

At Risk Youth Sexual Health Promotion Program

Prepared by
Winnie Ho and Neda Ng
AIDS Concern
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The Mission of AIDS Concern

To keep HIV prevalence in Hong Kong low through **targeted prevention and care programmes** for vulnerable communities, and to **reduce the stigma** attached to the disease and the communities most affected.

Backbone and Rationale

Health Promotion Approach

(Ottawa Charter for Health Promotion 1986)

Health promotion is the process of enabling people to increase control over, and to improve their health.

Health as basic human right and is essential for social and economic development.

Sexual Health

(Canadian Guidelines for Sexual Health Education 2003)

- Is a state of physical, emotional, mental and societal well-being related to sexuality. It is **not merely the absence of disease, dysfunction or infirmity.**
- A **positive** and respectful approach to sexuality and sexual relationships
- Possibility of having pleasurable and safe sexual experiences, free of coercion, discrimination and violence

Health Promotion Action Means

- Build Healthy Public Policy
- **Create Supportive Environments**
- **Strengthen Community Actions**
- **Develop Personal Skills**
- Reorient Health Services

AIDS and Sexual Health

- Sexual transmission route
- Sexual Health awareness increase protective behavior
- HIV risky behavior inextricable links to other sexual health issues (STI, contraception, pregnancy, health seeking behavior, partners relationships, life skills, values, media, and stigma)

Targets

- Target vulnerabilities for HIV infections (not necessarily High risk for HIV)
- Young people (13-20) who are sexually active, with drug taking behavior, cross border behavior

Our Programme

- Direct Service Provision
- Partnership and Capacity Building
- Supportive Environment Building

Direct Service Provision

Outreaching and Interpersonal
communication

Internet outreach

Workshops

Small Groups

Peers development

Knowledge, myth breaking,

Values reflections, decision making skills,

Problem solving skills, communication skills,

Community resources



Partnership and Capacity Building

Who are our partners?

- **Youth service providers:** YOT, YND, VCT, residential homes, vocational training programmes
- **Young People**
- Other stakeholders (Healthcare practitioners, government, teachers, private sectors)

Partnership and Capacity Building

What kind of partnership do we build?

- Building partners for direct service provisions
- Workers training
- Peers development
- Technical support / coaching
- Layers of services for more sustainable developmental service provision
- Nurture long term & reciprocal partnerships

Partnership and Capacity Building

What do we aim at ?

- Equip youth service providers for sexual health promotion
- Strike for integrative and sustainable approach
- Cultivate sexual health promotion culture

Creating Supportive Environment

Environmental determinants of youngsters' sexual health

- The attitudes of youth service providers /parents
- mandatory, comprehensive and youth-friendly sex education
- culturally competent and youth-friendly help-seeking platforms

Case Study：現袋性教育

現袋性教育

無AIDS 無難度

現袋性教育 補習班
星級名師 配套最強

Mr Safe
MA(sex), PKU

Miss Dom
BSc (Hons), HKU

Miss Con
BSc (Hons), HKU

Miss Dick
BFA (Hons), CUHK, PhD

一在手 強勢你有

助你輕鬆無 AIDS 精讀班 SAFER SEX

S. S. Leung

黃馬州分校
旺角分校
上水分校

報名熱線: 2898-4411
www.aidsconcern.org.hk



Program details

Mobile sex education classroom:

Sexual Health Promotion Booth at
Mong Kok

Internet:

Answering questions on forum frequently
browsed by youngsters

Alliance with different partners:

Shops patronized by youngsters serve as free
condom distribution spots for students



Key Approaches:

Social Marketing
Social Capital Building
Media Advocacy



Overall Challenges

- forces of inertia influencing behavior change
- commitment and packed schedule of youth service providers
- competition with other teaching agendas
- risk aversive attitude of youth service providers

Evaluation

Evaluation of Direct Service

Key Direct Service Items	Number of headcounts/ Remarks on outcome(2007-2008)
Outreach	1246
Workshops	1265
Small Groups	358 * 91.37% found intervention improved sexual values and life skills
Workers Training	289 * Mean value of confidence level to promote sexual health raised from 6.5 to 7.36 (1-10 scale in pre/post survey) * 73.75% -98.77% reported increase in sexual health knowledge promotion skills

Evaluation of Partnership Built

Number of quality youth service partnership built:

6 units

(Includes outreach teams, I-team, vocational training institutes)

Quality Partnership Includes:

- Direct service provision
- Workers Training and coaching sessions
- Sustainable / Integrative Joint Programmes

Missing Pieces

- role of healthy public policy
- greater involvement of health sector
- meaningful involvement of young people

For Enquiry:

Winnie Ho/ Neda Ng

Youth Program

AIDS Concern

Tel: 2898-4411

Email: winnie@aidskoncern.org.hk/
neda@aidskoncern.org.hk

Website: www.aidskoncern.org.hk

THANK YOU VERY MUCH!