

2014



2014 Year book of Red Ribbon Centre



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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

Mrs. Regina LEUNG, Patron, Red Ribbon Centre



Preventing and controlling HIV/AIDS remains a global challenge despite advances in medical sciences. To limit the spread of HIV infection in the community, we need to educate the public not only on the nature of the disease but also on the preventive measures. Equally important is to promote a supportive attitude towards the infected so as to eradicate stigma and discrimination.

Believing that proper values should be cultivated at a young age, the Red Ribbon Centre has organised over the years a number of educational and promotional programmes for young people, especially students. Last year, it launched a programme on life skill-based AIDS education in collaboration with the Family Planning Association of Hong Kong to enhance young people's understanding of HIV/AIDS and of effective ways to protect themselves from infection by strengthening their skills in self-awareness, critical thinking, decision-making, interpersonal communication and negotiation. Over 1,500 junior secondary students participated in the programme. It is encouraging to see that young people are now increasingly aware of HIV/AIDS and supportive of those living with the disease.

I am grateful to the Red Ribbon Centre for its tireless efforts to protect the health of the community. I wish the Centre every success in its battle against HIV/AIDS.

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

Mrs. Regina Leung
Patron

Messages

Dr. Catherine Sozi, Country Director, UNAIDS China

In 2014, the Hong Kong Red Ribbon Centre continues its important work in support of the HIV response within Hong Kong and the greater Asia-Pacific region, guiding regional cooperation, and the exchange of information and experience.

Responding to the rising number of reported HIV infection and HIV/HCV co-infection cases among gay men and other men who have sex with men in Hong Kong, the Centre launched targeted initiative campaigns on strengthening awareness and reducing risk with and within the gay community. It produced a short film (For Love, We Can) to encourage safer sex and early HIV testing and counselling. The Centre continues to support enhanced regional collaboration, holding workshops to strengthen the capacity of mainland Chinese NGOs to conduct HIV response work. Its work on distributing condoms across borders to travellers between Hong Kong and the Mainland is exceptional and demonstrates leadership in knowing that the virus knows no borders.

As we move into 2015, the Centre's role in leading 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 to work towards the end of AIDS by 2030.

Director's Report


Dr. WONG Ka-hing

Another year lapsed; it's time to recap briefly the work of Red Ribbon Centre (RRC) in 2014 in light of the local HIV epidemic and situation.

Reported HIV infections continued to surge, and attained another record-high annual level of 651 cases in 2014. As expected, men who have sex with men was the most hard-hit population. Indeed, the proportion of MSM infections increased to three-fourths of reported cases with known transmission mode, which was another record of local HIV surveillance ever since the system was in place. What's more worrisome was increase in the number as well as proportion of young MSM infections aged 20-29.

Conceivably the rise in reported infections could be multifactorial. One contributor would be the increase in HIV awareness and testing among MSM community. Serial surveys did find a rising testing rate in this most-at-risk population; a strategy that all want to promote for early diagnosis of people living with HIV. Not only is this desirable for the health of the infected, public health control of HIV could also be effected through treatment as prevention. On this, the UNAIDS has advocated three 90s targets, viz. 90% of people living with HIV are diagnosed, 90% of them be put on highly active antiretroviral therapy and 90% of them with full viral suppression. There was also likely a genuine rise in the local MSM HIV epidemic. HIV prevalence of the community was found to be 5.85% in the 2014 HARiS. This was higher than the previous PRiSM finding albeit direct comparison cannot be made.

Surveillance and epidemiologic data indicated that local challenges remained big, and more work has to be done. Over the years, preventive intervention targeting MSM has become integral and crucial component of the Red Ribbon Centre's prevention and health promotion programme. In response to the rising MSM HIV epidemic and surge of acute hepatitis C infection in HIV positive MSM cared at the Integrated Treatment Centre, RRC rolled out a "Be Negative" HIV/HCV awareness campaign in 2014. RRC also cooperated with the Hong Kong Lesbian and Gay Film Festival 2014 and the Hong Kong Academy for Performing Arts to produce a short film called "For Love, We Can" to disseminate the messages of safer sex and early HIV testing among the gay community. The film was well received.



Publicity and general HIV education activities were also organised by RRC, including the World AIDS Campaign, life-skills based school education and roving exhibitions. Capacity building activities remained a core function of RRC, and different workshops and exchange programmes were implemented in 2014. The HIV/AIDS Response Indicator Survey (HARiS) was in its second year of implementation in 2014. RRC has played an important role in this annual survey, to monitor the HIV situation and collective community response. Even though biomedical prevention has emerged to become hot topic in the HIV field, I believe health promotion and behavioural modifications targeting the communities can never be neglected.

What will 2015 and beyond look like? Until then, perhaps nobody knows.

Messages

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

2014 was not a year one would remember as uneventful. Among all the hustle and bustle, this year marked the 30th year since the first case of HIV infection was identified in Hong Kong. As the Chairman of the Red Ribbon Centre (RRC) Management Advisory Committee (MAC) for the third year, I would like to remind all that the rising figure of local HIV cases especially among the young population is a cause for concern. 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 hurdles to overcome.

In the past year, RRC continued to maintain close relationship with local and regional stakeholders academically and professionally; and this is particularly true with the Mainland. The Lions Red Ribbon Fellowship is but one of the many initiatives undertaken by RRC. Since 1999, 103 fellows from various localities have been sponsored by Lions Clubs International District 303 Hong Kong and Macau and completed their studies in Hong Kong. The Fellowship Scheme has provided an excellent platform for mutual flow of information and experience among HIV professionals in areas reached by The Lions Club.

As in previous years, I was invited to some important events organised by RRC. This time, the World AIDS Campaign 2014 Kick-off Ceremony held in the end of November was particularly memorable. The theme of the Campaign this year was “life skills-based education” (LSBE) on HIV/AIDS and sex for secondary school students. It involves giving LSBE on HIV/AIDS and sex to over 1500 students in the 2014/2015 school term, during which they will learn critical thinking and decision making, self management skills, interpersonal skills such as refusal and conflict handling. To my surprise, the performances given by the students and young volunteers were professionally executed, and yet filled with youth and creativeness. I was deeply impressed by the talents of our young generation and I am optimistic about the possibilities that they hold for the future in fighting HIV and in the society.

Here, I must thank our health promotion team working diligently and constantly coming up with new ideas to bring to the public the messages of HIV prevention, early testing, early treatment, and acceptance of people living with HIV/AIDS. I look forward to the day when we achieved the three “Zeros” in Hong Kong as well as worldwide. Much has been done, but much more remains to be done. So let us all continue to work hard for a brighter tomorrow.



Photo Album

2014 Red Ribbon Centre Activities tidbits

Promotion of Awareness and Acceptance Activities

World AIDS Campaign 2014

The World AIDS Campaign 2014 Kick-off Ceremony was carried out at the Plaza in Sha Tin Town Hall on 29 November 2014. The wife of the Chief Executive and the Patron of the RRC, Mrs. Regina Leung, SFH, DoH, and counterparts from health authorities in Shenzhen and Macau officiated at the ceremony, whereas students and youths from Teen AIDS Touch Theatre delivered 3 performances to promote HIV prevention. The Family Planning Association of Hong Kong also rolled out life skills-based education on HIV/AIDS and sex in secondary schools.



AIDS Hotline promotion in Ethnic Minorities

Promotion of the AIDS Hotline to ethnic minorities was held in Sha Tin Central Park and Charter Road, Central on 13 April 2014. Promotional materials were distributed to around 5,000 foreign domestic helpers.



HIV/AIDS and Hotline Promotion

The HIV/AIDS awareness health and testing hotline promotion were held in the Cheung Sha Wan industrial area and Yuen Long New Street. An estimate of 12,000 members of the public were reached and 1,000 fans imprinted with the AIDS Hotline were distributed.



“Modern Sex Education” activity

Red Ribbon Centre participated in “Modern Sex Education”, a health promotion activity co-organised by AIDS Concern and Hong Kong AIDS Foundation, which was held in the Outdoor Piazza of Hong Kong Cultural Centre on 13 December 2014. Souvenirs promoting the DH AIDS Hotline were distributed to an estimated 1,000 attendances.



HIV Prevention Media Campaign for MSM in 2014

Short Film “For Love, We Can”

The short film “For Love, We Can”, co-organised by Red Ribbon Centre and Hong Kong Lesbian & Gay Film Festival Society Limited, was commissioned to The School of Film and Television of Hong Kong Academy for Performing Arts, was premiered on 6 March 2014 at Broadway Cinematheque. The 47-minute film features a gay couple struggling through family relationships and facing the dread of HIV/AIDS, with the aim to promote safer sex and regular HIV testing. Two additional free screenings have been scheduled on 12 April 2014 upon critical acclaim from the gay community.



The Hong Kong Lesbian and Gay Film Festival

The Lesbian and Gay Film Festival was held during 13 to 26 September. As in previous years, RRC recommended two films: *The Circle* is a documentary based on a real couple and the events around an underground gay magazine and club in the 1950's; *Nomansland* describes the struggle faced by a man whose partner has just committed suicide having known he had got infected with HIV. A photo exhibition of the “Be Negative” campaign was also held in the theatre. Seven hundred safer sex kits were distributed at the exhibition area during opening ceremony and screening of the sponsored films.



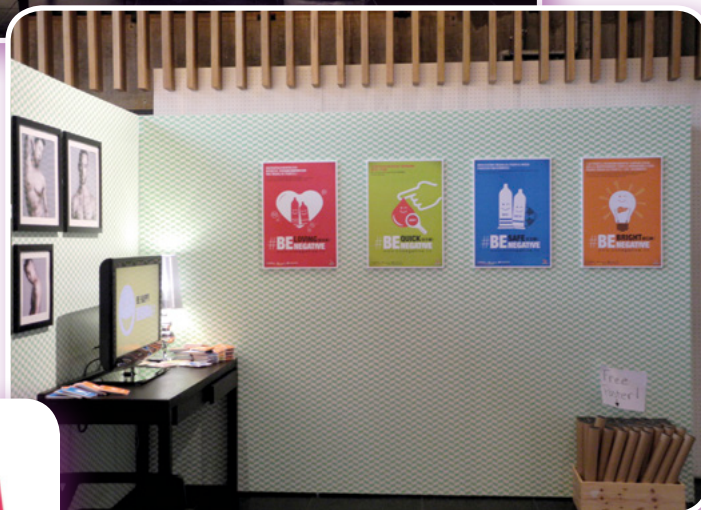
The Hong Kong Pride Parade 2014

The Gay Pride Parade 2014 was held on 8 November, which was joined by a record high of 8,900 people, according to the organiser. To promote HIV prevention at this event, a group of workers holding up slogan boards and banner together with two condom mascots marched all the way from the Victoria Park to the Tamar Park. A reception table was set at the starting point and two booths at the finishing point to distribute publicity materials, which echoed the theme of the “Be Negative” Campaign. Participants could also take photos and get souvenirs from the booths.



“Be Negative” HIV/HCV awareness campaign

“Be Negative” HIV/HCV awareness campaign which targeted MSM was launched in early August in response to the rising numbers of reported HIV infection and HIV/HCV co-infection cases among MSM. Apart from publicity activities conducted in NGOs, government clinics and gay venues, HIV antibody testing service for MSM was also available in two NGOs starting from late August. Publicity activities had completed in November and evaluation survey had commenced in early December.



Capacity building and Networking activities

Two university students, one from The Chinese University of Hong Kong and the other from Yale University, joined an attachment programme “New Asia / Yale Summer Community Services Exchange” with placement in the Red Ribbon Centre from 3 July to 30 July 2014.



Two doctors from Mainland health authorities joined the attachment programme Lions Red Ribbon Fellowship Scheme under sponsorship of the Lions Clubs. The programme lasted for two weeks from 15-26 September and concluded with a seminar on 26 September 2014.



Two training workshops on basic knowledge on HIV/AIDS and STIs for NGO staff were held on 16 and 23 September. The first workshop covers topics including basic knowledge and service provision while the second focused on special consideration for selected at-risk populations. A total of 136 participants attended the workshops.



The 20th International AIDS Conference - Report Back Seminar was held on 30 September 2014. Three doctors from RRC, academic and clinical perspectives gave a speech, followed by five speakers from two NGOs. The target audience was healthcare professionals and NGO workers; a total of 112 participants attended the seminar.





The “Training Workshop for Healthcare Professionals - Understanding MSM, Sex Workers and Transgender Persons” was held in RRC on 16 October 2014 evening. The target audience was frontline healthcare workers in the Social Hygiene Service and other DH services. Three speakers from NGOs were invited and a total of 74 DH staff members attended.

The “Training workshop on HIV/AIDS and drug abuse for frontline healthcare workers” was conducted at RRC on 18 November 2014. Two DH doctors and 1 external speaker were invited to present at the workshop. A total of 61 NGO workers and DH staff members attended.



Two trainees from the Field Epidemiology Training Programme of Centre for Health Protection had completed their attachment in Red Ribbon Centre and gave presentations on 30 December 2014.



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 239 visitors in 2014



Representatives from Guangdong Field Epidemiology Training Programme on 29 May 2014



Dr. Huang Kui , an exchange fellow , from Guangxi visited Red Ribbon Centre on 28 July 2014



Visitors from Guangdong Province Health and Family Planning Commission on 8 August 2014



A study tour from Sichuan visited on 7 August 2014



A study tour from Sichuan visited on 7 August 2014

Red Ribbon Centre

Project Inventory in the year 2014

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)	<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: 49,875 (2) No. of emails received: 35 (3) % of enquiries replied within 1 week: 100%
Red Ribbon Centre website www.rrc.gov.hk - since 1997	<ul style="list-style-type: none"> To introduce the work, facilities and resources of the Centre 	General public	(1) Total no. of hits: 39,538 (2) No. of emails received: 32 (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: 4,071 (2) No. of hits at risk assessment page: 408 (3) No. of hits at letterbox page: 5,231 (4) No. of enquiries through letterbox: 79
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: 26,695
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: 34,156
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: 5,574 (2) Total no. of voice mail received: 380
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: 161
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: 88

Project name & description	Objectives	Main target / setting	Indicators (yearly)
Media campaigns – to disseminate HIV prevention & care messages through the mass media			
Press Conference on HIV/AIDS situation -at quarterly basis	<ul style="list-style-type: none"> To review the HIV/AIDS situation in Hong Kong 	General public	(1) Total no. of conference: 4

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: 11,700 (3) No. of agencies on mailing list: 3,474
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: 4,792 (3) No. of agencies on mailing list: 1,270 (local agencies) 270 (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: 10,350 (3) No. of agencies on mailing list: 3,164
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: 8,600 (3) No. of agencies on mailing list: 1,896
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

Project name & description	Objectives	Main target / setting	Indicators (yearly)
ACA Newsfile - 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)
“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 organise 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: 24 (2) No. of approved projects: 24
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: 0 (2) No. of membership: 573
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: 23 (2) No. of participants: 511
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: 511 (2) No. of organisations and individuals on mailing list: 4,059
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
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 2014")	<ul style="list-style-type: none"> To support on HIV prevention projects 	Varies	See individual projects in other sections

Project name & description	Objectives	Main target / setting	Indicators (yearly)
Extramural promotional activities			
Exhibitions at schools and community centres - “Knowing about Safer Sex, Prevent STIs & AIDS”	<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: 2 (2) No. of attendance estimated: 2,000 (3) No. of IEC distributed: 2,000
Hotline promotion to EM - Shatin Central Park and Charter Road Central	<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: 5,000 (2) No. of IEC distributed: 5,000
Roving Exhibition on “Youth and AIDS” - Cheung Sha Wan Govt Office - Shatin Govt Office - Revenue Tower - Tuen Mun Govt Office - Tsuen Wan Govt Office	<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 and Women	(1) No. of attendance estimated: 10,000 (2) No. of IEC distributed: 12,000
HIV/AIDS awareness at Yuen Long New Street and Cheung Sha Wan Road	<ul style="list-style-type: none"> To increase the awareness of HIV/AIDS 	General Public	(1) No. of attendance estimated: 12,000 (2) No. of IEC distributed: 10,000
“Getting to Zero” WAC 2014 kick off Ceremony	<ul style="list-style-type: none"> To increase the awareness of HIV/AIDS, promote safer sex and HIV testing 	General Public	(1) No. of attendance estimated: 1,000 (2) No. of IEC distributed: 500
Sex Education Activity -organised by AIDS Concern and HK AIDS Foundation at Cultural Centre, TST	<ul style="list-style-type: none"> To promote sex education 	General Public	(1) No. of attendance estimated: 1,000 (2) No. of IEC distributed: 600

Capacity Building : Group or Setting-based

Project name & description	Objectives	Main target	Indicators (yearly)
Seminar			
XX International AIDS Conference - Report Back Seminar	<ul style="list-style-type: none"> to let the conference attendees share with local AIDS workers the experiences and insights they had learned from the conference. 	AIDS NGO workers	(1) No. of attendance: 112
Workshop			
Training Workshop 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: 136
Training workshop for Health Care Professional -understanding MSM, Sex Workers and Transgender persons	<ul style="list-style-type: none"> To enhance participants' understanding and special consideration for selected populations, in order to facilitate their daily service 	Health Care Workers	(1) No. of attendance: 74
Training workshop on HIV/AIDS and drug abuse for front-line health care staff	<ul style="list-style-type: none"> To enhance participants' knowledge on HIV/AIDS related co-infections and drug abuse 	AIDS Workers	(1) No. of participants: 61
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 total participants: 239
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: 2 (2) No. of participants visited the homepage: 913 (3) No. of new registrants: 19 (4) No. of test completed: 81 (5) No. of iCE points accredited: 24
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: 22

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: 2 (2) No. of attendance at seminars: 5
Training Programme			
Revamping of gay men websites by CUHK and Yale University students	To review the HIV prevention programme among gay men in website	University students	(1) No. of students: 2
The Field Epidemiology Training Programme	To introduce the Hong Kong AIDS programme to the Medical Officers	Health Care Worker	(1) No. of Doctor: 2

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: 280,892
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 : 327,960 (2) No. of gay saunas and Massage Parlors covered: 27 (3) No. of districts covered by the CSW projects: 13
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	(1) No. of gay venue covered: 15 (2) No. of condoms distributed: 154,000 (3) No. of lubricants distributed: 279,800

Project name & description	Objectives	Main target	Indicators (yearly)
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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: 27,420 (2) No. of IEC distributed: 4,500
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: 11 (2) No. of attendance: 433

Project name & description	Objectives	Main target	Indicators (yearly)
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Health promotion for MSM

Hong Kong Lesbian and Gay Film Festival 2014 Opening Ceremony	<ul style="list-style-type: none"> To raise awareness about AIDS, and to bring the love and caring message to the community To promote HIV testing 	MSM	(1) No. of attendance estimated: 400 (2) No. of IEC distributed: 800 (3) No. of condoms and lubricant distributed: 800
Hong Kong Pride Parade 2014	<ul style="list-style-type: none"> To promote safer sex and HIV testing in MSM community 	MSM	(1) No. of attendance estimated: 8,900 (2) No. of IEC distributed: 5,770 (3) No. of condoms and lubricant distributed: 900
Premiere of gay short film "For Love, We Can"	<ul style="list-style-type: none"> To promote acceptance of gay men To promote safer sex and HIV testing among MSM 	MSM	(1) No. of attendance: 230 (2) No. of IEC distributed: 430 (3) No. of condoms and lubricant distributed: 480
"Be Negative" Campaign - one night event in Club play bar - Two weeks photo exhibition in YMT Broadway Cinematheque - 4 screening of short film during HKLGFF	<ul style="list-style-type: none"> To raise awareness about AIDS and HCV to the community To promote Safer Sex and HIV testing To promote acceptance of gay men 	MSM	(1) No. of attendance: 8,000 (2) No. of IEC distributed: 3,772 (3) No. of condoms and lubricant distributed: 2,200

Health promotion for travellers

"Be a Healthy Traveller" Exhibition - Lok Ma Chau Control Point - China Ferry Terminal - Shenzhen Bay Port	<ul style="list-style-type: none"> To promote awareness of safer sex among travellers 	Travellers	(1) No. of attendance estimated: 35,000 (2) No. of IEC distributed: 17,010 (3) No. of condoms distributed: 7,210
Travel Health Service support projects	<ul style="list-style-type: none"> To distribute condoms through Travel Health Service 	Travellers	(1) No. of condoms distributed: 1,362

Project name & description	Objectives	Main target	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: 9,000
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: 4,160

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: 55,400 (2) No. of condoms distributed: 15,552



Red Ribbon Centre

Production in the year 2014

Periodicals

AIDS Newsletter (Traditional Chinese)

- Number 64
- Number 65

Hong Kong STD/AIDS Update (English)

- Volume 20 Quarter 1
- Volume 20 Quarter 2
- Volume 20 Quarter 3
- Volume 20 Quarter 4

Networking Voice (Traditional Chinese)

- Volume 20 Number 1
- Volume 20 Number 2

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

- Volume 16 Number 1
- Volume 16 Number 2
- Volume 16 Number 3

Red Ribbon Bulletin (Traditional Chinese)

- Number 45
- Number 46
- Number 47

ACA Newsfile (English)

- Volume 21 Number 1
- Volume 21 Number 2
- Volume 21 Number 3
- Volume 21 Number 4
- Volume 21 Number 5
- Volume 21 Number 6
- Volume 21 Number 7
- Volume 21 Number 8
- Volume 21 Number 9
- Volume 21 Number 10
- Volume 21 Number 11
- Volume 21 Number 12

Giveaway

- “AIDS Hotline 27802211”pocket tissue
- ““AIDS Hotline 27802211”Hand Towel
- “AIDS Hotline 27802211”Banner Pen
- “AIDS Hotline 27802211”fan
- World AIDS Day 2014 Memo pad
- World AIDS Day 2014 mobile phone cleaner
- “Be Negative “MSM campaign fan
- “Be Negative “MSM campaign Tee
- “Be Negative “MSM campaign tote bag
- “Be Negative “MSM campaign tissue
- “Be Negative “MSM campaign sticker
- “Be Negative “MSM campaign safer sex kit
- Pride Parade gift bag
- MSM condom and lubricant packs
- Red Envelop with instruction sheet for using condom

DVD/App/Video

- “Getting to Zero” computer game
- “Getting to Zero” App

Pamphlets

- AIDS-Test Early , Treat Early, For your Health Get Tested
- 愛自己,四式一招零感染 (Chinese version only)
- Hepatitis C-Silent Killer Behind HIV
- AIDS - Test Early Treat Early Get Tested Be Quick
- Getting to Zero World AIDS Campaign 2014 Hong Kong Activities Calendar
- Red Ribbon in Action

Booklets / Books

- 安全之旅

Poster

- “For Love, We Can” short film
- Poster series on HIV/AIDS prevention
- “Be Negative” MSM campaign poster in 4 version
- XX International AIDS Conference - Report Back Seminar
- WAC 2014



Mini Posters

WAC 2014 mini poster

Cards

Pride Parade 2014 postcard

二零一五年年曆咭 (Chinese version)

“Be Negative” MSM Campaign alert card

Exhibition Board

“AIDS” Test Early, Treat Early

“Have your own condom”

Women and AIDS

“Get ready for safe trip , Condom is your travelling partner” exhibition board in soft copy

Banner

XX International AIDS Conference - Report Back Seminar

Pride Parade 2014 Banner

Training workshop on HIV/AIDS and drug abuse for front-line health care staff

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)

Chairman:	Dr. TAN, Richard
Members:	Mr. CHAN Ka-wai Ms. CHANG Yuk-mui, Gipsy Mr. CHU Muk-wah, Daniel Ms. KWONG Suk-chun, Victoria Dr. WONG Ka-hing
Secretary:	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. LIN Wai-chi, Ada Senior Medical Officer
Dr. SHU Bo-yee Senior Medical Officer
Dr. LEE Wai-yan Medical Officer
Dr. WONG Kin-ho 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. HUNG Wai-fong Registered Nurse
Ms. CHEUNG Kit-yea 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. TAM Lung-hing, Tammy

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	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

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

2014



Red Ribbon Centre - UNAIDS Collaborating Centre for Technical Support