

The first targeted HIV/AIDS prevention campaign in China featuring migrant workers for their hometown fellows.

Over 700,000 people are living with HIV in China, and the virus is spreading in numbers and geographically. 200 million migrant workers are amongst the vulnerable.

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ILO News (Beijing) – The International Labour Organization (ILO) and the State Council AIDS Committee Office will jointly launch, on 25 November 2008, China's first HIV/AIDS prevention campaign featuring migrant workers to target their hometown fellows or "lao xiang" 老乡.

The multi-media campaign aims at reducing stigma and discrimination, and encourage safer sexual behaviours among mobile male migrant labourers, particularly those working in construction, natural resources, and transportation sectors. It is part of an ILO programme on HIV/AIDS carried out in partnership with China's Ministry of Human Resources and Social Security, the All China Federation of Trade Unions, and the China Enterprise Confederation.

The centrepiece of the campaign is a short film directed by Cannes Film Festival winning director Gu Changwei. The film tells the story of Zhang Xiaohu, a construction worker who is rejected by his co-workers and friends because he has HIV. Leading movie star and former migrant construction worker, Wang Baoqiang, appears in the film as himself, to promote safer sex and the message of tolerance and acceptance.

"China has about 200 million migrant workers which is over 10% of the country's population. They are amongst the vulnerable when it comes to the risk of contracting HIV", says Ms. Constance Thomas, the Director of International Labour Organization in China. "Migrant workers play a major role in China's employment market. They are the backbone of the economy. We must give them all the support we can."

ILO research shows that rural migrant workers hold significant misperceptions about HIV transmission and prevention. Many of them engage in high-risk behaviours including commercial sex without condoms. Negative attitudes among migrants towards people living with HIV are also pervasive. One survey shows that almost 8 out of 10 respondents would not want to work with a person who is HIV positive.

Some 700,000 people are living with HIV in China, according to the Ministry of Health. Over half of them contracted the virus through sexual activities. The government is increasingly placing great emphasis on protecting rural migrant workers from HIV infection to help prevent HIV from shifting from so-called high-risk populations to the general public.

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中国首个针对农民工艾滋病预防的大型宣传教育活动 - “老乡帮老乡，预防艾滋病”健康行动 -

目前，中国估计有艾滋病病毒感染者 70 万。艾滋病病毒还在继续蔓延，感染人数在上升，地理范围在扩大，中国 2 亿外来务工人员或多或少面临着感染艾滋病的风险。

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国际劳工组织新闻（北京） — 11 月 25 日，国际劳工组织和中国国务院艾滋病工作委员会携手人力资源和社会保障部、中华全国总工会、企业联合会一道发起“老乡帮老乡，预防艾滋病”健康行动。

这一行动将利用多种媒体展开宣传，减少艾滋病相关羞辱和歧视，号召外来务工人员，特别是在建筑、矿产、运输等行业作业的男性流动人口，积极行动，保护自己，采取更为安全的性行为。这一行动也是国际劳工组织与其三方合作伙伴共同开展的工作场所艾滋病预防项目的一部分。

“老乡帮老乡，预防艾滋病”健康行动核心产品之一是一部公益宣传片，由著名导演顾长卫执导，曾经在工地做过建筑工人的著名影星王宝强出演。该片讲述了一个叫张小虎的建筑工人，因为感染了艾滋病而遭工友孤立和排斥，他的老乡即王宝强来工地看望他，并在工友中宣传如何预防艾滋病、采取安全性行为，最后工友接纳了张小虎的故事。

“中国有将近 2 亿外来务工人员，占全国总人口 10% 以上。面对艾滋病感染风险，外来务工人员具有一定脆弱性。”国际劳工组织北京局局长康妮女士说，“外来务工人员是中国劳动力市场的重要组成部分，社会经济发展离不开外来务工人员的努力。我们必须尽可能给予他们最大支持。”

国际劳工组织一项调查显示，来自农村地区的外来务工人员普遍对艾滋病传播途径和预防知识不甚了解。有些人还发生过高危行为，例如商业性行为而不使用安全套，与此同时，该调查还显示，对艾滋病的恐惧、担心、对感染者的不认同、拒绝、歧视等在农民工当中非常普遍，10 个农民工至少 8 个不能接纳感染者，不愿意和感染了艾滋病的工友一同工作。

据中国卫生部估计，中国约有 70 万艾滋病感染者，半数以上通过性途径感染。中国政府高度重视外来务工人员的艾滋病防治工作，保护他们免于感染，尽力防止艾滋病从高危人群向普通人群传播。

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