

年刊  
YEARBOOK  
2009

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



# 目錄 Content

- 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馬克先生獻辭  
Message from Mr. Mark Stirling, 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  
Foreword - by Dr. YU Chung-toi, Samuel, Chairman of the Red Ribbon Centre Management Advisory Committee
- 10 專題：藉著傳媒力量，提升公眾意識 - 黃偉明醫生撰寫  
Commentary: Reaching the Public via the Mass Media - by Dr. WONG Wai-ming, Francis
- 14 二零零九年主任報告 - 黃加慶醫生撰寫  
Director's Report for the year 2009 - by Dr. WONG Ka-hing
- 16 相片集 - 紅絲帶中心二零零九年活動花絮  
Photo Album - 2009 Red Ribbon Centre Activities tidbits
- 26 二零零九年紅絲帶中心活動一覽表  
Red Ribbon Centre Project Inventory 2009
- 42 紅絲帶中心工作量統計 - 二零零九年參與活動人數  
Red Ribbon Centre Workload Statistics - attendance in the year 2009
- 43 二零零九年紅絲帶中心製作一覽表  
Red Ribbon Centre Production in the year 2009
- 47 紅絲帶中心管理諮詢委員會  
Red Ribbon Centre Management Advisory Committee
- 48 愛滋病預防及健康推廣組  
HIV Prevention and Health Promotion Team
- 49 紅絲帶歷程一百  
Red Ribbon 100
- 50 紅絲帶中心之友計劃  
Friends of Red Ribbon Centre Scheme
- 51 相關熱線及網站  
Related Hotlines and Websites
- 52 通訊處  
Correspondence

年刊  
YEARBOOK  
2009

# 使命

Missions

## 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's 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

宗旨  
Objectives



## 曾鮑笑薇女士獻辭

多年來，紅絲帶中心一直致力提高社區的防治愛滋病意識，以遏止愛滋病蔓延，並鼓勵市民接納愛滋病患者。

去年，紅絲帶中心首次製作以安全性行為作主題的處境喜劇，安排在合家歡時段播映。在香港這是一項嶄新嘗試，劇集也廣受歡迎。

去年二月，中心首次代表香港特別行政區衛生署，與世界衛生組織、聯合國開發計劃署和聯合國愛滋病規劃署合辦“衛生界別回應男男性接觸社群感染愛滋病病毒的區域性研討會”。會議有助加強國際合作和資訊交流，協力阻遏愛滋病蔓延。

深信紅絲帶中心同人定必繼續努力，共同對抗愛滋病。謹祝中心各項工作成績美滿。



香港特別行政區政府  
行政長官夫人 曾鮑笑薇女士  
贊助人



### **Message from Mrs. TSANG POU Siu-mei, Selina**

Over the years, the Red Ribbon Centre has made every effort to enhance public awareness, prevent HIV/AIDS transmission and promote the acceptance of people living with HIV/AIDS.

In 2009, for the first time in Hong Kong, health promotion information related to safer sex was disseminated to the public in a situation comedy television programme broadcast during family viewing time, and was well received.

Also for the first time, in February 2009 the Red Ribbon Centre under the HKSAR Department of Health, together with the World Health Organization, the United Nations Department Programme and the Joint United Nations Programme on HIV/AIDS, held a regional Consultation on Health Sector Response to HIV/AIDS Among Men Who Have Sex With Men. The Consultation was instrumental in promoting international collaboration and communication to prevent the spread of the disease.

I am sure the Red Ribbon Centre staff will keep up their hard work in combating HIV/AIDS. May I wish the Centre every success in its future endeavours.

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  
Patron

## 馬克先生獻辭

紅絲帶中心是聯合國愛滋病規劃署合作中心（專業支援），同時亦是香港及區內應對愛滋病的一個重要合作夥伴。中心的工作積極並廣泛，除了能達致實際的影響，亦使中心成為香港和中國大陸民間社會的模範。

作為民間社會、學術界和政府之間合作的一個重要集中點，中心的工作有助於香港特別行政區、中國大陸，甚至於更遠的地方推動最佳實踐和有效的干預措施，而中心對科研和政策討論方面的貢獻已經在多方面達致明確的成就及可觀的進步。

我表揚紅絲帶中心意識到區內愛滋病疫情的複雜性和多樣性，為應對包括男男性接觸者、性工作者和注射毒品人士等高風險社群之間的愛滋病疫情，擔當起潛能建立和促進干預措施的重要角色；制訂有效方案來應對高風險社群之愛滋病疫情尤其關鍵，而中心在這範疇的工作對於制止和扭轉愛滋病疫情在區內之蔓延亦非常重要。紅絲帶中心的先導工作為發展最佳實踐作出貢獻，繼而啟發其他地區尤其是中國大陸應對愛滋病疫情。

紅絲帶中心的貢獻還包括在廣泛的領域推行潛能建立和培訓項目，範圍覆蓋：自願性愛滋病病毒抗體測試及輔導外展服務、愛滋病預防、朋輩教育及很多其他方面，舉辦這類潛能建立項目可讓中心引發更大的迴響，及促進區內以至世界各地更緊密合作。

聯合國愛滋病規劃署十分重視與紅絲帶中心一直以來的合作關係，我期待在來年繼續見證這夥伴關係的發展和增長。

聯合國愛滋病規劃署駐華辦事處  
國家協調員  
馬克先生



## Message from Mr. Mark Stirling

The Hong Kong Red Ribbon Centre is an official UNAIDS Collaborating Centre for Technical Support, and a key partner in the response to HIV and AIDS both in Hong Kong and regionally. The work carried out by the Centre is wide-ranging and progressive, allowing it to achieve real impact, and making it a model for civil society both within Hong Kong and mainland China.

As a key focal point for collaboration between civil society, academia and government, the Centre has helped to promote best practice and effective interventions in the Hong Kong SAR, mainland China and further afield. The Centre's contributions to scientific research and policy dialogue have resulted in tangible achievements and measurable progress in a number of areas.

I commend the way in which the Red Ribbon Centre has recognized the complexity and diversity of the HIV epidemic in the region, and played an important role in building capacity and promoting interventions to address HIV epidemics among most at risk populations (MARPs), including men who have sex with men (MSM), sex workers and injecting drug users (IDUs). Developing effective approaches to addressing HIV epidemics among these populations is critical, and the work of the Centre in this area is of great importance, and key to halting and reversing the spread of HIV in the region. The pioneering work of the Red Ribbon Centre has contributed to the development of best practices, which help to inform responses to HIV/AIDS in other regions, particularly mainland China.

The Red Ribbon Centre also makes a great contribution through the capacity building and training programmes it carries out, covering a wide range of areas from VCT outreach, HIV prevention, peer education, and many others. The provision of such capacity building allows the Centre to generate a greater impact and promote increased cooperation within the region and worldwide.

UNAIDS values greatly the ongoing collaboration with the Red Ribbon Centre I look forward to continuing to watch this partnership develop and grow over the coming years.

Mr. Mark Stirling  
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

作為紅絲帶中心管理諮詢委員會主席，我很榮幸再次為紅絲帶中心年度活動及成就的珍貴紀錄作序。

與往年一樣，紅絲帶中心於2009年致力於運用各種傳播媒介推廣健康資訊，例如透過十集電視處境劇《畢打自己人》發放與愛滋病相關的訊息，以及2009年世界愛滋病日活動的重要事件之一的「不妨親近一點！」系列電台節目。此外，全新製作並在2009年世界愛滋病日於電視及電台首播的宣傳短片「安全套隨身 旅遊好安心」，亦成功回應了旅客頻繁往來香港及內地的關注。為引起更大回響及加強對大眾和經常往返中港兩地的旅客為目標的宣傳，紅絲帶中心與深圳市防治艾滋病工作委員會辦公室、深圳疾病預防控制中心在深圳聯合舉辦「防艾少年行」世界愛滋病日活動，向青少年推廣預防愛滋病及安全性行為。令我印象尤為深刻的是深圳大學及高中生的參與，他們在不同學校舉辦的一系列研討會，疾病預防控制中心的同事、老師、學生甚至學生家長均有參與。紅絲帶中心及深圳疾病預防控制中心加上區內其他對口單位密切合作，定能促進各方共享資訊及經驗。

In the capacity as the Chairman of Red Ribbon Centre Management Advisory Committee, I am delighted and honoured to write the foreword again for this invaluable annual record of activities and achievements of Red Ribbon Centre (RRC).

As in previous years, major efforts were devoted by RRC in the Year 2009 to important health promotion activities through various media channels, such as the ten-episode drama series in the popular TV sitcom "Off Pedder", and the "Let's get touched" Radio Programme as one of the highlights of the World AIDS Day Campaign 2009. What is more, the Announcements in the Public Interest featured "Travel Smart, Play Safe", being produced and launched on World AIDS Day 2009 through TV and Radio in Hong Kong was proved a success and had addressed the concern about the frequent travelers' flow between Hong Kong and the Mainland. To echo the concern and enhance the publicity targeting the general public and the frequent travelers, the World AIDS Day event named "防艾少年行" was co-organised and held in Shenzhen with Shenzhen Working Committee for AIDS Prevention and Control, Shenzhen Center for Disease Control and Prevention (CDC) to promote HIV prevention and safer sex among youth. I was particularly impressed by the involvement of Shenzhen college and high school students in the activities, including a series of seminars held at different schools, involving CDC colleagues, teachers, students and parents. The close collaboration of RRC and Shenzhen CDC, plus other counterparts in the region will undoubtedly benefit all parties involved in terms of sharing information and experience.

紅絲帶中心在不斷發掘更多傳播渠道以推廣愛滋病預防意識的同時，亦絕不猶豫於拓寬潛能建立的範圍。由紅絲帶中心、世界衛生組織西太平洋地區辦公室、聯合國開發計劃署、聯合國愛滋病規劃署共同舉辦，為期三天的衛生界別回應男男性接觸社群感染愛滋病病毒的技術性研討會於2009年2月舉行；研討會聚合了國際及本地專家一起進行分享，就男男性接觸社群愛滋病毒傳播情況的出現／再出現表達關注，並找出相關的知識空白，為衛生界別探討一個更全面的應對，因此，活動可謂取得重大成功。

上述紅絲帶中心的活動是將我們的工作由本地、區域擴展至國際規模的最佳實例，你將在本年刊其後的章節了解更多總結了紅絲帶中心同事及我們諸多合作夥伴在2009年的努力及工作成果的詳情。憑藉紅絲帶中心、非政府機構及政府攜手合作，我相信，香港愛滋病預防工作將再創佳績。

While continuing to explore new and more effective means for promoting HIV awareness through different media channels, RRC did not hesitate to widen the scope of capacity building. A Technical Consultation on Health Sector Response to HIV/AIDS among Men Who Have Sex with Men was held in February 2009. The event was held by RRC in conjunction with the WHO Regional Office for the Western Pacific, UNDP and UNAIDS. The three days' event had brought together international and local experts, sharing and addressing the concern about the emerging/re-emerging spread of HIV among men who have sex with men (MSM). The event was proved a great success as gaps on relevant knowledge were identified while means to scale up a more comprehensive health sector response were explored.

The RRC activities mentioned above are good examples of how our work spans from a local, regional, to an international scale, and you will find more details in the following pages which summarize the hard work and remarkable achievement of RRC colleagues and our many partners in 2009. With the concerted effort of the RRC, the non-governmental organisations and the Government, I have no doubt the AIDS prevention work in Hong Kong would continue to flourish.

### 導言

愛滋病預防及健康宣傳活動，一直是紅絲帶中心之核心工作。多年來，藉著大眾傳媒開展工作，既是我們向公眾傳遞健康訊息的重要途徑，亦是紅絲帶中心宣傳活動不可或缺的一部份。往年的經驗，加之各持份者及普羅大眾的回應，足可證實進一步利用傳媒強大的傳播潛力於幫助大眾塑造正面生活方式，不僅效果令人滿意更具有重要意義。雖然傳媒的力量毋庸置疑，但藉著傳媒宣傳愛滋病預防及採取更健康、更安全的性行為，不時會遇上阻力，因為有別於其他健康生活方式的宣傳，愛滋病及性等相關話題頗為敏感。關於這兩個話題，儘管政府及民間社會努力不懈，但社會上與其相關的負面標籤、忌諱及爭論並未減少。善用傳媒力量，同時觀察並顧及這些潛在的「消極」公眾影響，一直是紅絲帶中心健康推廣組所面對的挑戰。

### 善用傳媒

儘管互聯網在現代社會的重要性與日俱增，但無線電廣播及電視可能仍是覆蓋普羅大眾的兩大電子傳媒。籌劃及開展宣傳活動時，須盡可能擴闊公眾覆蓋面，同時亦須融入可吸引不同社群的元素、特色或成份。公眾由不同群體組成，各個方面均可能千差萬別，例如使用或接觸電子媒體的時間偏好（如看電視的時間）、節目類型偏好（如不同類型的電台節目）。透過電子傳媒開展健康宣傳活動，可涵蓋多樣性的社會人口，若要有的放矢，最好採用各種不同的宣傳渠道或傳達方式。為擴大宣傳活動在公眾的覆蓋層面，活動的時間安排至為

### Introduction

HIV prevention and health promotion activities have always been the core work of Red Ribbon Centre (RRC). Over the years, working via popular mass media remains an important way for our disseminating important health messages to the public and an indispensable part of publicity activities organised by RRC. Experiences from previous years and feedbacks from various stakeholders and the community at large have demonstrated the desirability and importance of further capitalizing on the powerful communication potential of the mass media, with the aim of helping shape the lifestyle of our population in a positive way. Although the power of the mass media is unquestionable, making use of the mass media in HIV prevention and promotion of healthier and safer sex, unlike promotion of other aspects of healthy lifestyle, can be challenging at times due to the sensitivity of the related topics, namely AIDS and sex. Both topics, despite continuous efforts by the government and the civil society, are still associated with a lot of stigma, taboo or controversy within the community. Making the most out of the mass media while observing and taking into account these potential "negative" publicity impacts has always been a challenge for the Health Promotion Team at RRC.

### Using the mass media

Despite the ever-increasing importance of internet in modern world, radio and television are still two important electronic mass media which have the potential of reaching the general public en masse. In planning and implementing publicity activities, it is necessary to maximize coverage among the general public while including elements, features or components which may appeal to various subgroups within the community. The general public is made up of different subgroups which can be very different in various aspects, such as preferred time of gaining access or being exposed to various electronic media (e.g. TV viewing time), preferred types of programmes (e.g. different types of radio programmes). In order to address the socio-demographic diversity of the general public in our health promotion activities delivered via the electronic mass media, varieties in

重要。世界愛滋病日，作為全球社會共同關注愛滋病及相關問題的重要日子，是策劃及開展宣傳活動的良機，有助於我們充份發揮世界愛滋病日的宣傳力。

### 透過電視及電台宣傳

為提升公眾對愛滋病的認知，及紀念二零零九年世界愛滋病日，我們圍繞這個日子策劃了一系列宣傳活動。作為針對公眾的愛滋病預防及健康推廣活動之一，紅絲帶中心與無綫電視合作，拍攝熱播處境喜劇「畢打自己人」，向公眾傳遞各種健康訊息。劇中，每個故事分成一集或多集講述，隨著故事情節的發展，傳遞與愛滋病有關的訊息。以「寓教於樂」的方式宣揚健康知識，又不減低電視節目的娛樂性，影響節目對觀眾的吸引力。「寓教於樂」的辦法亦有助此類話題在公眾心中實現「軟著陸」，避免有關安全性行為的宣傳引起爭議及反感。該節目於平日黃金時段（晚上8時－8時30分），在無綫電視翡翠台播出，可覆蓋不同的社群。黃金時段通常被視為全家一齊看電視的時間，而因性話題太過敏感，過去在黃金時段宣傳安全性行為，一直困難重重。這次則大為不同，安全性行為作為一個重要健康訊息，連同其他愛滋病相關健康知識，成功傳遞給觀眾。紅絲帶中心共贊助拍攝十一集，由二零零九年八月二十七日播放至二零一零年

publicity channel or delivery style are preferable. In order to maximize coverage and impact of publicity activities, timing for the launch of the publicity activities is also vital. World AIDS Day (WAD), as an important designated day on which the global community collectively focuses on the HIV/AIDS epidemic and related issues, provides an important focal time point for planning and implementing publicity activities if we are to ride on the publicity potential of WAD.

### Publicity via TV and radio

In order to enhance HIV awareness among the public and to commemorate the WAD 2009, a series of publicity initiatives were planned around WAD. As part of HIV prevention and health promotion targeting the general public, RRC had engaged TVB to disseminate various health messages to the public via "Off Pedder", a popular sit-com TV series. In the series, a separate story was covered in one or a couple of episodes, which enabled the development of different stories to facilitate the embedment of various HIV-related messages within the storyline and script of individual episodes. A "softer" and "lighter" approach was intentionally used to deliver those health messages so as not to diminish the appeal of the programme to the TV audience, which understandably has entertainment as the main purpose of their watching TV. The "softer" approach was also adopted to help achieve a "soft landing" with the general public so as to minimize the controversy and negative feedbacks which may arise from disseminating health messages related to safer sex. The TV programme was being aired in the Jade Channel of TVB during prime time (8pm – 8:30pm) on week days, with the potential of reaching different walks of the general public. Promoting safer sex during prime time, which is generally considered to be family viewing time, had always been difficult in the past due to the sensitiveness of the issue. In this instance, safer sex was one important key health message, among other HIV-related health messages,



一月五日，包括於十二月一日（世界愛滋病日）播出的一集，均廣獲公眾好評，而與愛滋病工作有關的持份者亦對活動給予積極評價。

電台亦是公眾覆蓋範圍較廣的重要傳媒。為進一步利用電子傳媒開展宣傳，我們於二零零九年十月二十九日至二零一零年二月二十日，在商業電台的兩個頻道播出愛滋病系列節目「不妨親近一點」。為覆蓋不同的聽眾群體，力求節目性質及風格的多樣化，是策劃電台宣傳活動時主要思量的特徵之一。此系列節目共六集，分別是「杏林茶」、「有誰共鳴」、「你睇我唔到」、「一八七二遊花園」、「有愛無礙」及「不妨親近一點」。節目類型豐富，如健康話題脫口秀、戲劇、開心學英文、社會人物及參與者的觀點與感性分享，還有社會邊緣或弱勢群體的電話懇談。根據對不同聽眾群體的潛在吸引力，從現有節目中挑選最合適者，加上全新特別製作的「不妨親近一點」，令「與愛滋病工作有關的持份者」有機會跟聽眾分享他們的經歷與心得。

數據顯示，很多新近感染愛滋病病毒的病例於海外感染，說明旅途中的高風險行為（如不加保護的性行為），是感染愛滋病病毒的主要危險途徑。二零零九年，紅絲帶中心製作一套新宣傳短片「安全套隨身 旅遊好安心」，聯合國愛滋病規劃署中國香港親善大使楊千嬅小姐亦參與拍攝，

successfully being delivered. In all, the eleven sponsored episodes by RRC in the TV series ran from 27 August 2009 to 5 January 2010, including one episode being broadcast on 1 December (WAD) and were well received by the public, with positive feedbacks from various stakeholders involved in the local response to the HIV epidemic.

Radio is another major mass media with great access to the general public. To further make use of the electronic mass media for publicity, a series of AIDS-related radio programmes titled "Let's Get Touched" were broadcast from 29 October 2009 to 20 February 2010 on the two radio channels of Commercial Radio. In order to reach various subsectors of the audience, diversity, in terms of programme nature and style was one of the key features well considered in the planning of the radio publicity campaign. There were in the series six different radio programmes, namely "Tea For You", "Share My Song", "Invisible Man", "Talk of the Town", "Love with No Barrier" and "Let's Get Touched". The series covered a wide range of programmes, such as health-themed talk show, drama, English-learning programme with a comical and fun theme, thought-sharing and sentimental appeal by community figures and stakeholders, phone-in sharing with individuals from marginalised or disadvantaged communities. The pre-existing programmes were chosen based on their potential appeal to different sectors of the audience, while "Let's Get Touched" was a newly created programme to enable different stakeholders involved in Hong Kong's response to the HIV epidemic to share their experiences and thoughts with the audience.

Data showed that a significant proportion of newly infected HIV cases were contracted while overseas, which highlighted the fact that engaging in high risk behaviours such as unprotected sex while travelling remains a major risk behaviour for contracting HIV. In 2009, Red Ribbon Centre produced a new set of announcements of public interest (API), titled "Travel Smart, Play Safe" and featuring Miss Miriam Yeung, UNAIDS National Goodwill Ambassador

借此提升旅遊者的愛滋病預防意識，並向他們宣傳安全性行為。紅絲帶中心先前推出的另一套宣傳短片「Dom Dom歌」同樣廣受歡迎，反響熱烈，而新宣傳短片正是在此基礎上製作的。新宣傳短片自二零零九年世界愛滋病日起，在電視及電台頻道播出，並於十一月二十九日在深圳「第22個世界愛滋病日主題活動」上，發佈普通話版，而楊千嬅及其他香港代表作為嘉賓出席了是次活動。此外，於二零零九年十一月十一日至二零一零年一月三十一日，亦在深港各口岸及相關交通媒體開展公眾宣傳。運載乘客前往羅湖的地鐵列車、機場快線列車及羅湖口岸出閘機上，均張貼了宣傳海報。又在皇崗口岸展示傳達類似訊息的大型宣傳板。

## 結論

紅絲帶中心將繼續藉著大眾媒體開展工作，向公眾及高危人士宣傳愛滋病預防及進行健康宣傳活動。二零零九年，紅絲帶中心團隊通力合作，藉著電台及電視擴闊宣傳活動的範圍及深度。儘管遇到一些障礙及限制，團隊在提升公眾愛滋病意識及宣傳安全性行為方面，成績是令人鼓舞的。展望未來，紅絲帶中心團隊需再接再厲，同時努力進一步開拓另一重要大眾媒體-日益拓展的互聯網，務求充份釋放傳媒的巨大潛力，確保我們的工作發揮一如既往的影響力，發揚光大。

for Hong Kong SAR China, so as to raise HIV awareness and promote safer sex among travellers. The API capitalised on the popularity of another API previously produced by RRC, namely the "Dom Dom Song" which had enjoyed a great recall among the public. The API was broadcast on television and radio channel since WAD 2009. A Putonghua version of the API was also launched on 29 November in the "22nd World AIDS Day Gala Show" held in Shenzhen, during which Miriam appeared as a guest, along with other delegates from Hong Kong. Related publicity targeting the general public was also carried out at border points and related transport media from 11 November 2009 to 31 January 2010. Promotional posters were displayed in MTR trains bringing travellers to the Lo Wu, trains of the Airport Express Line, as well as MTR exit machines at Lo Wu. Big publicity boards carrying similar messages were also displayed at Huang Gang border.

## Conclusion

Working via the mass media has always been and will remain an important tool for RRC to reach the general public as well as more at-risk communities in its HIV prevention and health promotion activities. In 2009, the RRC team had worked to increase the scope as well as the depth of such activities via the radio and television. The team had done a gratifying job in raising HIV awareness and promoting safer sex to the public despite some of the limitations and constraints encountered by the team. Further capitalizing on the potential of the mass media will require the dedicated efforts of the RRC team as well as the abilities of the team to tap deeper into another important electronic mass media - the ever expanding internet world, if we are to sustain and further the impact of our work.

一年又過去了，我們都忙於工作，解決各種問題。從二零零九年發生的事情中，我們反思到什麼？從中又學習到什麼？取得了什麼成就？對未來的應對又有否啟示？

首先，讓我們快速檢視本港的愛滋病情形。二零零八年的愛滋病毒病感染呈報個案為434例，創了歷史新高。二零零九年呈報的病例稍微降至414例；毫無疑問地，香港男男性接觸者受愛滋病毒感染的數字持續高企，而通過異性性接觸受感染的數字則相對平穩。由於及早著手且成功維持注射毒品人士的愛滋病預防項目，香港得以倖免愛滋病毒在注射毒品人群中蔓延。

紅絲帶中心一直努力促進及提升社會對愛滋病的關注和回應。二零零九年中心展開了第三個針對男男性接觸者的宣傳運動，這次活動旨在促進梅毒和愛滋病毒病的預防，並鼓勵及早接受測試；若欠缺了政府及非政府同工及組織的支持和參與，這宣傳運動將無法成功舉辦。這彰顯了應對愛滋病疫情須要攜手同心合作，我們都不是單獨作戰的。在國際層面上，紅絲帶中心接待了600名來自內地及世界各地作短期探訪或專業體驗計劃的同道。在八月份於峇里島舉行的亞太區國際愛滋病會議中，紅絲帶中心設立了一個展覽攤位，與其他與會者分享香港最近幾年應對男男性接觸者受愛滋病毒病感染所作出的努力；相隔多年後再一次在國際愛滋病會議中設立展覽攤位，真的感受良多。

為響應全球同抗愛滋病運動在十二月一日前後舉辦的一系列活動是紅絲帶中心的宣傳重點。今年，我們與多個電視及電台節目合作宣傳；此外，聯合國愛滋病規劃署中國香港親善大使楊千嬅小姐協助製作了一輯宣傳短片「安全套隨身 旅遊好安心」，該宣傳短片於十二月一日世界愛

Another year lapsed. We have all been busy working for the cause of concern. What could be reflected from the happenings in 2009? What lessons did we learn? What were the achievements if any? Any implications for the future response?

Let's start with a quick review of the local Human Immunodeficiency Virus (HIV) situation. After the record high number of 434 infections reported in 2008, there was a modest decline to 414 cases in 2009. Undoubtedly, infections among men who have sex with men (MSM) remain in the limelight of the local epidemic while heterosexual cases has stayed relatively stable. Again, Hong Kong has been most fortunate to be spared of an HIV epidemic in drug user community, thanks to the early work and successful maintenance of various drug and HIV programmes.

Red Ribbon Centre (RRC) has continued to facilitate and enhance the community response to HIV. It implemented its third MSM campaign in 2009, focusing on syphilis and HIV prevention and testing. The campaign would not have been possible without the support and participation of government and non-governmental colleagues and organizations. This enshrined the spirit and importance of concerted efforts in AIDS response; we do not work alone. On the international front, RRC received 600 visitors from Mainland and all over the world for short visits and longer attachments. At Bali International Congress on AIDS in Asia and the Pacific (ICAAP) held in August, RRC operated a booth to share Hong Kong story of MSM epidemic and response in the last few years. It was mixed feelings after so many years to re-run such an initiative.

Activities around 1 December under the World AIDS Campaign is one major publicity focus of RRC. This year, we had a number of TV and radio programmes to tie in with the event. Furthermore, Miss Miriam Yeung, UNAIDS National Goodwill Ambassador for Hong Kong SAR China assisted to produce a new Announcements in the Public Interest (API) titled "Travel Smart, Play Safe" that was launched on



滋病日首播。此外我們亦與深圳市疾病預防控制中心和澳門衛生局緊密合作，將宣傳效力帶到香港以外的地區，這正切合該輯短片的預防愛滋病無邊界的主題。回首過去，二零零九年是楊小姐參與紅絲帶中心愛滋病教育及相關工作的第十個年頭。不論是作為聯合國愛滋病規劃署大使、聯合國愛滋病規劃署特別代表，抑或是親善大使等職銜；楊小姐多年來一直不遺餘力、無私奉獻，她一直致力提倡預防愛滋病及接納關懷受愛滋病病毒感染人士。作為城中名人，她為應對本港愛滋病疫情所作出的貢獻，當屬前所未有的。

對於全球的愛滋病預防發展而言，二零零九年及未來的日子確實令人期待。其中一個愈來愈受關注的熱門話題是治療愛滋病病毒感染對於愛滋病預防的作用；盡可能找出受感染的人士並提供抗病毒藥物治療，藉以減低病患者的病毒載量，從而降低愛滋病毒傳染的風險。儘管在海外一些地方，有報告顯示受感染人群的病毒載量下降與感染病例一同發生，但這概念仍有待於不同的環境進一步檢驗、研究應用及證實其效用。各方研究正積極尋找其他生物醫學預防方法，包括殺菌劑及接觸前的藥物預防，而其中利用殺菌劑預防可能發展成為女性主導的方法。但是即使有一天預防疫苗面世，始終沒可能有單一種可以阻止愛滋病蔓延的萬能藥。要有效控制這傳染病，必須結合各種預防干預方法，綜合公眾衛生及臨床手段，更須要重視不同高危社群及風險因素；當然，要遏止這頑強的疫病，仍有待科學發展保持活力，抖擻精神迎戰。

World AIDS Day (1 December). With the collaboration of Shenzhen Center for Disease Control and Prevention and Macau Health Bureau, the impact of this API has been carried beyond Hong Kong, which exactly is its theme on HIV prevention beyond one's hometown. Looking back, 2009 is the tenth year of Miss Yeung's engagement with RRC on HIV/AIDS. No matter under the different titles of UNAIDS Ambassador, Special Representative or other appointed by UNAIDS, Miss Yeung has remained strongly and impressively committed over the years. She consistently advocated on HIV prevention as well as care and acceptance of infected people. As a celebrity, her dedications and contributions to the local AIDS response has been unprecedented.

2009, and the years to come, was an exciting year for international development of HIV prevention. One hot topic growing in attention is the role of HIV treatment for HIV prevention, which aims to identify as many infected people and offer antiretroviral treatment, tapping on the benefit of bringing patients' viral load down to decrease the risk of HIV transmission. While there had been preliminary findings of lowered community viral load coinciding with less reported infections in selected places overseas, this concept has to be cautiously examined further, testified and studied on its applications in different settings. Researches on other biomedical prevention modalities, including microbicides and pre-exposure prophylaxis were actively being pursued. The former in particular, is to come up with a female-driven prevention modality. Suffice to say, it is impossible that one panacea can overcome the AIDS pandemic, even when there was vaccine one day. A combination of various effective preventive interventions, an integrated public health and clinical approach, an emphasis on different at-risk populations and determinants, will all be necessary to achieve a better control. No doubt, scientific development will stay vibrant to counter the dynamic epidemic.

### 促進認識和接納的活動

#### Promotion of awareness and acceptance activities

- 2009年世界愛滋病日活動 - 「不妨親近一點」廣播節目  
2009 World AIDS Day Activities - 'Let's get touched' programme



「不妨親近一點」是於二零零九年十月至二零一零年二月期間播放的一系列廣播節目，內容包括愛滋病知識的分享、深情的訪問及廣播劇等。廣播劇由多個與愛滋病預防及照顧相關的故事組成，內容包括有：安全性行為、藥物濫用、母嬰傳播、愛滋病病毒抗體測試及治療、關懷愛滋病患者等，藉著生活化的節目讓市民大眾注意預防愛滋病的重要、鼓勵儘早進行愛滋病病毒抗體測試及儘早接受治療，並宣揚支持及接納愛滋病病毒感染者。

←16

'Let's get touched' was a comprehensive series of AIDS-related radio programmes broadcast from October 2009 to February 2010. The programmes covered different areas including knowledge sharing on AIDS, thematic interviews and radio drama focusing on different aspects of HIV prevention and care, including safer sex, drug abuse, mother-to-child infection, HIV testing and treatment, accept and care for people living with HIV. It aimed to arouse the public the importance of HIV prevention, early testing and treatment; and to promote acceptance to people living with HIV.



參與「不妨親近一點」廣播節目的包括來自於不同界別的人士，例如：愛滋病服務機構工作人員、演藝人、愛滋病病毒感染者、青年人及青少年工作者，還有醫護專業人員。

Representatives from different sectors of the community were involved in the production of the 'Let's get touched' programme, for instance, workers in the AIDS field, artists, people living with HIV, youth and youth workers, as well as health care professionals.



聯合國愛滋病規劃署中國香港親善大使楊千嬅小姐在廣播劇「有愛無礙」中扮演一位記者，與多位播音員以輕鬆的手法演繹她在搜集與愛滋病相關的資料時接觸的人和事。

Miss Miriam Yeung Chin-wah, UNAIDS National Goodwill Ambassador for Hong Kong, China, played her role as a journalist in the radio drama, and interpreted with other artists the stories in a lively and casual manner.





• 世界愛滋病日活動「防艾少年行」  
The World AIDS Day activity 「防艾少年行」

「防艾少年行」在十一月二十九日於深圳市舉行，活動是由深圳市防治艾滋病工作委員會辦公室、深圳疾病預防控制中心合作，及紅絲帶中心聯合舉辦，旨在宣傳愛滋病預防及採取安全性行為，及介紹電視宣傳短片「安全套隨身 旅遊好安心」。

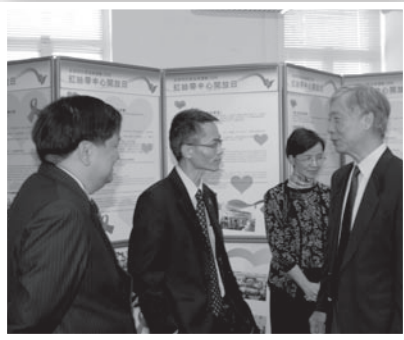
The gala show was held on 29th November in Shenzhen. It was co-organised by Shenzhen Working Committee for AIDS Prevention and Control, Shenzhen Center for Disease Control and Prevention, and the Red Ribbon Centre. The show aimed at promoting HIV prevention and safer sex among youth. The API "Travel Smart, Play Safe" was introduced to public in the show.



- 2009年世界愛滋病日活動 - 紅絲帶中心開放日  
2009 World AIDS Day Activities - Red Ribbon Centre Open Day

紅絲帶中心由十二月一日至四日舉行了開放日，透過開放日的活動增進市民對愛滋病認識，從而消除不理性的恐懼，促進支持及接納愛滋病病毒感染者；中心職員於每日下午四時，均安排導遊服務，向參觀人士介紹紅絲帶中心的服務及設施。

The public was invited to visit the Red Ribbon Centre and learn more about AIDS during its Open Days from 1<sup>st</sup> to 4<sup>th</sup> December. The activities helped increase awareness and eradicate irrational fear on AIDS among the public as well as foster their support and acceptance of people living with HIV. A guided tour was arranged at 4pm each day to brief visitors about the services and facilities of the Centre.





• 電視宣傳片「安全套隨身 旅遊好安心」  
Announcement of Public Interest featured “Travel Smart, Play Safe”

「安全套隨身 旅遊好安心」是紅絲帶中心製作的宣傳訊息，旨在向旅遊人士推廣預防愛滋病毒病感染及採取安全性行為。宣傳訊息由「聯合國愛滋病規劃署中國香港親善大使」楊千嬅小姐參與拍攝，並於十二月一日世界愛滋病日在香港各大電視台及電台播放。

“Travel Smart, Play Safe” was the Announcement of Public Interest (API) produced by the Red Ribbon Centre. It aimed at promoting HIV prevention and safer sex for cross-border travelers. The API was cast by UNAIDS National Goodwill Ambassador for Hong Kong, China, Miss Miriam Yeung Chin-wah, and launched on World AIDS Day (1st December) through TV and Radio in Hong Kong.



←20



同時推出的還有於二零零九年十二月至二零一零年一月期間在羅湖及皇崗口岸張貼的大型宣傳海報

Related publicity boards were displayed at Lo Wu and Huang Gang border point during December 2009 and January 2010.



## 潛能建立 / 建立網絡的活動

### Capacity building and Networking activities

- 衛生界別回應男男性接觸社群感染愛滋病病毒的區域性研討會  
**Regional Consultation on Health Sector Response to HIV/AIDS among Men Who Have Sex with Men**

於二月十八至二十日在香港舉行的研討會由世界衛生組織、聯合國開發計劃署、聯合國愛滋病規劃署，及中國香港特別行政區衛生署共同舉辦；並由紅絲帶中心執行。約50名海外負責男男性接觸社群愛滋病工作的政府官員、專家及非政府組織代表，與及30名本地觀察員參加了是次研討會；通過相互交流經驗，找出衛生界別回應男男性接觸社群感染愛滋病病毒的目標差距、機會和途徑，從而擴大全面對應。

The regional Consultation was organised by the World Health Organization, the United Nations Development Programme, the Joint United Nations Programme on HIV/AIDS, and the Department of Health, HKSAR, China; and was executed by the Red Ribbon Centre. The three days' event (18th – 20th February) had brought together international and local experts to address the emerging/re-emerging spread of HIV among men who have sex with men. Through the mutual exchange of ongoing experiences, we were able to identify gaps, opportunities and ways for scaling up a comprehensive health sector response. Some 50 overseas government officials responsible for HIV/AIDS programmes on MSM, and experts and representatives from non-governmental organisations as well as 30 local observers attended the event in Hong Kong.



21 →



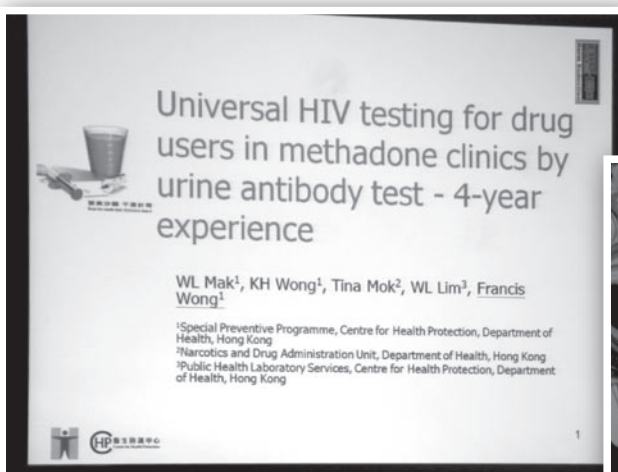


• 第九屆亞太區國際愛滋病會議

**The 9th International Congress on AIDS in Asia and the Pacific**

會議於八月九日至十三日在印尼峇里島舉行，是次大會的主題是《賦權人民，加強網絡》，大會亦旨在發佈國際間應對愛滋病疫情的最新努力和成果，以及國與國之間在愛滋病對策上的聯繫。紅絲帶中心亦設立了一個展覽攤位，主題是《香港故事》，旨在展出有關香港各持份者在如何應對男男性接觸者愛滋病疫情問題上所作出的努力，並展示本地對此疫情的共同應對。

The Congress was held in Bali, Indonesia from 9th to 13th August. The theme of the Congress was “Empowering People, Strengthening Networks”. The Congress aimed to shed light on new efforts and strengthen bonds in the international response to AIDS, and provided a platform for regional networking. The Red Ribbon Centre ran a booth to showcase the local concerted response to the MSM epidemic. The theme of the booth, “Hong Kong Story”, aimed to give a comprehensive idea of how various stakeholders worked together to respond to the MSM epidemic locally and in the region.







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。二零零九年的訪客人數共有446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 446 visitors in 2009.

- 一行十三人的俄國代表團於三月探訪紅絲帶中心，代表團由聯合國毒品及犯罪預防辦事處與聯合國愛滋病規劃署駐華辦事處聯合舉辦。除了瞭解一些為到美沙酮診所的注射毒品使用者而設的愛滋病預防計劃，代表團更會晤了香港戒毒會的工作人員，分享了他們為毒品使用者提供外展服務的寶貴經驗。

There was a study tour of 13-membered Russian delegation visited the Red Ribbon Centre in March to learn about the HIV prevention programme for injecting drug users attending methadone clinics. The tour was jointly organised by United Nations Office of Drug and Crime and UNAIDS China. The delegation met workers from the Society for the Aid and Rehabilitation of Drug Abusers (SARDA) at the Centre to share their valuable experiences in their outreach service for street drug-users in Hong Kong.



←24

- 來自苗栗縣政府的台灣代表團參觀紅絲帶中心

Taiwanese delegation from the Miaoli County Government visited the Red Ribbon Centre



- 來自新加坡衛生部的助理署長（政策）Dr. Jeannie Tey參與了在紅絲帶中心舉行的愛滋病情況新聞發佈會，並於發佈會後與中心的工作人員合照。

Dr. Jeannie Tey, Assistant Director (Policy) of Ministry of Health, Singapore and the working team posed for a photo after attending the Press meeting on HIV/AIDS situation held at Red Ribbon Centre





- 內地代表包括廣東省和寧波市的醫生和衛生官員參觀紅絲帶中心，以瞭解中心的功能和香港的愛滋病防控工作。  
Mainland delegates including doctors and health officials from the Guangdong Province and Ningbo City visited the Red Ribbon Centre to learn about the function and activities of RRC as well as HIV prevention and control in Hong Kong.

- 二零零九年共有十位「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 10 Lions Red Ribbon Fellows in 2009. 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.



- 二零零九年共有六位來自深圳的志願者透過「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 2009. One week tailor-made training programmes had enriched their experience in conducting community based projects.



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			
<b>愛滋病網上辦公室</b> <a href="http://www.aids.gov.hk">www.aids.gov.hk</a> - 始自一九九七年 - 特別預防計劃的官方網站 - 還包括了 <a href="http://www.aca.gov.hk">www.aca.gov.hk</a> 及 <a href="http://www.rrc.gov.hk">www.rrc.gov.hk</a>	<ul style="list-style-type: none"> <li>• 提供有關香港愛滋病的情況、計劃和策略制定的資訊</li> <li>• 回覆有關愛滋病的查詢</li> <li>• 提供愛滋病毒 / 愛滋病網上持續進修課程</li> <li>• 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</li> </ul>	醫護、教育和社會服務專業人士	(1) 網站點擊總數：102,728 (2) 收到的電子郵件數目：66 (3) 一個星期內回覆查詢的百分比：100%
<b>愛滋熱線網站</b> <a href="http://www.27802211.com">www.27802211.com</a> - 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"> <li>• 介紹愛滋病課題</li> <li>• 消除有關愛滋病的錯誤觀念</li> <li>• 通過在線風險評估，提高對愛滋病毒感染風險的認識</li> <li>• 補充愛滋熱線27802211提供的資料</li> </ul>	青年人	(1) 網站點擊總數：17,406 (2) 風險評估網頁點擊次數：4,072 (3) 信箱頁點擊次數：16,198 (4) 收到的郵件數目：127 (5) 網上問卷調查的回應：共收到17份回應
<b>緩害網站</b> <a href="http://www.harmreduction.gov.hk">www.harmreduction.gov.hk</a> - 始自二零零二年五月二十日	<ul style="list-style-type: none"> <li>• 介紹緩減毒害策略如何應用於預防愛滋病</li> <li>• 提供美沙酮治療計劃資料</li> <li>• 連結海外富經驗的緩害機構網站</li> </ul>	公眾人士、藥物濫用人士	(1) 網站點擊總數：3,799
<b>男同志預防愛滋病資訊網站</b> <a href="http://www.21171069.com">www.21171069.com</a> - 始自二零零六年十月九日	<ul style="list-style-type: none"> <li>• 關注愛滋病在男男性接觸者間急速蔓延的情況</li> <li>• 向男男性接觸者提供有關愛滋病的資訊</li> </ul>	男男性接觸者社群	(1) 網站點擊總數：67,659
<b>關心愛滋 千嬅話你知</b> <a href="http://miriam.rrc-hk.com">http://miriam.rrc-hk.com</a> - 始自二零零八年十二月一日	<ul style="list-style-type: none"> <li>• 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</li> <li>• 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</li> </ul>	公眾人士	(1) 網站點擊總數：2,578
<b>性博士熱線 23372121</b> - 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"> <li>• 提供有關性方面的全面資訊</li> </ul>	青年人	(1) 收到的來電總數：18,725 (2) 收到的留言總數：246

## Promotion of Awareness / Acceptance: Community-based

Project name & description	Objectives	Main target / setting	Indicators (yearly)
<b>Communication through internet and telecommunication - to disseminate HIV prevention and care messages through the internet and telecommunication</b>			
<b>Virtual AIDS Office</b> <b>www.aids.gov.hk</b> - since 1997 - official website of Special Preventive Programme (SPP) - incorporating also www.aca.gov.hk & www.rrc.gov.hk	<ul style="list-style-type: none"> <li>To provide technical information on the HIV situation, programmes and strategy development in Hong Kong</li> <li>To respond to enquiries on HIV/AIDS</li> <li>To provide Internet Continuing Education (iCE) on HIV/AIDS</li> <li>To collect documents on professional manuals, clinical and treatment guidelines, prevention strategies and surveillance reports etc</li> </ul>	Health care, education and social service professionals	(1) Total no. of hits: 102,728 (2) No. of emails received: 66 (3) % of enquiries replied within 1 week: 100%
<b>AIDS Hotline website</b> <b>www.27802211.com</b> - since 1/12/2001 - an interactive website for the youth	<ul style="list-style-type: none"> <li>To introduce the subject of AIDS</li> <li>To dispel misconception about AIDS</li> <li>To promote awareness of risk for HIV through online risk assessment</li> <li>To complement information delivered through AIDS Hotline 27802211</li> </ul>	Youth	(1) Total no. of hits: 17,406 (2) No. of hits at risk assessment page : 4,072 (3) No. of hits at letterbox page : 16,198 (4) No. of enquiries through letterbox : 127 (5) Feedback received from online questionnaire survey: 17
<b>Harm Reduction website</b> <b>www.harmreduction.gov.hk</b> - since 20/5/2002	<ul style="list-style-type: none"> <li>To introduce harm reduction strategy as apply to HIV/AIDS prevention</li> <li>To provide information on methadone treatment programme</li> <li>To link up with overseas organization's websites expertise in harm reduction</li> </ul>	General public, drug users	(1) Total no. of hits: 3,799
<b>Gay Men HIV Information website</b> <b>www.21171069.com</b> - since 9/10/2006	<ul style="list-style-type: none"> <li>To disseminate AIDS related information for Men who have Sex with Men (MSM) in response to the rising HIV situation among MSM</li> </ul>	MSM community group	(1) Total no. of hits: 67,659
<b>Miriam's Voice on AIDS</b> <b>http://miriam.rrc-hk.com</b> - since 1/12/2008	<ul style="list-style-type: none"> <li>To introduce UNAIDS National Goodwill Ambassador for Hong Kong Special Administrative Region, China, Miss YEUNG Chin-wah, Miriam</li> <li>To provide information to the public on AIDS and HIV prevention activities, which has actively been supported by Miss YEUNG</li> </ul>	General public	(1) Total no. of hits: 2,578
<b>Dr Sex Hotline 23372121</b> - since July 1996 - a 24-hour pre-recorded messages hotline in Cantonese, Putonghua and English	<ul style="list-style-type: none"> <li>To provide a full panel of information on multiple aspects of sex</li> </ul>	Youth	(1) Total no. of calls received: 18,725 (2) Total no. of voice mail received: 246

活動名稱和說明	目的	主要對象/背景	指標 (每年)
<b>緩害熱線 21129977</b> - 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"> <li>提供有關緩減毒害的全面資訊</li> </ul>	公眾人士、藥物濫用人士	(1) 收到的來電總數：145
<b>愛滋熱線 21129980</b> - 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"> <li>提供有關愛滋病的全面資訊</li> </ul>	印度、印尼、尼泊爾、巴基斯坦族裔人士	(1) 收到的來電總數：578
<b>媒體活動 - 利用大眾傳播媒體以播愛滋病預防和護理的訊息</b>			
<b>預防愛滋病訊息於「畢打自己人」電視劇放送</b> - 透過無綫電視翡翠台的合家歡時段劇集，以輕鬆及生活化手法演繹、與愛滋病相關的訊息分別於十集的電視劇發放	<ul style="list-style-type: none"> <li>提高市民大眾對預防愛滋病的意識</li> </ul>	公眾人士	(1) 每集收視點收 <sup>#</sup> ： 26.4 — 29.9
<b>全球同抗愛滋病運動 2009 - 「不妨親近一點」系列</b> - 與「商業電台」合作的廣播節目，內容包括：愛滋病知識的分享、深情的訪問及廣播劇等	<ul style="list-style-type: none"> <li>讓不同階層及年齡的聽眾，能從心認識愛滋病、消除對愛滋病的恐懼，並踏出關懷的一步，支持及接納愛滋病病毒感染者</li> </ul>	公眾人士	(1) 收聽人數：無資料
<b>電視宣傳短片「安全套隨身 旅遊好安心」</b>	<ul style="list-style-type: none"> <li>向旅遊人士推廣預防愛滋病病毒感染及採取安全性行</li> </ul>	公眾人士	(1) 收視人數：無資料

<sup>#</sup> 收視點為觀眾人數佔總電視人口之百分比。二零零九年之電視人口估計為6,360,000人，因此，1收視點即代表63,600名觀眾（電視人口之1%）。收視數據來源：CSM媒介研究。

Project name & description	Objectives	Main target / setting	Indicators (yearly)
<b>Harm Reduction Hotline 21129977</b> - since 20/5/2002 - a 24-hour pre-recorded messages hotline in Cantonese, Putonghua and English	<ul style="list-style-type: none"> <li>To provide a full panel of information on harm reduction</li> </ul>	General public, drug users	(1) Total no. of calls received: 145
<b>AIDS Hotline 21129980</b> - since 1/7/2005 - a 24-hour pre-recorded messages hotline in Hindi, Indonesian, Nepali and Urdu	<ul style="list-style-type: none"> <li>To provide a full panel of information on AIDS</li> </ul>	Indian, Indonesian, Nepalese and Pakistani	(1) Total no. of calls received: 578
<b>Media campaigns – to disseminate HIV prevention &amp; care messages through the mass media</b>			
<b>Promoting HIV Awareness through Television Programme “Off Pedder”</b> - ten-episode drama related to HIV prevention was broadcast during family viewing time on Jade Channel of TVB.	<ul style="list-style-type: none"> <li>To promote public awareness on HIV prevention</li> </ul>	General public	(1) TV rating per episode <sup>#</sup> : 26.4 - 29.9
<b>World AIDS Campaign 2009-“Let’s get touched” programme</b> - collaborating with the Commercial Radio - the programme accommodated wide ranges of areas including knowledge sharing on AIDS, thematic interviews and radio dramas	<ul style="list-style-type: none"> <li>To increase awareness on HIV prevention, eradicate fear on AIDS and in turn make a step to show concern, support and acceptance to people living with HIV</li> </ul>	General public	(1) Total no. of audience : No information obtained
<b>Announcement of Public Interest featured “Travel Smart, Play Safe”</b>	<ul style="list-style-type: none"> <li>To promote HIV prevention and safer sex for cross-border travellers</li> </ul>	General public	(1) Total no. of audience : No information obtained

<sup>#</sup> TV rating (TVR) represents the size of audience expressed as a percentage of the total TV population. For 2009, the TV population was estimated as 6,360,000, and therefore, 1 TVR represents 63,600 viewers (1% of the TV population). Ratings data source: CSM Media Research.



## 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)
<b>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</b>			
<b>愛滋病專訊</b> - 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"> <li>提供香港愛滋病的情況和最新的項目資訊</li> <li>定期報導紅絲帶中心的工作</li> <li>維繫香港愛滋病服務機構和個人之間的網絡</li> </ul>	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
<b>The Node</b> - 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"> <li>以地區層面提供愛滋病的最新資訊</li> <li>維繫與香港以外的愛滋病服務機構的網絡</li> </ul>	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)
<b>滋心話集</b> - 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"> <li>維繫那些對愛滋病感興趣的本地青年工作者之間的網絡</li> <li>提供有關青年人對愛滋病預防和護理策略的最新資訊</li> </ul>	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
<b>紅絲帶</b> - 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"> <li>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</li> <li>提供有關愛滋病治療和護理的最新資訊</li> <li>維繫對愛滋病護理有興趣人士之間的一個網絡</li> <li>促進對愛滋病病毒感染者的接納</li> </ul>	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
<b>Hong Kong STD/AIDS Update</b> - 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"> <li>提供香港愛滋病/性傳染病的最新資訊</li> <li>報告香港的愛滋病監測活動</li> <li>維繫對愛滋病感興趣的專業人員之間的網絡</li> </ul>	醫護專業人員	(1) 網上版本期數：4
<b>愛滋病顧問局專訊</b> - 愛滋病顧問局的月刊 (英文)	<ul style="list-style-type: none"> <li>提供香港愛滋病的最新資訊</li> <li>報告愛滋病顧問局及其委員會的工作</li> </ul>	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：240 (合共：2,880)
<b>紅絲帶中心通訊</b> - 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"> <li>提供紅絲帶中心即將舉辦的活動的最新資訊</li> <li>公佈紅絲帶中心提供的最新資源</li> </ul>	公眾人士	(1) 每年出版期數：4 (2) 各期派發量：3,000 (合共：12,000)



## Promotion of Awareness / Acceptance: Group or Setting-based

Project name & description	Objectives	Main target / setting	Indicators (yearly)
<b>Regular publications - to disseminate HIV prevention and care messages to various audiences through publications</b>			
<b>AIDS Newsletter</b> - a six-monthly official publication of the Red Ribbon Centre (RRC) (Traditional Chinese)	<ul style="list-style-type: none"> <li>To update on HIV situation and programmes in Hong Kong</li> <li>To report regularly on the work of RRC</li> <li>To maintain a network of individuals and agencies working on HIV/AIDS in Hong Kong</li> </ul>	General public, 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
<b>The Node</b> - a four-monthly publication of the UNAIDS Collaborating Centre (English, Simplified Chinese, & Traditional Chinese)	<ul style="list-style-type: none"> <li>To provide updated information on HIV/AIDS with a regional perspective</li> <li>To maintain a network of agencies working on HIV/AIDS outside Hong Kong</li> </ul>	Agencies working on HIV/AIDS	(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)
<b>Networking Voice</b> - a six-monthly periodical on HIV prevention and care, targeting young people (Traditional Chinese)	<ul style="list-style-type: none"> <li>To maintain a network for local youth workers who are interested in the aspect of HIV/AIDS</li> <li>To update the strategies in HIV prevention and care for young people</li> </ul>	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
<b>Red Ribbon Bulletin</b> - a four-monthly publication produced by HIV Clinical Team and people living with HIV (PLHIV) (Traditional Chinese)	<ul style="list-style-type: none"> <li>To promote the communication among PLHIV and the HIV workers</li> <li>To update on HIV treatment and care</li> <li>To maintain a network of individuals interested in HIV/AIDS care</li> <li>To promote the acceptance of PLHIV</li> </ul>	General public and PLHIV	(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
<b>Hong Kong STD/AIDS Update</b> - 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"> <li>To update on HIV/STI epidemiology in Hong Kong</li> <li>To report on HIV surveillance activities in Hong Kong</li> <li>To maintain a network of health professionals interested in HIV/AIDS</li> </ul>	Health care professionals	(1) No. of online issues produced: 4
<b>ACA Newsfile</b> - a monthly periodical of the Advisory Council on AIDS (ACA) (English)	<ul style="list-style-type: none"> <li>To update on HIV programmes in Hong Kong</li> <li>To report on the work of ACA and its committees</li> </ul>	ACA Members and its committees	(1) No. of issues published: 12 (2) No. of copies distributed per issue: 240 (total: 2,880)
<b>RRC announcement</b> - a six-monthly publication of RRC (Traditional Chinese) - English version is available for downloading from the web	<ul style="list-style-type: none"> <li>To update on the upcoming activities organized by RRC</li> <li>To publicize the new resources available at RRC</li> </ul>	General public	(1) No. of issues published per year: 4 (2) No. of copies distributed per issue: 3,000 (total: 12,000)

活動名稱和說明	目的	主要對象/背景	指標 (每年)
<b>「紅絲帶動力」愛滋病教育資助計劃</b>			
<b>「紅絲帶動力」愛滋病教育資助計劃</b> - 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"> <li>喚起社會人士對愛滋病的認識及關注</li> <li>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</li> </ul>	本地各界人士	(1) 收到的申請數目：17 (2) 獲批准的活動數目：17
<b>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</b>			
<b>紅絲帶中心之友</b>	<ul style="list-style-type: none"> <li>維繫對愛滋病預防及護理感興趣的人士之間的網絡</li> <li>提高公眾對愛滋病的認識</li> </ul>	公眾人士	(1) 新註冊人數：13 (2) 註冊的總人數：668
<b>紅絲帶歷程一百</b> - 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"> <li>增強公眾人士對愛滋病預防及護理的認識</li> </ul>	公眾人士、青少年和兒童	(1) 活動舉辦次數：23 (2) 參加人數：654
<b>資源集散</b> - 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"> <li>收集及整理全面的愛滋病資料</li> <li>向服務對象分發最新愛滋病資訊</li> </ul>	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)：654 (2) 郵寄清單上的機構和個人數目：4,106
<b>展覽</b> - 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"> <li>介紹本中心的愛滋病活動和香港愛滋病計劃</li> <li>提供途徑以展示愛滋病的社區工作</li> </ul>	公眾人士	(1) 舉辦展覽次數：2
<b>製作健康資訊教育材料</b> - 為愛滋病健康推廣項目提供補充資料，二零零九年製作的資料見「中心製作一覽表」	<ul style="list-style-type: none"> <li>支援有關預防愛滋病的健康教育推廣項目</li> </ul>	不同的對象	見其他部分的各項活動
<b>紅絲帶中心開放日</b>	<ul style="list-style-type: none"> <li>響應十二月一日的世界愛滋病日</li> <li>讓市民瞭解中心的工作及參觀其設施</li> <li>增進市民對愛滋病認識，消除他們的恐懼</li> <li>促進對愛滋病病毒感染者的接納</li> </ul>	公眾人士	(1) 估計瀏覽人數：200 (2) 分發的健康資訊教育材料數目：1,570

Project name & description	Objectives	Main target / setting	Indicators (yearly)
<b>"Red Ribbon in Action" AIDS Education Funding Scheme</b>			
<b>"Red Ribbon in Action" AIDS Education Funding Scheme</b> - to encourage local community group to organize and implement AIDS education - started 21/5/2005	<ul style="list-style-type: none"> <li>To arouse the public awareness on HIV/AIDS</li> <li>To acquire the knowledge on HIV/AIDS, sex and drug abuse through activities then convey these messages to others</li> </ul>	Local community groups	(1) No. of applications received: 17 (2) No. of approved projects: 17
<b>Centre-based activities at RRC - to disseminate HIV prevention and care messages</b>			
<b>Friends of RRC</b>	<ul style="list-style-type: none"> <li>To maintain a network of individuals interested in HIV prevention and care</li> <li>To promote general awareness of the public on HIV prevention</li> </ul>	General public	(1) No. of new registrants: 13 (2) No. of membership: 668
<b>Red Ribbon 100 (RR 100)</b> - 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"> <li>To enhance understanding of HIV prevention and care among the public</li> </ul>	General public, youth and children	(1) No. of sessions: 23 (2) No. of participants: 654
<b>Clearinghouse</b> - the operation of the library in RRC and the distribution of items to registered clients	<ul style="list-style-type: none"> <li>To maintain a comprehensive collection of HIV/AIDS information</li> <li>To distribute update HIV information to registered clients and agencies</li> </ul>	HIV related workers	(1) No. of items (including journals, magazines & books) subscribed: 654 (2) No. of organizations and individuals on mailing list: 4,106
<b>Exhibition</b> - the setting up of permanent displays, contemporary exhibitions, video and computerized screening	<ul style="list-style-type: none"> <li>To introduce activities of RRC &amp; Hong Kong's AIDS programme</li> <li>To provide an avenue for the demonstration of the community's efforts on HIV/AIDS</li> </ul>	General public	(1) No. of rounds of exhibitions held: 2
<b>Production of Information Education Communication (IEC) materials</b> - the production of materials to complement other HIV/AIDS health promotion projects (see "Red Ribbon Centre Production in the year 2009")	<ul style="list-style-type: none"> <li>To support on HIV prevention projects</li> </ul>	Varies	See individual projects in other sections
<b>Red Ribbon Centre Open Day</b>	<ul style="list-style-type: none"> <li>to mark the World AIDS Day on December 1</li> <li>to brief visitors about the services and facilities of the Centre</li> <li>to increase awareness and eradicate fear on AIDS among the public</li> <li>to promote support and acceptance of PLHIV</li> </ul>	General public	(1) No. of attendance estimated : 200 (2) No. of IEC distributed : 1,570

活動名稱和說明	目的	主要對象/背景	指標 (每年)
<b>中心以外的宣傳活動</b>			
<b>在學校及社區中心舉行的展覽</b> - 展覽題目包括： <ul style="list-style-type: none"> <li>• 「認識安全性行為 預防性病與愛滋病」</li> <li>• 「接納與關懷 同抗愛滋病」</li> <li>• 「同心協力 阻止愛滋病蔓延」</li> <li>• 「預防愛滋病 點少得我」</li> <li>• 「認識愛滋病」</li> </ul>	<ul style="list-style-type: none"> <li>• 喚起公眾人士對愛滋病的認識和關注</li> <li>• 促進對愛滋病病毒感染者的接納</li> <li>• 提高公眾人士對安全性行為的認識</li> </ul>	公眾人士	(1) 展覽次數：10 (2) 估計瀏覽人數：5,950 (3) 分發的健康資訊教育材料數目：3,302
<b>「關心愛滋 千嬋話你知」網站宣傳活動</b>	<ul style="list-style-type: none"> <li>• 介紹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站 <a href="http://miriam.rrc-hk.com">http://miriam.rrc-hk.com</a></li> <li>• 促進對愛滋病病毒感染者的接納和關懷</li> </ul>	公眾人士	(1) 估計瀏覽人數：200 (2) 分發的健康資訊教育材料數目：500
<b>「接納與關懷 同抗愛滋病」巡迴展覽</b> - 灣仔稅務大樓 - 荔枝角政府合署	<ul style="list-style-type: none"> <li>• 提高市民對愛滋病的認識</li> <li>• 促進對愛滋病病毒感染者的接納和關懷</li> <li>• 令感染者及患者積極面對人生</li> </ul>	公眾人士	(1) 估計瀏覽人數：800 (2) 分發的健康資訊教育材料數目：3,100
<b>世界愛滋病電影日</b>	<ul style="list-style-type: none"> <li>• 宣揚安全性行為和預防愛滋病的訊息</li> </ul>	公眾人士	(1) 估計瀏覽人數：1,000 (2) 分發的健康資訊教育材料數目：2,100
<b>在深圳舉行的世界愛滋病日活動「防艾少年行」</b> 由深圳市防治艾滋病工作委員會辦公室、深圳疾病預防控制中心合作，及紅絲帶中心 - 聯合國愛滋病規劃署合作中心（專業支援）合辦	<ul style="list-style-type: none"> <li>• 宣傳愛滋病預防及採取安全性行為</li> </ul>	公眾人士	(1) 估計瀏覽人數：400 (2) 分發的健康資訊教育材料數目：40

Project name & description	Objectives	Main target / setting	Indicators (yearly)
<b>Extramural promotional activities</b>			
<b>Exhibitions at schools and community centres</b> Topics included:- <ul style="list-style-type: none"> <li>• "Understanding Safer Sex, Sexually Transmitted Infections and AIDS Prevention"</li> <li>• "Acceptance and care. Let's join together, fight against AIDS"</li> <li>• "同心協力 阻止愛滋病蔓延" (Chinese version)</li> <li>• "Prevent HIV, I can"</li> <li>• "Knowing AIDS"</li> </ul>	<ul style="list-style-type: none"> <li>• To enhance understanding of general public in HIV prevention and care</li> <li>• To promote the acceptance of PLHIV</li> <li>• To increase the awareness of general public the importance of safer sex</li> </ul>	General public	(1) No. of exhibitions held : 10 (2) No. of attendance estimated : 5,950 (3) No. of IEC distributed : 3,302
<b>Promotional activity on "Miriam's Voice on AIDS" website</b>	<ul style="list-style-type: none"> <li>• to introduce the dedicated webpage on UNAIDS National Goodwill Ambassador for Hong Kong Special Administrative Region, China <a href="http://miriam.rrc-hk.com">http://miriam.rrc-hk.com</a></li> <li>• To promote the acceptance of PLHIV</li> </ul>	General public	(1) No. of attendance estimated : 200 (2) No. of IEC distributed : 500
<b>Roving Exhibition on "接納與關懷 同抗愛滋病" (Chinese version)</b> - Revenue Tower, Wan Chai - Lai Chi Kok Government Offices	<ul style="list-style-type: none"> <li>• To raise public awareness on AIDS</li> <li>• To promote the acceptance of PLHIV</li> <li>• Encourage PLHIV to lead an enjoyable life</li> </ul>	General public	(1) No. of attendance estimated : 800 (2) No. of IEC distributed : 3,100
<b>World AIDS Movies Day</b>	<ul style="list-style-type: none"> <li>• To disseminate safer sex and HIV prevention messages to the public</li> </ul>	General public	(1) No. of attendance estimated : 1,000 (2) No. of IEC distributed : 2,100
<b>The World AIDS Day activity "防艾少年行" took place in Shenzhen</b> - co-organized by Shenzhen Working Committee for AIDS Prevention and Control, Shenzhen Center for Disease Control and Prevention, and the Hong Kong Red Ribbon Centre, UNAIDS Collaborating Centre for Technical Support	<ul style="list-style-type: none"> <li>• To promote HIV prevention and safer sex among youth</li> </ul>	General public	(1) No. of attendance estimated : 400 (2) No. of IEC distributed : 40

## 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）
<b>座談會</b>			
研究項目分享《法規環境及普遍可及愛滋病服務：從男男性接觸者出發》 主講：香港中文大學及耶魯大學學生	• 探討歧視和私隱條例，與香港愛滋病服務使用的關係。	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：17
第九屆亞太區國際愛滋病會議會後報告座談會	• 讓講者分享從第九屆亞太區國際愛滋病會議獲得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：77
<b>工作坊</b>			
為非政府組織前線工作人員舉辦的工作坊《梅毒及其他性傳播感染》	• 提供更新的性病資訊及知識	本地從事愛滋病外展工作的人員	(1) 工作坊次數：2 (2) 參加人次：54
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	• 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：20
為鳳凰計劃義工而設的工作坊	• 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：16
「香港男男性接觸者愛滋病病毒感染率及風險行為調查2008」成果分享	• 分享「香港男男性接觸者愛滋病病毒感染率及風險行為調查2008」的重要結果	本地的醫護專業人員及從事愛滋病工作的人員	(1) 參加人次：16
<b>探訪</b>			
為內地專業人員舉辦的探訪項目	• 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：25 (2) 參加人數：408
為海外專業人員舉辦的探訪項目	• 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：3 (2) 參加人數：38
<b>網上進修</b>			
<b>互聯網持續教育</b> - 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	• 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：1,926 (3) 新增註冊人數：12 (4) 完成測驗的數目：25 (5) 授予的持續進修學分數目：19
<b>為社區發起的活動提供聚會場地</b>			
<b>贊助的會議</b> - 授權免費使用會議室和培訓設施	• 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：15

## Capacity Building : Group or Setting-based

Project name & description	Objectives	Main target	Indicators (yearly)
<b>Seminar</b>			
<b>The project, titled, "Legal Environment &amp; Access to HIV/AIDS Services: the MSM Perspective"</b> Sharing session of CUHK and Yale University students	<ul style="list-style-type: none"> <li>To examine the link between discrimination and privacy law and access to HIV/AIDS services in Hong Kong</li> </ul>	Local health care professional and workers in AIDS field	(1) No. of attendance: 17
<b>9th International Congress on AIDS in Asia and the Pacific - Report back seminar</b>	<ul style="list-style-type: none"> <li>To let the conference attendees to share with the audiences the experiences and insights learned from the 9th International Congress on AIDS in Asia and the Pacific</li> </ul>	Local HIV related workers	(1) No. of attendance: 77
<b>Workshop</b>			
<b>Sharing session for Frontline NGO Workers on Syphilis and other Sexually Transmitted Infections (STIs)</b>	<ul style="list-style-type: none"> <li>To update outreach workers on information and knowledge of STIs</li> </ul>	Local HIV related workers	(1) No. of workshops : 2 (2) No. of attendance : 54
<b>Workshop for the students from the Chinese University of Hong Kong (小扁擔勵學行動)</b>	<ul style="list-style-type: none"> <li>To provide basic knowledge on HIV/AIDS &amp; Sexually Transmitted Infections (STI)</li> <li>To introduce the Red Ribbon Centre services and resources</li> </ul>	Students from the Chinese University of Hong Kong	(1) No. of attendance: 20
<b>Training workshop for Phoenix Project volunteers</b>	<ul style="list-style-type: none"> <li>To enhance and update the volunteers' knowledge on HIV/AIDS</li> </ul>	Local HIV related workers	(1) No. of attendance: 16
<b>Sharing session for PRISM 2008 results</b>	<ul style="list-style-type: none"> <li>Sharing on important findings from PRISM 2008 results</li> </ul>	Local health care professional and workers in AIDS field	(1) No. of attendance: 16
<b>Visits</b>			
<b>Arrange visits for Mainland professionals</b>	<ul style="list-style-type: none"> <li>To network with workers from Mainland China</li> <li>To introduce the HIV/AIDS prevention programmes to workers in Mainland China</li> </ul>	Health care workers academics and government officials from Mainland China	(1) No. of visits: 25 (2) No. of total participants: 408
<b>Arrange visits for overseas professionals</b>	<ul style="list-style-type: none"> <li>To network with workers from overseas</li> <li>To introduce the HIV/AIDS prevention programmes to overseas workers</li> </ul>	Health care workers academics and government officials from overseas	(1) No. of study tours: 3 (2) No. of total participants: 38
<b>Internet-based learning</b>			
<b>Internet Continuing Education (iCE)</b> - to provide a free of charge, regularly update continuing education on HIV/AIDS for doctors, nurses, other health professionals and workers in the AIDS field	<ul style="list-style-type: none"> <li>To update knowledge on HIV/AIDS prevention and care on the internet</li> </ul>	Health professionals	(1) No. of iCE topic involved: 4 (2) No. of participants visited the homepage: 1,926 (3) No. of new registrants: 12 (4) No. of test completed: 25 (5) No. of iCE points accredited: 19
<b>Provision of venue for community initiated activities</b>			
<b>Sponsored meetings</b> - to authorize free use of meeting room and training facilities	<ul style="list-style-type: none"> <li>To provide a venue for other organizations to hold activities</li> </ul>	Other AIDS related organizations	(1) No. of times the facilities at RRC were used by other organizations: 15



## 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）
<b>學人計劃</b>			
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"> <li>促進內地和本地工作者之間的經驗交流</li> <li>提高愛滋病控制的技術交流</li> <li>促進與中國大陸工作者的合作和網絡建立</li> </ul>	中國大陸從事愛滋病工作者	(1) 學人人數：10 (2) 參加研討會的人數：46
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"> <li>促進內地和本地工作者分享經驗</li> <li>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</li> <li>豐富他們對推行社群預防愛滋病措施的經驗</li> </ul>	中國大陸從事愛滋病工作的志願工作者	(1) 學人人數：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）
<b>推廣安全性行為</b>			
社會衛生科診所支援項目	<ul style="list-style-type: none"> <li>在性傳染病患者中推廣使用安全套</li> <li>在性傳染病預防當中注入安全性行為訊息</li> </ul>	性傳染病患者	(1) 分發的安全套數量：279,360
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"> <li>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</li> <li>支援由社會團體承擔的安全性行為推廣活動</li> </ul>	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：218,880 (2) 分發給性服務工作者的安全套數量：132,192 (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
男男性接觸者預防梅毒活動 (二零零九年六月至二零一零年二月)	<ul style="list-style-type: none"> <li>增進受眾對梅毒的認知</li> <li>鼓勵採取安全性行為</li> <li>鼓勵及早接受梅毒和愛滋病病毒抗體測試</li> </ul>	男男性接觸者	(1) 男同志場所覆蓋數目：100 (2) 分發的健康資訊教育材料數目：400,000 (3) 安全套分發數目：173,796 (4) 潤滑劑分發數目：173,796



## Capacity Building : Individual-based

Project name & description	Objectives	Main target	Indicators (yearly)
<b>Fellowship programme</b>			
<b>Lions Red Ribbon Fellowship Scheme</b> - a joint project with Lions Clubs International District 303, Hong Kong and Macau	<ul style="list-style-type: none"> <li>To facilitate experience sharing between the Mainland and local workers</li> <li>To enhance technical exchange on HIV/AIDS control</li> <li>To encourage collaboration and networking with workers from Mainland China</li> </ul>	AIDS related workers from Mainland China	(1) No. of fellows: 10 (2) No. of attendance at seminars: 46
<b>Lions Red Ribbon Fellowship Scheme - Training Programme for Volunteers/ worker</b> - a joint project with Lions Clubs International District 303, Hong Kong and Macau	<ul style="list-style-type: none"> <li>To facilitate experience sharing between the Mainland and local workers</li> <li>To enhance understanding in the scope, rationale and methodologies of community-based HIV prevention projects targeting MSM</li> <li>Enrich front-line workers' experience in conducting community based project and develop the skills in planning and implementing community based HIV prevention projects</li> </ul>	Volunteers work in community-based AIDS care and prevention in China	(1) No. of fellows: 6

## Targeted Prevention : Group or Setting-based

Project name & description	Objectives	Main target	Indicators (yearly)
<b>Safer sex promotion</b>			
<b>Social Hygiene Clinic support projects</b>	<ul style="list-style-type: none"> <li>To promote the use of condoms among patients with STI</li> <li>To integrate the messages of safer sex and STI prevention</li> </ul>	STI patients	(1) No. of condoms distributed: 279,360
<b>The project of condom &amp; lubricant provision in community</b> - distribution of condoms & lubricants through other non-governmental organizations	<ul style="list-style-type: none"> <li>To promote the use of condoms &amp; lubricants in MSM and Commercial Sex Workers (CSW)</li> <li>To support safer sex promotion undertaken by community groups</li> </ul>	MSM, CSW	(1) No. of condoms distributed to MSM: 218,880 (2) No. of condoms distributed to CSW: 132,192 (3) No. of gay saunas covered: 18 (4) No. of districts covered by the CSW projects: 4
<b>MSM Syphilis Awareness Campaign (from June 2009 to February 2010)</b>	<ul style="list-style-type: none"> <li>To promote awareness of syphilis</li> <li>To encourage the practice of safer sex</li> <li>To encourage early syphilis testing and HIV testing</li> </ul>	MSM	(1) No. of gay venue covered: 100 (2) No. of IEC distributed: 400,000 (3) No. of condoms distributed: 173,796 (4) No. of lubricants distributed: 173,796

活動名稱和說明	目的	主要對象	指標 (每年)
<b>緩減毒害</b>			
美沙酮診所支援計劃	<ul style="list-style-type: none"> <li>在毒品使用者中推廣使用安全套</li> <li>鼓勵美沙酮使用者採取緩減毒害的措施</li> </ul>	美沙酮診所的使用者	(1) 分發的安全套數量：98,795 (2) 分發的健康資訊教育材料數量：17,738
與戒毒服務機構合作的計劃	<ul style="list-style-type: none"> <li>提高毒品使用者對愛滋病的認識</li> </ul>	戒毒服務機構使用者	(1) 健康教育講座次數：3 (2) 參加人數：172
<b>向旅客宣傳健康訊息</b>			
<b>「做個健康旅遊者」展覽</b> - 落馬州出入境管制站 - 中港城港澳碼頭 - 香港國際機場	<ul style="list-style-type: none"> <li>向旅遊人士推廣安全性行為知識</li> </ul>	旅遊人士	(1) 估計瀏覽人數：85,000 (2) 分發的健康資訊教育材料數目：14,100 (3) 分發安全套的數目：10,650
旅遊健康服務支援計劃	<ul style="list-style-type: none"> <li>通過旅遊健康服務派發安全套</li> </ul>	旅遊人士	(1) 分發安全套的數目：13,102
<b>向釋囚推廣健康訊息</b>			
釋囚「利是」計劃	<ul style="list-style-type: none"> <li>提高釋囚對愛滋病的認識</li> <li>鼓勵行為改變，以減低風險</li> </ul>	剛從監獄釋放的囚犯	(1) 分發利是的數目：10,760
<b>向性服務工作者宣傳健康訊息</b>			
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"> <li>向性服務工作者及其顧客推廣安全性行為</li> </ul>	性服務工作者及其顧客	(1) 分發安全套的數目：86,400
<b>母嬰傳播的預防</b>			
製作和提供有關產前愛滋病毒抗體普及測試的教育材料	<ul style="list-style-type: none"> <li>對產前母親進行有關愛滋病教育</li> <li>增加對愛滋病毒抗體測試意義的瞭解</li> </ul>	產前母親	(1) 分發的健康資訊教育材料數目：33,350

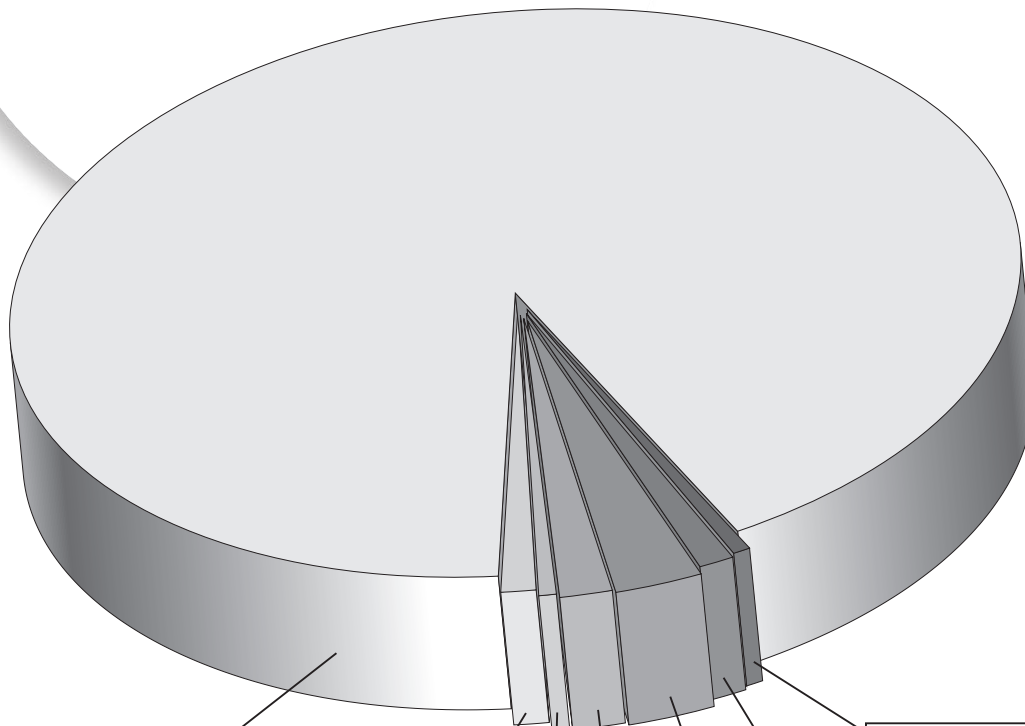
## 目標預防措施：個人為本

活動名稱和說明	目的	主要對象	指標 (每年)
<b>緩減毒害</b>			
<b>鳳凰計劃</b> - 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"> <li>推廣使用美沙酮以代替海洛英</li> <li>進行愛滋病預防教育</li> <li>勸告不要共用針筒、針咀</li> </ul>	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：57,400 (2) 分發安全套的數目：21,123

Project name & description	Objectives	Main target	Indicators (yearly)
<b>Harm reduction</b>			
<b>Methadone Clinic support programme</b>	<ul style="list-style-type: none"> <li>To promote the use of condom in drug users</li> <li>To encourage the practice of risk reduction in methadone users</li> </ul>	Users of Methadone Clinics	(1) No. of condoms distributed: 98,795 (2) No. of IEC distributed: 17,738
<b>Programmes with drug rehabilitation services</b>	<ul style="list-style-type: none"> <li>To increase the knowledge of HIV/AIDS among drug users</li> </ul>	Users of drug rehabilitation services	(1) No. of health talks delivered: 3 (2) No. of attendance: 172
<b>Health promotion for travellers</b>			
<b>"Be a Healthy Traveller" Exhibition</b> - Lok Ma Chau Checkpoint - China Ferry Terminal Unit - Hong Kong International Airport	<ul style="list-style-type: none"> <li>To promote awareness of safer sex among travellers</li> </ul>	Travellers	(1) No. of attendance estimated : 85,000 (2) No. of IEC distributed : 14,100 (3) No. of condoms distributed : 10,650
<b>Travel Health Service support projects</b>	<ul style="list-style-type: none"> <li>To distribute condoms through Travel Health Service</li> </ul>	Travellers	(1) No. of condoms distributed: 13,102
<b>Health promotion for prisoners</b>			
<b>Pre-exit Kits for prisoners on discharge</b>	<ul style="list-style-type: none"> <li>To promote AIDS awareness among pre-exit prisoners</li> <li>To encourage behavioural modification for risk reduction</li> </ul>	Person just released from prison	(1) No. of Pre-exit Kits distributed: 10,760
<b>Health promotion for sex workers</b>			
<b>Joint project with Community Health Organisation for Intervention, Care and Empowerment (C.H.O.I.C.E.)</b>	<ul style="list-style-type: none"> <li>To promote awareness of safer sex among CSW &amp; their clients</li> </ul>	CSW and their clients	(1) No. of condoms distributed: 86,400
<b>Prevention of mother-to-child transmission</b>			
<b>Development and provision of education materials on universal antenatal HIV testing</b>	<ul style="list-style-type: none"> <li>To educate antenatal mothers on HIV/AIDS</li> <li>To increase the knowledge of HIV testing</li> </ul>	Antenatal mothers	(1) No. of IEC distributed: 33,350

### Targeted Prevention : Individual-based

Project name & description	Objectives	Main target	Indicators (yearly)
<b>Harm reduction</b>			
<b>Phoenix project</b> - 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"> <li>To promote the use of Methadone as a substitute for heroin</li> <li>To implement HIV/AIDS prevention education</li> <li>To discourage sharing needles</li> </ul>	Drug users in the vicinity of Methadone Clinic	(1) No. of IEC distributed: 57,400 (2) No. of condoms distributed: 21,123



社群項目  
77,644人 (24次)  
**Community Projects**  
77,644 persons (24 occasions)

講座  
1,167人 (10次)  
**Group Health Talks**  
1,167 persons (10 occasions)

培訓課程 / 研討會 / 工作坊  
435人 (25次)  
**Training Course / Seminar / Workshop**  
435 persons (25 occasions)

會議  
1,216人 (141次)  
**Meetings**  
1,216 persons (141 occasions)

團體探訪 (海外及中國)  
446人 (28次)  
**Group Visits (Overseas and Mainland)**  
446 persons (28 occasions)

紅絲帶歷程一百及其他活動  
854人 (34次)  
**RR 100 and other activities**  
854 persons (34 occasions)

總到訪人數 (本地、海外及中國)  
2,457人  
**Total Attendance (Local, Overseas and Mainland)**  
2,457 persons



二零零九年紅絲帶中心製作一覽表  
Red Ribbon Centre Production in the year 2009

期刊	Periodicals
<b>愛滋病專訊 (繁體中文)</b> <ul style="list-style-type: none"> <li>• 第五十四期</li> <li>• 第五十五期</li> </ul>	<b>AIDS Newsletter (Traditional Chinese)</b> <ul style="list-style-type: none"> <li>• Number 54</li> <li>• Number 55</li> </ul>
<b>Hong Kong STD/AIDS Update (英文)</b> <ul style="list-style-type: none"> <li>• 第十五卷 第一季</li> <li>• 第十五卷 第二季</li> <li>• 第十五卷 第三季</li> <li>• 第十五卷 第四季</li> </ul>	<b>Hong Kong STD/AIDS Update (English)</b> <ul style="list-style-type: none"> <li>• Volume 15 Quarter 1</li> <li>• Volume 15 Quarter 2</li> <li>• Volume 15 Quarter 3</li> <li>• Volume 15 Quarter 4</li> </ul>
<b>滋心話集 (繁體中文)</b> <ul style="list-style-type: none"> <li>• 第十五卷 第一期</li> <li>• 第十五卷 第二期</li> </ul>	<b>Networking Voice (Traditional Chinese)</b> <ul style="list-style-type: none"> <li>• Volume 15 Number 1</li> <li>• Volume 15 Number 2</li> </ul>
<b>The Node (英文、簡體中文、繁體中文)</b> <ul style="list-style-type: none"> <li>• 第十一卷 第一期</li> <li>• 第十一卷 第二期</li> <li>• 第十一卷 第三期</li> </ul>	<b>The Node (English, Simplified Chinese, &amp; Traditional Chinese)</b> <ul style="list-style-type: none"> <li>• Volume 11 Number 1</li> <li>• Volume 11 Number 2</li> <li>• Volume 11 Number 3</li> </ul>
<b>紅絲帶 (繁體中文)</b> <ul style="list-style-type: none"> <li>• 第三十一期</li> <li>• 第三十二期</li> <li>• 第三十三期</li> </ul>	<b>Red Ribbon Bulletin (Traditional Chinese)</b> <ul style="list-style-type: none"> <li>• Number 31</li> <li>• Number 32</li> <li>• Number 33</li> </ul>
<b>紅絲帶中心通訊 (英文、繁體中文)</b> <ul style="list-style-type: none"> <li>• 二零零九年一至三月</li> <li>• 二零零九年四至六月</li> <li>• 二零零九年七至九月</li> <li>• 二零零九年十至十二月</li> </ul>	<b>Red Ribbon Centre Announcement (English &amp; Traditional Chinese)</b> <ul style="list-style-type: none"> <li>• January to March 2009</li> <li>• April to June 2009</li> <li>• July to September 2009</li> <li>• October to December 2009</li> </ul>
<b>ACA Newsfile (英文)</b> <ul style="list-style-type: none"> <li>• 第十六卷 第一期 二零零九年一月</li> <li>• 第十六卷 第二期 二零零九年二月</li> <li>• 第十六卷 第三期 二零零九年三月</li> <li>• 第十六卷 第四期 二零零九年四月</li> <li>• 第十六卷 第五期 二零零九年五月</li> <li>• 第十六卷 第六期 二零零九年六月</li> <li>• 第十六卷 第七期 二零零九年七月</li> <li>• 第十六卷 第八期 二零零九年八月</li> <li>• 第十六卷 第九期 二零零九年九月</li> <li>• 第十六卷 第十期 二零零九年十月</li> <li>• 第十六卷 第十一期 二零零九年十一月</li> <li>• 第十六卷 第十二期 二零零九年十二月</li> </ul>	<b>ACA Newsfile (English)</b> <ul style="list-style-type: none"> <li>• Volume 16 Number 1 - January 2009</li> <li>• Volume 16 Number 2 - February 2009</li> <li>• Volume 16 Number 3 - March 2009</li> <li>• Volume 16 Number 4 - April 2009</li> <li>• Volume 16 Number 5 - May 2009</li> <li>• Volume 16 Number 6 - June 2009</li> <li>• Volume 16 Number 7 - July 2009</li> <li>• Volume 16 Number 8 - August 2009</li> <li>• Volume 16 Number 9 - September 2009</li> <li>• Volume 16 Number 10 - October 2009</li> <li>• Volume 16 Number 11 - November 2009</li> <li>• Volume 16 Number 12 - December 2009</li> </ul>

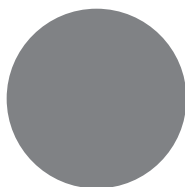


贈品	Giveaway
<ul style="list-style-type: none"> <li>• 「進行愛滋病毒抗體測試·愛滋熱線27802211」儲值咭套</li> <li>• 「保護自己 要有一套·男同志測試愛滋熱線21171069」儲值咭套</li> <li>• 「愛滋熱線27802211」電筒鎖匙扣</li> <li>• 愛滋病資訊熱線 23599112 / 21129980 (菲律賓文、越南文、泰文、印度文、印尼文、尼泊爾文及巴基斯坦文) 環保袋</li> <li>• 紅絲帶襟針連資訊咭</li> <li>• 男男性接觸者預防梅毒活動 2009 杯墊 (八款) <ul style="list-style-type: none"> <li>▪ 「戰郎 10」</li> <li>▪ 「哥兒本色」</li> <li>▪ 「SEX, DO IT SAFELY」</li> <li>▪ 「大隻仔」</li> <li>▪ 「安全新世紀」</li> <li>▪ 「安全筆記」</li> <li>▪ 「博愛會」</li> <li>▪ 「BAREBACK NO MORE」</li> </ul> </li> <li>• 男男性接觸者預防梅毒活動 2009 盒裝紙巾</li> <li>• 「全套上映」安全套及潤滑劑套裝</li> </ul>	<ul style="list-style-type: none"> <li>• "HIV Testing. AIDS Hotline 27802211" Card Holder</li> <li>• "Safer Sex. Gay Men HIV Testing Hotline 21171069" Card Holder</li> <li>• "AIDS Hotline 27802211" Key Chain with Torch</li> <li>• AIDS Hotlines 23599112 / 21129980 (Tagalog, Vietnamese, Thai, Hindi, Indonesian, Nepali and Urdu) Non-woven Bag</li> <li>• Red Ribbon pin with Information Card</li> <li>• MSM Syphilis Awareness Campaign 2009 Coaster (Eight Styles) <ul style="list-style-type: none"> <li>▪ "Warrior 10"</li> <li>▪ "Smart Buddy's Deeds"</li> <li>▪ "SEX, DO IT SAFELY"</li> <li>▪ "Muscular Hunk"</li> <li>▪ "Safe Night"</li> <li>▪ "Safety Note"</li> <li>▪ "Fraternity Club"</li> <li>▪ "BAREBACK NO MORE"</li> </ul> </li> <li>• MSM Syphilis Awareness Campaign 2009 Tissue Box</li> <li>• "SAFETY IN CASE" Condom and Lubricant Package</li> </ul>
小冊子 / 書	Booklets / Books
「紅絲帶動力」愛滋病教育資助計劃 (繁體中文)	「紅絲帶動力」愛滋病教育資助計劃 (Traditional Chinese)
Hong Kong Story - Response to HIV/AIDS Epidemic in MSM (英文)	Hong Kong Story - Response to HIV/AIDS Epidemic in MSM (English)
SEX, DO IT SAFELY 哥兒拖手現身 全套阻絕梅毒 (繁體中文)	SEX, DO IT SAFELY 哥兒拖手現身 全套阻絕梅毒 (Traditional Chinese)
SEX, DO IT SAFELY Buddies Line Up. Let's halt the spread of Syphilis (英文)	SEX, DO IT SAFELY Buddies Line Up. Let's halt the spread of Syphilis (English)
單張	Pamphlets
愛滋病認識多一點 (英文、簡體中文、繁體中文)	Knowing more about AIDS (English, Simplified Chinese, & Traditional Chinese)
哥兒現身 安全阻隔梅毒 (英文、繁體中文)	Buddies Line Up. Let's halt the spread of Syphilis (English & Traditional Chinese)
「堅守承諾 共抗愛滋」全球同抗愛滋病運動 2009 - 香港活動節目表 (英文、繁體中文)	"Stop AIDS Keep the Promise" World AIDS Campaign 2009 Hong Kong Activities Calendar (English & Traditional Chinese)
要美沙酮 不要針筒 (英文、尼泊爾文、簡體中文、繁體中文)	Break the needle habit. Methadone does it. (English, Nepali, Simplified Chinese, & Traditional Chinese)



海報	Poster
「關心愛滋 千嬋話你知」網址： <a href="http://miriam.rrc-hk.com">http://miriam.rrc-hk.com</a> (英文、繁體中文)	"Miriam's Voice on AIDS" website: <a href="http://miriam.rrc-hk.com">http://miriam.rrc-hk.com</a> (English & Traditional Chinese)
6.25 哥兒陸續現身·好色不妨一試 (英文、繁體中文)	6.25 Randy Buddy Show Up and Be Tested (English & Traditional Chinese)
戰郎 10 - 歷盡百戰·依然屹立不倒·阻絕梅毒·安全自有一套 (英文、繁體中文)	Warrior 10 - Battles toughen the warrior. Condoms protect him (English & Traditional Chinese)
哥兒本色 - 接受定期測試·就是多情本色 (英文、繁體中文)	Smart Buddy's Deeds - Passion for guys AND regular testing (English & Traditional Chinese)
SEX, DO IT SAFELY 阻絕梅毒 (英文、繁體中文)	SEX, DO IT SAFELY - Keep Syphilis Away (English & Traditional Chinese)
大隻仔 - 梅毒蹤難尋·唯有套隨身 (英文、繁體中文)	Muscular Hunk - Avoid Sneaky Syphilis, Wear a Condom (English & Traditional Chinese)
安全新世紀 - 安全套隨身·哪怕霎時的熱情激盪 (英文、繁體中文)	Safe Night - Enjoy the hot night and be safe (English & Traditional Chinese)
安全筆記 - 愈早發現·愈易對付·接受定期測試·慎染梅毒 (英文、繁體中文)	Safety Note - Syphilis is treatable in its early stages. test for it regularly. (English & Traditional Chinese)
博愛會 - 博愛·都唔一定要搏! (英文、繁體中文)	Fraternity Club - Enjoying sex ≠ Taking risks (English & Traditional Chinese)
「連環試片, 陪你過冬」- 梅毒測試月海報 (英文、繁體中文)	MSM Syphilis Awareness Campaign - Syphilis Testing Month Poster (English & Traditional Chinese)
猛男現身 - 男男性接觸者預防梅毒活動 - 特別活動 (英文、繁體中文)	Here Comes The Hunk - MSM Syphilis Awareness Campaign - Event poster (English & Traditional Chinese)
「堅守承諾 共抗愛滋」2009年全球同抗愛滋病運動 (英文、繁體中文)	"Stop AIDS Keep the Promise" World AIDS Campaign 2009 (English & Traditional Chinese)
安全套隨身 旅遊好安心 (英文、繁體中文)	Travel Smart, Play Safe (English & Traditional Chinese)
小海報	Mini Posters
癌 (英文、繁體中文)	Cancer (English & Traditional Chinese)
吸煙 縮減壽命 珍惜生命 立即戒煙 (英文、繁體中文)	Smoking shorten your life, treasure your life stop smoking (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)
愛滋病資訊熱線23599112 / 21129980 (菲律賓文、越南文、泰文、印度文、印尼文、尼泊爾文及巴基斯坦文)	AIDS Hotlines 23599112 / 21129980 (Tagalog, Vietnamese, Thai, Hindi, Indonesian, Nepali and Urdu)
二零一零年年曆咭 (繁體中文)	Calendar Card 2010 (Traditional Chinese)
男男性接觸者預防梅毒活動 2009明信片 (英文、繁體中文) <ul style="list-style-type: none"> <li>■ 「戰郎 10」</li> <li>■ 「哥兒本色」</li> <li>■ 「SEX, DO IT SAFELY 阻絕梅毒」</li> <li>■ 「大隻仔」</li> <li>■ 「安全新世紀」</li> <li>■ 「博愛會」</li> </ul>	MSM Syphilis Awareness Campaign 2009 Postcard (English & Traditional Chinese) <ul style="list-style-type: none"> <li>■ "Warrior 10"</li> <li>■ "Smart Buddy's Deeds"</li> <li>■ "SEX, DO IT SAFELY - Keep Syphilis Away"</li> <li>■ "Muscular Hunk"</li> <li>■ "Safe Night"</li> <li>■ "Fraternity Club"</li> </ul>
男男性接觸者預防梅毒活動 - 男同志測試愛滋熱線咭 (英文、繁體中文)	MSM Syphilis Awareness Campaign - Gay Men HIV Testing Hotline Card (English & Traditional Chinese)

指引 / 資料文件 / 策略文件 / 報告書	Guidelines / Information Papers / Strategies / Reports
香港愛滋病資訊2008 (繁體中文)	香港愛滋病資訊2008 (Traditional Chinese)
HIV/AIDS situation in Hong Kong (2008) (英文)	HIV/AIDS situation in Hong Kong (2008) (English)
Quality Assurance Guidelines on HIV Voluntary Counselling and Testing Services in Community Settings (英文)	Quality Assurance Guidelines on HIV Voluntary Counselling and Testing Services in Community Settings (English)
PRISM-男男性接觸者愛滋病風險及流行情況調查2008 (繁體中文)	PRISM-男男性接觸者愛滋病風險及流行情況調查2008 (Traditional Chinese)
PRISM-HIV Prevalence and Risk behavioural Survey of Men who have sex with men in Hong Kong 2008 (英文)	PRISM-HIV Prevalence and Risk behavioural Survey of Men who have sex with men in Hong Kong 2008 (English)
HIV Surveillance Report - 2008 Update (英文)	HIV Surveillance Report - 2008 Update (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)
紅絲帶中心 - 聯合國愛滋病規劃署合作中心 (專業支援) 報告2008 (英文、繁體中文)	Red Ribbon Centre - UNAIDS Collaborating Centre for Technical Support REPORT 2008 (English & Traditional Chinese)
Red Ribbon Centre - UNAIDS Collaborating Centre for Technical Support (Report for year 2008) (英文)	Red Ribbon Centre - UNAIDS Collaborating Centre for Technical Support (Report for year 2008) (English)
在社區環境提供的愛滋病病毒抗體自願輔導及測試服務 優質保證管理指引 (繁體中文)	在社區環境提供的愛滋病病毒抗體自願輔導及測試服務 優質保證管理指引 (Traditional Chinese)
Surveillance of Viral Hepatitis in Hong Kong - 2008 Update Report (英文)	Surveillance of Viral Hepatitis in Hong Kong - 2008 Update Report (English)



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**  
(2009年4月1日至2012年3月31日)

- 主席：** 俞宗岱博士
- 委員：** 陳家偉先生  
張玉梅女士  
朱牧華先生  
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 2009 to 31 March 2012)

- Chairman:** Dr. YU Chung-toi, Samuel
- Members:** Mr. CHAN, Ka-wai  
Ms. CHANG, Yuk-mui, Gipsy  
Mr. CHU, Muk-wah, Daniel  
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



←48

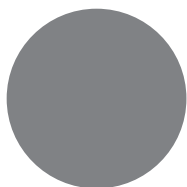
愛滋病預防及健康推廣組組員名單

黃加慶顧問醫生  
陳志偉高級醫生  
何理明高級醫生 (至二零零九年十二月)  
梁偉民高級醫生 (由二零零九年十二月)  
謝志達高級醫生  
黃偉明醫生  
麥懷禮醫生 (至二零零九年九月)  
陳述華醫生 (由二零零九年九月)  
鄭淑真高級護士長  
鄒民琪護士長  
鄭素君護士長 (至二零零九年二月)  
朱麗華護士長 (由二零零九年四月)  
黃美玉護士長  
黃潤麗護士長  
張穎德護士長 (由二零零九年三月)  
馮麗儀註冊護士  
雷法文登記護士  
王文剛先生 (至二零零九年七月)  
伍俊傑先生 (由二零零九年七月)  
徐惠瑛女士  
王碧如女士 (至二零零九年三月)  
黃麗芬女士 (由二零零九年四月)  
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  
錢鋒先生 (由二零零九年七月至十月)

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 (till December 2009)*  
Dr. LEUNG Wai-Man, Raymond *Senior Medical Officer (from December 2009)*  
Dr. TSE Chi-tat *Senior Medical Officer*  
Dr. WONG Wai-ming, Francis *Medical Officer*  
Dr. MAK Wai-lai, Darwin *Medical Officer (till September 2009)*  
Dr. CHAN Shut-wah *Medical Officer (from September 2009)*  
Ms. KWONG Suk-chun, Victoria *Senior Nursing Officer*  
Ms CHOW Man-kei, Jennifer *Nursing Officer*  
Ms CHENG So-kwan *Nursing Officer (till February 2009)*  
Ms. CHU Lai-wah, Anita *Nursing Officer (from April 2009)*  
Ms. WONG Mei-yuk, Lina *Nursing Officer*  
Ms. WONG Yun-lai *Nursing Officer*  
Ms. CHEUNG Wing-tak *Nursing Officer (from March 2009)*  
Ms. FUNG Lai-yee *Registered Nurse*  
Mr. LUI Fat-man, Desmond *Enrolled Nurse*  
Mr. WONG Man-kong *(till July 2009)*  
Mr. NG Chun-kit, Kenneth *(from July 2009)*  
Ms. TSUI Wai-ying, Stephanie  
Ms. WONG Pik-yu, Noel *(till March 2009)*  
Ms. WONG Lai-fan, Funny *(from April 2009)*  
Ms. CHEUNG Lai-ha, Celine  
Ms. KONG Yin-mui, Wendy  
Ms. MOK Yuk-pui  
Mr. HO Hoi-lam, Ken  
Mr. PANG Wai-kin  
Mr. CHIN Fung *(July to October 2009)*





## 紅絲帶歷程一百 Red Ribbon 100

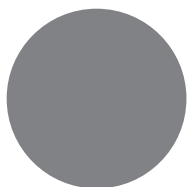
**紅絲帶歷程一百**是一個導遊式活動，在100分鐘之內，透過講解、互動活動與遊戲，加強對愛滋病的認識，瞭解香港防治愛滋病的工作。透過歷程一百內的五個環節：「滋訊傳遞」、「紅絲帶之旅」、「寫意任飛翔」、「留下一點心」、「溫馨永留存」，參加者能掌握正確的愛滋病知識，從而懂得如何預防愛滋病、關懷及支持愛滋病病毒感染者。

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 Knowledge Land", "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 : Age :	10 歲以下 below 10	10 - 19 歲 10 - 19	20 - 29 歲 20 - 29	30 - 39 歲 30 - 39	40 歲或以上 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 : \_\_\_\_\_

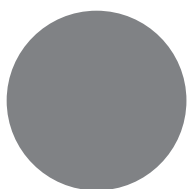
地址 Address : \_\_\_\_\_  
\_\_\_\_\_

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

### Related Websites :

Virtual AIDS Office of Hong Kong	<a href="http://www.aids.gov.hk">http://www.aids.gov.hk</a>
Red Ribbon Centre Website	<a href="http://www.rrc.gov.hk">http://www.rrc.gov.hk</a>
AIDS Hotline Website	<a href="http://www.27802211.com">http://www.27802211.com</a>
Gay Men HIV Information Website	<a href="http://www.21171069.com">http://www.21171069.com</a>
Harm Reduction Website	<a href="http://www.harmreduction.gov.hk">http://www.harmreduction.gov.hk</a>
Advisory Council on AIDS	<a href="http://www.aca.gov.hk">http://www.aca.gov.hk</a>
Council for the AIDS Trust Fund	<a href="http://www.atf.gov.hk">http://www.atf.gov.hk</a>
Miriam's Voice on AIDS	<a href="http://miriam.rrc-hk.com">http://miriam.rrc-hk.com</a>





年刊  
YEARBOOK  
2009

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) 3143 7200 傳真 Fax : (852) 2338 0534  
電子郵件 E-mail : rrc@dh.gov.hk 網址 Website : <http://www.rrc.gov.hk>

