



A collaborative media campaign on AIDS

in Mainland China and Hong Kong

W Y Wan¹, S S Lee¹, X L Wang², J T Lee³, J Zhang², K Lee¹, S K Cheng⁴, H Tso⁵

¹Red Ribbon Centre, Hong Kong, China; ²National Institute for Health Education, Beijing, China; ³Radio Television Hong Kong, Hong Kong, China; ⁴Integrated Treatment Centre, Department of Health HK, 8/F Kowloon Bay Health Centre, Hong Kong, China; ⁵HK Advisory Council on AIDS, Hong Kong, China

Contact e-mail: wywan@dhsp.net or aids @dh.gov.hk

Issues:

Since the return of sovereignty in 1997, there has been increased collaboration between Hong Kong and the Mainland China on all fronts. However, there was no consensus approach on the promotion on HIV awareness.

Description:

A collaborative project was designed by the Red Ribbon Centre of Hong Kong and the National Institute for Health Education, China CDC, to promote HIV awareness in Chinese-speaking communities. The theme of the Project was Stigma and Discrimination as advocated in World AIDS Campaign 2003. The Project included: (a) the production of an education film to dispel misconception on HIV/AIDS, (b) the creation of a theme song to promote acceptance of PLA, and (c) the premiere of the education film in a publicity event. The Radio Television Hong Kong, which is an independent public broadcaster and the media partner in the Project, had lined up 38 top artists in Mainland and HK to participate in the film. The premiere-cum-concert, which was attended by more than 10,000 audiences in Beijing, was broadcast on television and radio in both Mainland and HK. The show was the first public event that was live broadcast by high-definition multimedia technology to reach audiences by broadband internet, 3G phone, HD digital theatres and digital TV channels in different provinces in China. More than four thousand VCDs/DVDs for the education film and theme song were distributed to various organisations in Mainland China and HK.

Lessons learned:

Media campaign is a useful means to appeal to a wide audience. Collaboration with media partner was instrumental in developing innovations in publicity projects, which in turn supported the development of a consensus approach in health promotion.

Recommendations:

The collaboration of health agencies and media partners can lead to innovation in the promotion of AIDS awareness. Early involvement of partners to develop common objectives and consensus approach is crucial.