

*Red Ribbon Centre –
UNAIDS Collaborating
Centre for Technical
Support*
Report for Year 2003

Hong Kong

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I. Historical Background

In Hong Kong, efforts on HIV prevention can be traced back to the year 1985, when the first case of AIDS was reported. In the same year, an AIDS counselling clinic was established by the then Medical and Health Department. Health advice, counselling and HIV testing were offered to people who're worried about contracting the virus. In 1987, the clinic was expanded to become the AIDS Counselling and Health Education Service (ACHES), and the Special Medical Consultation Clinic (SMCC). It ran the AIDS Hotline, and the HIV clinic, and provided operational support to the Department's Committee on Education and Publicity on AIDS.

Following the restructuring of the Government's medical and health services, the Special Preventive Programme (SPP) was reconstituted in 1991. The HIV clinical and public health services have since been led by the Consultant (SPP). In 1994, the programmes were expanded and relocated to the Yaumatei premise, which housed both the clinical and public health arms of the programmes.

The plan of setting up a resource centre was drawn up by SPP, with the primary objective of facilitating the participation of the community to respond to AIDS. With the support of the AIDS Trust Fund, an old maternity home at Wang Tau Hom Jockey Club Clinic was converted into an AIDS education, resource and research centre. It was named Red Ribbon Centre and its mission was rightly "to facilitate and enhance the community's response to HIV/AIDS". The Centre had its soft opening in December 1996, and was formally declared open by the last governor of the Hong Kong Government in May 1997.

Red Ribbon Centre (Box 1) has since been the base of the HIV Prevention and Health Promotion Team of the Special Preventive Programmes. In 1998, the Advisory Council on AIDS conducted a review on the AIDS programme and situation in Hong Kong. The review process has alerted AIDS programme individuals of the international responsibility Hong Kong might or could play in the fight against the global epidemic. On 8 May 1998, Dr Peter Piot, Executive Director of the Joint United Nations

Box 1. The Red Ribbon Centre



Programme on HIV/AIDS (UNAIDS), visited Red Ribbon Centre. The continued dialogue between UNAIDS and Red Ribbon Centre finally resulted in the designation of the Centre as an UNAIDS Collaborating Centre for Technical Support.

II. Terms of Collaboration and Organisation

The Red Ribbon Centre – UNAIDS Collaborating Centre for Technical Support (UCT) is managed as a programme of the Red Ribbon Centre. As agreed between Department of Health and UNAIDS, UCT is committed to:

- (a) collaborate in the following fields -
 - (i) strategic planning for HIV prevention and care;
 - (ii) technical resource networking for promoting and enhancing community responses; and
 - (iii) scientific inquiry into socio-behavioural determinants and epidemiological data for the improved understanding of HIV epidemics
- (b) engage in the following activities -
 - (i) strengthen capacities for an expanded response to HIV/AIDS in Hong Kong and in the region, by facilitating conduction of consultancies, reference services, training, planning, evaluation, exchanges and other supports, as needed;
 - (ii) identify, develop, adapt and disseminate best practices in line with strategies formulated by UNAIDS;
 - (iii) participate in UNAIDS-sponsored meetings, assist in their organisation, and engage in other advocacy-related activities towards the common goal of HIV/AIDS prevention and care;
 - (iv) provide technical support, coordinate and participate in technical resource networks established by UNAIDS, and in close collaboration with other institutions involved in the response in the region; and
 - (v) promote, support and implement relevant studies and disseminate and apply results of such studies in collaborative research projects with UNAIDS.

UCT is headed by a director, who is the consultant and head of SPP. The day-to-day running of the Centre is organised by the SPP HIV Prevention and Health Promotion Team comprising a medical doctor, public health nurse in-charge, a team of public health nurses, an executive officer and the clerical team. The strategic planning of activities is guided by the Red Ribbon Centre Management Advisory Committee, which is appointed by the Director of Health. (Box 2) (refer to Annex A for the terms of reference and composition of the Management Advisory Committee, and Annex B for the organisation of UCT)

Box 2. The Red Ribbon Centre Management Advisory Committee at work.



III. Activity Profile and Programme Framework

Items 3 and Item 4 of the Terms of Collaboration encompass the following five categories of activities:

- (a) Capacity building – item 4(a)
- (b) Best practice development – item 4(b)
- (c) Participation in UNAIDS activities – Items 4(c) and 3 (a)
- (d) Technical resource networking – Item 4(d) and 3(b)
- (e) Research studies – Items 4(e) and 3(c)

The Red Ribbon Centre, through the guidance of the RRC Management Advisory Committee, has considered *capacity building* as the most appropriate framework for interfacing Mainland China effectively. The main formats of these activities are: (a) fellowship programme; (b) participation in consultancies, (c) workshops, (d) training courses, and (e) technical forums.

IV. Lions-Red Ribbon Fellowship Programmes

Box 3. The four Lions Red Ribbon Fellows (left to right): Dr Xi and Dr Wang from Centre for Disease Control of Gansu Province, Ms Mao and Ms Zhang from Henan Red Cross.



Fellowship is an individual-level attachment programme. The **Lions-Red Ribbon Fellowship** is a professional attachment programme designed by UCT and sponsored by *Lions Clubs International District 303 Hong Kong and Macau*. Since 1999, applications were received from technical persons from Mainland China to undertake attachments lasting for a period of two to four weeks in Hong Kong. In

2003, the upper limit of successful applicants was raised to 12. Fellows engaged in studies, visits and exchange activities in their fields of expertise relating to HIV prevention and care. The fellows were invited to conduct a seminar with AIDS workers in Hong Kong, and were required to submit a report of their work to the UCT upon completion of the fellowship programme. (Box 3)

Eight fellows joined the scheme in 2003. As of the end of the year, total of 23 fellows have come to Hong Kong for the experience, the specificities of which are listed in Box 4. A composite report ("Lions Red Ribbon Fellowship Scheme" Fellows' reports 1999-2002) was published to describe the work of fellows of 1999 to 2002.

Box 4. Lions-Red Ribbon Fellows, 1999 – 2003

NAME OF FELLOW	AFFILIATION	FELLOWSHIP PERIOD	ASSIGNMENT
1. Dr SHAN Guangnai	Senior Fellow, Chinese Academy of Social Science, BEIJING	8 Mar – 21 Apr 1999	Research on prostitution in Hong Kong
2. Dr WANG Quanyi	Lecturer, Peking Union Medical College, BEIJING	9 – 22 Oct 2000	Study of counselling for and support to people living with HIV/AIDS
3. Ms ZHAO Chengzheng	Associate professor, National Institute of Drug Dependence, BEIJING	1 – 13 Dec 2000	HIV and drug use – comparison between Hong Kong and Mainland China
4. Dr LIU Wei	Director, Centre for HIV/AIDS Prevention & Control, GUANGXI	16 – 21 Feb 2001, and 1 Mar 2002	Study of the Hong Kong experience in HIV prevention and control

NAME OF FELLOW	AFFILIATION	FELLOWSHIP PERIOD	ASSIGNMENT
5. Dr GAN Zhigao	Director, Department of Disease Control of Antiepidemic Station, Liuzhou, GUANGXI	17 – 30 Jul 2001	Study of the Hong Kong experience in HIV prevention and health promotion in drug users
6. Dr REN Xiaohui	Lecturer, Cheng Du West China University of Medical Science, SICHUAN	30 Aug – 13 Sep 2001	Study of the HIV prevention and intervention in women
7. Dr CHEN Jie	Deputy Director, Centre for Disease Control and Prevention, GUANGXI	26 Sep – 3 Oct 2001, and 15 Feb – 1 Mar 2002	Study of the Hong Kong experience in the application of methadone intervention for HIV prevention in drug users
8. Dr ZHU Min	Programme Adviser, Provincial Education Commission, YUNNAN	14 – 27 Oct 2001	Sharing of Hong Kong and Yunnan experience in HIV education for youth and schools
9. Dr CHEN Zhongdan	Director, Wuhan Anti-epidemic Station, HEBEI	10 – 23 Oct 2001	Study of the means of peer education for HIV prevention
10. Dr GONG Yuhan	Chief Physician, Centre of AIDS/STD Control & Prevention, Liangshan CDC, SICHUAN	16 – 26 Jul 2002	Study on the Hong Kong experience in HIV prevention, care and control
11. Dr YANG Jun	Physician, Qiao Kou District Anti-epidemic Station, Wuhan, HEBEI	20 Aug – 2 Sep 2002	Development of effective outreach programmes
12. Dr HU Feiyue	Deputy Director, Division of Policy Study & Information, National Center for AIDS/STD Control & Prevention, BEIJING	2 – 15 Sep 2002	Study on HIV policy development in Hong Kong
13. Ms SONG Jingling	Associate Professor, School-based Health Education Programme Office, Kunming, YUNNAN	2 – 15 Sep 2002	Study on HIV prevention, health promotion and behavioural interventions in tertiary students
14. Dr LI Hong	Medical Officer, Provincial Anti-epidemic Station, HENAN	9 – 20 Sep 2002	Study on HIV screening, laboratory testing and HIV counselling in Hong Kong

NAME OF FELLOW	AFFILIATION	FELLOWSHIP PERIOD	ASSIGNMENT
15. CHENG Yimin	Associate Professor, Department of Social Sciences & Epidemiology, National Research Institute for Family Planning, BEIJING	17 – 29 Nov 2002	Study on methods for promoting condom use in female sex workers and clients
16. Dr HU Xiaoyun	Vice Director of Hubei Provincial Health Education Institute	18 – 30 Aug 2003	Study on Safe injection in Hong Kong
17. Dr CAO G.H.	Director, Henan Province Shang Cai County Anti-Epidemic Station	21 – 31 Aug 2003	Social Support to people living with HIV/AIDS – Comparison between Hong Kong and Mainland China
18. Mr GAO Yanning	Associate Professor, Department of Maternal and Child Health, School of Public Health, Fudan University		
19. Dr MEI Lin	Assistant Director of Taiyuan Centers for Diseases Control and Prevention	13 – 25 Oct 2003	Study on Voluntary Counselling and Testing in Hong Kong
20. Dr ZHANG Shuhuan	Minister, Henan Red Cross Society Organisation and Training Development	10-22 Nov 2003	Study on AIDS and sex education in young population
21. Ms MAO Jinglan	Deputy Secretary-general, Zhumadian Red Cross Society		
22. Dr XI Canghai	Director, Gansu Provincial CDC	10-22 Nov 2003	Study on STI/AIDS surveillance methods and HIV prevention in drug users
23. Dr WANG Jian	Deputy Director, Gansu Provincial CDC		

V. Consultancies and Official Meetings

Public health experts from Red Ribbon Centre have joined as **consultants** to provide support to HIV prevention and care programmes in Mainland China and other parts of the world. These assignments are in Box 5. There were also UN meetings that the Centre had participated in the deliberation of various issues on HIV/AIDS. (Box 6)

In 2003, the SARS outbreak in Asia and other countries has led to a halt in many international activities on otherwise unrelated to public health issues. There was no participation in any international consultancies over the one year period.

The main focus was the participation in meetings on communicable diseases control in Mainland China, with special relevance to the Pearl River Delta region. This has resulted from the communication gaps identified during the SARS outbreak in the first half of the year. The Guangdong, Hong Kong, Macao Expert Group on SAR met in Hong Kong (May 2003) and Macao (August 2003) to discuss technical issues on the prevention and treatment of the new infection. The Group was transformed into the Expert Group on the Prevention and Treatment of Communicable Diseases when it met in Shenzhen on 22 and 23 December 2003. The latter meeting was participated by public health staff of the Department of Health Special Preventive Programme, the umbrella organisation for Red Ribbon Centre. One of the resolutions of the meeting was to introduce programmes on building capacity in HIV prevention and control.

Box 5. Consultancies conducted through the UCT Programme, 1999 - 2003

DATE	CONSULTANT(S) / TRAINER (S)	LOCATION	MISSION
22 – 24 Mar 1999	Ms Victoria KWONG & CHU Lai Wah	Dali, YUNNAN	Dali Medical College International Symposium on HIV/AIDS prevention, transmission, care and healthy living
20 – 22 Oct 1999	Dr SS LEE	GENEVA	International consultation on HIV/AIDS reporting and disclosure
19 – 28 Nov 1999	Dr KH WONG	HAINAN & GUANGXI	Evaluation of China AIDS Network STD/AIDS Prevention among women in the service industry
25 – 31 Aug 2000	Ms Elise CHU & Georgiana CHEUNG	INNER MONGOLIA	National Training Course on AIDS counselling and laboratory safety
4 – 9 Sep 2000	Dr SS LEE	Urumqi, XINJIANG	UNDCP project on assessment methodologies for non-captive groups and community-based interventions
19 – 20 Nov 2001	Dr SS LEE	GENEVA	Interim WHO ARV Treatment Working Group for the establishment of anti-retroviral guidelines in resource limited settings
4 – 8 Aug 2002	Dr SS LEE	BEIJING	Preparation for submission to the Global Fund to Fight AIDS, TB & Malaria (GFATM)
17 – 20 Sep 2002	Dr SS LEE & Ms Elsie CHU	Zhigui, HUBEI	WHO health promotion project development, focusing on the promotion of safe injection in health services and the community

Box 6. Participation in UN meetings, 1999 – 2003

DATE	MEETING	LOCATION	PARTICIPANTS
22 Apr 1999	UNAIDS APICT Task Force on Drug Use and HIV Vulnerability meeting	Bangkok, THAILAND	Dr SS LEE (Task Force member)
26 Oct 1999	V International Congress on AIDS in Asia and the Pacific – UNAIDS Symposium: Mapping the Beat: Drug use and HIV vulnerability in Asia	Kuala Lumpur, MALAYSIA	Dr SS LEE (speaker): Building the foundation for HIV prevention in drug users
3 Sep 2000	IX International Congress of World Federation of Public Health Associations – UNAIDS symposium on HIV/AIDS	Beijing, CHINA	Dr SS LEE (speaker): The Red Ribbon Experience
18 Apr 2001	UN Theme Group on HIV/AIDS and Ministry of Health Joint Feedback Seminar on Strategic Planning for AIDS Prevention and Care	Nanning, Guangxi, CHINA	Dr SS LEE
23 – 25 Apr 2001	Ministerial Segment of UN ESCAP 57 th Session – regional preparation for UNGASS	Bangkok, THAILAND	Dr SS LEE
2 – 4 May 2001	UN Regional Task Force on Drug Use and HIV Vulnerability meeting	Denpasar, INDONESIA	Dr SS LEE (Task Force member)
4 – 8 Jun 2001	UN ESCAP III Asia-pacific Intergovernmental Meeting on Human Resources Development for Youth (theme on HIV/AIDS)	Bangkok, THAILAND	Dr KH WONG
12 Jun 2001	World Bank Third Asian Development Forum Policy Seminar: the dual burden of HIV/AIDS and TB in the future economy	Bangkok, THAILAND	Dr SS LEE (speaker): the why's and how's of behaviour change
25 – 27 Jun 2001	United Nations General Assembly Special Session on HIV/AIDS	New York, USA	Dr SS LEE, Dr Margaret CHAN (Director of Health) in China delegation
7 – 9 Feb 2002	Asia Pacific Biregional Workshop on Global Fund to fight AIDS, TB and Malaria	Beijing, CHINA	Dr SS LEE

27 Jun 2002	Meeting of the UN Theme Group on HIV/AIDS in China	Beijing, CHINA	Dr SS LEE (presentation on the challenge of capacity building in HIV prevention and care)
4 – 5 Jul 2002	Meeting of the Global Reference Group on HIV Prevention among Injecting Drug Users	Vienna, AUSTRIA	Dr SS LEE (as member)
12 – 13 Dec 2002	Meeting of the UN Regional Task Force on Drugs and HIV Vulnerability	Hanoi, VIETNAM	Dr SS LEE (as member)
11-13 Jun 2003	WHO Training Workshop on Methods for HIV/AIDS Estimation and Projections	Bangkok, THAILAND	Dr Michael CHAN (as participant)
15-18 Jul 2003	Meeting of the UN Regional Task Force on Drugs and HIV Vulnerability	Chiang Rai, THAILAND	Dr SS LEE (as member)
1-2 Sep 2003	Phase II Meeting of UNESCAP 59 th Session	Bangkok, THAILAND	Dr Kenny CHAN

VI. Technical Forums: Workshops and Visits

Workshops are specially designed training programmes organised under the auspices of the UCT. These were normally three to five day programmes developed upon request of public health or other agencies to

facilitate the development of policy on HIV prevention, care and control. (Box 7 and 8). Three workshops were held in 2003.

In collaboration with the University of Hong Kong, UCT has engaged in a continuous study to better understand the HIV epidemiology in the Pearl River Delta Region. Two workshops (***First and Second Workshop on HIV***

Box 7. Fujian Visitors at the library of Red Ribbon Centre, being briefed by Dr SS Lee, the Centre Director.



Surveillance and Epidemiology in the Pearl River Delta Region) were held, in December 1998 and June 2000, with the participation of public health experts from 12 cities in the region. These activities have helped to consolidate the network of health professionals in HIV and behavioural surveillance. Two proceedings have also been published to record the events and to disseminate the conclusions in these fora. In November 2002, the Third Workshop was organised by the RRC-UCT in collaboration with the Centre for Disease Control and Prevention of Guangdong and Shenzhen. This was also the first time that the forum was held in the Mainland (in Shenzhen).

Box 8. Workshops for Delegates, 1999 – 2003

(a) from Mainland China

DATE	AGENCY	PARTICIPANTS
30 Nov – 4 Dec 1998	Various Ministries, BEIJING	8 professionals and administrators from the Ministries of Health and Civil Affairs, Bureau of Broadcast and TV Administration, Chinese academy of Preventive Medicine
1 – 4 Aug 2000	Ministry of Railway and Ministry of Health, BEIJING	9 professionals and administrators
27 – 29 Dec 2000	Guangzhou municipal government, GUANGDONG	19 professionals and administrators from the sectors of health, justice, planning, finance, publicity, and public security
15 – 18 Dec 2001	Fujian Health Department, FUJIAN	8 experts from the Fujian Health Bureau
8 – 10 Apr 2002	Jiangxi Health Department, JIANGXI	10 professionals and administrators from the sectors of health, public security, prison, education and publicity
14 – 16 May 2002	Jiangxi Health Department, JIANGXI	11 professionals and administrators from the sectors of health, public security, prison, education and publicity
28 – 30 Sep 2002	Institute of Health Education, National Center for AIDS/STD Control and Prevention, Chinese CDC, BEIJING	3 professionals in health promotion
6-10 Jan 2003	Yunnan Day Top IDU Treatment Centre, YUNNAN	2 project officers

(b) from Overseas

DATE	AGENCY	PATICIPANTS
23 – 25 Sep 2002	Family Health International	Counselling Team of Bach Mai Hospital and representatives from National AIDS Bureau, Hanoi, VIETNAM

11 – 15 Nov 2002	Family Health International	Government Officials on HIV/IDU from NEPAL
22 Jan 2003	Salvation Army Korea	20 professionals from sectors of health and HIV/AIDS prevention and care
15-16 Sep 2003	Korean Alliance to Defeat AIDS	4 professionals and administrators in communicable diseases prevention and control

On the other hand, brief half-to-one day **visits** from overseas agencies were commonly received by the Centre. A total of 19 visits involving some 344 people from around the world have been handled in the year 2003, a majority of which were from Mainland China. (Box 9 & 10) With the rising interest in strengthening HIV prevention in drug users in neighbouring countries and cities, a

Box 9. Korean visitors and staff of Red Ribbon Centre during a visit in 2003



significant proportion of visitors had come to take reference from both the HIV prevention activities at Red Ribbon Centre and the territory's methadone clinics.

Box 10. Visits to the Red Ribbon Centre, 1999 – 2003

YEAR	Mainland		Other countries	
	No. of visits	Total visitors	No. of visits	Total visitors
1999	6	21	7	8
2000	11	72	6	10
2001	23	173	5	15
2002	23	230	6	31
2003	12	260	7	84
TOTAL	75	756	31	148

VII. Training Courses

The Red Ribbon Centre has been focusing on the **building of capacity** in its development of programmes on HIV/AIDS. The organisation of training courses is in line with the terms of collaboration drawn up between Red Ribbon Centre and UNAIDS. The objective of introducing structured training is to systematise capacity building activities on HIV prevention and care. The technical experiences of Special Preventive Programmes in the last fifteen years shall enable Red Ribbon Centre to develop training modules relevant to Hong Kong and the neighbouring cities. In the design of these courses, the following strategies are proposed:

- (a) observance of the prevention and care continuum, a model that has been adopted for a long time in Hong Kong
- (b) integration with related disciplines and specialties in clinical science and public health, for example, infection control, clinical infectious diseases
- (c) collaboration with other expertise agencies in Hong Kong and the region, including clinical services, universities and community-based organizations.

In 2003, the **Training Workshop on Methadone Treatment for HIV Prevention** was organised in collaboration with the UN Regional Task Force on Drugs Use and HIV Vulnerability, UNAIDS South East Asia and Pacific Intercountry Team, WHO Regional Office for the Western Pacific and the UNDCP Regional Centre for East Asia and the Pacific. This was a three-day interactive training programme for people involved (or to be involved) in the development of methadone substitution treatment in priority countries including China, Indonesia, Nepal and India. The workshop was originally scheduled for 2-4 April 2003 in Hong Kong, but later postponed to 22-24 October of the same year because of SARS. (Box 11)

The three-day event was a success. There were 82 registered participants from outside Hong Kong and 17 local observers. Fifty came from different parts of Mainland China. A total of 12 state-of-art presentations were delivered by faculties from Hong Kong and overseas, including Dr Robert Newman (New York) and Dr Andrew Byrne (Sydney). The training also featured 2 panel sessions, one tutorial, and visits to methadone clinics and Red Ribbon Centre. An evaluation report was published and could be viewed on the website: www.harmreduction-hk.com

The **Diploma in HIV Management** was a collaborative effort between Red Ribbon Centre and the School of Professional and Continuing Education of the University of Hong Kong. The course was designed for health professionals in the region who are involved in one or different aspects of HIV management. The course is divided into five modules: clinical management, public health management, information management, social context and infection control.

The first course had been scheduled to begin in 2003 but was postponed indefinitely because of poor responses from potential applicants.

Box 11. Participants at the Training Workshop on Methadone Treatment for HIV Prevention



VIII. Best Practice Development

There are three levels of activities relating to best practice development. **Firstly**, best practice documents received from UNAIDS were kept in the Centre's library for the information of people working on HIV/AIDS programme. Whereas appropriate, they're distributed to agencies in Hong Kong. **Secondly**, a series of model programmes in Hong Kong have been identified. These were published in the yearbook series of Red Ribbon Centre. **Thirdly**, the Centre has been working closely with other agencies in the identification of best practices of local and international importance.

IX. UNAIDS Celebrity Against AIDS

In 1999, UCT responded to UNAIDS's call for an expanded advocacy role in HIV prevention and care through the appointment of celebrity as ambassador.

Miss Miriam Yeung, a famous pop singer was appointed the UNAIDS Hong Kong Ambassador to help spread the AIDS message. Over the last years she has been actively involved in a whole range of activities in Hong Kong. (Box 12 & 13) The initiative has been renamed "Celebrity Against AIDS".

On World AIDS Day 2003, Miriam Yeung appeared at the launching of the Sexedonline (www.sexedonline.tv), a web-based programme transformed from the previous Dr Sex Hotline project, which aims at promoting sex education in young people in Hong Kong. The programme is jointly developed by Red Ribbon Centre and Radio Television Hong Kong (RTHK). The new website

Box 12. Miss Miriam Yeung, singer and UNAIDS Celebrity Against AIDS, appearing at the World AIDS Day Campaign 2003 in support of promotion of sex education in Hong Kong



features easy-access information, Q&A and games. In the months following launching, an average of 200,000 hits per day were recorded.

Box 13. Activities of UNAIDS Hong Kong Ambassador, 1999 – 2003

DATE	EVENT
Nov 1999	Visit to Red Ribbon Centre
Dec 1999	Meeting with Dr Emile Fox, UNAIDS CPA China
	World AIDS Campaign "I Care" Party for youth
Feb 2000	"Youth Action on AIDS" Funding Scheme Prize Presentation Ceremony cum Exhibition
Mar 2000	Participation in patient support group
	Radio channel
May 2000	"Let us share, show our concern" Red Ribbon Centre Third Anniversary Publicity Function and Open Day
Jul 2000	Teen AIDS Walker 2000 Charity Walk
Oct 2000	Gathering with people living with HIV/AIDS
	Appeal to youth on "Positive Response" VCD

Dec 2000	World AIDS Campaign “Positive Response” Day
Feb – Apr 2001	Radio show “Safety Seven”
May 2001	“Building a Harmonious Community” Red Ribbon Centre Fourth Anniversary Publicity Function and Drawing Contest
Nov 2001	“Fluttering Red Ribbon” Public Performance in Beijing
Dec 2001	World AIDS Day “We care 27802211.com” campaign
May 2002	Harm Reduction Media Campaign Launching Ceremony
Jun 2002	Walk Hand in Hand 2002 Charity Walk
Aug 2002	Dr Sex Hotline www.Dsonline.com.hk Soft Launching
1 Dec 2003	SexEdonline www..SexEdonline.tv Launching

X. Hong Kong – Mainland Media Campaign

Box 14. Producers, artists and Red Ribbon staff after the launching of “Love under the Sun” in Beijing



Through negotiations and the hard work of collaborators, a joint media campaign was launched in 2003 involving partners in Hong Kong and Mainland China. Technical support was provided by Red Ribbon Centre, RTHK and National Institute of Health Education (NIHE, of CDC China). The project

involved the production of a short movie to promote public awareness, featuring 38 artists, the launching at a concert in Beijing on 27 November, and the production of a theme song (同行) by singers Andy Lau and Sammi Cheng.

The launching (Box 14) was a huge success with a full house at the Capital Stadium. A number of spin-off activities followed:

- (a) Production of VCDs of the movie and the launching in Hong Kong and Mainland China
- (b) Launching of a new project to support community based activities (Project Tong Xing 同行工程) and to reward participants with the VCDs
- (c) Premiere for sharing with local workers
- (d) Screening at the Hong Kong International Film Festival (planned for April 2004)
- (e) Screening of a two-episode programme on the initiative on TVB Jade in December 2003
- (f) Production of abridged versions for screening on public transport
- (g) Adaptation into TV spots (announcement of public interest, or API) for screening from early 2004

XI. Technical Resource Networking

Red Ribbon Centre operates a resource centre rich in its production and collection of education materials in Chinese (and English). These include posters, leaflets, comic books and other education items developed by the SPP HIV Prevention and Health Promotion Team. The Centre also functions as the publisher of SPP's other programmes on clinical services, policy development and surveillance as well as research. Policy guidance, technical guidelines, medical and nursing manuals are therefore the other categories of resource materials produced through Red Ribbon Centre.

As the "international arm" of Red Ribbon Centre, UCT has been communicating actively with agencies around the world to support activities in other countries through our distribution of resource materials for reference purposes. All the newly produced items are regularly

Box 15. The Node



distributed to all provinces in the Mainland through the UNAIDS China Office in Beijing. The number of sets of items (including leaflets, posters, videos, periodicals) amount to about 200 per month.

Beginning March 1999, a periodical "The Node" (Box 14) has been published regularly to update on the activities of the UCT programme. Fifteen issues have been published by the end of the year 2003.

XII. Acknowledgements

The setting up of the UCT programme has been an exciting experience for the Red Ribbon Centre. The HIV Prevention and Health Promotion Team acknowledges the support of the Department of Health, Red Ribbon Centre Management Advisory Committee, Hong Kong Advisory Council on AIDS and UNAIDS China Office.

Annex A: The Red Ribbon Centre Management Advisory Committee (2001-2003)

Terms of Reference

To advise on the effective running of the Red Ribbon Centre

Chairman

Rev CHU Yiu Ming

Vice-chairman

Dr Samuel YU

Members

Mr Billy HO

Mr Tony PANG

Mr LO Chiu Fai

Dr Dennis WONG

Mr CHEUNG Che Kwok

Consultant (Special Preventive Programme), Department of Health

Secretary

Executive Officer, Red Ribbon Centre

Annex B: Organization of Red Ribbon Centre UNAIDS Collaborating Centre for Technical Support

