue?

Internationally, in the 2013 UNAIDS global epidemic report, some good news in terms of decreased HIV infections and even greater declining trend in AIDS-related deaths were observed in some developing countries. While better survival of people living with HIV/AIDS worldwide is undoubtedly contributed by the expansion of antiretroviral treatment, the seemingly success in prevention in selected places could be multi-factorial. “Zero New HIV Infections, Zero Discrimination, Zero AIDS-related Deaths” is the aspiration of AIDS workers all over the world, albeit the way is long.

How about the epidemic in Hong Kong? The reported HIV infections hit a record-high for consecutive three years; it was 559 new cases in 2013, an increase of 46 (9%) compared to 2012. Because of a larger base, a smaller percent rise will mean the same significant rise in absolute number of infections. Clearly, the local epidemic is not under good prevention and control. Men who have sex with men infections continued to dominate the situation, and overshadowed other modes of transmission including heterosexual infections. While we are vigilant that injecting drug use can always lead to HIV explosion over a short period of time, it is conceivable that MSM infections will continue to be the single most important mode in the foreseeable future. Hong Kong is facing, similar to most if not yet all of the other regions, an MSM prevention challenge.

The Red Ribbon Centre organised and implemented many activities in 2013, ranging from media campaigns, health promotion programmes to capacity building and networking activities. The World AIDS Campaign featured a premiere of the winning piece drama “Safe Journey” presented by Chu Hoi Drama Club. The RRC organised or participated in the Hong Kong Pride Parade 2013, the 10th AIDS Festival, production of a gay short film (For Love, We Can), display of Caring trees for people living with HIV, cross-border HIV awareness and



condom distribution, and roving exhibitions, just to name a few. HIV testing was one main theme of the 2013 programme; RRC collaborated with the Hong Kong Medical Association on a seminar to promote general practitioners to conduct HIV testing, and it ran a workshop to support quality assurance of voluntary testing services by the non-governmental organisations. We believe RRC still plays its role in providing technical support to local communities, as well as organisations and people in the region.

What would be the real change agent for HIV prevention, if there is one? More prevention tools seem to be available in the field given the past years' scientific developments, mostly biomedical measures such as treatment as prevention and pre-exposure prophylaxis; nevertheless, HIV prevention and control is by no means easier than before. Perhaps it is still human nature, human behaviours, community and personal vulnerability as well as protection engineering that matter more.

Back to local, the approval by Legislative Council in late 2013 of the injection of \$350 million into AIDS Trust Fund is an encouragement. ATF is the major source of funding for non-governmental organisations that work on HIV prevention and support in Hong Kong. NGOs are in the forefront of the HIV at-risk populations, which work with them day-to-day and know their needs most. Government technical and funding support is indispensable. The at-risk communities themselves also play a crucial role in bettering prevention. Again, concerted efforts of these three (or more) parties have to be strengthened or revitalised if we are to have a winning hand over the epidemic.



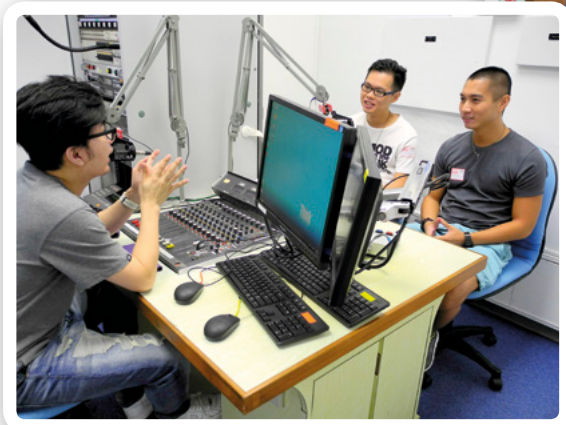
# Photo Album

## 2013 Red Ribbon Centre Activities tidbits

### Promotion of Awareness and Acceptance Activities

#### “Safe Journey”, 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 - “Safe Journey”, 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 arouse public’s awareness, especially the youth, of safer sex and prevention of HIV/AIDS, and their concern for people living with HIV/AIDS.



## The “Safe Journey” drama premiere cum ceremony for World AIDS Day 2013

Jointly organised with Radio Television Hong Kong Radio 2, the “Safe Journey” drama premiere cum ceremony for World AIDS Day 2013 was held on 30 November at MacPherson Stadium. “Safe Journey”, a production fully made by youngsters, was a drama which shed light on the anxiety faced by the HIV-infected, with a view to promoting safe sex, early diagnosis and treatment.





## The 10<sup>th</sup> AIDS Festival –Getting to Zero

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 10th AIDS Festival under the theme of Getting to Zero. 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.



## Safer Sex Promotion Activity

To increase the awareness of safer sex to the public, a safer sex promotion activity was held at the border between Portland Street and Hamilton Street in Mongkok district in December. Free condom and AIDS related health materials were distributed during the activity.





## HIV Prevention Media Campaign for MSM in 2013

### The Hong Kong Lesbian and Gay Film Festival

Red Ribbon Centre collaborated with the Hong Kong Lesbian and Gay Film Festival to organise activities during the Festival to promote HIV/AIDS prevention within and beyond the MSM community. Apart from the special screenings on HIV/AIDS films, a short film “For Love, We Can” was produced by Hong Kong Academy for Performing Arts to advise the MSM community the importance of safer sex, early HIV testing and early treatment.



## The Hong Kong Pride Parade 2013

Red Ribbon Centre co-operated with the Hong Kong Pride Parade 2013 to deliver HIV/AIDS prevention messages to raise the awareness on HIV prevention and early HIV testing during the Parade and its associated publicity. The route of the Parade was from Causeway Bay to the Tamar Park in Admiralty. Parade by condoms mascots and a game stall were among the activities engaged by Red Ribbon Centre





## Capacity building and Networking activities

The Red Ribbon Centre supported UNAIDS and International HIV/AIDS Alliance in holding a workshop for 10 strategic community-based organisations in Mainland China from 14 to 18 January 2013 in Hong Kong. The workshop aims to empower the participants to create change for effective sustainable community HIV response. Speakers from local organisations were lined up to share experience and exchange with the participants.



Red Ribbon Centre organised 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.



To encourage front-line health care professionals in the promotion of HIV prevention, and to facilitate early diagnosis and treatment of the infection, and to facilitate early diagnosis and treatment of the infection, Red Ribbon Centre co-organised a seminar titled “Update on HIV Infection, Treatment and Prevention” with the Hong Kong Medical Association for the general practitioners on 29 August 2013. A press conference conducted was held on the same day as the seminar to advocate early diagnosis and treatment of HIV infection.



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 306 visitors in 2013.



*A study tour of four representative from the Ministry of health and Ministry of Finance of Vietnam, sponsored by WHO, visited the Red Ribbon Centre on 14 November 2013*



*Visit programme for Singapore Delegation on 2 December*



*Clinic attachment programme for Fellowship in Clinical HIV nursing from China on 13 October*



*HIV/AIDS and STI team of WPRO visited Red Ribbon centre on 20 August*

There was one Lions Red Ribbon Fellows in 2013. 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

*Project Inventory in the year 2013*

## 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: 43,132 (2) No. of emails received: 30 (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: 20,484 (2) No. of emails received: 39 (3) % of enquiries replied within 1 week: 100%
<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: 4,354 (2) No. of hits at risk assessment page : 611 (3) No. of hits at letterbox page : 8,060 (4) No. of enquiries through letterbox : 66
<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 organization's websites expertise in harm reduction</li> </ul>	General public, drug users	(1) Total no. of hits: 8,676
<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: 54,982
<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: 7,346 (2) Total no. of voice mail received: 670
<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: 188
<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: 266



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 2013</b> – collaborating with the RTHK radio 2, a series of radio programme was aired under the theme of “Safe Journey”	<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

## 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: 3,598
<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: 1,478 (local agencies) 292 (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: 12,000 (3) No. of agencies on mailing list: 3,200
<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 9,000 (3) No. of agencies on mailing list: 1,896
<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: 28 (2) No. of approved projects: 27
<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: 2 (2) No. of membership: 586
<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: 21 (2) No. of participants: 416
<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 organizations and individuals on mailing list: 4,975
<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

Project name & description	Objectives	Main target / setting	Indicators (yearly)
<b>Extramural promotional activities</b>			
<b>Exhibitions at schools and community centres</b> - "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 : 1 (2) No. of attendance estimated : 200 (3) No. of IEC distributed : 1,000
<b>The 10<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 : 1,500 (2) No. of IEC distributed : 2,050
<b>Roving Exhibition on "Youth and AIDS"</b> - Cheung Sha Wan Govt Office - Shatin Govt office - Revenue Tower - Tuen Mun Govt Office - Tsuen Wan Govt Office	<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 and Women	(1) No. of attendance estimated : 10,200 (2) No. of IEC distributed : 9,240
<b>Safer Sex promotion at the border between Portland Street and Hamilton Street</b>	<ul style="list-style-type: none"> <li>To increase the awareness of safer sex to the Commercial sex workers and their clients</li> </ul>	CSW and clients	(1) No. of attendance estimated : 4,500 (2) No. of condom distributed : 4,000
<b>The "Safe Journey" drama premiere cum ceremony WAC 2013</b>	<ul style="list-style-type: none"> <li>To increase the awareness of HIV/AIDS and promote safer sex</li> </ul>	General Public	(1) No. of attendance estimated : 1,039 (2) No. of IEC distributed : 700
<b>Caring Tree roving exhibition in PMH and ITC</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 : 1,320



## Capacity Building : Group or Setting-based

Project name & description	Objectives	Main target	Indicators (yearly)
<b>Seminar</b>			
<b>Seminar to medical practitioners - Update on HIV Infection, Treatment and Prevention</b>	<ul style="list-style-type: none"> <li>To update doctors on information and knowledge of HIV/AIDS</li> </ul>	Doctors	(1) No. of attendance : 71 (2) No. of IEC distributed : 200
<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 : 2 (2) No. of attendance : 83
<b>Organization Development to create CHANGE for effective sustainable community HIV response in China - Strategic CBO workshop in Hong Kong</b>	<ul style="list-style-type: none"> <li>To empower the participants to create change for effective sustainable community HIV response</li> </ul>	NGOs from Mainland China	(1) No. of attendance : 34
<b>Workshop on Checklist for Quality Assurance on HIV Voluntary Counselling and Testing Service in Community Setting</b>	<ul style="list-style-type: none"> <li>To discuss the quality assurance on VTC service</li> </ul>	AIDS NGOs	(1) No. of participants: 20
<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 total participants: 306
<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: 973 (3) No. of new registrants: 23 (4) No. of test completed: 56 (5) No. of iCE points accredited : 44
<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: 31

## 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: 1 (2) No. of attendance at seminars: 6
<b>Project on Literature review on the effectiveness of HIV prevention programme among youth</b> by CUHK and Yale University students	To review the HIV prevention programme among Youth	University students	(1) No. of students: 2

## 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 organizations	<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 : 292,800 (2) No. of gay saunas and Massage Parlors covered: 67 (3) 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	(1) No. of gay venue covered: 33 (2) No. of condoms distributed: 153,731 (3) No. of lubricants distributed: 237,101

Project name & description	Objectives	Main target	Indicators (yearly)
----------------------------	------------	-------------	---------------------

#### Harm reduction

<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: 3,000
<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: 4 (2) No. of attendance: 190

Project name & description	Objectives	Main target	Indicators (yearly)
----------------------------	------------	-------------	---------------------

#### Health promotion for MSM

<b>Hong Kong Lesbian and Gay Film Festival 2013 Opening Ceremony</b>	<ul style="list-style-type: none"> <li>To raise awareness about AIDS, and to bring the love and caring message to the community</li> <li>To promote HIV testing</li> </ul>	MSM	(1) No. of attendance estimated : 400 (2) No. of IEC distributed : 800 (3) No. of condoms and lubricant distributed : 800
<b>Hong Kong Pride Parade 2013</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 : 5,200 (2) No. of IEC distributed : 3,000 (3) No. of condoms and lubricant distributed : 3,000

#### Health promotion for travellers

<b>"Be a Healthy Traveller" Exhibition</b> - Lok Ma Chau Checkpoint - China Ferry Terminal - Shenzhen Bay Port	<ul style="list-style-type: none"> <li>To promote awareness of safer sex among travellers</li> </ul>	Travellers	(1) No. of attendance estimated : 46,600 (2) No. of IEC distributed : 18,520 (3) No. of condoms distributed : 9,200
<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

#### Health promotion for prisoners

<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
---	--	----------------------------------	---

#### Prevention of mother-to-child transmission

<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: 3,100
--	--	-------------------	-----------------------------------

## 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: 69,152 (2) No. of condoms distributed: 9,923

# Red Ribbon Centre

*Production in the year 2013*

## Periodicals

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

- Number 62
- Number 63

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

- Volume 19 Quarter 1
- Volume 19 Quarter 2
- Volume 19 Quarter 3
- Volume 19 Quarter 4

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

- Volume 19 Number 1
- Volume 19 Number 2

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

- Volume 15 Number 1
- Volume 15 Number 2
- Volume 15 Number 3

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

- Number 42
- Number 43
- Number 44

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

- Volume 20 Number 1
- Volume 20 Number 2
- Volume 20 Number 3
- Volume 20 Number 4
- Volume 20 Number 5
- Volume 20 Number 6
- Volume 20 Number 7
- Volume 20 Number 8
- Volume 20 Number 9
- Volume 20 Number 10
- Volume 20 Number 11
- Volume 20 Number 12

## Giveaway

- 2014 Red Pocket for Prisoner
- Harm Reduction Hotline Towel
- AIDS Hotline banner pen
- Zipper Pouch for general public
- Zipper Pouch for traveler
- MSM condom and lubricant packs
- MSM rainbow flag adhesive sticker
- Hong Kong Pride Parade 2013(paper fan)
- Hong Kong Pride Parade 2013(organza bag)
- Hong Kong Pride Parade 2013(T-shirt)
- 27802211 Towel

#### Exhibition board

Have your own condom

Practise harm Reduction Today and Enjoy a Better Tomorrow

#### Pamphlets

愛自己 四式一招零感染

為將分娩的孕婦進行愛滋病毒抗體快速測試

Prevention of Sexually Transmitted Infections and AIDS

World AIDS Campaign 2013 - Getting to Zero Pamphlet

#### Booklets / Books

UNAIDS Collaborating Centre for Technical support report 2012

#### Poster

Universal HIV Antibody Urine Testing in Methadone Clinics

World AIDS Campaign 2013 - Getting to Zero

#### Mini Posters

為健康 做測試

World AIDS Campaign 2013 - Getting to Zero A4 Mini Poster

#### Cards

為健康 做測試年曆咭

Hong Kong Pride Parade 2013 (21171069 hotline card)

Hong Kong Pride Parade 2013(PRISM postcard)

Hong Kong Pride Parade 2013(1069 app postcard)

2014 Calendar card

Hotline and Website card

#### Guidelines / Information Papers / Strategies / Reports

HIV Infection and Health Care Workers - Recommended Guidelines

愛滋病毒感染與醫護人員 — 建議指引

Factsheet on HIV/AIDS situation in Hong Kong 2012

愛滋病資訊 — 香港愛滋病情況 (二零一二)

#### others

Two condom mascots

Hong Kong Pride Parade 2013 promote HIV testing banner



# 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.

<b>Red Ribbon Centre Management Advisory Committee Membership List</b> (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 SHU Bo-yee Medical Officer  
Dr. WONG Kin-ho, Philip Medical Officer  
Ms. PANG Kit-wah, Jenny Senior Nursing Officer  
Ms WONG Pik-san Nursing Officer  
Ms. CHU Lai-wah, Anita Nursing Officer  
Ms. WONG Mei-yuk, Lina Nursing Officer  
Ms. Lo Mei-kit Nursing Officer  
Ms. NG Yuk-yin Nursing Officer  
Ms. CHEUNG Wing-tak Nursing Officer  
Ms LAM Lai Hing Registered Nurse (H)  
Ms. HUNG Wai-fong Registered 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	: <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	<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>