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**Yearbook of  
Red Ribbon Centre**

21

**Red Ribbon Centre - UNAIDS Collaborating Centre for Technical Support**



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## **Our Mission**

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

## **Our Objectives**

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

## **Message from Mr Raphael TONG Tai-wai, Chairman of the Red Ribbon Centre Management Advisory Committee**

In 2021, Hong Kong was still adversely affected by the Coronavirus Disease 2019 (COVID-19). Cases of unknown origin appeared one after another, making the epidemic unstoppable. In addition to the tightening the mandatory quarantine policies, Hong Kong had also implemented compulsory testing in the restricted areas for the first time.

Even though the pandemic was raging and the mandatory testing policy for controlling epidemic was further tightened, the medical and nursing staff members of the Red Ribbon Centre (the Centre) were still trying their best in HIV/AIDS prevention and education. Lest there is a moment of laxity, there will be an increase in the number of new HIV infections. Given the volatility of the COVID epidemic, many planned AIDS prevention and education promotion works had been converted from on-site to online format in order to allow the public to receive information on AIDS prevention while staying at home. Through the information delivered, people were reminded not to take HIV lightly while fighting the pandemic.

In Hong Kong, sexual transmission remains the major mode of HIV transmission. Among the newly reported HIV cases in 2021, the 20-49 age group, particularly young men who have sex with men (MSM), still dominated the epidemic and accounted for approximately 70% of the newly reported cases. With the trend of HIV infection among younger people, the Centre aims to promote the education on the prevention of HIV/AIDS and Sexually Transmitted Infections (STIs) to young people. Three short animations called "Sexuality Animation Classroom" were produced, with basic information on HIV/AIDS, testing and treatment, and STIs. It aimed to explain the transmission, testing and treatment of HIV/AIDS, as well as different STIs in a simple way with lively and interesting animated characters.

Nowadays, the development of antiretroviral therapy has achieved remarkable results. When people living with HIV (PLHIV) who achieve sustained viral suppression to an undetectable level by antiretroviral drugs, their health condition can be improved and HIV will not be transmitted through sexual contact. However, if the society still discriminates against the disease and continues to avoid talking about HIV, the discrimination and labelling will have a negative impact on PLHIV, and there will be opportunities for them to be treated unequally. In order to arouse more people in the society to accept and care about PLHIV, the Centre produced a documentary "A Day in the Life of Just Someone" based on the concept of "common humanity", in which seven PLHIVs were invited to share their daily lives and the mental journey after the diagnosis. The film was premiered in the kick-off ceremony of the World AIDS Campaign 2021. It enlightened the public to have a better understanding of the infected person. The film also disseminated the message that PLHIV were the same as others, and everyone should enjoy equality and dignity. It aroused the public's attention and support for them.

As the Chairman of the Red Ribbon Centre Management Advisory Committee, I would like to thank the staff members of Red Ribbon Centre for their hard work over the past year. Facing the unpredictable future and challenges, I believe that they will continue to uphold the Centre's goals and mission and strive to promote the community involvement in AIDS education and related research work. As long as everyone works together, "Ending AIDS" will no longer be an unattainable goal.

## **Director's report for the year 2021 by Dr WONG Ka-hing**

The Red Ribbon Centre went through 2021 amidst the continuing challenges of COVID-19. Thanks to efforts of colleagues and collaboration of working partners, general health promotion and targeted intervention programmes have been delivered for HIV prevention.

In 2021, the HIV Self-testing pilot project for MSM and transgender women was launched again. It followed the previous initiative to gather further experience on enhancement in self-testing by providing blood based test kit, so as to facilitate moving towards alternative options of regular HIV testing. In the latter half of the year, Red Ribbon Centre participated in several activities organised by the community to target HIV prevention for MSM and transgender people. Publicity was made at the Hong Kong Lesbian and Gay Film Festival 2021, Pink Dot 2021 and Hong Kong Pride Parade 2021, albeit the activities were not conducted conventionally due to COVID.

Virtual HIV promotion activities was also organized for the general public, with four social media talks made in 2021. On the other hand, Red Ribbon Centre has been able to do a few on-site larger scale general publicity awareness raising activities during the quieter COVID periods of the year. More specifically, capacity building workshops on HIV/STI, pre-exposure and post-exposure prophylaxis were delivered for the NGO workers and health professionals.

World AIDS Campaign 2021 under the theme of “We are unique, yet the same” was successfully rolled out in end 2021. A documentary video “A Day in the Life of Just Someone” was premiered at the kick-off ceremony held on 27 November 2021, followed by online publicity and screening in social media platforms. In addition, selected stories of people living with HIV featured in the documentary were rewritten with illustrations to promote understanding and acceptance.

Last, COVID-19 has unfortunately posed unprecedented impacts to the society and all aspects of mankind, HIV health promotion and prevention alike. Service delivery was affected directly while indirect impacts too ensued from changes in awareness, attitudes and health seeking behaviours of people from the pandemic. Hopefully, we can return to the normalcy of living pre-COVID in the foreseeable future.



## Photo Album – 2021 Red Ribbon Centre Activities tidbits

### Promotion of Awareness and Acceptance Activities

#### World AIDS Campaign 2021: “We are unique, yet the same”

To echo the World AIDS Day that falls on 1 December every year, the Red Ribbon Centre (the Centre) held the “World AIDS Campaign 2021 Kick-off Ceremony” in the JC Cube of Tai Kwun on 27 November 2021. “We are unique, yet the same”, the theme of the Campaign this year, carries the message that people who are living with Human Immunodeficiency Virus (PLHIV) are the same as others and should not be treated differently, as everyone should enjoy equality and dignity.

The Centre invited seven PLHIVs to participate in the production of a documentary which features their sharing of real life experiences. It allows the public to understand more about what PLHIV have gone through and hence promotes social inclusion. The documentary was also shared through social media posts to further raise public awareness and support for PLHIV. Furthermore, 4 of their real life experiences were presented by stories and illustrations. The stories were shared on social media platform for 4 consecutive weeks.

The kick-off ceremony was held on 27 November, with inviting Under Secretary for Food and Health Dr Chui Tak-yi, Director of Health Dr Ronald Lam and other honorable guests.



“World AIDS Campaign 2021 Kick-off Ceremony”



Group photo of the “World AIDS Campaign 2021 Kick-off Ceremony”



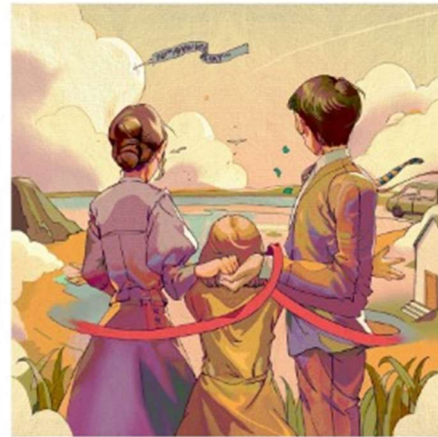
The picture of the documentary “A Day in the Life of Just Someone”

同心抗戰 衛生署衛生防護中心 Centre for Health Protection, DH 約2週前

**紅絲帶中心**  
透過文字和插畫  
分享四位愛滋病毒感染者的故事

【2021年「世界愛滋病日」紅絲帶中心 x 說故事】  
為響應12月1日「世界愛滋病日」，今年紅絲帶中心透過「StoryTeller 說故事」網上平台，將4位愛滋病毒感染者的真實故事改編，以文字及插畫方式呈現，喚起大眾對愛滋病的關注、並呼籲支持愛滋病毒感染者，努力預防愛滋病。故事於11月27日起連續四星期於中心的Facebook專頁和Instagram刊登，敬請支持和與你身邊的人分享：  
【他的理想生活】(於27/11/2021刊登)  
【兩口子的平凡生活】(於1/12/2021刊登)..... 查看更多

31 回應 3



「這個社會極不接納的病，  
令我更了解妻子的獨特之處和對我的愛意。」

Stories related to PLHIV presented on social media platform



## HIV Awareness and AIDS Hotline Promotion – through outreach activities

The HIV awareness and AIDS hotline promotion was held at Wan Chai, Shatin, Sham Shui Po and Tsuen Wan on 26 February, 21 May, 28 October, 3 and 12 December 2021 respectively. Free condoms and giveaways were distributed. Around 24,100 members of the public were reached.



## Online Health Talk for AIDS prevention

To raise the awareness and increase the knowledge of general public on HIV/AIDS, its route of transmission, and also to provide updates of HIV testing and treatment, a Facebook live streaming health talk 'Knowing about HIV/AIDS' was held on 20 March, 31 March, 15 and 31 May respectively. It was delivered by the Medical Officer of Special Preventive Programme, Department of Health. 4 sessions of online health talk attracted a total of 453 participants.

衛生署 紅絲帶中心舉辦

# 愛滋病知多啲

健康講座

網上直播 費用全免 無需登記

日期：2021年3月20日 (星期六) 下午2時30分  
2021年3月31日 (星期三) 下午7時  
2021年5月15日 (星期六) 下午2時30分  
2021年5月31日 (星期一) 下午7時  
(約45分鐘)

形式：Facebook網上直播  
主講：衛生署特別預防計劃醫生  
對象：公眾人士

以廣東話主講

詳情請瀏覽：  
紅絲帶中心Facebook專頁

內容：  
為提高大眾對愛滋病的認識、其傳播途徑、測試及治療方法，紅絲帶中心將舉行Facebook網上直播健康講座，歡迎踴躍參加。

紅絲帶中心網址：https://www.irc.gov.hk/  
電話專線網站：https://www.27802211.com/  
查詢請電郵到irc@dh.gov.hk或取電3143 7200

Red Ribbon Hong Kong

LIVE 7

### 香港愛滋病病毒感染/愛滋病統計累積個案圖表 1984年-2020年 (個案數字=10,785/2,230)

衛生署  
特別預防計劃醫生

愛滋病熱線：2780 2211

愛滋病知多啲

LIVE 23

### 愛滋病病毒抗體測試

- 傳統測試：在化驗室測試，報告需時一星期以上
- 快速測試：需時20至30分鐘就可看到初步結果

篩查	傳統測試	快速測試
梅毒免疫吸附測試 (高敏感性)	有	有
確診 免疫蛋白印迹法 (高特异性)	有	無

講者：衛生署  
特別預防計劃醫生

愛滋病熱線：2780 2211

愛滋病知多啲

## AIDS Hotline promotion in Ethnic Minorities

Ethnic minorities is one of the targeted populations in HIV/AIDS prevention and health promotion. As usual, the Red Ribbon Centre held a promotion activity in Mongkok, Causeway Bay and Central on 25 April 2021 by distributing giveaways with two AIDS Hotlines providing pre-recorded messages in Tagalog, Vietnamese, Thai, Hindi, Indonesian, Nepali, and Urdu. With these 2 hotlines, the ethnic minorities can get health information easily and conveniently without language barriers. Around 8,000 participants were reached.





## HIV Prevention Programmes for Men who have sex with men (MSM)

### Hong Kong Lesbian and Gay Film Festival (HKLGGFF) 2021

Since 2006, the Centre started supporting the screening of HIV and Lesbian, Gay, Bisexual and Transgender (LGBT) related movies and organising HIV prevention activities in collaboration with the HKLGGFF Society. In 2021, Red Ribbon Centre specifically invited a Hong Kong-based artist to produce a short animation named "What can you do in 20 minutes?" for promoting HIV self-testing pilot study. It introduces one to do an HIV self-test by oneself in just 20 minutes. The video was showed before screening of each film in order to increase the coverage of HIV testing among MSM and transgender women.



## Pink Dot 2021

Red Ribbon Centre participated in the Pink Dot Hong Kong 2021 in Kowloon Bay International Trade & Exhibition Centre on 31 October 2021. It acts as a good platform for reaching sexual minorities for health promotion. This year the Centre distributed the health promotion materials in the community booth to promote safer sex and HIV prevention. The HIV self-testing pilot study was promoted on the spot to highlight the importance of testing.





## Hong Kong Pride Parade 2021

Red Ribbon Centre participated in the Hong Kong Pride Parade which was held as an indoor bazaar at Kwun Tong on 13 November 2021. Through this event, the Centre continued to promote the “HIV Self-test Programme”. In addition to publicizing on social media platforms, the Centre also distributed the health promotion materials to allow more people to know and join this convenient, free and confidential HIV Self-test Programme, and to promote safer sex and HIV prevention.



## HIV Self-Test study (Phase Two)

Following Phase I HIV self-test (HIVST) programme, the Centre conducted Phase II programme to explore the preference of HIV self-test type (blood vs. oral fluid-based) through online recruitment and test kit ordering from January to December 2021. In addition to local MSM, the study was extended to include transgender women (TGW). The participant could order the self-test kit from the website and would be reimbursed upon result upload within 14 days after ordering.

The increasing awareness and use of HIVST was revealed in this study. HIV self-test was found to be well accepted by target populations as reflected by the satisfaction rate from the participants and they showed interest in ordering again. Making HIV testing simple, accessible and routine, and increasing the number of people who know their diagnosis are the keys to preventing HIV transmission. A total of 1,169 test kits were ordered in this study.



**20分鐘可以做到啲也?**  
**What can you do in 20 minutes?**

其實20分鐘可以做HIV自我檢測  
You can take an HIV self-test in 20 minutes

衛生署HIV自我檢測—免費、方便又保密  
HIV Self-test of Department of Health  
Free, convenient and confidential

**HIV 自我檢測**

立即訂購 上載結果

紅絲帶中心 衛生署  
Red Ribbon Centre Department of Health

自我檢測套裝 檢測計劃流程 背景 常見問題 相關頁

## 自我檢測套裝

愛滋病自我檢測是指一個人自行採集樣本、進行檢測及解讀檢測結果，以了解其感染愛滋病病毒的狀況。衛署採用的檢測套裝包括以口腔液為樣本的OraQuick® HIV Self-Test（獲世界衛生組織所認可）及以血液為樣本的Self-Test（獲CE歐盟標誌認證），兩種測試的準確度相若。

- OraQuick® HIV Self-Test 測試套裝的靈敏度和特異度分別為99.4%和99%；
- autotest VIH® 測試套裝的靈敏度和特異度分別為100%和99.8%；
- 靈敏度指在受感染人士身上檢驗出陽性結果的能力。特異度指在沒有受感染人士身上檢驗出陰性結果的



## Capacity building and Networking activities

### Field Exchange and Summer Internship Programme

The Red Ribbon Centre offers development opportunity for students who are interested in the work field of public health especially on HIV. In 2021, a student from the Hunter College, City University of New York had joined the programme. Throughout the 2-month placement, he had gained exposure to job natures of health promotion. Literature reviews on evaluating the sexual health services provided by healthcare systems of different countries and its implication on sexual health services in Hong Kong were conducted and the results were presented to the Centre staff on 9 November 2021.





## Training Workshop on Basic Knowledge on HIV/AIDS & STIs for NGO Staff

In order to strengthen the knowledge of HIV and STIs of NGO staff, a 2-day online training workshop named “Training Workshop on Basic Knowledge of HIV/AIDS & STIs for NGO staff” was held on 15 and 20 April 2021.

The content of day 1 was focused on HIV and hepatitis knowledge, Pre-exposure prophylaxis (PrEP) & Post-Exposure Prophylaxis (PEP), and the clinical services provided by DH. On day 2 session, doctors from the DH introduced STIs knowledge, HIV rapid test and basic knowledge of substance use. Frontline staff from NGO was invited to share experience in providing history taking counselling services for men who have sex with men on substance use before or during sex. The workshop provides a learning platform especially for NGOs new comers to have a basic understanding on the topic of HIV/AIDS. 2 sessions in 2-day training attracted a total of 51 and 53 participants respectively.



## Workshop for healthcare professionals 2021

To enhance healthcare professionals' knowledge relevant to HIV/AIDS and awareness on sexual minorities, two online workshops were held by RRC on 16 June and 15 September 2021. A transgender doctor was invited in the first workshop to introduce the transgender community and discuss ways of being gender friendly in a medical setting in order to enhance the sensitivity of frontline medical staff to the needs of transgender people in the field of work. The second workshop focused on the use of HIV Pre-exposure & Post-exposure Prophylaxis in Hong Kong. The target of the two workshops were healthcare professionals from public healthcare sectors and the Department of Health.



# Red Ribbon Centre Project Inventory in the year 2021

## 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	<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>	Healthcare, education and social service professionals	1. Total no. of visits: 439,075 2. No. of emails received: 19 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 visits: 158,558 2. No. of emails received: 21 3. % of enquiries
<b>AIDS Hotline website</b> www.27802211.com - since 1/12/2001 - an interactive website for general public	<ul style="list-style-type: none"> <li>To promote safer sex and HIV testing</li> <li>To promote online booking of HIV testing</li> <li>To provide a full panel of information on HIV to public</li> </ul>	General Public	1. Total no. of visits: 43,704
<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 visits: 162,448

Project name & description	Objectives	Main target/ setting	Indicators (yearly)
<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: 3,768
<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: 47
<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: 48

### 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	1. No. of issues published: 2 2. No. of copies distributed: 5,687 3. No. of agencies on distribution list (postal / email): 2,904

Project name & description	Objectives	Main target/ setting	Indicators (yearly)
<p><b>The Node</b></p> <ul style="list-style-type: none"> <li>- a six-monthly publication of the UNAIDS Collaborating Centre (English, Simplified Chinese, &amp; Traditional Chinese)</li> </ul>	<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	<ol style="list-style-type: none"> <li>1. No. of issues published: 2</li> <li>2. No. of copies distributed: 1,152</li> <li>3. No. of agencies on distribution list (postal / email): 496 (local agencies) 239 (overseas agencies)</li> </ol>
<p><b>Red Ribbon Bulletin</b></p> <ul style="list-style-type: none"> <li>- a four-monthly publication produced by HIV Clinical Team and people living with HIV (PLHIV) (Traditional Chinese)</li> </ul>	<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	<ol style="list-style-type: none"> <li>1. No. of issues published: 3</li> <li>2. No. of copies distributed: 3,557</li> <li>3. No. of agencies on distribution list (postal / email): 1,165</li> </ol>
<p><b>Hong Kong STD/AIDS Update</b></p> <ul style="list-style-type: none"> <li>- a quarterly epidemiology bulletin and surveillance report of Special Preventive Programme (SPP) and Social Hygiene Service (English)</li> <li>- changed to web version from Volume 8 Quarter 3 onwards</li> </ul>	<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>	Healthcare professionals	<ol style="list-style-type: none"> <li>1. No. of online issues published: 4</li> </ol>
<b>“Red Ribbon in Action” AIDS Education Funding Scheme</b>			
<p><b>"Red Ribbon in Action" AIDS Education Funding Scheme</b></p> <ul style="list-style-type: none"> <li>- started 21/5/2005</li> <li>- to encourage local community group to organise and implement AIDS education</li> </ul>	<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	<ol style="list-style-type: none"> <li>1. No. of applications received: 3</li> <li>2. No. of approved projects: 3</li> </ol>



Project name & description	Objectives	Main target/ setting	Indicators (yearly)
<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	<ol style="list-style-type: none"> <li>No. of new registrants: 1</li> <li>No. of members: 465</li> </ol>
<b>Red Ribbon 100 (RR 100)</b> - a 100-minute centre-based activity at RRC, elements include talks about HIV/AIDS, interactive games and Centre tour	<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	<ol style="list-style-type: none"> <li>No. of sessions: 1</li> <li>No. of participants: 15</li> </ol>
<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	<ol style="list-style-type: none"> <li>No. of items (including journals, magazines &amp; books) subscribed: 1</li> <li>No. of organisations and individuals on mailing list: 2,554</li> </ol>
<b>Production of Information Education Communication (IEC) materials</b> - the production of materials to complement other HIV/AIDS health promotion projects	<ul style="list-style-type: none"> <li>To support on HIV prevention projects</li> </ul>	Varies	See "Red Ribbon Centre Production in the year 2021"

Project name & description	Objectives	Main target/ setting	Indicators (yearly)
<b>Extramural promotional activities</b>			
<b>Roving Exhibition</b> <b>Topics: "Women &amp; AIDS"</b> - Queensway Government Offices  <b>Topics: "AIDS, Test Early, Treat Early"</b> - North Point Government Offices - Trade and Industry Tower	<ul style="list-style-type: none"> <li>To enhance understanding of general public in HIV prevention and care</li> <li>To increase the awareness of general public on the importance of safer sex</li> </ul>	General Public	1. No. of attendance estimated: 12,500 2. No. of IEC distributed: 7,100
<b>HIV awareness and "AIDS Hotline 2780 2211" Promotion</b> - Wan Chai - Shatin - Sham Shui Po - Tsuen Wan	<ul style="list-style-type: none"> <li>To increase the awareness of HIV/AIDS, promote safer sex and HIV testing</li> </ul>	General Public	1. No. of attendance estimated: 24,100 2. No. of IEC distributed: 12,837 3. No. of condom distribution: 4,940
<b>World AIDS Campaign 2021</b> - "World AIDS Campaign 2021 Kick-off Ceremony" - Online Promotion of documentary and real life stories of PLHIV	<ul style="list-style-type: none"> <li>To deliver the message that PLHIV are the same as others and should not be treated differently</li> <li>To promote messages of support for PLHIV through social media</li> </ul>	General public and people working in HIV field	1. No. of attendance: 80 2. No. of reach estimated for documentary: 491,416 3. No. of attendance estimated for the stories of PLHIV: 451,878
<b>Online Health Talk for AIDS prevention</b> - Facebook live online health talk 'Knowing about HIV/AIDS'	<ul style="list-style-type: none"> <li>To instill knowledge of HIV and STIs and better understand their modes of transmission</li> </ul>	General Public	1. No. of sessions: 4 2. No. of participants: 453

## Capacity Building: Group or Setting-based

Project name & description	Objectives	Main target/ setting	Indicators (yearly)
<b>Workshop</b>			
<b>Training Workshop on Basic Knowledge of HIV/AIDS &amp; STIs for NGO Staff</b>	<ul style="list-style-type: none"> <li>To enhance participants' knowledge on HIV/AIDS &amp; STIs</li> <li>To introduce HIV/AIDS &amp; STIs related services in Hong Kong</li> <li>To enhance participants' understanding on selected populations particularly when providing services for them</li> </ul>	Local AIDS NGO workers	<ol style="list-style-type: none"> <li>No. of workshops: 2</li> <li>No. of attendance: 104</li> </ol>
<b>Workshop for healthcare professionals</b> <i>Topics: "Gender-friendly Healthcare Services"</i>  <i>Topics: "Introduction of HIV Pre-exposure &amp; Post-exposure Prophylaxis in Hong Kong"</i>	<ul style="list-style-type: none"> <li>To enhance sensitivity when providing services to Sexual Minorities</li> <li>To enhance knowledge on HIV, and the use of PrEP and PEP</li> </ul>	Healthcare professionals	<ol style="list-style-type: none"> <li>No. of workshops: 2</li> <li>No. of attendance: 131</li> </ol>
<b>Clinical placement</b>			
<b>Pre-registration Nursing Student Clinical Placement</b>	<ul style="list-style-type: none"> <li>To facilitate nursing students to have an understanding of how public health nurses contribute in the health promotion and HIV prevention in Hong Kong</li> </ul>	Local university nursing students	<ol style="list-style-type: none"> <li>Clinical placement was cancelled due to the pandemic of COVID- 19</li> </ol>

Project name & description	Objectives	Main target/ setting	Indicators (yearly)
<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 released: 1 2. No. of ICE points accredited: 219
<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 organisations to hold activities</li> </ul>	AIDS related organisations	1. No. of times the facilities at RRC were used by other organisations: 0

## Capacity Building: Individual-based

Project name & description	Objectives	Main target / setting	Indicators (yearly)
<b>Training Programme</b>			
<b>Field Exchange and Summer Internship Programme</b>	<ul style="list-style-type: none"> <li>Offers development opportunity for students who are interested in work field of public health</li> </ul>	University students	1. No. of students: 1

## Targeted Prevention: Group or Setting-based

Project name & description	Objectives	Main target / setting	Indicators (yearly)
<b>Safer sex promotion</b>			
<b>Social Hygiene Clinic support programme</b>	<ul style="list-style-type: none"> <li>To promote the use of condoms for safer sex</li> <li>To integrate the messages of safer sex and STI prevention</li> </ul>	Patients attending Social Hygiene Clinics	1. No. of condoms distributed: 127,386
<b>Chest Clinic support programme</b>	<ul style="list-style-type: none"> <li>To promote the use of condoms for safer sex</li> </ul>	Patients attending Chest Clinics	1. No. of condoms distributed: 4,192
<b>The project of condom &amp; lubricant provision in community</b> - distribution of condom & lubricants through other non- governmental organisations	<ul style="list-style-type: none"> <li>To promote the use of condoms &amp; lubricants in MSM and Commercial Sex Workers (CSW)</li> <li>To support safer sex promotion undertaken by community groups</li> </ul>	MSM, Commercial Sex Workers (CSW)	1. No. of condoms distributed: 99,360 2. No. of lubricants distributed: 40,000 3. No. of gay saunas and Massage Parlors covered: 16 4. No. of districts covered by the CSW projects: 10
<b>The project of condom &amp; lubricant provision in MSM community</b>	<ul style="list-style-type: none"> <li>To promote the use of condoms &amp; lubricants in MSM and Male Commercial Sex Workers (MSW)</li> <li>To support safer sex promotion undertaken by community groups</li> </ul>	MSM, MSW	1. No. of gay venue covered: 12 2. No. of condoms distributed: 136,000 3. No. of lubricants distributed: 218,565

Project name & description	Objectives	Main target / setting	Indicators (yearly)
<b>Harm reduction</b>			
<b>Methadone Clinic support programme</b>	<ul style="list-style-type: none"> <li>To promote the use of condoms in drug users</li> </ul>	Users of Methadone Clinics	1. No. of condoms distributed: 31,526 2. No. of IEC distributed: 6,510
<b>Programmes with drug rehabilitation services</b>	<ul style="list-style-type: none"> <li>To encourage the practice of risk reduction in methadone users</li> </ul>	Users of drug rehabilitation services	1. No. of health talks delivered: 2 2. No. of attendance: 80
<b>Health promotion for ethnic minorities</b>			
<b>AIDS Hotline promotion to ethnic minorities</b> <ul style="list-style-type: none"> <li>Mong Kok Road footbridge</li> <li>Victoria Park in Causeway Bay</li> <li>footbridge next to World Wide House in Central</li> </ul>	<ul style="list-style-type: none"> <li>To raise awareness about HIV/AIDS</li> <li>To introduce HIV/AIDS related resources</li> </ul>	Ethnic minorities	1. No. of attendance estimated: 8,000 2. No. of IEC distributed: 6,000
<b>Health promotion for MSM</b>			
<b>Publicity collaboration with Hong Kong Lesbian and Gay Film Festival</b> <ul style="list-style-type: none"> <li>Support screening of AIDS related movies and organise HIV prevention activities at the Hong Kong Lesbian and Gay Film Festival</li> </ul>	<ul style="list-style-type: none"> <li>To raise awareness about HIV/AIDS, and to bring the love and caring message to the community</li> <li>Promote safer sex and HIV testing among MSM</li> <li>To promote awareness of sexual diversity</li> </ul>	Sexual minorities	1. No. of attendance estimated: 4,163 2. No. of condoms distributed: 800 3. No. of lubricants distributed: 800 4. No. of IEC distributed: 1,600
<b>HIV self-test study</b> <ul style="list-style-type: none"> <li>Online recruitment of MSM and TGW for test kit ordering</li> </ul>	<ul style="list-style-type: none"> <li>To explore the feasibility and acceptability of HIV self-testing</li> <li>Raise the awareness of HIV testing to the community</li> <li>To increase the uptake rate of HIV testing</li> </ul>	MSM and TGW	No. of participants: 1,169

Project name & description	Objectives	Main target / setting	Indicators (yearly)
<b>Publicity collaboration with Pink Dot Hong Kong</b>	<ul style="list-style-type: none"> <li>To raise awareness about HIV/AIDS, and to bring the love and caring message to the community</li> <li>Promote safer sex and HIV testing among MSM</li> <li>To promote awareness of sexual diversity</li> </ul>	Sexual minorities & general public	<ol style="list-style-type: none"> <li>No. of attendance estimated: 4,000</li> <li>No. of condoms distributed: 200</li> <li>No. of lubricants distributed: 200</li> <li>No. of IEC distributed: 570</li> </ol>
<b>Publicity collaboration with Hong Kong Pride Parade</b>	<ul style="list-style-type: none"> <li>To promote safer sex and HIV testing in MSM community</li> </ul>	MSM	<ol style="list-style-type: none"> <li>No. of attendance estimated: 3,000</li> <li>No. of condoms distributed: 441</li> <li>No. of lubricants distributed: 441</li> <li>No. of IEC distributed: 781</li> </ol>
<b>Health promotion for travellers</b>			
<b>"Travel Safe Condom Saves Life" Health Promotion Activities</b> <ul style="list-style-type: none"> <li>Hong Kong Macau Ferry Terminal</li> <li>Shenzhen Bay Port</li> <li>Lok Ma Chau Control Point</li> </ul>	<ul style="list-style-type: none"> <li>To raise awareness about HIV and safer sex among travellers</li> </ul>	Travellers	1. Event was cancelled due to the pandemic of COVID- 19
<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: 668
<b>Health promotion for prisoners</b>			
<b>Pre-exit Kits for prisoners on discharge</b>	<ul style="list-style-type: none"> <li>To raise awareness about HIV 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: 6,800
<b>Prevention of mother-to-child transmission</b>			
<b>Development and provision of education materials on universal antenatal HIV testing</b>	<ul style="list-style-type: none"> <li>To raise awareness about HIV in women</li> <li>Promote safer sex and antenatal HIV testing</li> </ul>	Antenatal mothers	1. No. of IEC distributed: 500

## Targeted Prevention: Individual-based

Project name & description	Objectives	Main target / setting	Indicators (yearly)
<b>Harm reduction</b>			
<b>Phoenix Project support programme</b> - the Phoenix Project is operated by Society for the Aid and Rehabilitation of Drug Abusers	<ul style="list-style-type: none"> <li>To promote the use of Methadone as a substitute for heroin</li> <li>Provide technical support to volunteers (ex-drug users) for outreach counselling to existing drug users</li> </ul>	Drug users in the vicinity of Methadone Clinic	1. No. of condoms distributed: 9,648 2. No. of IEC distributed: 17,500



## Red Ribbon Centre Production in the year 2021

Periodicals
<b>AIDS Newsletter</b> ( <i>Traditional Chinese</i> ) <ul style="list-style-type: none"><li>• Number 78</li><li>• Number 79</li></ul>
<b>Hong Kong STD/AIDS Update</b> ( <i>English</i> ) <ul style="list-style-type: none"><li>• Volume 27 Quarter 1</li><li>• Volume 27 Quarter 2</li><li>• Volume 27 Quarter 3</li><li>• Volume 27 Quarter 4</li></ul>
<b>The Node</b> ( <i>English, Simplified Chinese, &amp; Traditional Chinese</i> ) <ul style="list-style-type: none"><li>• Volume 23 Number 1</li><li>• Volume 23 Number 2</li></ul>
<b>Red Ribbon Bulletin</b> ( <i>Traditional Chinese</i> ) <ul style="list-style-type: none"><li>• Number 66</li><li>• Number 67</li><li>• Number 68</li></ul>

<b>Giveaway (Please refer to Appendix 1)</b>
<ul style="list-style-type: none"> <li>• “AIDS hotline 27802211” towel</li> <li>• Octopus card holder with 2022 calendar</li> <li>• Pre-exit AIDS Education Kits for prisoner and AIDS Education kits for drug users</li> <li>• HKLGFF - Tote bag for promoting HIV self-test</li> <li>• Surgical mask with Red Ribbon logo</li> <li>• Sticky notes with health messages</li> </ul>
<b>Advertisement</b>
<ul style="list-style-type: none"> <li>• HKLGFF Guidebook advertisement</li> </ul>
<b>Pamphlets</b>
<ul style="list-style-type: none"> <li>• Be Smart – Keep Away from Illicit Drugs &amp; Avoid Contracting AIDS (Bilingual)</li> <li>• WAC 2021 ceremony programme guide (Chinese)</li> <li>• HIV Self-test promotion flyer (Bilingual)</li> </ul>
<b>Poster</b>
<ul style="list-style-type: none"> <li>• HIV Self-test poster (3 versions)</li> <li>• WAC 2021 ceremony poster (Bilingual)</li> <li>• ‘Knowing about HIV/AIDS’ online health talk poster (Chinese)</li> <li>• Workshop for Health Care Professionals poster (English)</li> <li>• “Community Stakeholders’ Consultation Meeting 2021 for the development of Recommended HIV/AIDS Strategies for Hong Kong” poster</li> </ul>
<b>Card</b>
<ul style="list-style-type: none"> <li>• Calendar 2022 with health message</li> </ul>
<b>Banner</b>
<ul style="list-style-type: none"> <li>• WAC 2021 ceremony website banner</li> <li>• eBanner - Workshop for Health Care Professionals</li> <li>• eBanner- HIV Self-test</li> <li>• eBanner - "Training workshop for NGO staff - Basic knowledge on HIV/AIDS &amp; STIs"</li> </ul>

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

- Red Ribbon Centre Annual Report 2019-2020 (Chinese and English)
- Mental health, Substance use and Sexual health survey 2018 for gay, bisexual men and transgender women (Chinese and English)
- HARiS - HIV and AIDS Response Indicator Survey 2020 for Injecting Drug User (Chinese and English)
- HARiS - HIV and AIDS Response Indicator Survey 2020 for Men who have Sex with Men (Chinese and English)
- Factsheet on HIV/AIDS Situation in Hong Kong [2020] (Chinese and English)
- HIV Surveillance Report - 2020 Update (English)

### **Videos**

- HIV Self-test promotion video “What can you do in 20 minutes?”
- Documentary “A Day in the Life of Just Someone”
- Trailer of documentary “A Day in the Life of Just Someone”
- Highlights of documentary “A Day in the Life of Just Someone”
- Short video interviewing Prof. Winnie MAK of Department of Psychology of CUHK
- WAC 2021 ceremony animation

### **Others**

- Exhibition board “HIV and Sexuality Classroom” (Chinese and English) (9 pieces)
- Roll up banner “Knowing more about AIDS”
- Roll up banner “AIDS Test Early, Treat Early, For Your Health Get Tested”
- Photos with frames on the RRC time porch
- Historical posters on the RRC time porch
- WAC 2021 ceremony props (29 versions)
- WAC 2021 ceremony stickers
- WAC 2021 ceremony exhibition board (4 pieces)

## 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 2021 to 31 March 2024)*

Chairperson :	Mr TONG Tai-wai, Raphael, M.H.
Members :	Dr WONG Ka-hing, J.P. Mr CHAN Ka-wai Miss FUNG Elijah Mr FUNG Hing-wang, S.B.S. Mr Wong Chi-wai, John
Secretary :	Mr PANG Ming-hon, John

## HIV Prevention and Health Promotion Team



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

Dr WONG Ka-hing Consultant  
*(from August 2021)*

Dr CHAN Chi-wai, Kenny Consultant  
*(to July 2021)*

Dr WONG Chun-kwan, Bonnie Senior Medical Officer

Dr TO Ki-wai, Heather Senior Medical Officer

Dr HO Chi-hin, Billy Senior Medical Officer

Dr SIN Ka-chung, Clara Medical Officer  
*(to April 2021)*

Dr SIT Yao-wai, Alfred Medical Officer

Dr FUNG King-lun, Sheldon, Medical Officer

Ms CHAN Wai-kit Senior Nursing Officer

Ms KWANG Lan-siu, Lisa Nursing Officer

Ms LO Mei-kit Nursing Officer  
*(to August 2021)*

Ms WONG Mei-chi Nursing Officer  
*(from March 2021)*

Ms NG Yuk-yin Nursing Officer  
*(to Jun 2021)*

Ms LAU Ting-yan, Shelby Nursing Officer

Ms WONG Kit-sum Nursing Officer

Ms CHAN Wing-han Nursing Officer  
*(from September 2021)*

Ms CHANG Yuk-mui Registered Nurse

Ms CHEUNG Yan-ting Registered Nurse  
*(from January 2021)*

Ms HUNG, Wai-fan, Louisa

Mr PANG Ming-hon, John

Mr LEUNG Shun Tak, Dickson

Ms POON A-lai, Alice

Ms KONG Yin-mui, Wendy

Ms TAM Lung-hing, Tammy  
*(to December 2021)*

## Hotlines and Websites

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

<b>Websites:</b>	
Virtual AIDS Office of Hong Kong	<a href="https://www.aids.gov.hk">https://www.aids.gov.hk</a>
Red Ribbon Centre Website	<a href="https://www.rrc.gov.hk">https://www.rrc.gov.hk</a>
AIDS Hotline Website	<a href="https://www.27802211.com">https://www.27802211.com</a>
Gay Men HIV Information Website	<a href="https://www.21171069.gov.hk">https://www.21171069.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 : <https://www.rrc.gov.hk>  
Address : 2nd Floor, Wang Tau Hom Jockey Club Clinic, 200 Junction Road East,  
Kowloon, Hong Kong  
Service : Monday – Friday : 9am – 1pm  
Hours : 2pm – 6pm  
Saturday, Sunday and Public Holiday : Closed



## Appendix 1- Giveaways produced by Red Ribbon Centre in 2021



1. “AIDS hotline 27802211” towel
2. Octopus card holder with 2022 calendar
3. Pre-exit AIDS Education Kits for prisoner and AIDS Education kits for drug users
4. HKLGFF – Tote bag for promoting HIV self-test
5. Surgical mask with Red Ribbon logo
6. Sticky notes with health messages