

Project Title: To fight against HIV among non-Chinese Asians

(Project Code: PPE 634 PJ)

Executive Summary:

Project Aims

This project aims to (i) enhance the non-Chinese Asians' awareness and knowledge of HIV/AIDS prevention, detection, and treatment with culturally and religiously sensitive health contents; (ii) rectify the misconceptions about HIV/AIDS and educate non-Chinese Asians on how to live with HIV-infected people; and (iii) provide hotline service for non-Chinese Asians (in particular the hidden/high-risk ones) who have little access to information about HIV/AIDS and its treatment options.

Project Design

This project conducted a series of community education activities. A total of 24 health talks and 34 community roadshows were conducted in Yau Tsim Mong District, Kowloon City, Wan Chai, Tung Chung, Tsuen Wan, Tuen Mun and Yuen Long, where most of the non-Chinese Asians resided. A pre- and post-education questionnaire was used to evaluate participants' changes in knowledge, attitude and intention to practice preventive behaviors.

In addition, educational booklets and a health website "To fight against HIV among non-Chinese Asians" (<http://againsthiv.nur.cuhk.edu.hk/en/>) were developed in six languages (English, Thai, Vietnamese, Hindi, Nepalese and Urdu) to disseminate knowledge about HIV/AIDS, its preventive measures and related supporting services available in the community.

This project also utilized media channels (radio and ethnic newspapers) in the forms of interviews with health care professionals and phone-ins. Furthermore, a hotline was set up to provide direct answering service (4 hours/day for each target ethnic group) and voice-mail service for those who are illiterate and/or suspected of having HIV but feel uncomfortable to seek help. For the high-risk group identified by the questionnaires, hotline and/or social workers, intensive health education was delivered via telephone follow-ups, as well as by the corresponding non-governmental organizations (NGOs).

Target Population

Thai, Vietnamese, Indian, Nepalese and Pakistan living in Hong Kong and the high-risk group (people living with HIV, family members of people living with HIV, sex workers, needle sharers, people with inconsistent condom use, and men who have sex with men) identified by questionnaires, hotline and/or social workers were our target.

Main Achievements

From 1105 completed questionnaires, this project successfully improved participants' knowledge of HIV/AIDS (2-point increase in knowledge score, $p < 0.01$), promoted a positive attitude towards people living with HIV/AIDS (10.3% improvement in attitude score, $p < 0.001$), and increased the intention of not sharing needle (60% improvement, $p < 0.01$) and of using condom (17.2% improvement, $p < 0.01$).

1,565 direct enquiries and 25 voice messages via the hotline were received and responded. Nine media interviews reaching 31,300 audiences were conducted. For the website, a total of 8,737 visits were recorded. In addition, there were in total 1,772 high-risk non-Chinese Asians receiving intensive health education.

Conclusions

Non-Chinese Asians account for the largest proportion of ethnic minorities in Hong Kong; however, culturally specific HIV/AIDS prevention programs for them are scarce. This project created various means to disseminate HIV/AIDS health information using the languages they are familiar with. The findings of this project are promising and suggested an effective strategy to fight against HIV among non-Chinese Asians.