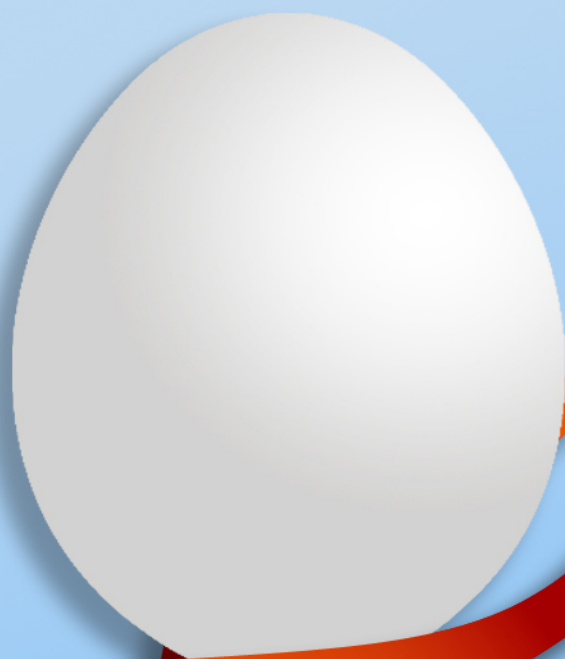


2015 Yearbook of Red Ribbon Centre



0 New HIV Infections

0 Discrimination

0 AIDS-related Deaths

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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

Message from Mrs. Regina LEUNG, Patron, Red Ribbon Centre



The year 2015 marked the 30th anniversary of the first reported case of AIDS in Hong Kong. Over the years, Hong Kong has enjoyed a low HIV prevalence in the local community. This owes to the concerted efforts of all parties concerned, in particular the hard work of the dedicated staff of the Red Ribbon Centre. However, there has been an upward trend in the number of local HIV infection cases in recent years. We must remain vigilant in the battle against AIDS and continue our endeavour to contain the spread of the disease.

In 2015, the Red Ribbon Centre continued to work hard on the goals of “Zero new infections”, “Zero discrimination” and “Zero AIDS-related deaths”. To raise public awareness about AIDS, the Centre collaborated with the Metro Broadcast Corporation Limited to launch a series of promotional activities under the theme of “Getting to Zero”. These included an egg design competition and a roving exhibition of the prize-winning entries, as well as radio programmes on issues about AIDS.

Community support is vital in the fight against AIDS. I am sure that the Centre will continue to develop new initiatives and strategies to alert the public to the disease. Let us work together to curb the spread of HIV/AIDS and make Hong Kong a healthier and happier community.

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

Mrs Regina Leung
Patron

Message from Dr. Catherine SOZI, Country Director, UNAIDS China



The work done by the Hong Kong Red Ribbon Centre in 2015 is impressive.

Responding to the HIV epidemic and the gaps in the response, the activities have been tailored to fit with the information and knowledge that all people need to know in order to not only protect themselves from HIV infection but to also seek HIV treatment and care if they test and are found to be HIV positive; particularly those most vulnerable and at highest risk.

China's most recently published AIDS response progress report includes a 2015 national HIV prevalence of 0.042%, with nearly 577,423 persons reported living with HIV of which 387,000 were receiving ART treatment by the end of 2015. Nearly 90% of those on treatment had achieved viral loads below the recommended level known as 'suppressed'.

The HIV prevention and advocacy activities done by the Centre are part of the FastTrack approach to work towards the 'end of AIDS as a public health threat by 2030'. Working with the media and using the technology embedded in the culture of young people, the promotion of early HIV testing, the encouragement of safe sex and the provision of much needed capacity building in communities working towards zero discrimination is a response that must be applauded, must be scaled up and normalised in order to ensure a generation free of AIDS.

2016 is a unique moment in history. Ensuring the success of ending the AIDS epidemic, will require both local and global solidarity and partnership, especially in times of diverse and demanding global challenges.

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 AIDS response, focusing on remaining strong and committed to leaving no one behind - regardless of their gender, race, level of education, mobility and or whom they love. All this will contribute to building a more sustainable world by 2030.

Director's Report for the year 2015 by Dr WONG Ka-hing

The Red Ribbon Centre began to provide service in 1996 (officially opened in 1997) and has operated for two decades as of 2015. Like what has happened in the bigger society of Hong Kong, RRC witnessed many changes in AIDS situation and response locally and beyond. Let me take this opportunity to share my thoughts, comparing the then and now on several areas and highlighting the major changes.

I can't do away not accounting the epidemic first. HIV is a preventable disease. Only that we all want its prevention to have been more successful than it was. The cumulative total of HIV infections at end 2015 was 7718, ten times of that in end 1996, and new reports rose for more than four folds during the period. It would be wrong to see that HIV is under good control in Hong Kong; the rising MSM (men who have sex with men) epidemic speaks for itself.

A designated AIDS unit pegged under the Department of Health was established in 1992. The idea of setting up RRC was conceived soon afterwards, and turned out to become an essential component of the evolving government structured AIDS programme in Hong Kong. RRC was among the first such centres in the region. The forward-looking vision but apt move has to be commended. RRC was positioned as an AIDS education, resource and research centre. With the growing involvement of civil society in the local AIDS response (though the number of non-governmental organisations (NGO) in mid-1990s was still a handful), RRC strived to provide technical support from day one of its service. Indeed, the mission of RRC is "to facilitate and enhance the community's response to HIV/AIDS". Community participation is an indispensable part of AIDS programme and the number of NGOs (AIDS and non-AIDS specific but work on AIDS) has increased by many folds over the years.

With time, it became clear that RRC has three main programme objectives, viz promotion of HIV awareness and acceptance, targeted prevention and capacity building. Resource development, clearing house, resource and people networking, local, regional and international collaboration were all important means and functions of RRC. Technology advance has led to information explosion. Access to information is just at fingertip with internet, new media, apps etc. nowadays. The need for a physical resource centre has diminished, for AIDS alike.

In mid-1990s, Mainland China was in its early phase of AIDS programme development. RRC then played a key role in providing platform for exchange and training of Mainland AIDS workers at Hong Kong. The Lions Red Ribbon Fellowship Scheme embarked in 1999 was a notable example. Furthermore, there were many delegations coming over from the region to Hong Kong to learn of its experience on AIDS, as well the methadone programme to combat drug user HIV epidemic. The Mainland and regional AIDS programmes have improved significantly in the last 20 years. The demand and format of exchange and training has changed.

RRC was set up at a time when combination treatment for HIV/AIDS just emerged, which was subsequently proven to turn AIDS from an invariably fatal disease into a chronic one. Behavioural modification was the only way to prevent HIV in the past. Yet, with the international failure of conventional prevention methods, biomedical prevention has moved to the limelight. Treatment as prevention has become the norm, and pre-exposure prophylaxis is fast moving. International development and advances would definitely have impacts on the way ahead of RRC.

All along, RRC has engaged in a wide range of local prevention and health promotion services. What should RRC do in the coming future? Shall it change, or continue to change? I cannot forecast but suppose a few principles hold true. The mission of RRC remains valid and it shall continue to be community-focused. Provision of technical support and assistance has to be its key mandate. Know the situation, identify needs, complement and supplement efforts, fill the gaps and upkeep technical expertise are what I think important. RRC will move forward with time, as it had in the last two decades.

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

The year 2015 marked the 30th year since AIDS arrived at Hong Kong. The epidemic has changed, just as the society has changed. Our fight against AIDS is bittersweet, mixed with successes and challenges.

The advent of highly active antiretroviral therapy (the cocktail therapy) has prolonged the lives of infected people to much the same as with non-infected people, with a better quality of life than before. In essence, with early detection, early treatment and good adherence to medicines, people living with HIV can live a normal life to the fullest as a normal person. The black pyramid implying a death sentence which has been imprinted in our minds in the 1980s no longer exists. HIV treatment does not only treat the patients, it also benefits the community as a whole by reducing the amount of virus in the individual's body and thus the ability to spread to others. This "treatment as prevention" concept has been proven an effective public health strategy.

On the other hand, men who have sex with men (MSM) has taken up a bigger and bigger proportion of the newly diagnosed HIV cases. Many were very young, aged 29 or below, at the time of diagnosis. Besides, the emerging modes of communication have made intervention much more difficult than before. The one-to-one nature of social media and mobile applications means that NGOs have to go beyond physical venues and do Internet or mobile app outreach. "Chem-fun" and sex party adds another layer of risk; substance use is a worrying emerging problem that needs urgent attention. This makes prevention more difficult.

Having said that, I am pleased to see that the Red Ribbon Centre always comes up with innovative ways to take up new challenges. The revamped Gay Men HIV Information website has introduced an array of new topics, illustrated with infographics and equipped with an anonymous partner notification system. The Centre has also produced three videos to convey health messages in light-hearted language and a lively style. I particularly appreciate the Centre's effort to go into university campuses and organise film sharing and discussion forums to raise HIV awareness in the students. Discrimination against HIV-infected people and vulnerable populations is the greatest barrier to HIV prevention and it is always best to start with young people.

The UNAIDS' goals of "Zero new HIV infections", "Zero discrimination" and "Zero AIDS-related deaths" are ambitious aspirations but I think we are on the right track. Here I thank our health promotion team for their hard work and wish the Centre every success in the future fight against AIDS. The fight against HIV/AIDS at present is not the end of the end, it is not even the beginning of the end, it is in fact the beginning of the beginning. Yes, we have accomplished much, but much more still needs to be done.

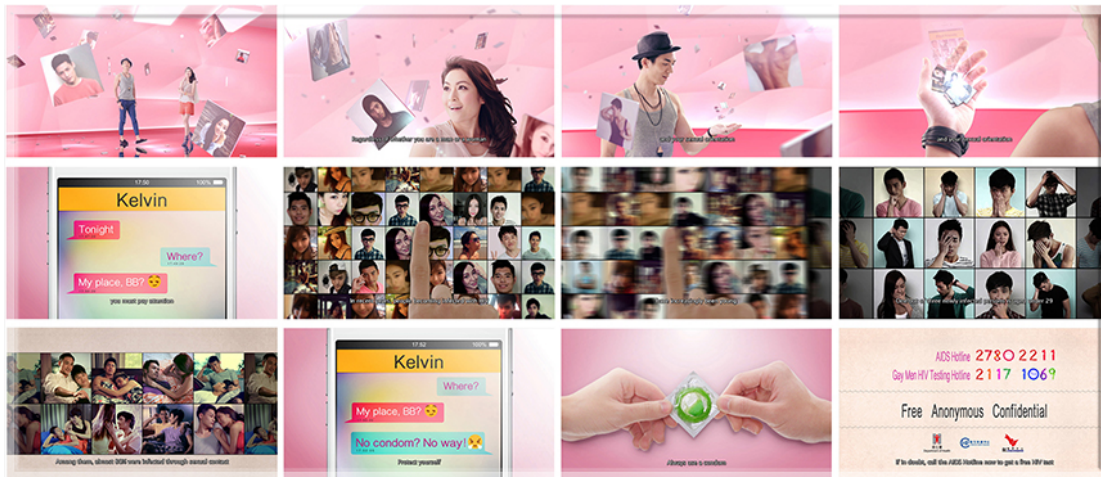
Photo Album *2015 Red Ribbon Centre Activities tidbits*

Promotion of Awareness and Acceptance Activities

New API "Face it! Test it!"

A new TV and radio Announcement in the Public Interests (API) was launched in May. The API aims to enhance risk perception of the public by informing them of the rising number of local HIV infections, and promoting safer sex and HIV testing. The 30-second TV API was screened on local televisions. Corresponding radio API in Cantonese, English and Putonghua was produced for broadcast on radio stations.

▼ Screen capture of TV API "Face it! Test it!"



World AIDS Campaign 2015

To enhance HIV awareness among the public and to commemorate World AIDS Day 2015, RRC collaborated with the Metro Broadcast Corporation Limited to produce a series of radio programme segments and hold an egg design competition with roving exhibition of the prize-winning entries. The radio programmes under the theme "**Getting to Zero**" included interviews with young MSM, people living with HIV, HIV physician, and also Prof. LEE Shui-shan.



◀ Professor LEE Shui Shan was invited to talk about the 30-year history and future prospect of HIV/AIDS in Hong Kong

The Getting to Zero - Egg Design Competition Award Presentation Ceremony of the World AIDS Campaign 2015 was carried out at the Whampoa Garden Fashion World on 28 November 2015. The Secretary for Food and Health, Dr Ko Wing-man officiated at the ceremony and appealed to young people for heightened awareness against HIV infection in the realisation of "**Zero new HIV infections**", "**Zero discrimination**" and "**Zero AIDS-related deaths**" set out by the UNAIDS.



- ◀ Promotional poster for the "Getting to Zero" egg design competition
- ▼ Dr Ko and the Director of Health, Dr Constance Chan, presented prizes to winners of the egg design competition



- ▼ Dr Ko encouraged the young generation to actively participate in the prevention and control of AIDS as the epidemic is affecting more people of the younger generation



- ▼ Exhibition of the prize-winning entries



AIDS Hotline promotion in ethnic minorities

Promotion of the AIDS Hotline to ethnic minorities was held in Victoria Park and various locations in Central including City Hall, Edinburgh Place and Bank Street on 22 November 2015. Promotional materials were distributed to around 15,000 foreign domestic helpers at their gathering points.



- ◀ Distribution of health materials outside City Hall, Central

- ▼ Distribution of health materials in Victoria Park



Health promotion activity for primary and secondary school students

HIV/AIDS awareness and the AIDS Hotline were promoted in the School Village at Po Kong Village Road and Tsz Wan Shan Road on 9 December 2015. An estimated 2,000 members of the public were reached.



Promotional materials were distributed to primary and secondary students.



HIV/AIDS information on the Internet

Two revamped websites were launched in September.



The AIDS Hotline Website www.27802211.com provides basic information on HIV for the general public; new features included an online booking system for the DH HIV voluntary counselling and testing service.



The Gay Men HIV Information Website www.21171069.com was specifically designed for gay men; new features included the use of infographics, dedicated sessions for infected people with story sharing, risk reduction strategies, recreational drugs, and an anonymous partner notification email system.

Red Ribbon 100

Red Ribbon 100 is a one-hundred-minute guided tour at the Red Ribbon Centre for the community. Health talks, interactive activities, quizzes and games are used to reinforce AIDS knowledge, encourage a positive attitude towards care and support to people living with HIV/AIDS.



◀▼ A group of students from Cartias Bianchi College of Careers joined the guided tour filled with fun and knowledge at the Centre.



HIV Prevention Media Campaign for MSM in 2015

Short Film "HeHe 講呢啲"

"HeHe 講呢啲" is a series of three short films launched in October 2015. The films conveying health messages on safer sex and early testing to MSM community were produced and shared on social media.

- ▼ Smart actors delivered health message on HIV prevention through funny cooking story



- ▼ Having received positive feedback after launching, key actors of "HeHe 講呢啲" and medical officer in charge of the Centre were invited to share the new film series at RTHK



The Hong Kong Lesbian and Gay Film Festival

In 2015, RRC continued to support the **Hong Kong Lesbian and Gay Film Festival** for screening films with educational messages related to HIV. This year, RRC collaborated with the Festival to organise film sharing and discussion forums "**HeHeSheShe OUT@U**" in eight tertiary institutions from 15 September to 8 October, and supported the display of five photos of AIDS NGO workers and PLHIV in a photo exhibition "**Queers of Hong Kong**" by the Sociology Department of The University of Hong Kong from 17 September to 2 October 2015.



- ◀ Photo exhibition "**Queers of Hong Kong**"

- ▼ Campus tour of film sharing and discussion forums "**HeHeSheShe OUT@U**"



The Hong Kong Pride Parade 2015

The revamped **“Gay Men HIV Information website www.21171069.com”** along with **HIV prevention messages** were promoted during the **Hong Kong Pride Parade** held in November 2015. Over 9,500 people participated in the parade.



- Health messages were delivered through condom mascots marching, handheld boards, T-shirts with slogan and distribution of condoms and educational materials

- A booth was set at the Tamar Park to promote the revamped website and distribute condoms



Capacity Building and Networking Activities

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 176 visitors in 2015



- Eleven delegates from the Vietnam Ministry of Health visited the Red Ribbon Centre on 21 January 2015, under the arrangement of the Narcotics & Drug Administration Unit.



Two training workshops on basic knowledge on HIV/AIDS and STIs for NGO staff were held on 28 April and 5 May.



- The first workshop covers topics including basic knowledge and service provision.

- The second focused on special consideration for selected at-risk populations.



In July, 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 for one month. This marked the 10th anniversary of the programme.



At the end of the attachment, they made a presentation on the literature review of HIV/AIDS youth programme worldwide and recommendations for local sex education.



Ms. Leslie STONE, Director of Education Program of Yale China Association, the two students from Yale University and the Chinese University of Hong Kong and RRC staff



Project Inventory in the year 2015

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 <ul style="list-style-type: none"> 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: 20,213 (2). No. of emails received: 29 (3). % of enquiries replied within 1 week: 100%
Red Ribbon Centre website www.rrc.gov.hk <ul style="list-style-type: none"> since 1997 	<ul style="list-style-type: none"> To introduce the work, facilities and resource of the Centre 	General public	(1). Total no. of hits: 16,235 (2). No. of emails received: 43 (3). % of enquiries replied within 1 week: 100%
AIDS Hotline website www.27802211.com <ul style="list-style-type: none"> since 1/12/2001 an interactive website for general public 	<ul style="list-style-type: none"> To promote safer sex and HIV testing To dispel misconceptions and discrimination towards people living with HIV/AIDS To complement information delivered through AIDS Hotline 27802211 	General public	(1). Total no. of hits: 9,596
Harm Reduction website www.harmreduction.gov.hk <ul style="list-style-type: none"> 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: 3,860
Gay Men HIV Information website www.21171069.com <ul style="list-style-type: none"> 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: 20,754

Project name & description	Objectives	Main target / setting	Indicators (yearly)
Dr Sex Hotline 23372121 <ul style="list-style-type: none"> 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: 6,783
Harm Reduction Hotline 21129977 <ul style="list-style-type: none"> 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: 170
AIDS Hotline 21129980 <ul style="list-style-type: none"> 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: 99
Media campaigns – to disseminate HIV prevention & care messages through the mass media			
Announcement of Public Interest “Face it! Test it!”	<ul style="list-style-type: none"> To promote public awareness on HIV prevention and safer sex 	General public	(1). Total no. of audience: No information obtained
Press Conference on HIV/AIDS situation <ul style="list-style-type: none"> 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
World AIDS Campaign 2015 – collaborating with with the Metro Broadcast Corporation Limited, a series of radio programme was aired under the theme of “Getting to Zero”	<ul style="list-style-type: none"> Representatives from different sectors of the community were involved in the radio programme to increase the public awareness on HIV/AIDS 	General public	(1). Total no. of audience: No information obtained

Promotion of Awareness / Acceptance: Group or Setting-based

Project name & description	Objectives	Main target / setting	Indicators (yearly)
Regular publications - to disseminate HIV prevention and care messages to various audiences			
AIDS Newsletter <ul style="list-style-type: none"> 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	(1). No. of issues published: 2 (2). No. of copies distributed: 11,358 (3). No. of agencies on mailing list: 6,826

Project name & description	Objectives	Main target / setting	Indicators (yearly)
The Node <ul style="list-style-type: none"> a six-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: 2 (2). No. of copies distributed: 7,011 (3). No. of agencies on mailing list: 1,467 (<i>local agencies</i>) 274 (<i>overseas agencies</i>)
Networking Voice <ul style="list-style-type: none"> 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: 10,279 (3). No. of agencies on mailing list: 6,142
Red Ribbon Bulletin <ul style="list-style-type: none"> 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: 8,420 (3). No. of agencies on mailing list: 5,469
Hong Kong STD/AIDS Update <ul style="list-style-type: none"> a quarterly epidemiology bulletin and surveillance report of Special Preventive Programme (SPP) and Social Hygiene Service (English) changed to web version from Volume 8 Quarter 3 onwards 	<ul style="list-style-type: none"> To update on HIV/STI epidemiology in Hong Kong To report on HIV surveillance activities in Hong Kong To maintain a network of health professionals interested in HIV/AIDS 	Health care professionals	(1). No. of online issues produced: 4
ACA Newsfile <ul style="list-style-type: none"> 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: 2,780 (3). No. of agencies on mailing list: 185
“Red Ribbon in Action” AIDS Education Funding Scheme			
"Red Ribbon in Action" AIDS Education Funding Scheme <ul style="list-style-type: none"> 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: 17 (2). No. of approved projects: 16

Project name & description	Objectives	Main target / setting	Indicators (yearly)
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: 2 (2). No. of membership: 563
Red Ribbon 100 (RR 100) <ul style="list-style-type: none"> 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, especially the youth and children	(1). No. of sessions: 14 (2). No. of participants: 405
Clearinghouse <ul style="list-style-type: none"> 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: 261 (2). No. of organisations and individuals on mailing list: 4882
Exhibition <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> the production of materials to complement other HIV/AIDS health promotion projects (see "Red Ribbon Centre Production in the year 2015") 	<ul style="list-style-type: none"> To support on HIV prevention projects 	Varies	(1). See individual projects in other sections
Extramural promotional activities			
Hotline promotion to ethnic minorities <ul style="list-style-type: none"> City Hall, Edinburgh Place, Bank Street 	<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: 15,000 (2). No. of IEC distributed: 6,000

Project name & description	Objectives	Main target / setting	Indicators (yearly)
Exhibitions at schools and community centres Topics included:- <ul style="list-style-type: none"> • Safer Sex • Prevent HIV, I can 	<ul style="list-style-type: none"> • To enhance understanding of general public in HIV prevention and care • To promote the acceptance of PLHIV • To increase the awareness of general public the importance of safer sex 	General public, especially the youth	(1). No. of exhibitions held : 2 (2). No. of attendance estimated : 1,580 (3). No. of IEC distributed : 304 (4). No. of condoms distributed : 864
Roving Exhibition Topics:- "Youth and AIDS" <ul style="list-style-type: none"> • Shatin Government Offices • North Point Government Offices Topics:- "Women and AIDS" <ul style="list-style-type: none"> • Tsuen Wan Government Offices 	<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 	General public especially women and the youth	(1). No. of attendance estimated : 6,000 (2). No. of IEC distributed: 3,540
World AIDS Campaign 2015 <ul style="list-style-type: none"> • Getting to Zero - Egg Design Competition Award Presentation Ceremony • Roving exhibition for the Getting to Zero - Egg Design Competition prize-winning entries 	<ul style="list-style-type: none"> • To promote HIV prevention under the theme of "Getting to Zero" • To increase the awareness of HIV/AIDS, promote safer sex and HIV testing 	General Public	(1). No. of attendance estimated: 7,062 (2). No. of IEC distributed : 2,000
Health promotion activity at School Village <ul style="list-style-type: none"> • Po Kong Village Road • Tsz Wan Shan Road 	<ul style="list-style-type: none"> • To increase the awareness of HIV/AIDS, promote AIDS Hotline 	General public especially primary and secondary school students	(1). No. of attendance estimated: 2,000 (2). No. of IEC distributed : 1,316

Capacity Building : Group or Setting-based

Project name & description	Objectives	Main target / setting	Indicators (yearly)
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: 67
Clinical placement			
Pre-registration Nursing Student Clinical Placement	<ul style="list-style-type: none"> • To facilitate nursing students to have an understanding of how public health nurses contribute in the promotion and prevention of HIV/AIDS in Hong Kong 	Local university nursing students	(1). No. of session: 5 (2). No. of attendance: 89

Project name & description	Objectives	Main target / setting	Indicators (yearly)
Visits			
Arrange visits for Mainland China and Vietnam professionals	<ul style="list-style-type: none"> To enhance networking and capacity building To introduce the HIV/AIDS prevention programmes to workers from neighbouring cities and countries 	Health care workers academics and government officials from neighbouring cities and countries	(1). No. of total participants: 176
Internet-based learning			
Internet Continuing Education (iCE) <ul style="list-style-type: none"> to provide a free of charge, regularly update continuing education on HIV/AIDS for doctors, nurses, other health professionals and workers in the AIDS field 	<ul style="list-style-type: none"> To update knowledge on HIV/AIDS prevention and care on the internet 	Health professionals	(1). No. of iCE topic involved: 3 (2). No. of iCE points accredited : 115
Provision of venue for community initiated activities			
Sponsored meetings <ul style="list-style-type: none"> 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: 26

Capacity Building : Individual-based

Project name & description	Objectives	Main target / setting	Indicators (yearly)
Fellowship programme			
Lions Red Ribbon Fellowship Scheme <ul style="list-style-type: none"> 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: 1 (2). No. of attendance at seminars: 12
Training Programme			
Literature review of HIV/AIDS youth programme worldwide by CUHK and Yale University students	<ul style="list-style-type: none"> To review the HIV prevention programme among youth worldwide To make recommendations for local sex education 	University students	(1). No. of students: 2

Targeted Prevention : Group or Setting-based

Project name & description	Objectives	Main target / setting	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: 269,660
The project of condom and lubricant provision in community <ul style="list-style-type: none"> distribution of condom & lubricants through other Non-governmental organisations 	<ul style="list-style-type: none"> To promote the use of condoms and lubricants To support safer sex promotion undertaken by community groups 	MSM, Commercial Sex Workers (CSW)	(1). No. of condoms distributed : 278,160 (2). No. of lubricants distributed : 95,000 (3). No. of gay venue included bar, saunas and massage parlors covered: 34 (4). No. of districts covered by the CSW projects: 13
The project of condom and lubricant provision in MSM community	<ul style="list-style-type: none"> To promote the use of condoms & lubricants in MSM and Male Commercial Sex Workers (MSW) To support safer sex promotion undertaken by community groups 	MSM, MSW	(1). No. of gay venue covered: 15 (2). No. of condoms distributed: 191,286 (3). No. of lubricants distributed: 304,700
Harm reduction			
Methadone Clinic support programme	<ul style="list-style-type: none"> To promote the use of condom in drug users 	Users of Methadone Clinics	(1). No. of condoms distributed: 54,218 (2). No. of IEC distributed: 11,007
Programmes with drug rehabilitation services	<ul style="list-style-type: none"> To encourage the practice of risk reduction in methadone users 	Users of drug rehabilitation services	(1). No. of health talks delivered: 3 (2). No. of attendance: 107
Health promotion for MSM			
Hong Kong Lesbian and Gay Film Festival 2015 <ul style="list-style-type: none"> Photo exhibition "Queers of Hong Kong" Campus tour of film sharing and discussion forums "HeHeSheShe OUT@U" 	<ul style="list-style-type: none"> To raise awareness about AIDS, and to bring the love and caring message to the community To promote safer sex and HIV testing among MSM To promote awareness of sexual diversity 	Sexual minorities & the youth	(1). No. of attendance estimated: 1,359 (2). No. of condoms distributed : 2,195 (3). No. of lubricants distributed: 200 (4). No. of IEC distributed : 1,780

Project name & description	Objectives	Main target / setting	Indicators (yearly)
Hong Kong Pride Parade 2015	<ul style="list-style-type: none"> To promote safer sex and HIV testing information in MSM community 	MSM	(1). No. of attendance estimated: 9,500 (2). No. of condoms distributed : 1,000 (3). No. of lubricants distributed: 1,000 (4). No. of IEC distributed : 1,500
Health promotion for travellers			
"Be a Healthy Traveller" Health Promotion Activity <ul style="list-style-type: none"> China Ferry Terminal Shenzhen Bay Port Lok Ma Chau Control Point 	<ul style="list-style-type: none"> To promote awareness of safer sex among travellers 	Travellers	(1). No. of attendance estimated: 34,500 (2). No. of condoms distributed: 6,900 (3). No. of IEC distributed: 14,051
Travel Health Service support projects	<ul style="list-style-type: none"> To distribute condoms through Travel Health Service 	Travellers	(1). No. of condoms distributed: 1,221
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: 6,401
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: 2,250

Targeted Prevention : Individual-based

Project name & description	Objectives	Main target / setting	Indicators (yearly)
Harm reduction			
Phoenix project <ul style="list-style-type: none"> volunteers (ex-drug users) outreach into the vicinity of Methadone Clinics to counsel existing drug users 	<ul style="list-style-type: none"> To promote the use of Methadone as a substitute for heroin To implement HIV/AIDS prevention education 	Drug users in the vicinity of Methadone Clinic	(1). No. of condoms distributed: 15,552 (2). No. of IEC distributed: 52,217

Red Ribbon Centre Production in the year 2015

Periodicals

AIDS Newsletter (Traditional Chinese)

- Number 66
- Number 67

Hong Kong STD/AIDS Update (English)

- Volume 21 Quarter 1
- Volume 21 Quarter 2
- Volume 21 Quarter 3
- Volume 21 Quarter 4

Networking Voice (Traditional Chinese)

- Volume 21 Number 1
- Volume 21 Number 2

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

- Volume 17 Number 1
- Volume 17 Number 2

Red Ribbon Bulletin (Traditional Chinese)

- Number 48
- Number 49
- Number 50

ACA Newsfile (English)

- Volume 22 Number 1
- Volume 22 Number 2
- Volume 22 Number 3
- Volume 22 Number 4
- Volume 22 Number 5
- Volume 22 Number 6
- Volume 22 Number 7
- Volume 22 Number 8
- Volume 22 Number 9
- Volume 22 Number 10
- Volume 22 Number 11
- Volume 22 Number 12

Giveaway

- AIDS Education kits for drug users
- AIDS Hotline banner pen
- AIDS Hotline LED flash light
- Red ribbon condom package
- Hong Kong Lesbian and Gay Film Festival - towel
- Hong Kong Pride Parade - gift bag
- MSM condom and lubricant packs
- Pre-exit AIDS Education Kits for prisoner
- Red ribbon pin
- World AIDS Campaign 2015 memo pad
- Zipper pouch for general public
- Zipper pouch for traveler

API

- Face it! Test it!

Short films

- 《HeHe 講呢啲》 Ep1：如何捕獲野生「男神」
- 《HeHe 講呢啲》 Ep2：味精好食啲？ChemFun 好玩啲？
- 《HeHe 講呢啲》 Ep3：「0仔」約炮初體驗

Pamphlets

- AIDS Test Early, Treat Early, For Your Health Get Tested (French)
- Knowing more about AIDS (French)
- Prevention of Sexually Transmitted Infections and AIDS (French)
- Universal Antenatal HIV Testing - The Concern of an Expectant Mother (French)
- Get ready for safe trip, Condom is your travelling partner (Bilingual)
- Love yourself, prevent HIV infection, practise harm reduction and safer sex

Posters

- World AIDS Campaign 2015 - Event Poster
- World AIDS Campaign 2015 - Getting to Zero

Cards

- Calendar 2016 with health message
- 2015 Calendar card with hotlines
- Hong Kong Pride Parade postcard

Guidelines / Information Papers / Strategies / Reports

- FACTSHEET on HIV/AIDS Situation in Hong Kong [2014]
- HIV Infection and Health Care Workers - Recommended Guidelines
- Recommendations on the Management of Human Immunodeficiency Virus and Tuberculosis Coinfection

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 2015 to 31 March 2018)

Chairman :	Dr. Richard TAN
Members :	Mr. CHAN Ka-wai Ms. CHANG Yuk-mui, Gipsy Mr. CHU Muk-wah, Daniel Ms. KWONG Suk-chun, Victoria Mr. TONG Tai-wai, Raphael, MH Dr. WONG Ka-hing, JP
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-ye Senior Medical Officer
Dr. WONG Chun-kwan, Bonnie (from Feb 2015)
Dr. SIN Wing-yin, Winnie
Dr. WONG Kin-ho Medical Officer (to Jun 2015)
Dr. SIT Yao-wai, Alfred Medical Officer (from Jun 2015)
Dr. LEE Wai-yan 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-ye Registered Nurse (to Sep 2015)
Mrs. LAU Ma Ching-suen, Ellen
Ms. CHEUNG Man-man, Gilda
Ms. WONG Lai-fan, Funny (to Mar 2015)
Ms. LEUNG Lai-king (from Jun 2015)
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 message in Hindi, Indonesian, Nepali and Urdu)	(852) 2112 9980
AIDS Hotline (Pre-recorded message 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 : 9am – 1pm
2pm – 6pm

Saturday, Sunday and Public Holiday : Closed