

報告



報告 REPORT 2008

目錄

Contents

- 2 我們的使命
Our Mission
- 3 我們的宗旨
Our Objectives
- 4 紅絲帶中心贊助人曾鮑笑薇女士獻辭
Message from Mrs. TSANG POU Siu-mei, Selina, Patron, Red Ribbon Centre
- 6 聯合國愛滋病規劃署駐華辦事處國家協調員施賀德博士獻辭
Message from Dr. Bernhard SCHWARTLÄNDER, Country Coordinator, UNAIDS China
- 8 序言 - 紅絲帶中心管理諮詢委員會主席俞宗岱博士撰寫
Preface - by Dr YU Chung-toi, Samuel, Chairman, Red Ribbon Centre Management Advisory Committee
- 10 專題：社會市場營銷與愛滋病健康推廣 - 何理明醫生撰寫
Commentary : Social Marketing and HIV health promotion - by Dr HO Lei-ming, Raymond
- 16 二零零八年主任報告 - 黃加慶醫生撰寫
Director's Report for the year 2008 - by Dr. WONG Ka-hing
- 19 相片集 - 紅絲帶中心二零零八年活動花絮
Photo Album - 2008 Red Ribbon Centre Activities tidbits
- 30 二零零八年紅絲帶中心活動一覽表
Red Ribbon Centre Project Inventory 2008
- 46 紅絲帶中心工作量統計 - 二零零八年參與活動人數
Red Ribbon Centre Workload Statistics - attendance in the year 2008
- 47 二零零八年紅絲帶中心製作一覽表
Red Ribbon Centre Production in the year 2008
- 50 紅絲帶中心管理諮詢委員會
Red Ribbon Centre Management Advisory Committee
- 51 愛滋病預防及健康推廣組
HIV Prevention and Health Promotion Team
- 52 紅絲帶歷程一百
Red Ribbon 100
- 53 紅絲帶中心之友計劃
Friends of Red Ribbon Centre Scheme
- 54 相關熱線及網站
Related Hotlines and Websites
- 55 通訊處
Correspondence





我們的使命

加強社會力量

引發迴響

正視愛滋病

Our Mission

To Facilitate and Enhance
the Community's Response to
HIV/AIDS

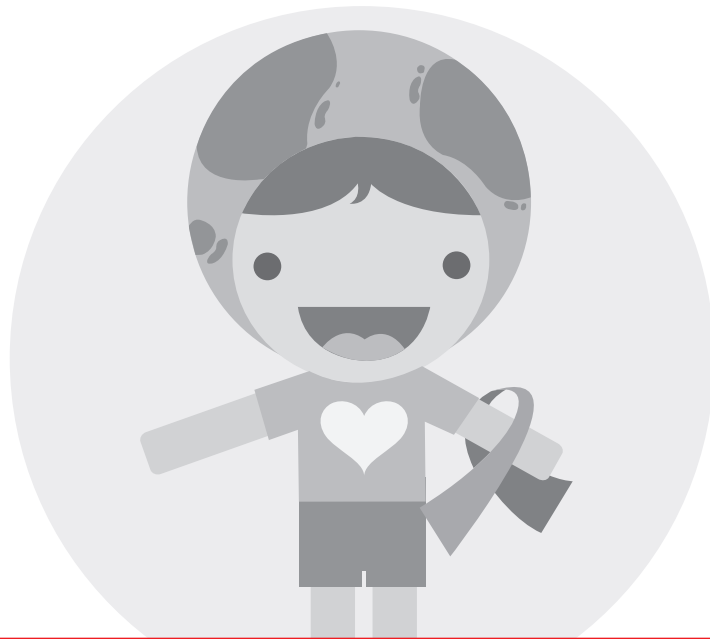


我們的宗旨

- 推動社會人士參與愛滋病教育及有關研究工作
- 支援本港及鄰近地區發展有關愛滋病在社會行為學及流行病學上的研究
- 改善及提高本地愛滋病教育活動的質素
- 提供途徑以加強本港及海外人士在愛滋病防治工作上的合作

Our objectives

- To promote community participation in 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 AIDS education programmes
- To provide an avenue for local and international collaboration in the fight against HIV/AIDS





曾鮑笑薇女士獻辭

儘管醫學研究近年取得不少進展，愛滋病至今仍然無法根治。教導市民好好保護自己，是阻止愛滋病蔓延的最有效方法。

二零零八年，紅絲帶中心繼續致力愛滋病的教育和預防工作，在預防愛滋病和關懷病患者方面擔當獨特角色。全港性的宣傳運動及為特定社群舉辦的潛能建立活動，得到市民廣泛支持。為預防男男性接觸者感染愛滋病病毒，中心邀請經驗豐富的專家來港，為愛滋病前線醫護人員提供寶貴意見。

二零零八年十二月一日，世界愛滋病日成立20周年誌慶。過去20年，全球各地對抗愛滋病的工作取得理想成果。我深信紅絲帶中心的專業團隊定必會繼續努力，實現“堅守承諾，共抗愛滋”的目標。



香港特別行政區政府
行政長官夫人曾鮑笑薇女士





Message from Mrs. TSANG POU Siu-mei, Selina

Despite the advances in medical sciences over the years, a complete cure for AIDS has yet to be developed. Teaching people how to protect themselves remains the most effective way to contain the spread of HIV/AIDS.

In 2008, the Red Ribbon Centre continued to strengthen its educational and preventive programmes to assume a distinct role in HIV prevention and care. The territory-wide campaigns and capacity-building activities targeting specific communities were well received by the public. Experts experienced in HIV prevention in men having sex with men were invited to Hong Kong to offer advice to frontline HIV workers.

December 1, 2008, marked the 20th anniversary of World AIDS Day. Over the past two decades, global efforts in response to the epidemic have produced very positive results. I am confident that the professional team of the Red Ribbon Centre will keep up its efforts to achieve the goal of "Stop AIDS. Keep the Promise".

A handwritten signature in black ink, appearing to read "Selina Tsang".

Mrs. TSANG POU Siu-mei, Selina
Wife of the Chief Executive of the Government
of the Hong Kong Special Administrative Region



施賀德博士獻辭

紅絲帶中心是聯合國愛滋病規劃署合作中心（專業支援），我恭賀紅絲帶中心在 2008 年所取得的成就。2007 年我首次參觀紅絲帶中心，隨後我有幾次機會留意到紅絲帶中心的工作，令我留下深刻的印象。

能夠見證來自包括中國大陸、俄羅斯和區域內外的國家等多個地方的從業人員及專家，在香港詳細討論多年來香港特別行政區所發展的知識和經驗，是非常令人鼓舞的；尤其是香港的美沙酮治療計劃，我認為此計劃已為其他地方樹立一個卓越的榜樣。

為向愛滋病作出回應，香港支援受影響的社群和其他民間社會組織建立潛能以應付疫情，不僅作為伙伴制定策略，亦一起實踐項目；在紅絲帶中心傑出的支援下，發展了有活力的民間組織，這些組織在很多方面成為區內智慧及啟發的來源。

區域內的愛滋病疫情是多變化的，尤其影響幾個高風險的群體，而且很明顯地病毒的影響並不局限於個別的民族或行政疆界。紅絲帶中心卓越的領導才能和專業知識起了帶頭作用，珠江三角洲地區包括香港特別行政區、澳門特別行政區、深圳及範圍更廣的地區之間的聯繫及經驗交流愈來愈見緊密，我為此而感到十分鼓舞。如果我們要阻止疫情，就要更進一步深化地區內的合作及經驗交流，這一點尤其重要。加強合作有利於地區內分享最佳實踐方法，亦有助於發展概念及為共同的問題確定解決方案，紅絲帶中心的專業技能已為此進程引起了重大的影響。

聯合國愛滋病規劃署很滿意與紅絲帶中心之間的合作，我期待著延續我們卓越並且激勵人心的合作關係。

聯合國愛滋病規劃署駐華辦事處
國家協調員
施賀德博士



Message from Dr. Bernhard SCHWARTLÄNDER

The Red Ribbon Centre is an official UNAIDS Collaborating Centre for Technical Support, and I congratulate the Centre for the significant achievements it made in 2008. I visited the Centre for the first time in 2007, and I have since had several opportunities to follow and study the impressive work done by the Red Ribbon Centre.

It has been very encouraging to witness how practitioners and experts from many places, including Mainland China, Russia and other countries within and outside the region have had opportunities to go to Hong Kong to discuss in depth the experience and knowledge developed in Hong Kong SAR over the years. In particular, I believe Hong Kong's methadone maintenance treatment programmes constitute an excellent example for others to follow.

In its response to AIDS, Hong Kong has supported affected communities and other civil society organizations in developing their capacity to address the epidemic, both as partners in developing policy as well as implementers of programmes. With the excellent support of the Red Ribbon Centre, a vivid civil society has developed which in many ways can be a source of wisdom and inspiration for the wider region.

The epidemic in the region is diverse, affecting in particular a number of "most at risk populations". And it is obvious that the virus does not respect national and administrative borders. I have been very encouraged by the increased cooperation taking place in the Pearl River Delta, with a scaling-up of contacts and experience sharing between Hong Kong SAR, Macao SAR, Shenzhen and beyond, with excellent leadership skills and expertise provided by the Red Ribbon Centre. It is of pivotal importance that we further intensify regional cooperation and deepen experience sharing if we are to stop the epidemic. Increased cooperation will allow the region to share best practices and assist with conceptual development and identification of solutions to common problems. The knowledge and know-how generated in the Red Ribbon Centre has already contributed critically to this process.

UNAIDS is very pleased with the close cooperation with the Red Ribbon Centre and I look forward to continuing our excellent and inspiring relationship.



Dr Bernhard Schwartländer
Country Coordinator, UNAIDS China



序言： Foreword

紅絲帶中心管理諮詢委員會主席俞宗岱博士撰寫

By Dr YU Chung-toi, Samuel

Chairman, Red Ribbon Centre Management Advisory Committee

我很高興有機會在過去一年與紅絲帶中心（下稱中心）同事一同努力，為對抗愛滋病出一分力，並且衷心祝賀中心在二零零八年取得的成就。二零零八年標誌著「世界愛滋病日」踏入二十周年。每年此刻，世界各國同心協力，提高公眾認識對抗愛滋病傳播的重要性，同時顯示面對疫情，團結一致的精神。過去二十年，各國政府和民間團體為愛滋病工作投放了不少努力和資源，香港也不例外。

紅絲帶中心有明確的抱負和使命，加上同事對工作的熱誠和承擔，使中心與本地社區一直保持緊密聯繫；過去數年間，中心和各有關機構的合作，日見深廣。在二零零八年，中心繼續發揮在愛滋病預防工作上獨特的作用，推動了多項切合本地疫情的活動，而其中以潛能建立最為突出。來自美國三藩市加州大學Centre for AIDS Prevention Studies的Prof. Susan Kegeles應邀到港，為本地男男性接觸社群愛滋病預防項目的研究方向，提供寶貴意見；此外，來自澳洲悉尼Albion Street Centre的專家，亦為香港的非政府組織，舉辦一系列男男性接觸社群愛滋病預防項目的培訓工作坊，介紹活動策劃及撰寫申請撥款計劃書等技巧。

I am pleased to have the privilege to work with the Red Ribbon Centre (RRC) for another year and congratulate RRC on its achievements in 2008. The year 2008 marks the twentieth anniversary of World AIDS Day, a day when the global community comes together in concerted efforts to raise public awareness about the importance of fighting Human Immunodeficiency Virus (HIV) infection and to express solidarity in the face of the epidemic. In the last two decades, governments and communities of many countries in the world have been injecting collective efforts and resources on AIDS programmes, Hong Kong SAR Government is of no exception.

With clear vision and mission, coupled with great passion and commitment, the RRC has advanced and deepened its interface with the community over the years. In 2008, RRC continued to play a distinctive role in HIV prevention work and bring forth a diversified range of activities pertinent to the development of the local AIDS programmes, especially in capacity building. A number of capacity building activities were held in 2008, notably the consultancy visit by Prof. Susan Kegeles, Centre for AIDS Prevention Studies, University of California San Francisco, USA; and the Men who have Sex with Men (MSM) HIV Prevention Capacity Building Workshop organized by Albion Street Centre of Sydney, Australia. The former is focusing on an informative research agenda to identify a research gap in HIV prevention in MSM in Hong Kong. The latter is focusing on providing training to non-governmental organizations (NGOs) regarding planning projects and writing funding proposals.



由愛滋病信託基金委員會及香港愛滋病服務機構聯盟主辦，並由紅絲帶中心提供專業支援的「愛滋病研討會 2008」，強化了愛滋組織在預防工作的溝通和合作。而「第十七屆國際愛滋病會議 - 會後報告座談會」則為出席會議的本港代表提供機會，與其他本地同事分享參與會議的體驗，及從中得到的啟發。這些活動，全賴中心工作人員不懈的努力，週全的策劃及識見。

在「世界愛滋病日」二十周年這個值得紀念的時刻，我希望紅絲帶中心能夠秉承其專業的角色和功能，在全面照顧本地預防愛滋病的工作所需之餘，能繼續與愛滋病組織保持緊密的聯繫，並對愛滋病疫情未來的變化及其帶來的挑戰提高警覺。我深信來年中心在愛滋病預防工作方面繼續會有出色的表現；我期待與中心的工作團隊攜手合作，與非政府組織、其他政府機構和所有相關的團體，一同鏗而不捨，對抗愛滋病！

The "AIDS Seminar 2008" organized by the Council for the AIDS Trust Fund and the Hong Kong Coalition of AIDS Service Organizations with technical support provided by RRC has successfully enhanced collaboration among stakeholders on HIV prevention. The "XVII International AIDS Conference – Report Back Seminar" had provided conference attendees a valuable opportunity to share their experiences and insights acquired from the Conference with the audiences. All these activities would not have been possible without the unfailing effort, strategic planning and insight of the RRC staff.

In this memorable moment of the twentieth anniversary of World AIDS Day, I wish RRC could upkeep its technical competency and remain vigilant for the challenges and changes in the epidemic ahead, while maintaining a comprehensive response to the local prevention needs and a close relationship with other stakeholders of AIDS programmes. I trust that the HIV/AIDS prevention work of RRC in the years ahead would continue to be impressive and prosperous, and I look forward to joining RRC colleagues in working hand in hand with NGOs, other Government agencies and all concerned parties in the fight against AIDS.



專題：社會市場營銷與愛滋病健康推廣 Commentary: Social Marketing and HIV health promotion

何理明醫生撰寫

By Dr HO Lei-ming, Raymond

引言

香港衛生署紅絲帶中心在健康推廣活動中採取社會市場營銷手法，活動包括對象為普羅大眾的全港性傳播媒介宣傳運動，與及為易受感染社群而舉辦的宣傳活動。這方面的工作須要對活動對象的生活方式有實在的瞭解，以確保傳遞的健康訊息達到貼身設計的效果。

社會市場營銷是一種適應性強的方法，亦愈來愈多應用於不同的社會議題中，以達致和行為有關的目標。這些議題包括促進健康及減少不平等。該方法的主要目的是達成某種「社會利益」而並非商業利益，並帶有明確定義的行為目標。

- 甲、這是一個有系統的過程，分期執行以應付短期、中期和長期的議題。
- 乙、應用一系列市場營銷技巧和方法（多渠道的市場營銷）。
- 丙、社會市場營銷應用於健康課題時，「社會利益」就等同改善健康和減少健康不平衡；其行為目標是明確、可達成及能掌握的。

根據英國的 National Social Marketing Centre 之架構，下列八項是社會市場營銷的標準：

- 一、以客為本 - 對活動對象展開全面的瞭解；
- 二、行為 - 專注於關鍵的問題行為及要促成改變至目標行為所需的干預；
- 三、實證 - 應用實證為本的干預；
- 四、深入瞭解 - 尋根究底打動及鼓勵受眾改善健康；
- 五、代價交換 - 合併交換分析去瞭解受眾因達至行為改變而付出的代價；
- 六、市場競爭 - 考慮內外競爭的因素；

Introduction

The Hong Kong Department of Health's (DH) Red Ribbon Centre (RRC) adopts a social marketing approach in its promotional activities by organizing territory-wide media campaigns for the general public as well as conducting targeted publicity campaigns for vulnerable groups. This line of work requires a solid understanding on the lifestyle of our targeted audience to enable the delivery of tailored-made preventive health messages.

Social marketing is an adaptable approach, increasingly being used to achieve and sustain behaviour goals on a range of social issues including improving health and reducing inequalities. Its primary aim is to achieve a particular 'social good' (rather than commercial benefit), with clearly defined behavioural goals.

- (a) It is a systematic process phased to address short, medium and long-term issues.
- (b) It uses a range of marketing techniques and approaches (a marketing mix).
- (c) In the case of health-related social marketing, the social good can be articulated in terms of achieving specific, achievable and manageable behaviour goals, relevant to improving health and reducing health inequalities.

Based on the framework of United Kingdom's National Social Marketing Centre, there are 8 criteria listed as follows:-

1. Customer Orientation – develop a robust understanding of the audience
2. Behaviour – focus on the problem behaviour and what intervention will be required to bring about a change to the desired behaviour
3. Theory – apply theory-based interventions
4. Insight – develop a deep understanding and insight on what moves and motivates the customer
5. Exchange – incorporate an exchange analysis and works out the costs involved for the customer to achieve the behaviour change
6. Competition – address both internal and external competition



- 七、對象分類 - 針對對象之分類進行干預，避免用千篇一律的統一方式；
- 八、多元方法 - 辨識出適當的方法組合。

- 7. Segmentation – use a developed segmented approach and avoid blanket approaches
- 8. Methods Mix – identify an appropriate mix of methods.

紅絲帶中心所推行的社會市場營銷活動

在愛滋病預防和健康推廣的項目中，紅絲帶中心與易受感染社群和難以觸及的社群，包括：愛滋病病毒感染者、注射毒品人士、男男性接觸者，與及性工作者和他們的顧客緊密合作。更為重要的是我們發展出合適的方針，並且製作成有關我們服務對象的策略性資料 - 包括有流行病學、生理、心理、行為或社會性的數據。我們憑藉這些數據，可專注於剖析人們的行為。因為愛滋病病毒有固定的傳播途徑，預防訊息通常集中於推廣安全性行為、鼓勵及早接受愛滋病病毒測試和促進接納受愛滋病病毒感染者；然而，當我們策劃健康推廣活動時，必須放眼於受眾的需要及任何妨礙他們使用服務的因素。

二零零零年初，當香港鄰近地區注射毒品人士的愛滋病流行情況處於高水平時，香港的注射毒品人士群體仍能保持低愛滋病流程度。在二零零二年，紅絲帶中心展開一次社會市場營銷運動，藉以提高普羅大眾和注射毒品人士對緩減毒害訊息的關注。運動聚焦於推廣及早接受愛滋病病毒測試和倡議注射毒品人士每日服用美沙酮以取代共用針筒注射海洛英。運動的宣傳工具包括在電視播放宣傳片，在政府大樓、診所、巴士候車處和公共交通工具之戶外展示大幅橫額和海報；此外還有來自政府和非政府組織的愛滋病相關工作機構，尤其是美沙酮診所、香港戒毒會及其屬下鳳凰計劃義工的參與。總括而言，運動的評核結果顯示「緩害」宣傳運動對普羅大眾有頗正面的作用，而對毒品使用者則有非常正面的作用。

Social Marketing Campaigns in RRC

In HIV prevention and health promotion programmes, RRC works closely with the vulnerable and “hard-to-reach” communities such as persons living with HIV, injecting drug users, men who have sex with men (MSM) and sex workers and their clients. It is all the more important that we develop good orientation and generate strategic information about our customers – be it epidemiological, physiological, psychological, behavioural or social data. With data, we focus on why people act as they do. Since there are well-established routes of HIV transmission, the prevention messages normally focus on the promotion of safer sex, early HIV testing and promoting acceptance of persons living with HIV. However, we must focus on the needs of the community as well as the barriers for access to services when planning our health promotion activities.

In early 2000, Hong Kong was enjoying a low HIV prevalence among injecting drug users while we were surrounded by correspondingly high HIV prevalence in neighbouring regions. In 2002, RRC mounted a social marketing campaign to enhance the awareness of harm reduction messages among the general public and the injecting drug users. The campaign focused on promoting early HIV testing and advocating injecting drug users to take daily dose of methadone instead of injecting heroin by sharing needles. The components of the media mix in the campaign included a TV public service announcement, display of large banners and posters outside government buildings, clinics, bus shelters and public transport. Stakeholders from both the government and non-government sectors, in particular the methadone clinics, the Society for the Aid and Rehabilitation of Drug Abusers and their Phoenix Project volunteers, participated in the campaign. Overall, the evaluative findings suggested that the impacts of the harm reduction media campaign were moderately positive in the general public and highly positive in the drug users.



紅絲帶中心於二零零五年發起一次全港性的「安全性行為」推廣運動，藉此消除社會上成年人對採用安全套的成見。運動圍繞著一輯電視宣傳短片，宣傳片主題曲「Dom Dom歌」改編自家傳戶曉的名曲 - 約翰·史特勞斯的《藍色多瑙河》圓舞曲。該運動借助傳媒組合作推廣，其中包括：開展典禮、電視和電台的廣播，還有在互聯網、網站、公共交通工具和公共場所展示橫額和海報；在游泳池、公園和社區活動場所的公共廁所透過安裝自動售買機來免費派發安全套，安全套派發網絡還延展到政府診所和大學保健中心。此外，亦透過舉辦研討會為社會工作者和學校教師提供有關安全性行為的培訓，並向大學和中學提供有關安全性行為的教材套。該運動的經驗告訴我們，對於安全性行為的推廣，在香港相關的工作機構之間仍存在著多種不同的態度，甚至有部分衛生及教育單位拒絕參與為推廣安全性行為而派發安全套。

在二零零五年，美國夏威夷東西方中心高級學者 Dr. Tim BROWN 細查了本地流行病學的數據，並且發表了一篇題為「活在崖邊」的報告，該報告闡明愛滋病毒在本地男男性接觸者間迅速傳播。當時對於男男性接觸者社群的資料十分缺乏，只有兩個非政府組織提供派發安全套的外展服務，並在男同志桑拿浴室進行測試計劃。我們向男同志社群和愛滋病非政府機構呼籲支持在紅絲帶中心成立工作小組。該工作小組每三個月定期召開會議，作為溝通、諮詢和提出建議的平台。此外，紅絲帶中心安排了兩名聯絡主任加強協調，並從社區夥伴中蒐集關於社區發展和計劃的策略資料。

在二零零五 / 零六年度，紅絲帶中心發動了為期六個月，名為「做得安心」的愛滋病預防運動，活動對象是男男性接觸

In 2005, RRC launched a territory-wide "Safer Sex Campaign" to minimize the taboo of condom use in the adult population. The campaign centred on the "Dom Dom song" TV public service announcement which was based on a well-known melody of the Blue Danube Waltz by Johann Strauss. The campaign was supported by a media mix of promotion including a launching ceremony, TV and radio broadcast, a display of banners and posters in the internet, websites, public transport and venues. There was also a free distribution of condoms from vending machines placed in public toilets of swimming pools, parks and community venues. Condom distribution was extended to government clinics and university health centres. There was safer sex training provided to social workers and school teachers via workshop and safer sex training kits were provided to universities and secondary schools. The lessons learnt from the campaign included the diversity of attitude towards the promotion of safer sex among the stakeholders in Hong Kong. There was even misconception by certain health and educational sectors when they refused participation in the distribution of condoms for promotion of safer sex.

In 2005, Dr Tim Brown, Senior Fellow of the East West Center in Hawaii, USA, examined the local epidemiological data and published a report titled "Living on the Edge", which stated that there was a rapid local HIV epidemic among men who have sex with men. At the time, there was poverty of information about the gay community with 2 non-governmental organizations delivering outreach condom distribution and testing programmes in gay saunas. We appealed to the gay community and AIDS non-governmental organizations for support to set up a Working Group at RRC. Regular meetings have been held at 3-monthly intervals and the Working Group served as a platform for communication, consultation and advice. RRC appointed 2 liaison officers to strengthen the coordination and gathering of strategic information from the community partners and on community development and programmes.

In 2005/06, RRC launched a 6-month HIV preventive campaign targeting MSM called "Do It Safely" in gay venues. The campaign consisted of 3 phases including



者。該運動分為三個階段：（甲）促進認知，（乙）推廣安全性行為，（丙）愛滋病病毒測試週；與此同時還推出了男同志預防愛滋病資訊網站 www.21171069.com，設立了男同志測試愛滋熱線 21171069，與及在香港同志影展中進行推廣活動。政府新聞處、廣告商和傳媒夥伴為訂定適當的綜合宣傳方法傳遞公共衛生訊息，發揮了十分重要的作用。在展開該運動之前，用作宣傳的訊息事先已經過測試，也預先諮詢過相關的組織。紅絲帶中心委託香港中文大學評核「做得安心」愛滋病預防運動的成效。評核以調查方式進行，共有 443 名男男性接觸者作出回應，其中 51.7% 知悉政府的男同志測試愛滋熱線，16% 知悉政府的男同志預防愛滋病資訊網站，該熱線和網站都是在二零零六年十月啟用的。大約 56.2% 的酒吧顧客收到該計劃於酒吧內免費派發的安全套 / 潤滑劑，而 42.8% 的桑拿浴室顧客在浴室內收到這些免費安全套 / 潤滑劑。相比於回應在特定場所進行的調查之男男性接觸者，透過互聯網作回應者較少機會接觸到海報、免費派發的安全套 / 潤滑劑和其他宣傳品。僅 5.2% 的回應者覺得自己受愛滋病病毒感染的機會很大。對於互聯網用戶，互聯網是獲取衛生署的愛滋病資訊最常用的來源；對於酒吧和桑拿浴室的顧客，互聯網則屬第二常用的來源。互聯網廣告、免費安全套 / 潤滑劑、酒吧洗手間內的海報和廣告成為了四個最能吸引回應者注意力的愛滋病預防訊息傳遞方法。

在二零零七 / 零八年度，紅絲帶中心為男男性接觸者展開了名為「零感特攻隊」的第二輪預防愛滋病運動。基於過往經驗所汲取的教訓，這次運動旨在向男男性接觸者社群宣傳濫用危害精神毒品的害處、推廣採取安全性行為、減少對愛滋病的標籤與歧視，並且推動男男性接觸者社群參與愛滋病預防工作。該運動包括三個

(a) an awareness programme, (b) a safer sex promotion programme, and (c) a HIV testing week. There were also parallel events including the launch of an informational website (www.21171069.com), set up of a HIV and MSM hotline (21171069), the participation of promotional events at the Hong Kong Lesbian and Gay Film Festival. The Information Services Department, advertising agencies and media partners played key roles in the identification of appropriate mix of methods to disseminate public health messages. The messages were pre-tested and relevant stakeholders consulted before launching of the campaign. RRC commissioned the Chinese University of Hong Kong to evaluate the "Do It Safely" campaign. Of all the 443 MSM respondents in the survey, 51.7% and 16% respectively knew about the government MSM HIV antibody testing hotline and MSM website, both were newly launched in October 2006. About 56.2% of bar-goers received free condoms / lubricants distributed in this campaign in a bar setting, while 42.8% of the sauna-goers received these in a sauna setting. Compared with venue-based MSM respondents, internet-based respondents were less likely to be exposed to poster, free distribution of condom/lubricants and publicity materials. Only 5.2% of the respondents perceived that they had a very high chance of contracting HIV. Internet was the most frequently used source for receiving HIV-related information from DH among the internet users, and it was the second most frequently used source for both bar-goers and sauna-goers. Internet advertisement, free condoms / lubricants, posters and advertisements in bar toilets rounded up the 4 most attractive means to communicate HIV prevention messages.

In 2007/08, RRC launched a second HIV preventive campaign for MSM named "Zero Heroes". Built on the lessons learnt, this campaign aimed to inform the MSM community the harms of psychotropic drug abuse, promote the adoption of safer sex measures, reduce HIV stigma and discrimination and empower MSM community to participate in HIV prevention. The campaign consisted of 3 phases, which were "Zero Infection, Zero Drug Abuse and Zero Hopelessness." The "Zero Hero"



階段：「零感染」、「零濫藥」和「零絕望」；「零感特攻隊」是肌肉型漫畫人物，通過「零感特攻隊」這迎合男男性接觸者社群愛好的形象作為主題，期望能夠配合社群充權的概念，意味著各人都可盡一分力成為對抗愛滋病疫症的英雄。為要向男同志社群傳遞訊息，該運動使用廣泛的傳播媒體，其中包括互聯網橫額、在最受歡迎的男同志雜誌上刊登廣告和文章，與及在男同志聚集的場所作推廣。健康教育宣傳品則包括：海報、附有資訊的紙巾、杯墊。以上宣傳物品皆透過受男同志歡迎的場所及參與愛滋病預防工作的各個非政府組織派發。此外，亦採用了創新的推廣方法，例如藉著印有宣傳字句的男性內褲在男同志桑拿浴室推廣安全性行為訊息，及印製有關危害精神毒品的資訊小冊子來宣傳服用這些藥物的不良影響。除了在超過 70 個男同志場所啟動該運動之外，還在受歡迎的男同志活動中，例如香港同志影展2007展示這些宣傳物品，以進一步擴大運動覆蓋範圍。在同志影展的場刊中以一整頁的篇幅刊登教育資料來宣傳濫藥的不良影響；還有一輯長三十秒、題為「零濫藥」的短片，在每場電影放映之前播放。

紅絲帶中心借鑒前兩次預防愛滋病的社會市場營銷活動之成功經驗，在二零零九年推出了男男性接觸者預防梅毒活動。這次活動聯同社會衛生科、非政府組織和鄰近地區的衛生部門合作策劃和推行。這次為期九個月的男男性接觸者預防梅毒活動旨在達至以下三個目標：（甲）增進受眾對梅毒的認知，（乙）鼓勵採取安全性行為，（丙）鼓勵及早接受梅毒測試。活動亦借助傳媒作宣傳，其中包括：互聯網橫額、在男同志雜誌刊登廣告、張貼海報、在酒吧和桑拿浴室等場所作推廣、派發宣傳品，例如在運動推行期間向男男性接觸者社群免費派發安全套和潤滑劑。該活動將會進行評核，評核結果則於二零一

was a muscular comic figure whom may be appealing to the MSM community. The adoption of "Zero Hero" as the main theme was in line with the concept of empowerment of the community that everyone could play his part as a hero in combating the HIV epidemic. To convey the messages to gay community, the campaign had employed a broad spectrum of media, which included internet banners, advertisements and editorials in the most popular gay magazines, and gay venue-based promotion. Health educational items including posters, tissue packs with information cards and coasters were distributed in popular gay venues and through different non-governmental organizations (NGO) working in the field of HIV prevention. Innovative promotional method was employed such as the use of men's underwear as a health educational item to facilitate the promotion of safer sex messages in gay saunas. An informational booklet on the use of psychotropic substances was produced to disseminate the harmful effects of these drugs. Apart from launching the campaign in over 70 gay venues, further coverage of this campaign was achieved by displaying these promotion materials in popular gay events such as the Hong Kong Lesbian and Gay Film Festival 2007. A full page education material on the harmful effect of drug abuse was posted on the festival programme guide. A thirty-second video clip titled "Zero drug abuse" was broadcast before each film screening.

Riding on the successes of the 2 previous HIV preventive social marketing campaigns, RRC delivered a Syphilis Awareness Campaign in MSM in 2009. This campaign was planned and implemented in collaboration with the Social Hygiene Service, NGOs and health departments in the region. This nine-month MSM Syphilis Awareness Campaign aimed at achieving the following three goals: (a) increase syphilis awareness, (b) encourage the practice of safer sex, and (c) turn up for early syphilis testing. The campaign included the media placement of internet banner, advertisement in gay magazine, poster and venue based promotion item in bars and sauna, giveaway items including the free distribution of condoms and lubricants to the MSM community throughout the campaign. The campaign will be evaluated by a research team and results will be announced in 2010. For the series of 3 MSM campaigns,



零年公佈。在這一系列三次的男男性接觸者運動中，合作伙伴已擴展至深圳和澳門兩區的衛生部門，透過共用該活動派發的宣傳物品，使派發範圍遍及各個地區的男同志場所。

總結

社會市場營銷不但可應用於愛滋病預防或性健康等問題，還可廣泛應用於其他公共衛生範疇，例如：處理吸煙比率、肥胖比率、青少年未婚懷孕、醉酒駕駛和減少飲酒量、減低非傳染疾病的死亡率、健康推廣計劃（例如：牙齒保健和接種疫苗等）。

汲取過往多番經驗，社會市場營銷計劃的成功之道在於與相關機構建立具互信和協同作用的合作關係。健康推廣活動基於共同的價值觀和行為改變目標，根據深入瞭解及可行的行動，針對易受感染社群的問題行為而設定貼身的健康推廣活動。最終目標是要普及安全性行為和進行愛滋病毒測試的文化，以促進及早診斷、治療及公共衛生監控。

the partnership was even extended to health departments in Shenzhen and Macau by sharing of campaign materials for distribution in gay venues in respective localities.

Summary

Social marketing is not restricted to addressing HIV prevention or sexual health issues, it could be widely used in other areas of public health e.g. tackling smoking prevalence, obesity rates, teenage pregnancy, drink driving and reduced alcohol consumption, reducing mortality from non-communicable diseases, promoting preventive health programmes such as dental health and vaccination etc.

Time and again, the formula of success for social marketing programmes include the development of a trusting and synergistic partnership with stakeholders. Based on shared values and behaviour change goals, health promotion activities are tailor-made for vulnerable groups addressing their problem behaviours based on actionable insight. The ultimate goal is to create a culture norm for the practice of safer sex and good uptake of HIV testing to facilitate early diagnosis, treatment and public health control.



二零零八年主任報告 Director's Report for the year 2008

黃加慶醫生撰寫
By Dr. WONG Ka-hing

每當撰寫年度報告，我們便有機會去細看紅絲帶中心在過去一年所做的事情，並作為策劃和安排來年中心活動方針的依據。實質上，年度報告正是要回顧往績及展望未來。

紅絲帶中心於二零零八年中再獲委任為聯合國愛滋病規劃署合作中心（專業支援），為期三年。這次再獲委任不但是對中心工作的肯定，也提醒我們大家期望紅絲帶中心在預防和控制香港境內甚至於鄰近地區愛滋病疫情中肩負重任。

回望過去，二零零八年紅絲帶中心工作繁忙，當中的工作包括：在本地進行健康推廣和宣傳活動，及為本地和來訪的愛滋病工作者安排建立潛能活動。

有關愛滋病的健康推廣和宣傳活動是紅絲帶中心的核心工作。中心針對普羅大眾或受感染風險較高的社群舉辦各式各樣預防活動，以助香港的愛滋病流行程度維持於低水平；但同時亦為應付社區中某些較易受感染社群的疫情近年持續上升的問題而努力。這些活動透過不同的宣傳媒體及在各種各樣的地方推行，例如：推出一輯電台宣傳聲帶、在公共場地及出入境管制站舉辦巡迴展覽，與及針對較易受感染社群在某些特定場地及渠道舉行活動。楊千嬅小姐一直參與和支持中心的工作，而其流行歌手的身份對我們在普羅大眾層面所推行的愛滋病健康推廣和宣傳工作有莫大的幫助。楊千嬅小姐再獲委任為聯合國愛滋病規劃署中國香港特別行政區親善大使，正是對她的崇高努力最合時的致敬。

Writing a yearly report provides us with an opportunity to examine what we have done during the past year as well as the base on which we may map out the direction in which activities by Red Ribbon Centre (RRC) will be planned and organized in the year to come. In essence, it is about recollection of past accomplishments as well as trying to look forward.

In mid-2008, RRC was renewed as a designated UNAIDS Collaborating Centre for Technical Support for three years. The renewed status, apart from being an acknowledgement to the work of RRC, also served to remind the RRC team the important role which RRC is expected to play in the prevention and control of the HIV epidemic in Hong Kong and beyond.

Looking back, 2008 has been a busy year for RRC, in terms of health promotion and publicity activities being implemented locally as well as capacity building exercises organized for local and visiting workers on HIV/AIDS.

Health promotion and publicity activities on HIV/AIDS are the core work of RRC. Various prevention efforts targeting the general public or more at-risk community groups were organized so as to help maintain Hong Kong as a low HIV prevalence locality while tackle the rising epidemics being witnessed in some of the more vulnerable groups in our community in recent years. These activities were delivered via various publicity media or settings such as a new series of radio announcements of public interest (API) and roving exhibitions at public venues and border points, as well as targeted venues and channels for the vulnerable populations. Our work targeting the general public was greatly facilitated by the continual work and support by Miss YEUNG Chin-wah, Miriam, whose popularity as a pop singer had helped publicize AIDS work. Miss YEUNG's reappointment as the UNAIDS National Goodwill Ambassador for Hong Kong SAR, China was again a timely tribute to her much admired efforts.

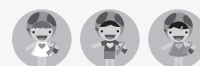


在針對較高危社群方面，除了要加強力度去應付該社群疫情上升的問題，亦要避免這些通常被邊緣化的社群進一步感到被標籤，在兩者之間必須審慎地取得平衡；例如在繼續推行已開展多年，為應對男男性接觸社群的愛滋病疫情而加強的工作時，中心定期與男同志社群聯繫並諮詢他們的意見。在這些針對性的預防活動中應用社會市場營銷概念，先瞭解目標社群對其行為及期望達致之行為改變的看法，從而設定更貼身設計的活動，使更能有效地在社群中促成行為上的改變。紅絲帶中心與男同志社群在過去多年間建立的互信關係，對於我們的預防工作於同志社群中深受支持和接納起了相當作用。在香港同志影展期間進行的推廣活動正正是同心協力推動愛滋病預防工作的一個好例子。

建立潛能一直是紅絲帶中心高度重視的一個重要工作範疇，中心逐步增強在這領域的發展；聯合國愛滋病規劃署駐華辦事處國家協調員施賀德博士在愛滋病研討會 2008 中進行的專題演講，與及第十七屆國際愛滋病會議 - 會後報告座談會，皆提供了重要的平台促進相關的愛滋病工作機構之間分享經驗和建立網絡。由外國顧問主持的研討會更進一步滿足了專門科技知識須與時並進的需要。這些研討會能進一步提高本地工作者的潛能以應付香港愛滋病疫情日趨嚴重而帶來的挑戰。來自加州大學 Center for AIDS Prevention Studies 的 Susan Kegeles 教授；與及來自澳洲 Albion Street Centre 和 AIDS Council of New South Wales (ACON) 的愛滋病專家專程來港，為本地愛滋病工作者帶來建立潛能的好機會，以鞏固和改進他們在愛滋病預防工作方面的技能。

In targeting the more at-risk groups, a careful balance had to be achieved in intensifying our efforts to tackle the heightened epidemics among them without further enhancing some of the stigmas being experienced by these usually more marginalized communities. For example, intensified work, which was started in previous years in response to the HIV epidemic in men who have sex with men (MSM), was continued with regular consultation with the gay community. The social marketing approach being adopted in these targeted prevention activities helped increase their effectiveness in bringing about the desired behavioural changes among MSM as they were more tailor-made and based on better understanding of the target audience's own perceptions of their behaviours and the proposed behavioural changes. The trust between RRC and the gay community built over the years was instrumental in ensuring our prevention efforts being supported and well received by the gay community. Promotion activities during the Hong Kong Lesbian and Gay Film Festival is one good example of the collaboration for bettering HIV prevention.

Capacity building has always been an important area of work highly valued by RRC. Incremental steps were taken to intensify its capacity building activities. Activities such as the AIDS Seminar 2008, in which Dr. Bernhard SCHWARTLÄNDER, UNAIDS China Country Coordinator delivered a plenary talk, and the report back seminar on the XVII International AIDS Conference, had provided important platforms for enhancing experience sharing and networking among various stakeholders. Addressing the need to keep abreast with the technological know-how was augmented through the workshops delivered by overseas consultants. These workshops served to further enhance the capacity of local workers to meet the challenges arising from the escalating HIV epidemic in Hong Kong. Training visits by Professor Susan Kegeles from the Center for AIDS Prevention Studies, University of California and HIV experts from the Albion Street Centre and AIDS Council of New South Wales (ACON) from Australia had presented local workers with excellent capacity building opportunities to consolidate and improve their technical competency in their work in HIV prevention.



公共衛生應變措施對控制愛滋病疫情的成敗，關鍵於跨界別的參與及相關愛滋病工作機構之間的積極協調。在這方面，政府、非政府組織與社區夥伴群策群力做好愛滋病預防工作極為重要。為非政府組織推行與醫療及支援服務、宣傳及公眾教育相關的社區項目，及愛滋病信託基金「特別撥款計劃」所支援的項目提供專業支援，皆有利確保計劃種類的多樣化。這對於處理一個如愛滋病那麼複雜的社會及健康議題尤其重要。此外，多方合作亦不局限於香港境內。要應付愛滋病疫情，區域之間的合作亦十分重要。為應付這沒有地域界限的公共衛生挑戰，在世界愛滋病日活動中，深圳市疾病預防控制中心、澳門疾病預防控制中心和紅絲帶中心之間通力合作，已成為不可缺少的一部分。面對愛滋病疫情在地區內不斷升級，針對跨境旅客的宣傳工作正反映及回應了香港與毗鄰地區之間的人流頻繁在區內疫情加劇的重要。

二零零八年，紅絲帶中心在針對普羅大眾和較高危社群與及較易受感染社群的預防活動方面所做的工作，不但務實也令人滿意。當實行這些預防工作時，中心一方面匯集國際專家的辦法，另一方面亦鞏固了與各相關愛滋病工作機構和區域夥伴的緊密合作關係。正因為疫症危機尚未完結，紅絲帶中心仍要不斷努力和強化工作團隊，無疑這將會是政府回應愛滋病疫情的一個重要部分。

The success of the health response to HIV epidemic hinges much on a coordinated and multi-sectoral approach with the active participation of various stakeholders. Strategic collaboration between the Government, non-governmental organizations (NGOs) and community partners in HIV prevention is of utmost importance. Technical support provided to NGOs on projects of medical and support service, publicity and public education and special project funded by AIDS Trust Fund had helped ensure the diversity of projects, which was important if we are to address effectively a medico-social problem as complex as HIV/AIDS. Multi-party collaboration did not stop at the borders, given the importance of regional partnership in tackling the HIV epidemic. Joint collaboration of World AIDS Day activities between Shenzhen CDC, Macau CDC and RRC had already become an indispensable part of our efforts to deal with this public health challenge which sees no geographical boundary. Local efforts targeting cross-border travellers also served to address the importance of frequent human traffic between Hong Kong and our immediate neighbours in the escalating epidemic in the region.

The RRC team has done an actualizing and gratifying job in 2008 with prevention activities targeting both the general public as well as more at-risk and vulnerable groups. In the implementation of these prevention efforts, the team had further consolidated the close working relationships with various local stakeholders and regional partners, while drawing inspiration from international experts. As the epidemic is far from over, continued dedication of, and strengthened efforts from the RRC team will no doubt be an important component of the Government's response to the HIV epidemic.



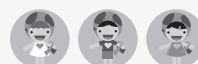
相片集 - 紅絲帶中心二零零八年活動花絮 Photo Album - 2008 Red Ribbon Centre Activities tidbits

促進認識和接納的活動

Promotion of awareness and acceptance activities

紅絲帶歷程100是一個導遊式活動，以100分鐘，透過講解、互動活動與遊戲，加強參加者對愛滋病的認識，並促進關懷及支持愛滋病病毒感染者。充實的一百分鐘後，每一位參加者都展現滿足的笑容。

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 employed to reinforce AIDS knowledge, encourage a positive attitude towards the care and support to the persons with HIV/AIDS. A bright smile was seen on every participant's face after the tour.



2008年世界愛滋病日活動 2008 World AIDS Day Activities

為紀念「世界愛滋病日」二十周年，紅絲帶中心推出一連串的推廣活動，提高各界對預防愛滋病的認識，並進一步推廣安全性行為。

To commemorate the 20th anniversary of World AIDS Day, a series of activities were organized to raise public awareness of the prevention of HIV/AIDS and to promote safer sex.

- 「2008年世界愛滋病日活動開展典禮」於十二月一日在奧海城第二期主題中庭舉行
The Kick-off Ceremony for 2008 World AIDS Day Activities was held in Central Atrium of Olympian City 2 on 1 December





- 聯合國愛滋病規劃署中國香港特別行政區親善大使的專題網頁「關心愛滋千嬅話你知」正式啟用
 “Miriam’s Voice on AIDS”, the website for UNAIDS National Goodwill Ambassador for Hong Kong SAR, China was launched

- 為推廣對愛滋病病患者的接納與關懷的信息，聯合國愛滋病規劃署中國香港特別行政區親善大使楊千嬅小姐設計了一款手機繩，並與香港藝人孫耀威、吳雨菲及高皓正設計了多款紅絲帶貼紙。
 Miss YEUNG Chin-wah, Miriam, UNAIDS National Goodwill Ambassador for Hong Kong SAR, China, designed a mobile cleaner, and red ribbon stickers, along with other local artists Mr. Eric SUEN, Miss Kary NG and Mr. Zac KO, so as to promote public acceptance of people living with HIV.



- 由十二月一日至二零零九年二月舉行的「世界愛滋病日二十周年」巡迴展覽，記錄了政府和關注組織在過去二十年對抗愛滋病的努力。
 The “20th Anniversary of World AIDS Day” Roving Exhibition, featuring the publicity efforts of the Government and concerned groups to fight against AIDS in the last 20 years, was held from 1st December until February 2009.



「科學為民嘉年華 08」

'Science in the Public Service – Fun Fair 08'

紅絲帶中心在香港維多利亞公園舉行的「科學為民嘉年華 08」設置遊戲攤位，宣揚「愛滋病在香港 - 科學、社會的結合」，透過問答遊戲加深市民對愛滋病的認識，答對問題便可得到精美紀念品。

To promote the theme of 'AIDS in Hong Kong, where Science Partners with Community', the Red Ribbon Centre participated in the 'Science in the Public Service – Fun Fair 08' which was held at Hong Kong Victoria Park. Game booth was set up to increase the public awareness on the knowledge of AIDS via quizzes. Souvenirs were presented to those who could provide correct answers.



潛能建立 / 建立網絡的活動

Capacity building and Networking activities

- 於「第十七屆國際愛滋病會議 - 會後報告座談會」上講者與同工分享會議的體驗

A speaker shared with fellow workers experience on XVII International AIDS Conference – Report Back Seminar



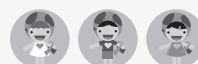
- 中心護士向香港中文大學學生「小扁擔勵學行動服務團」團員介紹有關愛滋病防治工作的歷史圖片

A Centre staff was introducing the historical pictures on the work of HIV/AIDS prevention and care to a group of students from the Chinese University of Hong Kong

23

- 香港小童群益會「性向無限計劃」的工作人員參加為他們而設的愛滋病病毒抗體快速測試培訓工作坊後來張大合照

Workers of "Touch Project" of The Boys' & Girls' Clubs Association of Hong Kong posted for a photograph after attending the Training Programme on Rapid HIV Test.





- 二零零八年共有九位「獅子會紅絲帶學人」訪港。推行學人計劃的目的，主要是為促進中國大陸及本港人員分享經驗，在防治愛滋病方面交流技術，並鼓勵共同合作和組織網絡。
There were a total of 9 Lions Red Ribbon Fellows in 2008. The objectives of the Scheme are to facilitate experience sharing between Mainland and local workers; to enhance technical exchange on HIV/AIDS control; and to encourage collaboration and networking.

- 二零零八年共有六位志願者透過「獅子會紅絲帶學人計劃 - 志願工作者學人學習計劃」訪港。為期一星期專門設計的培訓計劃，豐富了他們對推行社群預防愛滋病措施的經驗。
There were a total of 6 volunteers / workers from Shenzhen under the Lions Red Ribbon Fellowship Scheme - Training Programme for Volunteers / Workers in 2008. One week tailor-made training programmes had enriched their experience in conducting community based projects.



- 為參與中國全球基金/中英艾滋病項目HIV/AIDS綜合防治培訓班的內地愛滋病工作者舉辦工作坊，提供機會予國內代表分享經驗和心得。
Study tours for Mainland professionals joining the training workshops organized by the HIV/AIDS China Global Fund AIDS Program were held to facilitate networking and experience sharing.

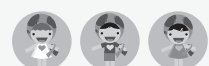


為對愛滋病在男男性接觸社群的上升趨勢作出回應，中心邀請經驗豐富的專家來港，為從事相關愛滋病工作的前線人員提供意見。

In response to the rising trend of HIV infection in Men who have Sex with Men (MSM) community, experts experienced in HIV prevention in MSM were invited to offer advice to frontline workers in the AIDS field.

- Prof. Susan Kegeles 在為本地愛滋病工作者舉辦的工作坊討論如何在男男性接觸社群推行愛滋病預防項目

Professor Susan Kegeles was holding a seminar for local workers to discuss the approach to HIV prevention in the MSM community



- 來自澳洲新南威爾斯的權威愛滋病服務機構 Albion Street Centre 及 ACON 的專家應邀到紅絲帶中心，為多個非政府機構及特別預防計劃的前線工作人員舉辦一系列的工作坊，內容涵蓋針對男男性接觸社群的愛滋病預防及目標預防項目。

HIV experts from the Albion Street Centre and AIDS Council of New South Wales, Australia (ACON) visited Red Ribbon Centre and conducted a series of workshops on MSM and targeted HIV prevention for frontline workers, which included workers from various non-governmental organizations as well as staff from Special Preventive Programme.



紅絲帶中心接待來自中國內地及海外機構的訪客，提供平台以加強本港及海外人士在愛滋病防治工作上的合作。二零零八年的訪客人數共有 716 位。

Red Ribbon Centre received visits from Mainland China and overseas agencies so as to provide a platform for collaboration between local workers and overseas counterparts in the fight against HIV/AIDS. There were a total of 716 visitors in 2008.



- 聯合國愛滋病規劃署駐華辦事處愛滋病高級顧問龍彼德博士、聯合國毒品和犯罪問題辦事處項目經理紀寧及深圳市疾病預防控制中心艾防科譚京廣主管醫師到訪紅絲帶中心。

A visit by Dr. Peter LUNDING, UNAIDS China Office Senior HIV Adviser, Mr. Giovanni NICOTERA, UNODC Project Manager and Dr. TAN Jing-guang, Shenzhen CDC and Prevention.

27



- 來自英國 National Social Marketing Centre 的 Ms. Allison THORPE、衛生署助理署長程卓端醫生及中心工作人員留影

Ms. Allison THORPE from the National Social Marketing Centre, United Kingdom with Dr. Regina CHING, Assistant Director, Department of Health and staff of the Centre.





- 參與「第四期預防艾滋病宣傳報導培訓班」的代表與特別預防計劃的工作人員在分享環節交流工作經驗

Delegates joining the 4th AIDS Prevention Promotion and Publicity Training Workshop were exchanging experiences with staff of Special Preventive Programme



- 來自馬來西亞的 Dr. Anita Suleiman, Public Health Physician, Head of Unit (AIDS/STD) 探訪紅絲帶中心，瞭解香港所推行的愛滋病項目
Dr. Anita Suleiman, Public Health Physician, Head of Unit (AIDS/STD) from Malaysia visited the Centre to understand the implementation of Hong Kong AIDS Programme.



- Asian Red Cross & Red Crescent HIV/AIDS Network 的代表參觀紅絲帶中心後齊集拍照留念
Visitors from Asian Red Cross & Red Crescent HIV/AIDS Network posted for a photograph after visiting the Centre



- 由越南副總理H. E. Mr. Truong Vinh Trong 帶領一眾越南高級政府官員組成的代表團到訪紅絲帶中心
A Vietnamese delegation of H. E. Mr. Truong Vinh Trong, Deputy Prime Minister of the S.R. of Vietnam and senior government officials visited the Red Ribbon Centre



二零零八年紅絲帶中心活動一覽表 Red Ribbon Centre Project Inventory in the year 2008

促進認識 / 接納：社區活動

活動名稱和說明	目的	主要對象/背景	指標 (每年)
以互聯網及電訊作為傳播媒介 — 利用互聯網和電訊傳播愛滋病預防和護理的訊息			
愛滋病網上辦公室 www.aids.gov.hk - 始自一九九七年 - 特別預防計劃的官方網站 - 還包括了 www.aca-hk.com 及 www.rrc-hk.com	<ul style="list-style-type: none"> 提供有關香港愛滋病的情況、計劃和策略制定的資訊 回覆有關愛滋病的查詢 提供愛滋病毒/愛滋病網上持續進修課程 收集文件資訊，包括專業工具手冊、治療及臨床指引、防治策略及監測報告等 	醫護、教育和社會服務專業人士	(1) 網站點擊總數：75,636 (2) 收到的電子郵件數目：70 (3) 一個星期內回覆查詢的百分比：100%
愛滋熱線網站 www.27802211.com - 始自二零零一年十二月一日 - 為年輕人而設的互動網站	<ul style="list-style-type: none"> 介紹愛滋病課題 消除有關愛滋病的錯誤觀念 通過在線風險評估，提高對愛滋病毒感染風險的認識 補充愛滋熱線27802211提供的資料 	青年人	(1) 網站點擊總數：12,049 (2) 風險評估網頁點擊次數：2,188 (3) 信箱頁點擊次數：18,962 (4) 收到的郵件數目：92 (5) 網上問卷調查的回應：共收到7份回應
緩害網站 www.harmreduction-hk.com - 始自二零零二年五月二十日	<ul style="list-style-type: none"> 介紹緩減毒害策略如何應用於預防愛滋病 提供美沙酮治療計劃資料 連結海外富經驗的緩害機構網站 	公眾人士、藥物濫用人士	(1) 網站點擊總數：2,258
男同志預防愛滋病資訊網站 www.21171069.com - 始自二零零六年十月九日	<ul style="list-style-type: none"> 關注愛滋病在男男性接觸者間急速蔓延的情況 向男男性接觸者提供有關愛滋病的資訊 	男男性接觸者社群	(1) 網站點擊總數：62,925
關心愛滋 千嬅話你知 http://miriam.rrc-hk.com - 始自二零零八年十二月一日	<ul style="list-style-type: none"> 聯合國愛滋病規劃署中國香港特別行政區親善大使的專題網頁 透過楊千嬅小姐多年來積極參與預防愛滋病活動的記載，更深入地瞭解預防愛滋病的信息 	公眾人士	(1) 網站點擊總數：836
性博士熱線 23372121 - 始自一九九六年七月 - 24小時預錄資料熱線，備有廣東話、普通話和英語版本	<ul style="list-style-type: none"> 提供有關性方面的全面資訊 	青年人	(1) 收到的來電總數：22,062 (2) 收到的留言總數：347
緩害熱線 21129977 - 始自二零零二年五月二十日 - 24小時預錄資料熱線，備有廣東話、普通話和英語版本	<ul style="list-style-type: none"> 提供有關緩減毒害的全面資訊 	公眾人士、藥物濫用人士	(1) 收到的來電總數：181
愛滋熱線 21129980 - 始自二零零五年七月一日 - 24小時預錄資料熱線，備有印度、印尼、尼泊爾和巴基斯坦語	<ul style="list-style-type: none"> 提供有關愛滋病的全面資訊 	印度、印尼、尼泊爾、巴基斯坦族裔人士	(1) 收到的來電總數：534



Promotion of Awareness / Acceptance: Community-based

Project name & description	Objectives	Main target / setting	Indicators (yearly)
Communication through internet and telecommunication - to disseminate HIV prevention and care messages through the internet and telecommunication			
Virtual AIDS Office www.aids.gov.hk - since 1997 - official website of Special Preventive Programme (SPP) - incorporating also www.aca-hk.com & www.rrc-hk.com	<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: 75,636 (2) No. of emails received: 70 (3) % of enquiries replied within 1 week: 100%
AIDS Hotline website www.2780221.com - since 1/12/2001 - an interactive website for the youth	<ul style="list-style-type: none"> To introduce the subject of AIDS To dispel misconception about AIDS To promote awareness of risk for HIV through online risk assessment To complement information delivered through AIDS Hotline 2780221 	Youth	(1) Total no. of hits: 12,049 (2) No. of hits at risk assessment page : 2,188 (3) No. of hits at letterbox page : 18,962 (4) No. of enquiries through letterbox : 92 (5) Feedback received from online questionnaire survey: 7
Harm Reduction website www.harmreduction-hk.com - 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 organization's websites expertise in harm reduction 	General public, drug users	(1) Total no. of hits: 2,258
Gay Men HIV Information website www.21171069.com - since 9/10/2006	<ul style="list-style-type: none"> To disseminate AIDS relation 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: 62,925
Miriam's Voice on AIDS http://miriam.rrc-hk.com - since 1/12/2008	<ul style="list-style-type: none"> To introduce UNAIDS National Goodwill Ambassador for Hong Kong Special Administrative Region, China, Miss YEUNG Chin-wah, Miriam To provide information to the public on AIDS and HIV prevention activities, which has actively been supported by Miss YEUNG. 	General public	(1) Total no. of hits: 836
Dr Sex Hotline 23372121 - since July 1996 - a 24-hour pre-recorded messages hotline in Cantonese, Putonghua and English	<ul style="list-style-type: none"> To provide a full panel of information on multiple aspects of sex 	Youth	(1) Total no. of calls received: 22,062 (2) Total no. of voice mail received: 347
Harm Reduction Hotline 21129977 - since 20/5/2002 - a 24-hour pre-recorded messages hotline in Cantonese, Putonghua and English	<ul style="list-style-type: none"> To provide a full panel of information on harm reduction 	General public, drug users	(1) Total no. of calls received: 181
AIDS Hotline 21129980 - since 1/7/2005 - a 24-hour pre-recorded messages hotline in Hindi, Indonesian, Nepali and Urdu	<ul style="list-style-type: none"> To provide a full panel of information on AIDS 	Indian, Indonesian, Nepalese and Pakistani	(1) Total no. of calls received: 534



促進認識 / 接納：群體或機構為本

活動名稱和說明	目的	主要對象/背景	指標 (每年)
定期刊物 — 通過定期出版刊物，向不同的對象傳播愛滋病預防和護理的訊息			
愛滋病專訊 - 紅絲帶中心每六個月出版一次的官方刊物 (繁體中文)	<ul style="list-style-type: none"> 提供香港愛滋病的情況和最新的項目資訊 定期報導紅絲帶中心的工作 維繫香港愛滋病服務機構和個人之間的網絡 	公眾人士，青年人和學生	(1) 出版期數：2 (2) 各期派發量：7,000 (合共：14,000) (3) 郵遞清單上的機構數目：4,050
The Node - 聯合國愛滋病規劃署合作中心每四個月出版一次的刊物 (英文、簡體中文、繁體中文)	<ul style="list-style-type: none"> 以地區層面提供愛滋病的最新資訊 維繫與香港以外的愛滋病服務機構的網絡 	愛滋病服務機構	(1) 出版期數：3 (2) 各期派發量：4,000 (合共：12,000) (3) 郵遞清單上的機構數目：1,562 (本港) 295 (海外)
滋心話集 - 每六個月出版一次，以青年人為對象、愛滋病預防和護理為主題的期刊 (繁體中文)	<ul style="list-style-type: none"> 維繫那些對愛滋病感興趣的本地青年工作者之間的網絡 提供有關青年人對愛滋病預防和護理策略的最新資訊 	青年工作者，青年人和學生	(1) 出版期數：2 (2) 各期派發量：6,000 (合共：12,000) (3) 郵遞清單上的機構數目：3,500
紅絲帶 - 由愛滋病臨床服務組及愛滋病病毒感染者共同製作的每四個月出版一次的刊物 (繁體中文)	<ul style="list-style-type: none"> 促進愛滋病病毒感染者相互之間和與愛滋病工作者之間的交流 提供有關愛滋病治療和護理的最新資訊 維繫對愛滋病護理有興趣人士之間的一個網絡 促進對愛滋病病毒感染者的接納 	公眾人士和愛滋病病毒感染者	(1) 出版期數：3 (2) 各期派發量：4,000 (合共：12,000) (3) 郵遞清單上機構數目：2,085
Hong Kong STD/AIDS Update - 特別預防計劃和社會衛生科每季發表的流行病學公佈及監測報告 (英文) - 由第八卷第三季開始改為網上版本	<ul style="list-style-type: none"> 提供香港愛滋病/性傳染病的最新資訊 報告香港的愛滋病監測活動 維繫對愛滋病感興趣的專業人員之間的網絡 	醫護專業人員	(1) 網上版本期數：4
愛滋病顧問局專訊 - 愛滋病顧問局的月刊 (英文)	<ul style="list-style-type: none"> 提供香港愛滋病的最新資訊 報告愛滋病顧問局及其委員會的工作 	愛滋病顧問局及其委員會成員	(1) 出版期數：12 (2) 各期派發量：220 (合共：2,640)
紅絲帶中心通訊 - 紅絲帶中心製作 (繁體中文) - 英文只設網上版本	<ul style="list-style-type: none"> 提供紅絲帶中心即將舉辦的活動的最新資訊 公佈紅絲帶中心提供的最新資源 	公眾人士	(1) 每年出版期數：4 (2) 各期派發量：3,000 (合共：12,000)
小海報系列 - 以愛滋病及其相關主題作為專題的小海報	<ul style="list-style-type: none"> 提高對選定的愛滋病問題的認識 	教育、社會和醫療服務機構	(1) 出版期數：2 (2) 派發量：3,345

Promotion of Awareness / Acceptance: Group or Setting-based

Project name & description	Objectives	Main target / setting	Indicators (yearly)
Regular publications - to disseminate HIV prevention and care messages to various audiences through publications			
AIDS Newsletter - a six-monthly official publication of the Red Ribbon Centre (RRC) (Traditional Chinese)	<ul style="list-style-type: none"> To update on HIV situation and programmes in Hong Kong To report regularly on the work of RRC To maintain a network of individuals and agencies working on HIV/AIDS in Hong Kong 	General public, youth and students	(1) No. of issues published: 2 (2) No. of copies distributed per issue: 7,000 (total: 14,000) (3) No. of agencies on mailing list: 4,050
The Node - a four-monthly publication of the UNAIDS Collaborating Centre (English, Simplified Chinese, & Traditional Chinese)	<ul style="list-style-type: none"> To provide updated information on HIV/AIDS with a regional perspective To maintain a network of agencies working on HIV/AIDS outside Hong Kong 	Agencies working on HIV/AIDS	(1) No. of issues published: 3 (2) No. of copies distributed per issue: 4,000 (total: 12,000) (3) No. of agencies on mailing list: 1,562 (local agencies) 295 (overseas agencies)
Networking Voice - a six-monthly periodical on HIV prevention and care, targeting young people (Traditional Chinese)	<ul style="list-style-type: none"> To maintain a network for local youth workers who are interested in the aspect of HIV/AIDS To update the strategies in HIV prevention and care for young people 	Youth workers, youth and students	(1) No. of issues published: 2 (2) No. of copies distributed per issue : 6,000 (total: 12,000) (3) No. of agencies on mailing list: 3,500
Red Ribbon Bulletin - a four-monthly publication produced by HIV Clinical Team and people living with HIV (PLHIV) (Traditional Chinese)	<ul style="list-style-type: none"> To promote the communication among PLHIV and the HIV workers To update on HIV treatment and care To maintain a network of individuals interested in HIV/AIDS care To promote the acceptance of PLHIV 	General public and PLHIV	(1) No. of issues published: 3 (2) No. of copies distributed per issue: 4,000 (total: 12,000) (3) No. of agencies on mailing list: 2,085
Hong Kong STD/AIDS Update - a quarterly epidemiology bulletin and surveillance report of Special Preventive Programme (SPP) and Social Hygiene Service (English) - changed to web version from Volume 8 Quarter 3 onwards	<ul style="list-style-type: none"> To update on HIV/STI epidemiology in Hong Kong To report on HIV surveillance activities in Hong Kong To maintain a network of health professionals interested in HIV/AIDS 	Health care professionals	(1) No. of online issues produced: 4
ACA Newsfile - a monthly periodical of the Advisory Council on AIDS (ACA) (English)	<ul style="list-style-type: none"> To update on HIV programmes in Hong Kong To report on the work of ACA and its committees 	ACA Members and its committees	(1) No. of issues published: 12 (2) No. of copies distributed per issue: 220 (total: 2,640)
RRC announcement - a six-monthly publication of RRC (Traditional Chinese) - English version is available for downloading from the web	<ul style="list-style-type: none"> To update on the upcoming activities organized by RRC To publicize the new resources available at RRC 	General public	(1) No. of issues published per year: 4 (2) No. of copies distributed per issue: 3,000 (total: 12,000)
Mini poster series - a publication on selected contemporary HIV issue	<ul style="list-style-type: none"> To promote awareness on selected HIV issues 	Education, social and healthcare service agencies	(1) No. of issues published: 2 (2) No. of copies distributed: 3,345



活動名稱和說明	目的	主要對象/背景	指標 (每年)
「紅絲帶動力」愛滋病教育資助計劃			
「紅絲帶動力」愛滋病教育資助計劃 - 始自二零零五年五月二十一日 - 鼓勵各界團體策劃及推行與愛滋病相關的宣傳及教育活動	<ul style="list-style-type: none"> 喚起社會人士對愛滋病的認識及關注 透過參與活動，獲得愛滋病、性及藥物濫用的知識，繼而推廣至朋輩 	本地各界人士	(1) 收到的申請數目：19 (2) 獲批准的活動數目：19
中心活動—透過在紅絲帶中心舉行的活動，宣傳愛滋病預防和護理的知識			
紅絲帶中心之友	<ul style="list-style-type: none"> 維繫對愛滋病預防及護理感興趣的人士之間的網絡 提高公眾對愛滋病的認識 	公眾人士	(1) 新註冊人數：26 (2) 註冊的總人數：677
紅絲帶歷程一百 - 在紅絲帶中心舉行的活動，內容包括愛滋病講座、互動遊戲和中心參觀	<ul style="list-style-type: none"> 增強公眾人士對愛滋病預防及護理的認識 	公眾人士、青少年和兒童	(1) 活動舉辦次數：25 (2) 參加人數：634
資源集散 - 包括紅絲帶中心圖書館的運作和向服務對象分發資料	<ul style="list-style-type: none"> 收集及整理全面的愛滋病資料 向服務對象分發最新愛滋病資訊 	從事有關愛滋病工作的人士	(1) 訂閱 / 贈閱數目 (包括期刊、雜誌和書籍)：662 (2) 郵寄清單上的機構和個人數目：5,349
展覽 - 建立永久性陳列設施、專題展覽、視像和電腦化放映設備	<ul style="list-style-type: none"> 介紹本中心的愛滋病活動和香港愛滋病計劃 提供途徑以展示愛滋病的社區工作 	公眾人士	(1) 舉辦展覽次數：2
製作健康資訊教育材料 - 為愛滋病健康推廣項目提供補充資料，二零零八年製作的資料見「中心製作一覽表」	<ul style="list-style-type: none"> 支援有關預防愛滋病的健康教育推廣項目 	不同的對象	見其他部分的各項活動

Project name & description	Objectives	Main target / setting	Indicators (yearly)
"Red Ribbon in Actions" AIDS Education Funding Scheme			
"Red Ribbon in Actions" AIDS Education Funding Scheme - to encourage local community group to organize and implement AIDS education - started 21/5/2005	<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: 19 (2) No. of approved projects: 19
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: 26 (2) No. of membership: 677
Red Ribbon 100 (RR 100) - a 100-minute centre-based activity at RRC, elements include talks about HIV/AIDS, interactive games and tour round the centre	<ul style="list-style-type: none"> To enhance understanding of HIV prevention and care among the public 	General public, youth and children	(1) No. of sessions: 25 (2) No. of participants: 634
Clearinghouse - the operation of the library in RRC and the distribution of items to registered clients	<ul style="list-style-type: none"> To maintain a comprehensive collection of HIV/AIDS information To distribute update HIV information to registered clients and agencies 	HIV related workers	(1) No. of items (including journals, magazines & books) subscribed: 662 (2) No. of organizations and individuals on mailing list: 5,349
Exhibition - the setting up of permanent displays, contemporary exhibitions, video and computerized screening	<ul style="list-style-type: none"> To introduce activities of RRC & Hong Kong's AIDS programme To provide an avenue for the demonstration of the community's efforts on HIV/AIDS 	General public	(1) No. of rounds of exhibitions held: 2
Production of Information Education Communication (IEC) materials - the production of materials to complement other HIV/AIDS health promotion projects (see "Red Ribbon Centre Production in the year 2008")	<ul style="list-style-type: none"> To support on HIV prevention projects 	Varies	See individual projects in other sections



活動名稱和說明	目的	主要對象/背景	指標 (每年)
中心以外的宣傳活動			
在學校及社區中心舉行的展覽 - 展覽題目包括： <ul style="list-style-type: none"> • 「接納與關懷 同抗愛滋病」 • 「預防愛滋病 點少得我」 • 「認識安全性行為 預防性病與愛滋病」 	<ul style="list-style-type: none"> • 喚起公眾人士對愛滋病的認識和關注 • 促進對愛滋病病毒感染者的接納 • 提高公眾人士對安全性行為的認識 	公眾人士	(1) 展覽次數：15 (2) 估計瀏覽人數：6,940 (3) 分發的健康資訊教育材料數目：3,110
「科學為民」嘉年華08	<ul style="list-style-type: none"> • 加深市民對愛滋病的認識 	公眾人士	(1) 估計參與活動人數：2,500 (2) 分發的健康資訊教育材料數目：17,895
「世界愛滋病電影日」及「同您書展」	<ul style="list-style-type: none"> • 喚起公眾人士對愛滋病的認識和關注，增進大家對疫情的認識和對病患者的瞭解 	公眾人士	(1) 估計瀏覽人數：500 (2) 分發的健康資訊教育材料數目：280 (3) 分發安全套的數目：200
2008年世界愛滋病日活動開展典禮	<ul style="list-style-type: none"> • 增加市民對愛滋病的認識及紀念「世界愛滋病日二十周年」 	公眾人士	(1) 估計瀏覽人數：250 (2) 分發的健康資訊教育材料數目：4,820
「世界愛滋病日二十周年」巡迴展覽 - 奧海城第二期 - 沙田大會堂 - 荃灣大會堂	<ul style="list-style-type: none"> • 提高市民對愛滋病的認識 	公眾人士	(1) 估計瀏覽人數：1,580 (2) 分發的健康資訊教育材料數目：410

Project name & description	Objectives	Main target / setting	Indicators (yearly)
Extramural promotional activities			
Exhibitions at schools and community centres Topics included:- <ul style="list-style-type: none"> • "Prevent HIV, I can" • "Acceptance and care. Let's join together, fight against AIDS" • "Understanding Safer Sex, Sexually Transmitted Infections and AIDS Prevention" 	<ul style="list-style-type: none"> • To enhance understanding of general public in HIV prevention and care • To promote the acceptance of PLHIV • To increase the awareness of general public the importance of safer sex 	General public	(1) No. of exhibitions held : 15 (2) No. of attendance estimated : 6,940 (3) No. of IEC distributed : 3,110
Science in the Public Service – Fun Fair 08	<ul style="list-style-type: none"> • To increase the public awareness on HIV/AIDS 	General public	(1) No. of attendance estimated : 2,500 (2) No. of IEC distributed : 17,895
"World AIDS Movies Days" & "Read Me & You" Book Fair	<ul style="list-style-type: none"> • To raise public awareness of HIV prevention • To deepen public understanding in the epidemic, and of those living with HIV 	General public	(1) No. of attendance estimated : 500 (2) No. of IEC distributed : 280 (3) No. of condoms distributed : 200
Kick-off Ceremony for 2008 World AIDS Day Activities	<ul style="list-style-type: none"> • To raise public awareness on HIV prevention and commemorate the "20th Anniversary of World AIDS Day" 	General public	(1) No. of attendance estimated : 250 (2) No. of IEC distributed : 4,820
Roving Exhibition on "20th Anniversary of World AIDS Day" - Olympian City 2 - Shatin City Hall - Tsuen Wan City Hall	<ul style="list-style-type: none"> • To raise public awareness on AIDS 	General public	(1) No. of attendance estimated : 1,580 (2) No. of IEC distributed : 410



潛能建立：群體或機構為本

活動名稱和說明	目的	主要對象	指標（每年）
座談會			
第十七屆國際愛滋病會議-會後報告座談會	<ul style="list-style-type: none"> 讓講者分享第十七屆國際愛滋病會議的體驗及從中得到的啟發 	本地的愛滋病工作者	(1) 參加人數：83
工作坊			
為「香港中文大學學生小扁擔勸學行動服務團」舉辦的工作坊	<ul style="list-style-type: none"> 提供愛滋病及性病的知識，介紹紅絲帶中心的服務及資源 	香港中文大學學生	(1) 參加人數：10
為「再思社區健康組織」(C.H.O.I.C.E.)工作人員舉辦的工作坊	<ul style="list-style-type: none"> 提高工作人員對愛滋病及性病的認識，提供現時愛滋病的流行情況及最新的愛滋病治療方法 	「再思社區健康組織」工作人員	(1) 參加人數：6
由Prof. Susan Kegeles 主持的工作坊：「回應香港男男性接觸社群日益增加的愛滋病病毒感染：採取全社區並多層面提升能力的方式是否奏效？」	<ul style="list-style-type: none"> 討論如何在男男性接觸社群推行愛滋病預防項目 	本地的醫護專業人員及從事愛滋病工作的人員	(1) 參加人數：38
由 Albion Street Centre 的專家主持的工作坊	<ul style="list-style-type: none"> 介紹撰寫申請撥款計劃書的技巧及撥款的範圍 介紹針對藥物濫用的愛滋病預防項目 介紹在性派對的愛滋病預防項目 介紹受愛滋病病毒感染人士的預防項目 介紹在網際網路上的愛滋病預防項目 介紹澳洲對愛滋病流行情況的回應 	本地的醫護專業人員及從事愛滋病工作的人員	(1) 工作坊次數：6 (2) 參加人次：161
為鳳凰計劃義工而設的工作坊	<ul style="list-style-type: none"> 提高及更新義務工作人員對愛滋病的認識 	本地的愛滋病工作者	(1) 參加人數：14
「香港男男性接觸者愛滋病病毒感染率及風險行為調查2008」培訓工作坊	<ul style="list-style-type: none"> 介紹問卷的覆蓋範圍及指引 調查工作的技巧訓練 尿液採集技巧訓練及流程安排 	「香港男男性接觸者愛滋病病毒感染率及風險行為調查2008」外展工作人員	(1) 工作坊次數：3 (2) 參加人次：27

Capacity Building : Group or Setting-based

Project name & description	Objectives	Main target	Indicators (yearly)
Seminar			
XVII International AIDS Conference - Report Back Seminar	<ul style="list-style-type: none"> To let the conference attendees to share with the audiences the experiences and insights learned from the XVII International AIDS Conference 	Local HIV related workers	(1) No. of attendance: 83
Workshop			
Workshop for the students from the Chinese University of Hong Kong (小扁擔勵學行動)	<ul style="list-style-type: none"> To provide basic knowledge on HIV/AIDS & Sexually Transmitted Infections (STI) To introduce the Red Ribbon Centre services and resources 	Students from the Chinese University of Hong Kong	(1) No. of attendance: 10
Training Workshop for staffs of Community Health Organisation for Intervention, Care and Empowerment Limited (C.H.O.I.C.E.)	<ul style="list-style-type: none"> To enhance the staffs' knowledge on HIV/AIDS & STI To update knowledge on current epidemiology situation and HIV treatment 	Staffs of C.H.O.I.C.E.	(1) No. of attendance: 6
Seminar by Prof Susan Kegeles- "Addressing increasing rates of HIV among Hong Kong MSM: Does a community-wide, multi-level empowerment approach to HIV prevention make sense?"	<ul style="list-style-type: none"> To discuss the approach to HIV prevention in the MSM community 	Local health care professional and workers in AIDS field	(1) No. of attendance: 38
Seminar by Albion Street Centre's staff	<ul style="list-style-type: none"> Talk about proposal writing and funding criteria Talk about the HIV Prevention related to drug use Talk about the HIV Prevention in sex parties Talk about the HIV prevention targeting the HIV positives Talk about the HIV Prevention in online environment Australia response to HIV epidemic 	Local health care professional and workers in AIDS field	(1) No. of workshops : 6 (2) No. of attendance : 161
Training workshop for Phoenix Project volunteers	<ul style="list-style-type: none"> To enhance and update the volunteers' knowledge on HIV/AIDS 	Local HIV related workers	(1) No. of attendance: 14
Training workshop for HIV Prevalence and Risk behavioural Survey of Men who have sex with men in Hong Kong (PRISM) 2008 workers	<ul style="list-style-type: none"> Covering the content of questionnaire and rules/guidelines for workers Practical skill training in delivering survey task Practical skill training in urine sample collection and logistic arrangement 	Outreach workers of 'PRISM 2008'	(1) No. of workshops : 3 (2) No. of attendance : 27



活動名稱和說明	目的	主要對象	指標（每年）
探訪			
為內地專業人員舉辦的探訪項目	<ul style="list-style-type: none"> 建立與內地工作者的網絡 向內地工作者介紹愛滋病預防計劃 	來自中國大陸的醫療工作者、研究學者和政府官員	(1) 工作坊次數：39 (2) 參加人數：661
為海外專業人員舉辦的探訪項目	<ul style="list-style-type: none"> 建立與海外工作者的網絡 向海外工作者介紹愛滋病預防計劃 	來自海外的醫療工作者、研究學者和政府官員	(1) 工作坊次數：9 (2) 參加人數：65
網上進修			
互聯網持續教育 - 為醫生、護士及其他愛滋病範疇的醫療專業人員和工作者提供一系列有關愛滋病的免費進修活動，內容會定期更新	<ul style="list-style-type: none"> 在互聯網上提供預防及護理愛滋病的最新知識 	醫護專業人員	(1) 新增持續進修課題數目：4 (2) 瀏覽主頁的人數：2,057 (3) 新增註冊人數：15 (4) 完成測驗的數目：61 (5) 授予的持續進修學分數目：21
為社區發起的活動提供聚會場地			
贊助的會議 - 授權免費使用會議室和培訓設施	<ul style="list-style-type: none"> 為其他組織主辦的活動提供聚會地點 	其他愛滋病服務組織	(1) 其他機構使用紅絲帶中心設施的次數：7

潛能建立：個人為本

活動名稱和說明	目的	主要對象	指標（每年）
學人計劃			
獅子會紅絲帶學人計劃 - 與國際獅子總會港澳303區共同舉辦的計劃	<ul style="list-style-type: none"> 促進內地和本地工作者之間的經驗交流 提高愛滋病控制的技術交流 促進與中國大陸工作者的合作和網絡建立 	中國大陸從事愛滋病工作者	(1) 學人人數：9 (2) 參加研討會的人數：35
獅子會紅絲帶學人計劃 - 志願工作者學人學習計劃 - 與國際獅子總會港澳303區共同舉辦的計劃	<ul style="list-style-type: none"> 促進內地和本地工作者分享經驗 加強學人對男男性接觸者社群的針對性愛滋病預防措施的認識 豐富他們對推行社群預防愛滋病措施的經驗 	中國大陸從事愛滋病工作的志願工作者	(1) 學人人數：6



Project name & description	Objectives	Main target	Indicators (yearly)
Visits			
Arrange visits for Mainland professionals	<ul style="list-style-type: none"> To network with workers from Mainland China To introduce the HIV/AIDS prevention programmes to workers in Mainland China 	Health care workers academics and government officials from Mainland China	(1) No. of visits: 39 (2) No. of total participants: 661
Arrange visits for overseas professionals	<ul style="list-style-type: none"> To network with workers from overseas To introduce the HIV/AIDS prevention programmes to overseas workers 	Health care workers academics and government officials from overseas	(1) No. of study tours: 9 (2) No. of total participants: 65
Internet-based learning			
Internet Continuing Education (iCE) - to provide a free of charge, regularly update continuing education on HIV/AIDS for doctors, nurses, other health professionals and workers in the AIDS field	<ul style="list-style-type: none"> To update knowledge on HIV/AIDS prevention and care on the internet 	Health professionals	(1) No. of iCE topic involved: 4 (2) No. of participants visited the homepage: 2,057 (3) No. of new registrants: 15 (4) No. of test completed: 61 (5) No. of iCE points accredited: 21
Provision of venue for community initiated activities			
Sponsored meetings - to authorize free use of meeting room and training facilities	<ul style="list-style-type: none"> To provide a venue for other organizations to hold activities 	Other AIDS related organizations	(1) No. of times the facilities at RRC were used by other organizations: 7

Capacity Building : Individual-based

Project name & description	Objectives	Main target	Indicators (yearly)
Fellowship programme			
Lions Red Ribbon Fellowship Scheme - a joint project with Lions Clubs International District 303, Hong Kong and Macau	<ul style="list-style-type: none"> To facilitate experience sharing between the Mainland and local workers To enhance technical exchange on HIV/AIDS control To encourage collaboration and networking with workers from Mainland China 	AIDS related workers from Mainland China	(1) No. of fellows: 9 (2) No. of attendance at seminars: 35
Lions Red Ribbon Fellowship Scheme - Training Programme for Volunteers/ worker - 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 understanding in the scope, rationale and methodologies of community-based HIV prevention projects targeting MSM Enrich front-line workers' experience in conducting community based project and develop the skills in planning and implementing community based HIV prevention projects 	Volunteers work in community-based AIDS care and prevention in China	(1) No. of fellows: 6



目標預防措施：群體或機構為本

活動名稱和說明	目的	主要對象	指標（每年）
推廣安全性行為			
社會衛生科診所支援項目	<ul style="list-style-type: none"> 在性傳染病患者中推廣使用安全套 在性傳染病預防當中注入安全性行為訊息 	性傳染病患者	(1) 分發的安全套數量：299,385
在社區活動中提供安全套和潤滑劑 - 通過其他非政府機構分發安全套和潤滑劑	<ul style="list-style-type: none"> 在男男性接觸者和性服務工作者中推廣使用安全套和潤滑劑 支援由社會團體承擔的安全性行為推廣活動 	男男性接觸者及性服務工作者	(1) 分發予男男性接觸者的安全套數量：201,600 (2) 分發給性服務工作者的安全套數量：158,976 (3) 覆蓋的同性戀桑拿浴室數目：18 (4) 性服務工作者活動遍及的地區數目：4
男男性接觸者預防愛滋病運動 （二零零八年四月完成）	<ul style="list-style-type: none"> 在男男性接觸者中推廣使用安全套和潤滑劑 	男男性接觸者	(1) 男同志場所覆蓋數目：75 (2) 分發的健康資訊教育材料數目：15,244 (3) 安全套分發數目：11,275 (4) 潤滑劑分發數目：11,275
緩減毒害			
美沙酮診所支援計劃	<ul style="list-style-type: none"> 在毒品使用者中推廣使用安全套 鼓勵美沙酮使用者採取緩減毒害的措施 	美沙酮診所的使用者	(1) 分發的安全套數量：91,958 (2) 分發的健康資訊教育材料數量：15,167
與戒毒服務機構合作的計劃	<ul style="list-style-type: none"> 提高毒品使用者對愛滋病的認識 	戒毒服務機構使用者	(1) 健康教育講座次數：4 (2) 參加人數：94
向旅客宣傳健康訊息			
「做個健康旅遊者」展覽 - 中港城港澳碼頭 - 信德中心港澳碼頭 - 落馬州出入境管制站 - 香港國際機場	<ul style="list-style-type: none"> 向旅遊人士推廣安全性行為知識 	旅遊人士	(1) 估計瀏覽人數：64,280 (2) 分發的健康資訊教育材料數目：26,333 (3) 分發安全套的數目：10,280
旅遊健康服務支援計劃	<ul style="list-style-type: none"> 通過旅遊健康服務派發安全套 	旅遊人士	(1) 分發安全套的數目：9,981

Targeted Prevention : Group or Setting-based

Project name & description	Objectives	Main target	Indicators (yearly)
Safer sex promotion			
Social Hygiene Clinic support projects	<ul style="list-style-type: none"> To promote the use of condoms among patients with STI To integrate the messages of safer sex and STI prevention 	STI patients	(1) No. of condoms distributed: 299,385
The project of condom & lubricant provision in community - distribution of condom & lubricants through other non-governmental organizations	<ul style="list-style-type: none"> To promote the use of condoms & lubricants in MSM and Commercial Sex Workers (CSW) To support safer sex promotion undertaken by community groups 	MSM, CSW	(1) No. of condoms distributed to MSM: 201,600 (2) No. of condoms distributed to CSW: 158,976 (3) No. of gay saunas covered: 18 (4) No. of districts covered by the CSW projects: 4
MSM HIV Prevention Campaign (Completed at April 2008)	<ul style="list-style-type: none"> To promote the use of condoms & lubricants among MSM 	MSM	(1) No. of gay venue covered: 75 (2) No. of IEC distributed: 15,244 (3) No. of condoms distributed: 11,275 (4) No. of lubricants distributed: 11,275
Harm reduction			
Methadone Clinic support programme	<ul style="list-style-type: none"> To promote the use of condom in drug users To encourage the practice of risk reduction in methadone users 	Users of Methadone Clinics	(1) No. of condoms distributed: 91,958 (2) No. of IEC distributed: 15,167
Programmes with drug rehabilitation services	<ul style="list-style-type: none"> To increase the knowledge of HIV/AIDS among drug users 	Users of drug rehabilitation services	(1) No. of health talks delivered: 4 (2) No. of attendance: 94
Health promotion for travellers			
"Be a Healthy Traveller" Exhibition - China Ferry Terminal Unit - Hong Kong Macau Ferry Terminal - Lok Ma Chau Checkpoint - Hong Kong International Airport	<ul style="list-style-type: none"> To promote awareness of safer sex among travellers 	Travellers	(1) No. of attendance estimated : 64,280 (2) No. of IEC distributed : 26,333 (3) No. of condoms distributed : 10,280
Travel Health Service support projects	<ul style="list-style-type: none"> To distribute condoms through Travel Health Service 	Travellers	(1) No. of condoms distributed: 9,981



活動名稱和說明	目的	主要對象	指標 (每年)
向釋囚推廣健康訊息			
釋囚「利是」計劃	<ul style="list-style-type: none"> 提高釋囚對愛滋病的認識 鼓勵行為改變，以減低風險 	剛從監獄釋放的囚犯	(1) 分發利是的數目： 10,187
向性服務工作者宣傳健康訊息			
與「再思社區健康組織」(C.H.O.I.C.E.)合作計劃	<ul style="list-style-type: none"> 向性服務工作者及其顧客推廣安全性行為 	性服務工作者及其顧客	(1) 分發安全套的數目： 51,840
母嬰傳播的預防			
製作和提供有關產前愛滋病病毒抗體普及測試的教育材料	<ul style="list-style-type: none"> 對產前母親進行有關愛滋病教育 增加對愛滋病病毒抗體測試意義的瞭解 	產前母親	(1) 分發的健康資訊教育材料數目：29,752

目標預防措施：個人為本

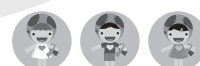
活動名稱和說明	目的	主要對象	指標 (每年)
緩減毒害			
鳳凰計劃 - 志願工作者 (已戒毒人士) 前往美沙酮診所附近為毒品使用者提供輔導服務 - 紅絲帶中心提供專業支援	<ul style="list-style-type: none"> 推廣使用美沙酮以代替海洛英 進行愛滋病預防教育 勸告不要共用針筒、針咀 	鄰近美沙酮診所的毒品使用者	(1) 分發的健康資訊教育材料數目：63,520 (2) 分發安全套的數目： 23,916



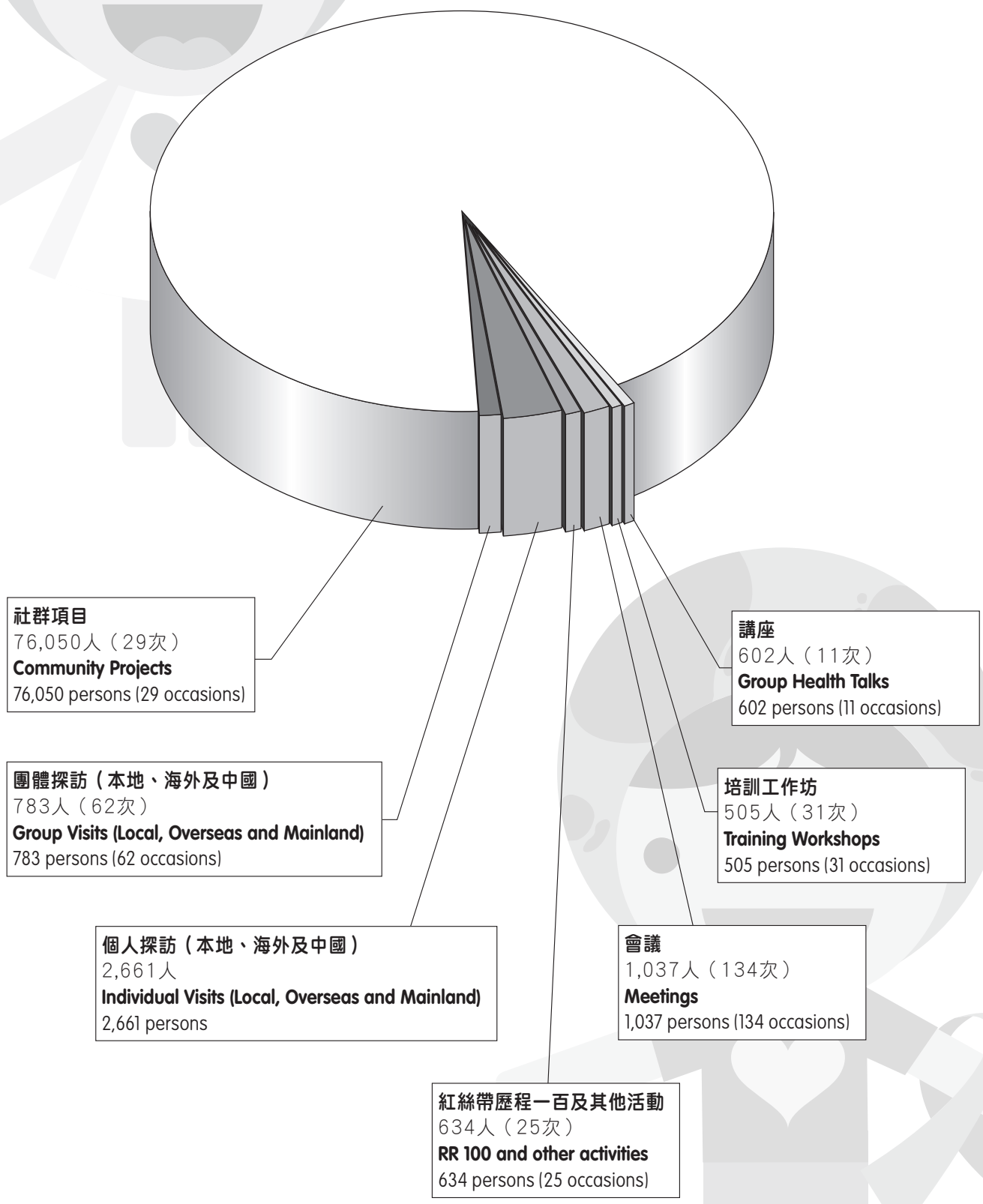
Project name & description	Objectives	Main target	Indicators (yearly)
Health promotion for prisoners			
Pre-exit Kits for prisoners on discharge	<ul style="list-style-type: none"> To promote AIDS awareness among pre-exit prisoners To encourage behavioural modification for risk reduction 	Person just released from prison	(1) No. of Pre-exit Kits distributed: 10,187
Health promotion for sex workers			
Joint project with Community Health Organisation for Intervention, Care and Empowerment (C.H.O.I.C.E.)	<ul style="list-style-type: none"> To promote awareness of safer sex among CSW & their clients 	CSW and their clients	(1) No. of condoms distributed: 51,840
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: 29,752

Targeted Prevention : Individual-based

Project name & description	Objectives	Main target	Indicators (yearly)
Harm reduction			
Phoenix project - volunteers (ex-drug users) outreach into the vicinity of Methadone Clinics to counsel existing drug users - RRC provide technical support to the project	<ul style="list-style-type: none"> To promote the use of Methadone as a substitute for heroin To implement HIV/AIDS prevention education To discourage sharing needles 	Drug users in the vicinity of Methadone Clinic	(1) No. of IEC distributed: 63,520 (2) No. of condoms distributed: 23,916

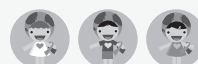


紅絲帶中心工作量統計 - 二零零八年參與活動人數
 Red Ribbon Centre Workload Statistics - attendance in the year 2008



二零零八年紅絲帶中心製作一覽表 Red Ribbon Centre Production in the year 2008

期刊	Periodicals
<p>愛滋病專訊 (繁體中文)</p> <ul style="list-style-type: none"> • 第五十二期 • 第五十三期 <p>Hong Kong STD/AIDS Update (英文)</p> <ul style="list-style-type: none"> • 第十四卷 第一季 • 第十四卷 第二季 • 第十四卷 第三季 • 第十四卷 第四季 <p>滋心話集 (繁體中文)</p> <ul style="list-style-type: none"> • 第十四卷 第一期 • 第十四卷 第二期 <p>The Node (英文、簡體中文、繁體中文)</p> <ul style="list-style-type: none"> • 第十卷 第一期 • 第十卷 第二期 • 第十卷 第三期 <p>紅絲帶 (繁體中文)</p> <ul style="list-style-type: none"> • 第二十八期 • 第二十九期 • 第三十期 <p>紅絲帶中心通訊 (英文、繁體中文)</p> <ul style="list-style-type: none"> • 二零零八年一至三月 • 二零零八年四至六月 • 二零零八年七至九月 • 二零零八年十至十二月 <p>ACA Newsfile (英文)</p> <ul style="list-style-type: none"> • 第十五卷 第一期 二零零八年一月 • 第十五卷 第二期 二零零八年二月 • 第十五卷 第三期 二零零八年三月 • 第十五卷 第四期 二零零八年四月 • 第十五卷 第五期 二零零八年五月 • 第十五卷 第六期 二零零八年六月 • 第十五卷 第七期 二零零八年七月 • 第十五卷 第八期 二零零八年八月 • 第十五卷 第九期 二零零八年九月 • 第十五卷 第十期 二零零八年十月 • 第十五卷 第十一期 二零零八年十一月 • 第十五卷 第十二期 二零零八年十二月 	<p>AIDS Newsletter (Traditional Chinese)</p> <ul style="list-style-type: none"> • Number 52 • Number 53 <p>Hong Kong STD/AIDS Update (English)</p> <ul style="list-style-type: none"> • Volume 14 Quarter 1 • Volume 14 Quarter 2 • Volume 14 Quarter 3 • Volume 14 Quarter 4 <p>Networking Voice (Traditional Chinese)</p> <ul style="list-style-type: none"> • Volume 14 Number 1 • Volume 14 Number 2 <p>The Node (English, Simplified Chinese, & Traditional Chinese)</p> <ul style="list-style-type: none"> • Volume 10 Number 1 • Volume 10 Number 2 • Volume 10 Number 3 <p>Red Ribbon Bulletin (Traditional Chinese)</p> <ul style="list-style-type: none"> • Number 28 • Number 29 • Number 30 <p>Red Ribbon Centre Announcement (English & Traditional Chinese)</p> <ul style="list-style-type: none"> • January to March 2008 • April to June 2008 • July to September 2008 • October to December 2008 <p>ACA Newsfile (English)</p> <ul style="list-style-type: none"> • Volume 15 Number 1 - January 2008 • Volume 15 Number 2 - February 2008 • Volume 15 Number 3 - March 2008 • Volume 15 Number 4 - April 2008 • Volume 15 Number 5 - May 2008 • Volume 15 Number 6 - June 2008 • Volume 15 Number 7 - July 2008 • Volume 15 Number 8 - August 2008 • Volume 15 Number 9 - September 2008 • Volume 15 Number 10 - October 2008 • Volume 15 Number 11 - November 2008 • Volume 14 Number 12 - December 2008
贈品	Giveaway
<ul style="list-style-type: none"> • 「共抗愛滋 - 愛滋熱線 (852) 27802211」小錢包 • 「LOVE IS 接納、關懷愛滋病患者，你一定得！」貼紙 • 「LOVE IS」電話繩 • 「世界愛滋病日宣傳活動」貼紙 • 「愛滋熱線 (852) 27802211」紙巾 • 「愛滋病 - 愈早知、愈易醫」紙巾 • 「美沙酮診所 有得驗愛滋」紙巾 • 「接納、關懷愛滋病患者，你一定得！」原子筆 • 「年年一驗 令你放心」原子筆 • 「愛滋熱線 27802211」原子筆 • 「做得安心精彩人生！我熱愛生命」安全套及潤滑劑套裝 • 「做得安心精彩人生！我關心別人」安全套及潤滑劑套裝 • 「做得安心精彩人生！我尊重他人」安全套及潤滑劑套裝 	<ul style="list-style-type: none"> • "STOP AIDS - AIDS Hotline (852) 27802211" Coin Purse • "LOVE IS - Accept and care for people living with HIV" Sticker • "LOVE IS" Mobile String • "World AIDS Day Activities" Sticker • "AIDS Hotline (852) 27802211" Tissue Pack • "HIV - Early detection, early treatment." Tissue Pack • "Methadone Clinics provide HIV Test" Tissue Pack • "Accept and care for people living with HIV" Message Ball Pen • "Relax. Get tested yearly" Message Ball Pen • "AIDS Hotline 27802211" Message Ball Pen • "Safer Sex. Colourful Life. I love my life" Condom and Lubricant Package • "Safer Sex. Colourful Life. I care others" Condom and Lubricant Package • "Safer Sex. Colourful Life. I respect others" Condom and Lubricant Package



小冊子 / 書	Booklets / Books
「要有一套」小冊子 (繁體中文)	「要有一套」小冊子 (Traditional Chinese)
「要有一套」小冊子 (簡體中文)	「要有一套」小冊子 (Simplified Chinese)
「零感特攻隊」第二集：member 零濫藥，主角就係你！ (英文、繁體中文)	"ZERO HEROES" Episode 2: Zero Drug Abuse (English & Traditional Chinese)
愛滋病服務指南 (英文、簡體中文、繁體中文)	HIV Services Directory (English, Simplified Chinese, & Traditional Chinese)
愛滋病在香港 - 科學、社會的結合 (英文、繁體中文)	AIDS IN HONG KONG, where Science Partners with Community (English & Traditional Chinese)
單張	Pamphlets
「零感特攻隊」第二集：member 零濫藥，主角就係你！ (英文、繁體中文)	"ZERO HEROES" Episode 2: Zero Drug Abuse (English & Traditional Chinese)
為將分娩的孕婦進行愛滋病病毒抗體測試 快速測試 (印度文、印度尼西亞文、日文、韓文、尼泊爾文、菲律賓文、泰文、巴基斯坦文、越南文)	Rapid HIV test for delivering women (Hindi, Indonesian, Japanese, Korean, Nepali, Tagalog, Thai, Urdu, Vietnamese)
愛滋病 知多一點點 (英文、尼泊爾文、繁體中文)	Knowing more about AIDS (English, Nepali, Traditional Chinese)
How to register for Methadone Clinic Service? (英文、尼泊爾文)	How to register for Methadone Clinic Service? (English & Nepali)
知多一點點 - 美沙酮 (英文、尼泊爾文、繁體中文)	Know more about Methadone (English, Nepali, Traditional Chinese)
預防性病/愛滋病 - 採取安全性行為 (印尼文)	Prevent sexually transmitted infections and AIDS - Practise safe sex (Indonesian)
遠離毒品與愛滋 做個醒目年青人 (英文、繁體中文)	"Be Smart" Keep away from illicit drugs and AIDS (English & Traditional Chinese)
溫馨提示 (英文、繁體中文)	A Caring Reminder (English & Traditional Chinese)
吸毒人士若已受愛滋病病毒感染，應如何處理？ (英文、繁體中文)	What should drug users do if infected with HIV? (English & Traditional Chinese)
安全之旅 要有一套 (英文、繁體中文)	Get ready for safety trip Let condom be travelling partner (English & Traditional Chinese)
「堅守承諾 共抗愛滋」 2008年全球同抗愛滋病運動 (英文、繁體中文)	"Stop AIDS Keep the Promise" World AIDS Campaign 2008 (English & Traditional Chinese)
海報	Poster
及早接受測試 謹記安全措施！ (英文、繁體中文)	Get an HIV test and remember to practice safe sex! (English & Traditional Chinese)
美沙酮治療計劃資料 (英文、尼泊爾文)	Information on Methadone Treatment Programme (English, Nepali)
愛滋病知多一點點 (英文、尼泊爾文、繁體中文)	Knowing more about AIDS (English, Nepali, Traditional Chinese)
要美沙酮 不要針筒 (尼泊爾文)	Break the Needle Habit Methadone Does It (Nepali)
美沙酮診所登記程序 (尼泊爾文)	How To Register for Methadone Clinic Services? (Nepali)
生命寶貴愛他人 做得安心迎新生！ (英文、繁體中文)	Life is precious! Be a smart and caring member by practicing safer sex. (English & Traditional Chinese)
「堅守承諾 共抗愛滋」 2008年全球同抗愛滋病運動 (英文、繁體中文)	"Stop AIDS Keep the Promise" World AIDS Campaign 2008 (English & Traditional Chinese)



小海報	Mini Posters
愛滋病 知多一點點 (英文、尼泊爾文、繁體中文)	Knowing more about AIDS (English, Nepali, Traditional Chinese)
愛滋病 知多一點點 (尼泊爾文)	Knowing more about AIDS (Nepali)
強健骨骼有辦法 - 預防骨質疏鬆與骨折 (英文、繁體中文)	Tips to Develop Strong Bones - Preventing Osteoporosis and Fractures (English & Traditional Chinese)
愛滋病患者有增加患子宮頸癌的風險 (英文、繁體中文)	Human Immunodeficiency Virus (HIV) Infection Increases the Risk of Cervical Cancer (English & Traditional Chinese)
「堅守承諾 共抗愛滋」 2008年全球同抗愛滋病運動 (英文、繁體中文)	"Stop AIDS Keep the Promise" World AIDS Campaign 2008 (English & Traditional Chinese)
咭	Cards
愛滋病資訊及性教育熱線及網站推介 (英文、繁體中文)	AIDS & SEX Related Hotlines and Websites (English & Traditional Chinese)
二零零九年年曆咭 (繁體中文)	Calendar Card 2009 (Traditional Chinese)
指引 / 資料文件 / 策略文件 / 報告書	Guidelines / Information Papers / Strategies / Reports
Recommendations on the Postexposure Management and Prophylaxis of Needlestick Injury or Mucosal Contact of HBV, HCV and HIV (英文)	Recommendations on the Postexposure Management and Prophylaxis of Needlestick Injury or Mucosal Contact of HBV, HCV and HIV (English)
對被利器刺傷及經黏膜與乙型肝炎、丙型肝炎及愛滋病毒接觸後的處理方法及預防措施 - 策略原則 2007年9月 (繁體中文)	對被利器刺傷及經黏膜與乙型肝炎、丙型肝炎及愛滋病毒接觸後的處理方法及預防措施 - 策略原則 2007年9月 (Traditional Chinese)
HIV Surveillance Report - 2007 Update (英文)	HIV Surveillance Report - 2007 Update (English)
香港愛滋病資訊2007 (繁體中文)	香港愛滋病資訊 2007 (Traditional Chinese)
HIV/AIDS situation in Hong Kong (2007) (英文)	HIV/AIDS situation in Hong Kong (2007) (English)
Recommendations on the Management of Human Immunodeficiency Virus and Tuberculosis Coinfection (英文)	Recommendations on the Management of Human Immunodeficiency Virus and Tuberculosis Coinfection (English)
Precautions for Handling and Disposal of Dead Bodies - June 2008-(6th edition) (英文)	Precautions for Handling and Disposal of Dead Bodies - June 2008-(6th edition) (English)
處理及處置屍體所需的預防措施 - 2008年6月 (第6版) (繁體中文)	處理及處置屍體所需的預防措施 - 2008年6月 (第6版) (Traditional Chinese)
Recommendation on the Management of Human Immunodeficiency Virus and Hepatitis B Coinfection (英文)	Recommendation on the Management of Human Immunodeficiency Virus and Hepatitis B Coinfection (English)
紅絲帶中心 - 聯合國愛滋病規劃署合作中心 (專業支援) 報告2007 (英文、繁體中文)	Red Ribbon Centre - UNAIDS Collaborating Centre for Technical Support REPORT 2007(English & Traditional Chinese)
Red Ribbon Centre - UNAIDS Collaborating Centre for Technical Support (Report for year 2007) (英文)	Red Ribbon Centre - UNAIDS Collaborating Centre for Technical Support (Report for year 2007) (English)
愛滋病顧問局週年報告2007年8月至2008年7月 (英文、繁體中文)	Hong Kong Advisory Council on AIDS Annual Report - August 2007 to July 2008 (English & Traditional Chinese)
Surveillance of Viral Hepatitis in Hong Kong - 2006 Update Report (英文)	Surveillance of Viral Hepatitis in Hong Kong - 2006 Update Report (English)
錄像光碟	DVD
一人有一套錄像短片創作比賽 2007得獎選輯 (英文、繁體中文)	Short Film Competition Award 2007 Winner Collection (English & Traditional Chinese)



紅絲帶中心管理諮詢委員會 Red Ribbon Centre Management Advisory Committee



紅絲帶中心管理諮詢委員會於一九九七年三月成立。委員會成員來自社會各階層的專業人士，負責在愛滋病預防及健康推廣服務上就社群的需要給予意見及擔當監察者的角色。

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.

紅絲帶中心管理諮詢委員會成員名單 (2006年4月1日至2009年3月31日)

主席： 俞宗岱博士
委員： 陳家偉先生
鄭銘鳳女士
朱牧華先生
羅懿舒博士
陳立志醫生
黃加慶醫生
秘書： 徐惠瑛女士

Red Ribbon Centre Management Advisory Committee Membership List (1 April 2006 to 31 March 2009)

Chairman: Dr. YU Chung-toi, Samuel
Members: Mr. CHAN Ka-wai
Ms. CHENG Ming-fung, Jacqueline
Mr. CHU Muk-wah, Daniel
Dr. LAW Yi-shu, Louise
Dr. TAN Richard
Dr. WONG Ka-hing
Secretary: Ms. TSUI Wai-ying, Stephanie



愛滋病預防及健康推廣組 HIV Prevention and Health Promotion Team



愛滋病預防及健康推廣組組員名單

黃加慶顧問醫生
陳志偉高級醫生
何理明高級醫生
謝志達高級醫生
劉啟祥醫生 (至二零零八年十月)
黃偉明醫生 (由二零零八年十月)
麥懷禮醫生
鄭淑真高級護士長
趙惠芳護士長 (至二零零八年五月)
鄒民琪護士長 (由二零零八年五月)
鄭素君護士長
黃美玉護士長
黃潤麗護士長
勞美潔註冊護士 (至二零零八年十一月)
馮麗儀註冊護士
雷法文登記護士
王文剛先生
徐惠瑛女士
王碧如女士
張麗霞女士
江燕梅女士
莫玉佩女士
何凱霖先生
彭偉健先生 (由二零零八年七月)

HIV Prevention and Health Promotion Team Team Members List

Dr. WONG Ka-hing *Consultant*
Dr. CHAN Chi-wai, Kenny *Senior Medical Officer*
Dr. HO Lei-ming, Raymond *Senior Medical Officer*
Dr. TSE Chi-tat *Senior Medical Officer*
Dr. LAU Kai-cheung *Medical Officer (till October 2008)*
Dr. WONG Wai-ming, Francis *Medical Officer (from October 2008)*
Dr. MAK Wai-lai, Darwin *Medical Officer*
Ms. KWONG Suk-chun, Victoria *Senior Nursing Officer*
Ms. CHIU Wai-fong, Alice *Nursing Officer (till May 2008)*
Ms CHOW Man-kei, Jennifer *Nursing Officer (from May 2008)*
Ms CHENG So-kwan *Nursing Officer*
Ms. WONG Mei-yuk, Lina *Nursing Officer*
Ms. WONG Yun-lai *Nursing Officer*
Ms. LO Mei-kit *Registered Nurse (till November 2008)*
Ms. FUNG Lai-yee *Registered Nurse*
Mr. LUI Fat-man, Desmond *Enrolled Nurse*
Mr. WONG Man-kong
Ms. TSUI Wai-ying, Stephanie
Ms. WONG Pik-yu, Noel
Ms. CHEUNG Lai-ha, Celine
Ms. KONG Yin-mui, Wendy
Ms. MOK Yuk-pui
Mr. HO Hoi-lam, Ken
Mr. PANG Wai-kin *(from July 2008)*



紅絲帶歷程一百 Red Ribbon 100

紅絲帶歷程一百是一個導遊式活動，在100分鐘之內，透過講解、互動活動與遊戲，加強對愛滋病的認識，瞭解香港防治愛滋病的工作。透過歷程一百內的五個環節：「滋訊傳遞」、「紅絲帶之旅」、「寫意任飛翔」、「留下一點心」、「溫馨永留存」，參加者能掌握正確的愛滋病知識，從而懂得如何預防愛滋病、關懷及支持愛滋病病毒感染者。

如有興趣參加此項活動，請填妥以下表格，郵寄或傳真至本中心。

Red Ribbon 100 is a one-hundred-minute guided tour at the Red Ribbon Centre for the community. It is a packaged education programme formulated with five parts: "Red Ribbon Knowledgeland", "Red Ribbon Travel", "Red Ribbon Fly", "A Little Bit of Heart" and "Red Ribbon Memories". Health talks, interactive activities, quizzes and games are employed to reinforce AIDS knowledge, encourage a positive attitude towards the care and support to the people living with HIV and introduce the Hong Kong AIDS programme.

For interested parties, please fill in the application form and then mail or fax to our Centre.

紅絲帶歷程一百申請表 Red Ribbon 100 Application Form

學校 / 組織名稱 : _____
(中文 Chinese)

Name of School/Organization : _____
(英文 English)

地址 Address : _____

負責人 Responsible person : _____

職位 Post : _____

聯絡電話 Contact Telephone No. : _____

電郵 E-mail : _____

傳真號碼 Fax No. : _____

申請參觀日期 Expected date of tour : _____

時間 Time : _____

參觀人數 No. of Visitors : _____

年齡 : 10 歲以下 10 - 19 歲 20 - 29 歲 30 - 39 歲 40 歲或以上
Age: below 10 10 - 19 20 - 29 30 - 39 40 or above

<input type="checkbox"/> 學生 Student					
<input type="checkbox"/> 老師 Teacher					
<input type="checkbox"/> 家長 Parents					
<input type="checkbox"/> 社會工作者 Social worker					
<input type="checkbox"/> 醫療工作者 Health care worker					
<input type="checkbox"/> 其他 Others :					

(請註明 please specify)



紅絲帶中心之友計劃 Friends of Red Ribbon Centre Scheme

如果你是11歲或以上，想利用餘暇增進對愛滋病的認識，我們誠意邀請你成為紅絲帶中心之友。你會知道中心最新的活動及定時收到本中心通訊及其他有關刊物。參加表格可郵寄或傳真至本中心。

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.

紅絲帶中心之友申請表 Friends of Red Ribbon Centre Application Form

姓名 Name : _____
(中文 Chinese)

(英文 English)

年齡 Age : _____

11 — 19 20 — 39 40 (或以上 or above)

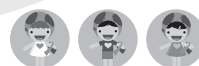
職業 Occupation : _____

地址 Address : _____

聯絡電話 Contact Telephone No. : _____

電郵 E-mail : _____

傳真號碼 Fax No. : _____



相關熱線及網站 Related Hotlines and Websites

相關熱線：

愛滋熱線	: (852) 2780 2211
愛滋熱線 (印度、印尼、尼泊爾、巴基斯坦語預錄資料)	: (852) 2112 9980
愛滋熱線 (泰語、越南語、菲律賓語預錄資料)	: (852) 2359 9112
男同志測試愛滋熱線	: (852) 2117 1069
性博士熱線	: (852) 2337 2121
緩害熱線	: (852) 2112 9977

Related Hotlines :

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

相關網站：

愛滋病網上辦公室	http://www.aids.gov.hk
紅絲帶中心網站	http://www.rrc.gov.hk
愛滋熱線網站	http://www.27802211.com
男同志預防愛滋病資訊網站	http://www.21171069.com
緩害網站	http://www.harmreduction.gov.hk
愛滋病顧問局	http://www.aca.gov.hk
愛滋病信託基金委員會	http://www.atf.gov.hk
關心愛滋 千嬅話你知	http://miriam.rrc-hk.com

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
Miriam's Voice on AIDS	http://miriam.rrc-hk.com



通訊處 Correspondence

紅絲帶中心

電話 : (852) 2304 6268

傳真 : (852) 2338 0534

電郵 : rrc@dh.gov.hk

網址 : <http://www.rrc.gov.hk>

地址 : 中國香港九龍橫頭磡聯合道東200號橫頭磡賽馬會診所2樓

服務時間 : 星期一至五 : 上午九時至下午一時
下午二時至六時

星期六、星期日及公眾假期 : 休息

Red Ribbon Centre

Tel : (852) 2304 6268

Fax : (852) 2338 0534

E-mail : rrc@dh.gov.hk

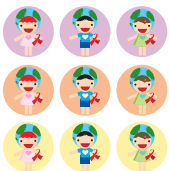
Website : <http://www.rrc.gov.hk>

Address : 2nd Floor, Wang Tau Hom Jockey Club Clinic, 200 Junction Road East, Kowloon, Hong Kong, China

Service Hours : Monday - Friday : 9 am - 1 pm
2 pm - 6 pm

Saturday, Sunday and Public Holiday: Closed





紅絲帶中心 - 聯合國愛滋病規劃署合作中心 (專業支援)
Red Ribbon Centre - UNAIDS Collaborating Centre for Technical Support

中國香港九龍橫頭磡聯合道東200號橫頭磡賽馬會診所2樓
2nd Floor, Wang Tau Hom Jockey Club Clinic, 200 Junction Road East, Kowloon, Hong Kong, China

查詢電話 Enquiry : (852) 2304 6268 傳真 Fax : (852) 2338 0534

電子郵件 E-mail : rrc@dh.gov.hk 網址 Website : <http://www.rrc.gov.hk>

