



# 2023

ANNUAL REPORT

年報



mindhk  
香港心聆

**We are here to ensure  
that no one has to face  
a mental health problem  
alone.**

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**我們確保沒有人需要  
獨自面對精神健康問題。**

# CONTENT

## 目錄

- 04 MESSAGE FROM EXECUTIVE CHAIR  
執行主席的話
- 06 MESSAGE FROM CEO  
行政主席的話
- 09 ABOUT MIND HK  
關於香港心聆
- 13 WHY MENTAL HEALTH?  
為何要關注精神健康?
- 23 CORE PROGRAMMES  
主要項目
- 59 FINANCIAL HIGHLIGHTS  
財政摘要
- 61 WHO WE ARE  
我們的團隊
- 67 OUR SPONSORS  
我們的贊助商
- 69 OUR PARTNERS  
我們的合作夥伴
- 70 ACKNOWLEDGEMENTS  
鳴謝

# MESSAGE FROM EXECUTIVE CHAIR

## 執行主席的話



**Dr Lucy Lord**

**Founder and Executive Chair, Mind HK**  
**香港心聆執行主席**

Dear all,

I am proud to present our 2023 Annual Report in my capacity as Executive Chair of Mind HK. As you can see from our impact numbers, the contribution Mind HK makes to community mental health continues to grow almost exponentially, reflecting the incredible hard work of the Mind HK team.

The provision of free or low-cost psychological support to vulnerable communities remains a priority, and we continue to explore innovative ways to fund this service and ensure its sustainability.

大家好，

作為香港心聆的執行主席，我很高興為大家發佈2023年度報告。過去一年，香港心聆的團隊努力不懈地為社區的精神健康作出貢獻，這份成果從本年度的數據可見一斑。

我們的首要任務，是為有情緒困擾的人士提供免費或低成本的心理支援服務。為此，我們將不斷探索創新的資助模式，確保服務能夠持久營運。

This year, our Improving Access to Community Therapies (iACT®) wellbeing practitioners provided psychological wellbeing checks at host organisations, including NGOs and clinics, across Hong Kong to improve the reach of iACT® services. In 2024, we will look to further integrate into communities and make iACT® more independent and sustainable.

There has been considerable international and local interest in developing iACT® and we look forward to working with key stakeholders, community partners, and advisors on further perfecting and scaling this service.

Thank you to all our supporters for allowing Mind HK to do all that it does.

Dr Lucy Lord  
Executive Chair, Mind HK

為了擴大「社區心活指南」計劃的服務範圍，我們的心理健康主任今年在香港各社區的非牟利組織、診所和其他機構首次推行心理健康諮詢。在2024年，我們會致力把「社區心活指南」計劃融入社區，使這項計劃更加獨立自主和持續發展。

「社區心活指南」計劃在本地及國際都引起了廣泛關注，我們期待與行業關鍵持份者、社區合作夥伴和顧問合作，進一步完善及擴大這項服務。

在此，我衷心感謝所有香港心聆的支持者，讓我們能夠為香港精神健康作出貢獻。

Dr Lucy Lord  
執行主席，香港心聆

# MESSAGE FROM CEO

## 行政總裁的話



**Dr Candice Powell**  
**凌悅雯博士**

**CEO, Mind HK**  
**香港心聆行政總裁**

Dear Supporters,

As we reflect on 2023, it is clear that this year has been pivotal for mental health in Hong Kong. The city's significant reopening internationally brought both opportunities and challenges, with a notable rise in mental health issues due to the prolonged impact of COVID-19. Our vision remains clear: to ensure that no one has to face mental health problems alone in Hong Kong.

親愛的支持者，

回顧2023年，香港重新對國際開放，不但為這個城市帶來新的機遇和挑戰，同時也對香港的精神健康構成重大影響。新冠肺炎疫情對我們的生活影響深遠，所造成的精神健康問題亦明顯增加。這個挑戰令到我們更加堅信使命：確保香港沒有人需要獨自面對精神健康問題。

We are now in the second year of our strategic period (2022-2024), guided by five key pillars:

Localising: Tailoring our services to meet the unique needs of our communities.  
 Educating: Spreading knowledge and understanding about mental health.  
 Destigmatising: Breaking down the barriers of stigma associated with mental health issues.  
 Digitalising: Leveraging technology to enhance accessibility and efficiency.  
 Future-proofing: Building a sustainable foundation for long-term impact.

As we move forward, recognising the pressing need for mental health support, we are committed to transforming the landscape through a stepped-care mental health service model. By training a new mental health workforce, we aim to increase access to evidence-based therapies and offer cost-effective, efficient interventions. Our Improving Access to Community Therapies (iACT®) programme is a promising approach to providing a sustainable and scalable solution to the mental health challenges facing our community. In addition to our youth-focused Youth Wellbeing Practitioners programme, we launched the adult Psychological Wellbeing Practitioners programme. Together, these initiatives trained 80 practitioners and provided 3,497 free psychological support sessions, achieving a remarkable recovery rate of 60-70% among the adult population.

踏入香港心聆的三年策略（2022至2024年）的第二年，我們持續依據五大策略目標作為機構的發展重點：

本土發展：根據社區的獨特需求來制定適切的服務。  
 教育：傳播精神健康的知識和資訊。  
 消除污名：打破與精神健康相關的污名偏見。  
 數碼普及：利用科技提高觸及性和效率。  
 保障未來：建立可持續的基礎，實現長期影響。

在機構的發展過程中，我們留意到社會對精神健康的服務需求迫切，因此我們致力提倡階梯式護理服務模式去改善現狀。我們希望透過培訓嶄新的精神健康工作者，令公眾更容易接觸到以實證為本的心理支援，以提高服務的成本效益及效用。針對社會現時面臨的精神健康挑戰，我們的「社區心活指南」計劃提供了可持續並可擴展的有效解決方案：我們推出了「青少年情緒輔導員」和「情緒輔導員」培訓計劃，分別針對青少年和成人服務對象，一共培訓了80名心理健康主任，為有情緒困擾的人士提供了3,497節的免費心理健康支援治療，而成人組別的復元率更高達60-70%。

Our "More Than a Label" campaign aims to change public perceptions of individuals with diagnosable mental health conditions by encouraging people to look beyond stigmatising labels. It features personal stories of recovery, highlighting the holistic identities of those affected. This year, we trained 24 Mind HK Ambassadors to advocate for mental health and hosted over 20 free events to raise awareness and reduce stigma.

In 2023, we achieved significant milestones across various fronts. We provided comprehensive mental health training to thousands, engaged numerous participants in the "Move It for Mental Health" initiative, and collaborated with many food and beverage outlets during Mind HK Restaurant Week. Our media presence was extensive, and we welcomed a substantial number of new users to our website, alongside considerable growth in our social media followers. Additionally, we expanded our dedicated team to enhance our capacity to serve the community.

Looking ahead to 2024, we will focus on sustaining and expanding accessible mental health support by partnering with various stakeholders. Our goals include developing a youth-centric mental health campaign and community initiative, continuing to raise awareness and reduce stigma through targeted events and campaigns, and refining our iACT® programme to provide the most effective support possible.

We are deeply grateful for your continued support and partnership. Together, we can look forward to another year of growth, impact, and progress in making mental health support accessible to all.

Dr. Candice Powell  
CEO, Mind HK

「More Than a Label 我就是我」是一個消除污名計劃，旨在改變公眾對精神健康問題的觀感和態度，鼓勵大家重新審視污名標籤，並展示復元人士的生命故事，讓公眾更立體地認識他們的整全身份。今年，我們培訓了24位心聆大使協助推廣精神健康，亦舉辦了超過20場免費活動，以提高大眾的相關意識、減少污名。

在2023年，香港心聆在各個範疇均邁進了重要的里程碑。我們為過千人提供全面的精神健康培訓、舉辦大型活動「為精神健康Move It」，並與多個餐飲品牌合作舉辦第二屆「香港心聆精神健康餐廳週」。我們在不同媒體廣泛宣傳，官方網站的訪問人次和社交媒體的追蹤人數均有顯著增長。此外，我們還擴充了工作團隊，以提升服務社區的能力。

展望2024年，我們將致力與不同的持份者合作，持續發展和擴大精神健康的相關支援，目標包括開展以青少年為本的精神健康推廣計劃、舉辦具針對性的活動以提升大眾對精神健康的意識並減少污名，同時完善「社區心活指南」計劃，為有精神健康挑戰的人士提供最有效的心理支援。

我們衷心感謝各界的支持和合作。讓我們繼續攜手前進，共同成長，發揮協同效應，為有需要人士提供精神健康支援。

凌悅雯博士  
香港心聆行政總裁



# About Mind HK

## 關於香港心聆

Mind HK is a mental health charity (S88 registered - 91/16471) here to ensure no one in Hong Kong has to face a mental health problem alone. Through our work, we hope to improve awareness of mental health and mental health conditions, remove the associated stigma, and provide evidence-based psychological support, with the aim of achieving the best mental health for all in Hong Kong. Together with the existing collaboration and research efforts, we are here to support Hong Kong in becoming a global leader and regional model for public mental health.

香港心聆是一所本地精神健康慈善機構（註冊編號：91/16471），致力確保香港沒有人需要獨自面對精神健康問題。透過我們的工作，我們希望提高大眾對精神健康及精神健康問題的認識、消除有關精神健康的污名以及提供實證為本的心理治療，以此達致全民精神健康的目標。結合現有的合作與研究，我們會致力推動香港成為公共精神健康業界的全球領袖及地區典範。



# Our Mission

## 我們的使命

### ACT 行動

To collaborate, innovate, create and research to ensure the best mental health for all in Hong Kong  
透過合作、創新、創作及研究，確保所有人能保持最佳的精神健康狀態

### CHANGE 改變

To educate around mental health and remove the associated stigma  
教育大眾有關精神健康的知識及消除有關污名

### GUIDE 引領

To make Hong Kong a global leader and regional model for public mental health  
推動香港成為公共精神健康業界的全球領袖及地區典範

# Our Vision

## 我們的願景

We are here to ensure that no one in Hong Kong has to face a mental health problem alone.

我們致力確保香港沒有人需要獨自面對精神健康問題。



# Our Tagline

## 我們的標語

**Your mental health matters.**  
**你嘅精神健康同樣重要。**



# Our Values

## 我們的價值

### Integrity 誠信

Everything that we do will be based on evidence and informed by those with lived experience. Our processes will be transparent. 我們的工作均以實證及過來人經歷為基礎，並會保持工作透明度。

### Compassion 惻隱之心

We will act with kindness, care and empathy for all of those that we interact with. 我們會抱持友善、關懷與同理心接觸大眾。

### Inclusivity 共融

Our approach will seek to help as many people across Hong Kong as we can. 我們將會竭盡所能協助最多香港人。

### Commitment 承諾

We will work to achieve the best mental health outcomes with drive and dedication. Our processes will be transparent. 我們會堅持我們的信念，達到最佳的精神健康。

# WHY MENTAL HEALTH?

## 為何要關注精神健康？

### Mental Health in Hong Kong

### 香港的精神健康

Mind HK has made efforts to enhance the accessibility of community services, aiming to fulfil people's mental health needs and ultimately enhance their overall wellbeing. A range of well-executed programmes and campaigns have been implemented to promote mental health awareness and remove the stigma around it. The progress and success of Mind HK would not have been possible without the generous contributions of numerous volunteers and the invaluable assistance of the Mind team in the UK, which has provided invaluable support, including expertise on anti-stigma campaigns and access to academic and other NGO contacts.

Since Mind HK's inception in November 2017, we have grown significantly from a team of 2 to more than 40. 2023 has been a milestone year for us where our scale has expanded, and we look forward to growing Mind HK's work and reach further. We are proud of how far we've come and are eager to do more to create a mentally healthier Hong Kong and help ensure no one has to face a mental health problem alone.

香港心聆致力於提高社區服務的可及性，旨在滿足人們的精神健康需求，以提升大家的整體福祉。我們實施了各種計劃和活動，提高大眾對心理健康的認識，消除相關的偏見。香港心聆感謝義工的慷慨貢獻，以及Mind UK 團隊的寶貴協助，包括分享消除污名計劃的專業知識以及與學術界和其他非政府組織的聯繫。



自2017年11月香港心聆成立以來，我們的團隊已從最初的2人迅速擴展至42人以上。2023年更是我們的重要里程碑，我們的規模有了大幅增長，相信我們的影響力將持續擴大。香港心聆為自己取得的成就感到自豪，並期望能做到更多工作，為香港創造一個更重視精神健康的環境，確保沒有人需要單獨面對精神健康的問題。

Our survey revealed that the general mental wellbeing of Hong Kong people in 2023 has improved since the COVID-19 pandemic – the percentage of respondents indicating "poor" mental health decreased from 56% in 2022 to 26% in 2023. However, 15% of respondents still reported they had been diagnosed with a mental health problem, highlighting the ongoing significance of mental health issues (Mind HK, 2023).

In 2023, we also witnessed the heartbreaking news that the number of young people reported as suspected student suicide cases escalated to 31 by November 2023, which is the highest in the past five years ([Education Bureau, 2023](#)). Additionally, 16.6% of young people experienced at least one mental disorder including depression, panic disorder, anxiety, psychotic disorder, or bipolar disorder, with academic, family, and social stressors believed to be possible factors ([The University of Hong Kong, 2023](#)).

香港心聆的調查發現，2023年香港人的整體心理健康比起新冠疫情期間有所改善，表示「精神健康狀況不佳」的受訪者比例從去年的56%下降至今年的26%，但仍有15%的受訪者表示被診斷出患有精神健康問題，顯示精神健康問題仍然是一個重要的議題（香港心聆，2023）。

今年，我們目睹了一個令人心痛的趨勢，至2023年11月，懷疑自殺身亡的年輕人數量升至31人，創下了過去5年來的新高（教育局，2023）。此外，16.6%的年輕人曾經歷至少一種精神健康疾病，包括抑鬱、恐慌障礙、焦慮、思覺失調或躁狂抑鬱症，而學業、家庭和社交壓力被認為是可能的影響因素（香港大學，2023）。



There is a significant manpower shortage in Hong Kong's mental health sector, with only 7.55 psychiatrists and 8.15 clinical psychologists per 100,000 persons which falls below the Organisation for Economic Co-operation and Development (OECD) averages of 18 and 53 per 100,000, respectively, by the end of 2022 (Our Hong Kong Foundation, 2022). This shortage means long waiting times for non-urgent cases remain, leaving many individuals without adequate care. There is an urgent need to improve access to mental health services and address the existing disparities in the provision of mental healthcare in Hong Kong.

香港心理健康行業的人手嚴重不足。截至2022年底，每10萬人中分別只有7.55名精神科醫生和8.15名臨床心理學家，遠低於經濟合作暨發展組織（OECD）分別為18人和53人的平均水平（團結香港基金，2022）。人力短缺導致非緊急病例的等候時間過長，使許多人無法獲得適切照顧。因此，香港急需改善心理健康服務的可及性，解決現時心理健康醫療服務供應不足的問題。



## Our Recommendations

### 我們的建議

In light of the prevailing circumstances in Hong Kong, Mind HK proposed policy recommendations on improving mental health support and submitted them to the 2023 Chief Executive's Policy Address Consultation. These strategies drew upon our recent experience with the successful Improving Access to Community Therapies initiative (iACT®) for youth (previously known as "Youth Wellbeing Practitioner Pilot Training Programme") and the urgent mental health needs observed in Hong Kong.

By suggesting these strategies, we hope to significantly improve mental health outcomes and foster a healthier and more resilient society. The recommendations included:

- Strengthening early detection and support mechanisms by implementing timely assessment and early referral to facilitate early intervention and prevent further deterioration.
- Formalisation of wellbeing practitioners' role within community settings to enhance accessibility to mental healthcare, especially for individuals experiencing mild to moderate mental health problems.

有鑒於此，香港心聆提出了相關策略建議，並在2023年度行政長官施政報告諮詢中提交。這些策略源自我們於「社區心活指南」計劃（初期取名「青少年情緒輔導員培訓」）的經驗所得，以及觀察到香港對精神健康的急切需求而制定。

我們提出這些策略，希望藉此大幅改善港人的精神健康，培養一個更健康和更有抗逆力的社會：

- 加強早期識別和介入支援，提供定期評估和及早轉介，以便進行早期介入，防止情況進一步惡化。
- 正式承認心理健康主任的角色，以提升精神健康服務的可及性，尤其針對患有輕微至中度精神健康問題人士。



- Introduction of low-intensity psychological support and a stepped-care model to ensure that individuals receive appropriate support based on the severity of their mental health condition and address varying needs of the population.
- Establishing a specialised mental health task force with executive powers by fostering partnerships between public, private, and non-profit sectors to facilitate effective coordination and implementation of the above strategies.
- 引入低密度服務和階梯支援模式，根據每個人的精神健康狀況而提供適切服務，以滿足不同人士需求。
- 建立有行政權力的精神健康專責小組，促進公營、私營及非牟利單位之間的合作，以有效協調和實施上述策略。

You may find our full recommendations [here](#).

有關我們的建議可瀏覽[此網頁](#)。



# Our Strategy

## 我們的策略



# Key Strategic Goals

## 主要策略及目標

### 2022 - 2024

As part of our 2022-2024 strategy, we have five core pillars of focus, which guided our activities in 2023. Now that two years have passed, we are pleased to see that most of our goals outlined in the strategic plan have made great progress and the impact of our work on the community has grown in alignment with the plan.

我們的三年策略（2022至2024年）依據五大目標作為發展重點，用作指導2023年的活動方向。經過兩年努力，我們欣見大部份目標均取得顯著進展，而我們的工作對社區的影響力亦隨之增長。

#### LOCALISING 本地發展

We will work to localise our programmes and resources to best support all communities in Hong Kong.  
我們會致力將項目及資源內容本地化，為香港所有社群提供最佳支援。

#### EDUCATING 教育

We will build on our training offerings, campaigns, and resources, and conduct more research.  
This will raise awareness to improve individuals' and organisations' capabilities to support their own and others' mental health.  
我們會拓展培訓內容、活動資源和進行更多研究，以提高個人和機構的意識，從而令更多人能支援自己及身邊人的精神健康。

#### DESTIGMATISING 消除污名

We will grow our public awareness campaigns, work with the media, and share stories of existing and new ambassadors with lived experience to change attitudes towards mental health.  
我們會擴展公眾活動計劃，與不同媒體合作，分享現有及新任心聆大使的個人精神健康故事，以改變大眾對精神健康的態度。

#### DIGITALISING 數碼普及

We will create and further develop our digital offerings to ensure everyone in Hong Kong has access to mental health information 24/7 from their devices and to increase our reach and effectiveness.  
我們會製作和發展我們的網絡資源，令每個人都可隨時隨地透過智能設備獲得精神健康資訊，並提升我們的觸及率和影響力。

#### FUTURE PROOFING 守護未來

We will continue to focus on youth and make our staff wellbeing and company sustainability priorities, to prepare for the future of Hong Kong and Mind HK.  
我們會繼續專注青少年精神健康，同時致力確保團隊員工及機構能以可持續的方式保持發展，為香港及香港心聆的未來繼續努力。

# OUR IMPACT

## 我們的影響



# 2023 Key Achievements

## 年度主要成果

2023 came with many successes for Mind HK. Our team worked closely with our partners to achieve the below:

儘管 2023 年是充滿挑戰的一年，香港心聆收穫不少。我們的團隊在內部及與合作夥伴的合作之中，取得以下成果：



**50**

Graduated iACT Wellbeing Practitioners  
名 iACT 心理健康主任畢業



**3497**

Free talking therapy sessions via iACT  
次透過社區心活指南提供免費心理治療支援環節



**6,788**

Trained via private and public mental health training  
名參加者參與私人和公眾心理健康培訓課程



**150+**

Engaged with F&B outlets for Mind HK Restaurant Week  
家食肆合作舉辦香港心聆心理健康餐廳週



**2820**

Move it for Mental health active participants engaged  
名為心理健康躍動挑戰的活躍參加者



**1837**

Participants of More Than A Label events  
名「我就是我」消除污名計劃活動參與者



**20+**

held free events to raise awareness and reduce stigma  
項免費活動，提升關注並消除污名



**3**

Curated campaigns  
次大型活動



**100+**

Cumulatively trained Mind HK Ambassadors (total)  
總共培訓心聆大使



**200+**

pieces of media coverage  
篇媒體報導



**588,420**

New website users  
名新網頁使用者



**2,958,522**

Web pageviews  
次網頁瀏覽量



**28.3%**

increase in Instagram page followers, reaching 14319 followers

IG專頁追蹤人數增長至14319追蹤人數



**12.2%**

increase in Facebook page followers, reaching 4239 followers

Facebook專頁追蹤人數增長至4239追蹤人數



**6700+**

Grew mailing list to 6,700+ subscribers

名訂閱者加入我們的電郵列表

# CORE PROGRAMMES

## 主要項目



**Improving Access to  
Community Therapies (iACT®)  
Programme**

**社區心活指南計劃**



**Mental Health Training  
培訓**



**More Than A Label  
「我就是我」**



**Online Resources  
網上資源**

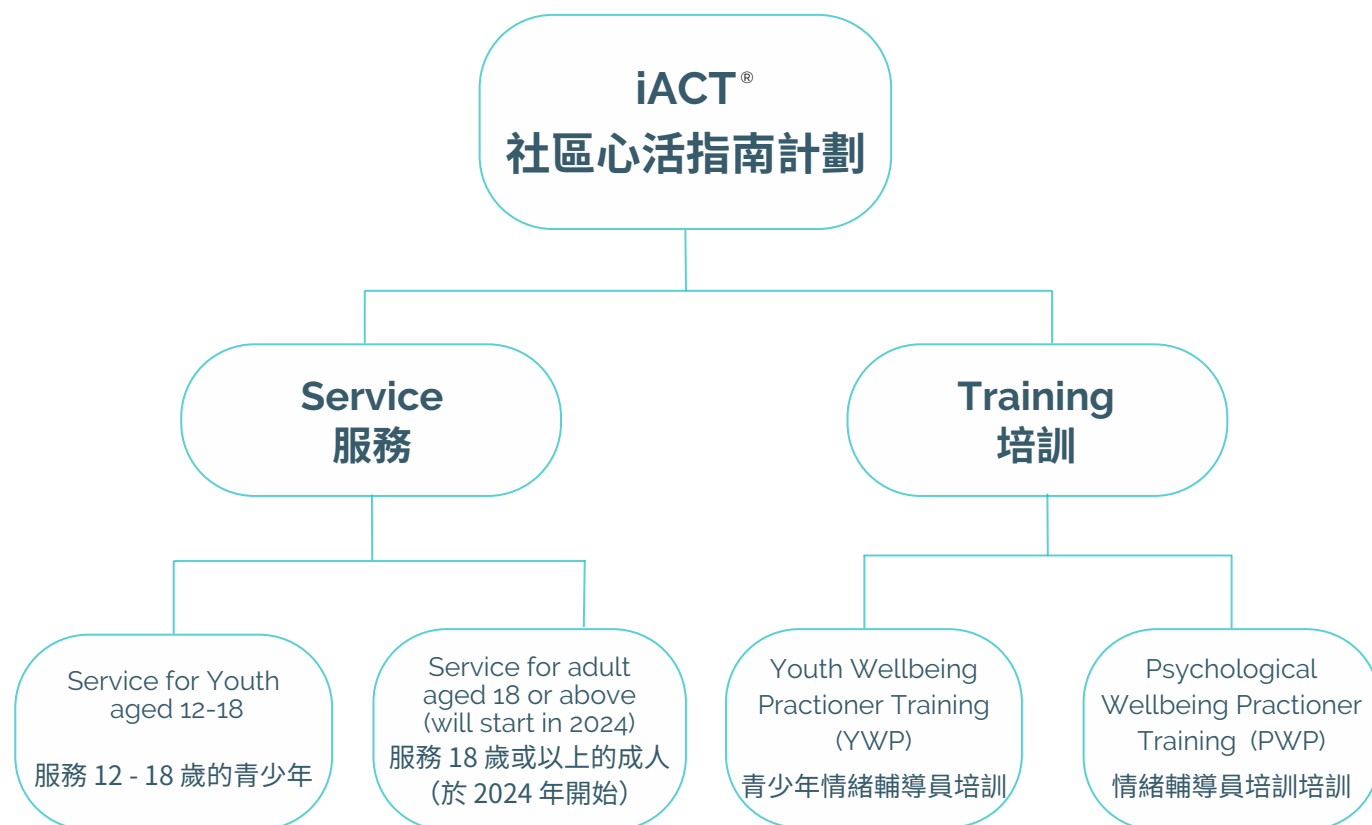


**Research  
研究**



**Campaign and Events  
計劃與活動**

# Improving Access to Community Therapies (iACT®) Programme 社區心活指南計劃



The Improving Access to Community Therapies (iACT®) Programme works to train wellbeing practitioners to provide short-term, evidence-based psychological support. The programme started off with the Youth Wellbeing Practitioner (YWP) and Psychological Wellbeing Practitioner (PWP) pilot programmes. From 2024 to 2026, the iACT® programme will train cohorts of wellbeing practitioners annually to provide free or low-cost mental health support to both youth and adults.

「社區心活指南」計劃旨在培訓心理健康主任提供短期、實證為本的介入手法，源自早前推行的兩個先導項目「青少年情緒輔導員計劃」(YWP) 及「情緒輔導員計劃」(PWP)。由 2024 年至 2026 年，此計劃將每年培訓一批心理健康主任，為青少年和成人提供免費或低成本的精神健康支援。



The programme takes inspiration from stepped-care mental health service models in the UK and Australia – Improving Access to Psychological Therapies (now named Talking Therapies) and New Access. The goal is to train more individuals to expand the mental health support network in Hong Kong and improve accessibility and affordability for those in need. These two models have shown recovery rates of 50% to 70% when implemented in communities, an achievement we hope to replicate via iACT®.

此計劃源自於英國和澳洲的階梯支援模式，包括心理治療普及化計劃（即談話療法）和New Access計劃，目的在於培訓更多輔導員以擴大香港的精神健康支援網絡，讓有需要人士更容易獲得可負擔的精神健康支援。英澳兩地的社區服務能達至50%至70%的復元率，我們的「社區心活指南」計劃亦有相同抱負。



# Youth Wellbeing Practitioner (YWP) Programme

## 青少年情緒輔導員計劃

Sponsored by MINDSET, Hongkong Land HOME FUND and HKEX Foundation

由怡和集團、思健、置地公司家基金和香港交易所慈善基金贊助

Mind HK's Youth Wellbeing Practitioner (YWP) pilot programme ran from May 2022 until July 2023. During the service period, a total of 51 practitioners were trained to deliver free, low-intensity psychological support to youth aged 12-24, who were experiencing mild to moderate mental health problems, particularly anxiety and depression.

Through the YWP pilot programme, wellbeing practitioners provided services to over 400 youth with over 3,300 free sessions of mental health intervention delivered. For this pilot, 32 host organisations took part, which consisted of secondary schools, universities, NGOs and clinics. We are honoured to have Hong Kong Baptist University and Hong Kong Baptist Oi Kwan Social Service as our research and localisation partners respectively for the YWP training pilot programme. The evaluation of the pilot programme was positive.

香港心聆的青少年情緒輔導員計劃於2022年5月至2023年7月期間運作。在服務期內共有51名心理健康主任接受培訓，為12至24歲經歷輕度至中度心理健康問題（尤其是焦慮和抑鬱）的青年提供免費和低密度的精神健康支援。

青少年情緒輔導員計劃為超過400名青年提供了超過3,300節的精神健康介入服務。在這個項目中，共有32家主辦機構參與，包括中學、大學、社區組織和診所。我們很榮幸邀得香港浸會大學作為學術合作夥伴，以及浸信會愛羣社會服務處作為課程本地化夥伴，而此項計劃的評估結果亦令人鼓舞。





To enhance the accessibility of the services, Mind HK launched and developed an online service platform ([www.iact.hk](http://www.iact.hk)) allowing youth aged 18-24 to receive support online. During the 5-month duration when online support was available, we had over 200 people sign up for the service.



為了增強服務的可及性，香港心聆推出並開發了一個網上平台 ([www.iact.hk](http://www.iact.hk))，讓18至24歲的青年在線上獲得支援。在提供線上支援的5個月內，我們有超過200人註冊該服務。



“ Thank you for this programme! It has been immensely helpful in identifying my core values in life, in particular building solid and genuine connections with people and my close family, who are the foundation of my support system.  
很感激這個計劃幫我找到人生的重要價值，尤其是和家人及身邊重要親友建立更真誠深厚的關係，對我有莫大幫助。

“ Really enjoyed it and I believe it is very useful as a support therapy or a way to learn about oneself and how to better manage one's feelings.  
我非常享受這個計劃！我認為非常有用，不只能治癒心靈，更能讓我了解自己，學懂如何管理情緒。

“ I appreciate this service,.. Especially (as) it is a free service for people like me who have never joined any counselling service.  
我非常欣賞這個免費服務，尤其對於像我這種從未接受過輔導服務的受眾而言。

# iACT® Youth Service

## 青少年情緒輔導員先導計劃

Sponsored by The Tung Foundation

由香港董氏慈善基金會贊助

The YWP pilot programme was extremely well received by participating host organisations. Our graduated iACT® wellbeing practitioners were funded to support the continuation of the psychological support service for local schools for a 2-year period. We hired six graduated YWPs from our pilot programme practitioners to support six local schools.

During the reporting period from August to December 2023, our iACT® in Schools reached a total of 1,555 students through various activities and interventions.

青少年情緒輔導員先導計劃廣受參與機構歡迎，我們獲得香港董氏慈善基金會的捐款，並聘請了六名在先導培訓計劃畢業的心理健康主任，作為「社區心活指南」計劃的一環，為本地六間中學提供服務。

在2023年8月至12月的報告期間，我們在學校的「社區心活指南」服務透過各種活動和介入措施，惠及了1,555名學生。



# Psychological Wellbeing Practitioner (PWP) Programme

## 情緒輔導員計劃

Sponsored by The Kadoorie Charitable Foundation and the Hemera Foundation

由嘉道理慈善基金會及赫墨拉基金會贊助

The Psychological Wellbeing Practitioner (PWP) pilot programme was launched in 2023 to extend iACT® early mental health support to adults. The programme trained wellbeing practitioners to provide low-intensity psychological support to adults aged 18-65 who are facing mild to moderate depression and anxiety.

A total of 31 PWPs were trained via this pilot programme. After completing the intensive training, the PWPs were placed in more than 20 community organisations, such as universities, clinics, NGOs, and corporates to provide free Acceptance and Commitment Therapy (ACT)-based mental health support to needed individuals.

To ensure that our PWP pilot programme is suitable for the local Hong Kong population, Mind HK enlisted the Association for Contextual and Behavioural Science (Hong Kong Chapter) as a localisation partner for the project. They provided consultation and advice in terms of training and other interventions.

「社區心活指南」計劃的另一項目以成年人為服務對象：情緒輔導員計劃於2023年啟動，培訓心理健康主任為正經歷輕微至中等抑鬱症的18至65歲成年人提供早期和短期的介入支援。

共有 31 位心理健康主任透過此計劃接受培訓。完成密集培訓後，心理健康主任獲安排到不同的社區機構工作，包括大學、診所、非政府機構和企業，為符合條件的人士提供以「接納與承諾療法」(Acceptance and Commitment Therapy) 為本的免費精神健康支援服務。

為確保情緒輔導員先導計劃適合香港本地社群，香港心聆邀請了國際語境行為科學協會（香港分會）作為本地化合作夥伴，就介入計劃、培訓課程、個案支援環節中的小冊子及其他介入材料提供諮詢和建議。

A research team was formed in collaboration with representatives from The University of Hong Kong (HKU) and The Chinese University of Hong Kong (CUHK) to evaluate the efficacy of the training and intervention.

我們與香港大學和香港中文大學的學者組成了一個研究團隊，以評估培訓和介入措施的有效性。

Members of the research team include:

研究團隊成員包括：

- Dr Amanda CHEUNG – Research Assistant Professor, Department of Psychology, HKU
- Prof Patrick LEUNG – Professor, Faculty of Psychology, CUHK
- Dr Candice POWELL – CEO, Mind HK
- Mr Henry WONG – Clinical Psychologist
- Prof Paul WONG – Associate Professor, Department of Social Work and Social Administration, HKU

- 張敬斯博士 – 香港大學心理學系助理研究教授
- 梁永亮教授 – 香港中文大學心理學系教授
- 凌悅雯博士 – 香港心聆行政總裁
- 王卓然先生 – 臨床心理學家
- 黃蔚澄教授 – 香港大學社會工作及社會行政學系助理教授

(按姓氏英文字母排序)

(In alphabetical order of surnames)

The service and evaluation of the PWP pilot programme is ongoing and the findings will be available by the end of 2024.

情緒輔導員先導計劃的評估工作現正持續進行，研究結果將於2024年底公佈。



# Mental Health Training 培訓



Mental health training has been a core component of Mind HK's work since its inception, and in 2023 we continued to improve and grow our offerings. We provided a range of literacy-based and skill-based training courses, available both privately and publicly, surrounding the following four key themes:

- Supporting Self: Mental Health 101, MindSkills: Psychological Strategies for Improved Wellbeing
- Supporting Others: Supporting Colleagues Mental Health, Supporting Staff Mental Health, Standard Mental Health First Aid
- Diversity & Inclusion: LGBTQ+ and Allyship: Supporting LGBTQ+ Mental Health
- Family Wellbeing: Children & Youth Mental Health 101, Youth Mental Health 101, Fostering Family Wellbeing, Youth Mental Health First Aid

香港心聆自成立以來，一直視精神健康培訓為重點工作，並於2023年持續改善並擴展培訓資源，為公眾及私人機構提供一系列知識和技巧課程，內容環繞以下四個主題：

- 自我照顧：精神健康基礎培訓班、心聆技巧：促進身心健康的技巧
- 支援他人：支援同事的精神健康、支援員工的精神健康、精神健康標準急救課程
- 多元共融：做個好盟友(Ally)：支援多元性/別群體（LGBTQ+）精神健康
- 家庭身心健康：兒童及青少年精神健康基礎培訓班、青少年精神健康基礎培訓班、促進家庭身心健康、關懷青少年版精神健康急救課程

## In 2023, we: 於2023年，我們：

1

Expanded our impact and reach in both the private and public sectors through training a total of **6,788 individuals** through **131 mental health training sessions**

通過提供 131 次的精神健康培訓課程，培訓了共計 6,788 人，擴大了我們在私營和公營部門的影響力和覆蓋面。

2

Collaborated with **over 40 private organisations**, including large corporates, non-governmental organisations, schools, etc.

與超過40家私營機構進行合作，包括大型企業、非政府組織、學校等。

3

Strived to **design holistic mental health training programmes and events for our private clients** to drive a cultural change within the organisations.

致力為私營機構設計全面的精神健康培訓課程和活動，以推動機構內部的文化轉變。

4

Certified **528 individuals in Standard Mental Health First Aid (MHFA) Course** and **42 individuals in Youth Mental Health First Aid (Youth MHFA) Course**.

為528人頒發精神健康急救標準課程證書；為42人頒發關懷青少年版精神健康急救課程證書。

5

Trained **33 mindful parenting practitioners** by Professor Susan Bögels and Dr Candice Powell.

與Susan Bögels教授和行政總裁凌悅雯博士合作，培訓了33名靜觀親職導師。

6

Developed and launched **7 new trainings**, including:

我們建立和推出了 7 項新的培訓課程，包括：

- Children and Youth Mental Health 101 (兒童及青少年精神健康基礎培訓班)
- Youth Mental Health 101 (青少年精神健康基礎培訓班)
- Fostering Family Wellbeing (促進家庭身心健康)
- Supporting Staff Mental Health (支援員工的精神健康)
- Vicarious Trauma and Building Resilience (理解替代性創傷並建立韌性)
- MindSkills: Psychological Strategies for Improved Wellbeing (心聆技巧：促進身心健康的技巧)
- Mindful Parenting Programme Teacher Training (靜觀親職導師培訓計劃)



Education on mental health remained an integral part of our work in 2023, to raise mental health awareness, and equip people with the knowledge and skills necessary to support their own and others' mental health. For example, in response to the Diamond Hill mall stabbing incident in June 2023, we swiftly developed and delivered bilingual training sessions on vicarious trauma and building resilience in the following weeks, aiming to educate the public about accurate mental health knowledge and provide self-care strategies.

在2023年，精神健康教育仍是我們工作的重要一環，以提升大眾的精神健康意識、令更多人具備相關的知識和技能，能夠支援自己和他人的精神健康。例如在2023年6月鑽石山商場的傷人事件後，我們在緊接的幾週內迅速開發了雙語培訓課程，內容圍繞替代性創傷和增強抗逆力，旨在向公眾傳遞正確的精神健康知識，並提供自我照顧策略。



# More Than A Label

## 我就是我



Sponsored by MINDSET Hong Kong

由思健贊助



Sharing personal stories of mental health recovery can foster feelings of strength, while also combating mental health stigma effectively. Our More Than a Label Programme aims to share individuals' holistic identities and combat stigma associated with mental health diagnoses.

Our goal is to raise awareness of and destigmatise mental health conditions in Hong Kong. We aim to celebrate the resilience of individuals in recovery, educate the public about mental health, and encourage conversations on mental health related topics.



分享個人的精神健康復元故事，可以令自己感到更有力量，同時也能消除公眾對精神健康問題的偏見。有見及此，我們的「More Than A Label 我就是我」計劃旨在讓大眾對復元人士有更全面的認識，從而消除相關污名。

我們的目標是提高大家對精神健康狀況的認識，減低香港社會對精神健康問題的污名化，為復元人士給予鼓勵和體諒，向大眾傳遞精神健康知識，並促進更多關於精神健康的對話。

In 2023, we focused on shifting to more in-person training and in-person events.

2023年，我們集中發展面對面的培訓和活動。

## 2023 achievements: 我們在2023年的成就:



Hosted both Chinese and English training sessions with a total of 24 new ambassadors  
我們舉辦了中文和英文的培訓課程，總共有24位新任大使參加了培訓



Had a total of 29 events with 21 of them being in person events, attended by nearly 2000 participants  
總共舉辦了29個活動，其中21個是面對面活動，有近2000名參加者參與



Launched a new page on the main Mind HK website ([www.mind.org.hk/mtal/](http://www.mind.org.hk/mtal/)) with more updated ambassador stories, photos and upcoming events  
我們在香港心聆的主頁 ([www.mind.org.hk/mtal/](http://www.mind.org.hk/mtal/)) 新增頁面，更新了大使故事、照片以及即將舉行的活動資訊



Launched a bilingual media guideline to help Hong Kong media report mental health matters more safely and accurately  
推出雙語媒體指引，協助香港媒體更審慎、準確地報導精神健康議題



For the month of August, we launched a Hong Kong-wide campaign called #HonestlySpeaking, which was featured in posters across 10+ districts, MTR ads across 5 MTR lines, ads across 21 bus shelters and 3,300+ buses (1.7m+ impressions), and 37 clippings in the local media. 100+ attendees joined us at #HonestlySpeaking events featuring our very own ambassadors.

在八月份，我們於香港各區展開了一項名為「#HonestlySpeaking #講心啲句」的活動，在超過10個地區張貼海報、廣告涵蓋5條地鐵線、21個巴士站和逾3,300多輛巴士（170萬次曝光），以及獲37篇媒體報導。超過100名人士參加了由我們大使主持的活動。



Gained over 1,700 followers on our official Instagram page ([www.instagram.com/morethanalabelhk](http://www.instagram.com/morethanalabelhk)) and is close to reaching 4,000 followers.  
我們的官方Instagram頁面 ([www.instagram.com/morethanalabelhk](http://www.instagram.com/morethanalabelhk)) 獲得超過1,700位新的追蹤者，總人數達到接近4,000

## Ambassador Training

Personal contact is the key to raising awareness of mental health and reducing the stigma around it. With this in mind, we continued to provide the Mind HK Ambassador Training Programme with the aim of supporting individuals with lived experiences of mental health to share their journey in a safe and informative way. We trained them to safely, and powerfully, speak on a range of topics including depression, anxiety, eating disorder, perfectionism, post-traumatic stress disorder (PTSD), work/academic burnout, bipolar disorder, postpartum psychosis, postpartum mental health, LGBTQ+, mental health in sports, attention deficit hyperactivity disorder (ADHD), neurodiversity, obsessive-compulsive disorder (OCD), adverse childhood experiences (ACEs), and mental health in general.

Having launched our Cantonese Ambassador Training programme in 2022, we have gradually increased the number of Cantonese speakers and Cantonese-speaking events. In November 2023, we also held English and Cantonese refresher training sessions for our existing 100+ ambassadors based on our newly revamped training materials. The updated training materials were created with the support and consultation of our ambassador trainers, who provided a perspective as both ambassadors and ambassador trainers. The updated training materials also include notes from our media guidelines, concise models on storytelling, and additional discussion questions to facilitate our ambassadors with their narratives.

## 心聆大使培訓課程

我們相信個人故事能提升大眾對精神健康的認識、消除相關歧視。基於這一信念，我們持續舉辦心聆大使計劃，支持曾經歷精神健康問題的人士安心分享他們的旅程，為大家提供實用資訊。我們提供培訓課程，讓他們以謹慎而有力的方式談論各種主題，包括抑鬱症、焦慮症、飲食失調、完美主義、創傷後壓力症候群（PTSD）、工作/學業倦怠、躁鬱症、產後精神病、產後心理健康、LGBTQ+、運動心理健康、專注力不足及過度活躍症（ADHD）、神經多樣性、強迫症（OCD）、童年逆境經驗（ACEs）以及一般精神健康議題。

自2022年推出粵語大使培訓計劃以來，我們逐步增加了粵語講者及粵語活動的數量。2023年11月，我們還根據全新改版的培訓資料，為現有逾100名大使舉辦了英語和粵語進修培訓班。這份全新的培訓素材是在大使培訓導師的諮詢下編制而成，他們以大使及培訓導師的雙重身份提供了寶貴意見。更新內容包括媒體指引要點、簡潔的故事敘述模式以及其他討論題目，更方便大使靈活應用。

# Monthly Story Sharing and Discussion Panel 每月故事分享和研討會

We invited different ambassadors each month to share their mental health stories and perspectives on various mental health topics, in order to engage audiences and raise awareness of mental health stigma in Hong Kong. In 2023, we held an average of two events per month with the majority of them being in-person storytelling sessions. This represents a significant change in our project since our launch as previously the majority of both training and storytelling sessions were held virtually.

我們每月邀請不同大使分享他們的精神健康故事以及對各種精神健康議題的看法，藉此吸引觀眾參與，提升香港對精神健康歧視的認識。在2023年，我們每月平均舉辦兩個活動，當中大部份是面對面的故事分享會，這與過去的項目截然不同，因為在此之前的培訓和故事分享會大都以虛擬方式進行。



## 08 #HonestlySpeaking Campaign

### 2023 #HonestlySpeaking #講心嗰句 活動

Mind HK's latest research on the Hong Kong mental health landscape revealed improvements in the general population's mental health and wellbeing. However, stigma and discrimination towards individuals with mental health conditions have worsened. This can potentially discourage those in need from seeking help, hindering our efforts to create a more inclusive and healthy community.

In response, More Than A Label joined hands with its ambassadors to present a brand-new month-long, Hong Kong-wide anti-stigma campaign called "#HonestlySpeaking" which was kickstarted in August 2023.

香港心聆的最新研究顯示，香港整體人口的精神健康和福祉有所改善，然而精神健康問題的污名化和歧視情況卻惡化了，這會阻礙有需要人士尋求支援，令我們難以營造一個更包容更健康的社區。

有見及此，「More Than A Label 我就是我」計劃與其大使攜手合作，於2023年8月啟動了涵蓋全港、為期一個月的抗歧視宣傳活動，名為「#HonestlySpeaking #講心嗰句」。



Most people fear speaking out about mental health struggles and hesitate to reach out for help. This bold campaign featured inspiring quotes and real-life stories of recovery from Mind HK's 100+ ambassadors, who had experienced various mental health problems. Through quotes shared in advertisements placed around the city and online stories on our website, this campaign aims to inspire others, letting them realise that they are not alone in their struggles, that assistance is always within reach, and that recovery from a range of mental health conditions is possible. In addition to our city-wide advertisements, we also included two live sharing events featuring Mind HK's ambassadors at The Fringe Club in Central to support the campaign. In honour of the campaign, we created a website page that features the [mental health stories of 100+ Mind HK ambassadors](#).

Mind HK believes these stories will be a source of strength, hope, and encouragement for those who hear and read them.

大多數人對精神健康困境感到害怕，對求助存疑。香港心聆這個大膽的宣傳活動匯聚了超過100位曾經歷各種精神健康問題的心聆大使，與大眾分享他們的勵志引言和真實康復故事。我們在全港不同角落張貼廣告引言，並於網頁上發佈故事，希望激勵他人，讓大家意識到即使身處困境也並不孤單，因為支援就在眼前，而且各種精神健康狀況都可以康復。除了在全城張貼廣告外，我們在中環藝穗會亦舉辦了兩場現場分享活動，心聆大使亦有參與。為了紀念這個活動，我們還創建了專頁，收錄了超過[100位心聆大使的精神健康故事](#)。

香港心聆相信這些故事能為讀者帶來力量和鼓勵。

“

**Sharing my mental health story allows me to find value in my past, strength in my experiences and hope in my honesty.**

**分享精神健康故事讓我能於過去中找到價值，  
經歷裏尋得力量，坦誠內見到希望。**

”

**Samuel, Mind HK Ambassador 心聆大使**

# Online Resources

## 網上資源

As the Mind HK website experienced increased usage and attracted a growing number of new visitors in 2023, it became evident that the local population was becoming more interested in and aware of various mental health topics. Our website's comprehensive mental health resources successfully cover areas such as information on mental health problems, the mental health landscape of Hong Kong, and supporting others. Mind HK is committed to continuously developing and enhancing these resources to provide accurate and up-to-date localised mental health information for its users in the future.



隨著香港心聆網站的使用量及新訪客增加，顯示大眾對於各個精神健康議題越感興趣。我們的網站提供了齊全的精神健康資訊，涵蓋各種精神健康問題、香港的精神健康概況以及支援服務等等。香港心聆致力不斷發展及強化這些資源，為未來的用戶提供準確且與時並進的本地精神健康資訊。

**In 2023, our website had:**  
**在 2023 年，我們的網站有：**

**588,420**

**NEW USERS**  
**新使用者**

**2,958,522**

**PAGEVIEWS**  
**瀏覽量**



**Most visited pages (excluding homepage) in 2023:**  
**2023 年最多瀏覽人次的頁面（不包括主頁）：**

<b>1</b>	Depression/ What are the symptoms of depression? 抑鬱症/抑鬱症有什麼症狀？	<b>127,333</b> PAGE VIEWS 瀏覽量
<b>2</b>	Anxiety and Panic Attacks / How can I help myself manage anxiety? 焦慮症與恐慌突襲/我應該怎麼處理焦慮情緒？	<b>70,463</b> PAGE VIEWS 瀏覽量
<b>3</b>	Bipolar Disorder / About Bipolar disorder 躁狂抑鬱症/「躁狂抑鬱症」是甚麼？	<b>53,950</b> PAGE VIEWS 瀏覽量
<b>4</b>	Personality Disorder / What types of personality disorders are there? 人格障礙/人格障礙可分為哪幾種？	<b>54,845</b> PAGE VIEWS 瀏覽量
<b>5</b>	Dissociation and Dissociative Disorders / What are dissociative disorders? 解離狀態和解離症/什麼是解離狀態？	<b>50,313</b> PAGE VIEWS 瀏覽量
<b>6</b>	Mental Health in Hong Kong (EN) 香港的精神健康	<b>39,890</b> PAGE VIEWS 瀏覽量
<b>7</b>	Mental Health in Hong Kong (TC) 香港的精神健康	<b>34,353</b> PAGE VIEWS 瀏覽量
<b>8</b>	How can friends and family help? 朋友和家人可以如何幫助患者？	<b>25,579</b> PAGE VIEWS 瀏覽量

# Help Me Virtual Assistant Help Me 網上小助手



Supported by the Grant Family & Private Funder

由 Grant Family & 私人資助者支持

Help Me is Mind HK's bilingual virtual assistant, accessible 24/7 on our website to provide mental health resources and self-help guides, as well as signpost individuals to local services available.

Help Me是香港心聆的雙語虛擬小助手，在我們的網站上全天候提供精神健康資源和自助指南，並引導大家善用社區支援服務。

## In 2023, we:

The new version of Help Me was launched in Q2 2023 with the goal of enhancing the overall capabilities of the virtual assistant in different areas to better support user experience and cater to users' needs. In 2023, the virtual assistant served over 8,212 users and handled over 25,700 incoming messages and click-throughs.

## 於2023年，我們：

新版本的Help Me在2023年第二季度推出，旨在增強聊天機器人在不同領域的能力、完善用戶體驗並滿足他們的需求。在2023年，這個虛擬小助手為超過8,212名用戶提供服務，處理了超過25,700條訊息及點擊。



**8,212**

**USERS  
使用者**



**25,700**

**INCOMING MESSAGES  
and CLICK-THROUGHS  
RECEIVED**

**接收逾25,700 條訊息**

Following the release of the second phase of Help Me, we will continue to monitor user behaviour data, review content, and assess user experience by collecting users' feedback. This will help us continuously improve the platform and explore new features to be implemented in the future.

在Help Me第二階段發佈後，我們將繼續監測用戶行為數據、審查內容，並透過收集用戶反饋來評估整體體驗，以幫助我們持續改善平台、探索未來需要增加的新功能。

### Major enhancements in 2023

- Enabled emotion check-in and direct access to mental health information.
- Integrated self-help activities in the format of interactive exercise through Acceptance and Commitment Therapy Techniques (ACT) and Cognitive Behavioural Therapy Techniques (CBT) to engage users in actively taking steps to take care of their mental health.
- Humanised the virtual assistant conversation style and response.
- Enhanced the overall user experience, user-friendliness and engagement through the new user interface.

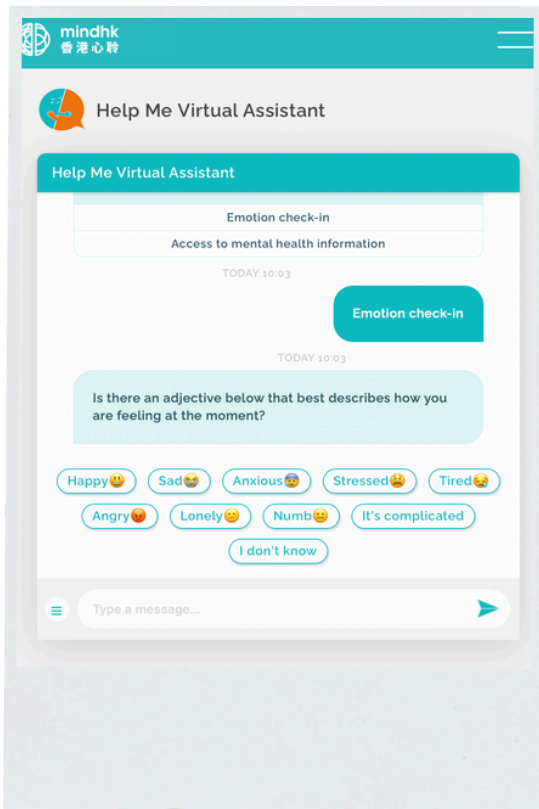
### 2023年重點改善項目：

- 啟用情緒近況和直接瀏覽精神健康資訊功能
- 通過接納與承諾治療（ACT）和認知行為治療（CBT）的互動形式，將自助活動整合到平台中，鼓勵用戶積極採取措施照顧自己的精神健康
- 使聊天機器人的對話風格和回應更加人性化
- 通過新的界面增強整體用戶體驗、易用性和參與度



## Highlighted features - emotion check in & self-help exercises

### 重點功能 - 情緒近況和自助練習



Emotion check in and self-help exercise are the key highlighted features developed in 2023.

Learning how to observe and examine our emotions helps us gain better control of life. The emotion check-in feature of Help Me can help users be aware of their own emotions and access related information, where they can check their emotions every day to identify and understand their own condition better. The emotion check-in feature is available when users start using the chatbot, allowing them to begin the emotion check-in before accessing other mental health information.

Our goal is to integrate self-help activities that engage users in actively taking steps to care for their mental health. The self-help activities include mindful breathing exercise, PAM activities (Pleasure, Achievement, Mastery), self compassion exercises and grounding exercise. For anyone who is interested and wants to learn more, please visit and start a conversation with Help Me virtual assistant (click on the chat bubble) on our [official website](#).

情緒近況和自助練習是2023年的重點功能。

學習觀察和檢視自己的情緒有助我們掌握好自己的生活。Help Me的情緒近況功能幫助用戶覺察自己的情緒並獲取相關資訊，他們可以每天進行檢查，更好地識別和了解自身狀態。情緒近況功能在用戶開始與聊天機器人互動時就可使用，讓他們在瀏覽其他心理健康資訊前開始審視自己的情緒。

我們的目標是將自助活動整合到平台中，鼓勵用戶積極採取措施照顧自身精神健康，活動包括正念呼吸練習、PAM活動（快樂、成就、掌握）、自我同理和穩定身心練習。對於有興趣了解更多資訊的人，歡迎訪問我們的官方網站，與Help Me虛擬小助手開始對話（點擊對話框）。



# Social Media 社交媒體



In 2023, Mind HK embarked on an ambitious mission to amplify our impact on social media platforms by setting strategic plans for various social media platforms, including Instagram, Facebook, and LinkedIn. We believe these digital channels have incredible power to bring about change, raise mental health awareness, and foster a greater understanding of mental health in the Hong Kong community. Through compelling contents and interactions with our supporters, we try to start conversations, raise awareness, and reduce the stigma surrounding mental health. Meanwhile, we are creating an inclusive community to encourage our followers to learn more about available mental health support and prioritise their mental health by participating in our campaigns and events.

在2023年，香港心聆制定了一項進取目標，在Instagram、Facebook、LinkedIn等定立策略性的計劃，以提升我們在社交媒體平台的影響力。我們相信這些數碼渠道具有強大力量，可以推動社會改變，讓社區對精神健康有更深入的理解。我們嘗試透過吸引的內容和與支持者的互動，致力開啟對話、提升大眾意識、減低精神健康污名化。同時，我們努力建立一個具包容力的社區，鼓勵我們的追蹤者了解更多現有的精神健康支援服務，亦可透過我們的計劃和活動，認真看待精神健康。

One of our goals is to educate the public with accurate and localised mental health knowledge. This year, we have launched the new #MindPODcast video series towards the end of 2023 that featured our staff members sharing practical mental health information and the mental health landscape of Hong Kong. The educational video series is now available on Instagram, Facebook, and YouTube, and continues to cover even more topics in 2024.

我們的其中一個目標是向公眾提供準確且本地化的精神健康知識。我們自2023年12月開始推出了全新的「#MindPODcast」影片系列，由機構屬下員工分享實用的精神健康資訊和香港的精神健康現況。這個教育影片系列現在可於Instagram、Facebook和YouTube上觀看，並將於2024年涵蓋更多主題。



**#心聆錄音館**  
**#MindPODcast**

**Dr Jeffrey Ho**  
香港心聆臨床顧問  
Mind HK Clinical Advisor

“ 應對抑鬱症有很多不同的方法。其中一個容易會被忽略的是，我們應該以理解和接納我們最好的朋友的態度去關懷自己。

There are various ways to deal with depression. One of the points that are often overlooked is that we need to prioritise ourselves in terms of how we understand and accept our best friends.



**PODcast #心聆錄音館 #MindPODcast #心聆錄**

“ 你的身體比看起來的樣子更珍貴。例如我很喜歡戶外活動，像是跟親友一起登山。因為它讓我想起我的身體不僅幫助了我與他人建立聯繫，還在生活中幫助我活動和保持活力。我們的身體為我們付出了很多，以很多有意義的方式挺身而出，而不只是鏡子中的一個影像。

Your body is worth so much more than what it looks like. For example, I really like going outdoors on a hike with my family and friends because it reminds me that my body helps me connect with others. My body helps me move and stay alive in our daily lives. Our bodies do so much for us. They show up for us in so many meaningful ways so much more than just an image in the mirror.

**Stephanie**  
香港心聆研究員  
Mind HK Research Fellow

In the future, Mind HK will implement more creative and interactive social media strategies to provide accurate and engaging mental health information to the public, as a grateful return to our supporters. Thank you to our many collaborators for sharing our work and campaigns on social media, and clinical advisors who provided valuable information and advice for our content development.

未來，香港心聆將推行更多具創意和互動性的社交媒體策略，向公眾提供準確且吸引的精神健康資訊，作為對我們支持者的回報。感謝一眾合作夥伴在社交媒體上分享我們的工作和活動，以及各臨床顧問提供的寶貴資訊和建議，令我們得以創作更優質的內容。

## Our achievements in 2023

### 2023 年的成就解鎖

**170**

posts published across social media platforms  
篇帖子發布在社交媒體平台上

**10**

videos created and established the new video series #MindPODcast  
短片創作，並建立了全新「#MindPODcast」系列

**1,100+**

stories created to engage with our followers and other organisations  
個限時動態創作，與我們的追蹤者和其他組織互動

**14,319**

followers on Instagram, which was 28.3% higher than that in 2022  
名追蹤者追蹤我們的Instagram，比2022年增加了28.3%

**4,239**

followers on Facebook, which is 12.2% higher than that in 2022  
名追蹤者追蹤我們的Facebook，比2022年增加了12.2%

**3,854**

followers reached on LinkedIn  
名追蹤者追蹤我們的LinkedIn

# Research 研究

In 2023, Mind HK continued its commitment to advancing mental health research with a significant focus on understanding and combating the stigma surrounding mental health conditions in Hong Kong. Our study, conducted by Social Policy Research (SPR) Limited, surveyed 1,014 local adults using the WHO-5 Well-Being Index and other scales measuring attitudes towards and understanding of mental health. The findings revealed a concerning landscape: although there has been an improvement in general mental wellbeing, with the percentage of respondents indicating "poor" mental health decreasing from 56% to 26%, the stigma associated with mental health conditions has markedly worsened. Alarmingly, 38% of respondents stated they would be unwilling to work with someone with a mental health condition, and 58% would not maintain a friendship. This indicates a significant increase in societal stigma, highlighting an urgent need for continued stigma reduction interventions. The insights from this research are instrumental in shaping our strategies to effectively address the complexities of mental health stigma. With 62% of individuals diagnosed with a mental health condition choosing not to disclose their status due to fear of discrimination, judgement, or trivialisation of their struggles, it is clear that significant societal change is imperative.

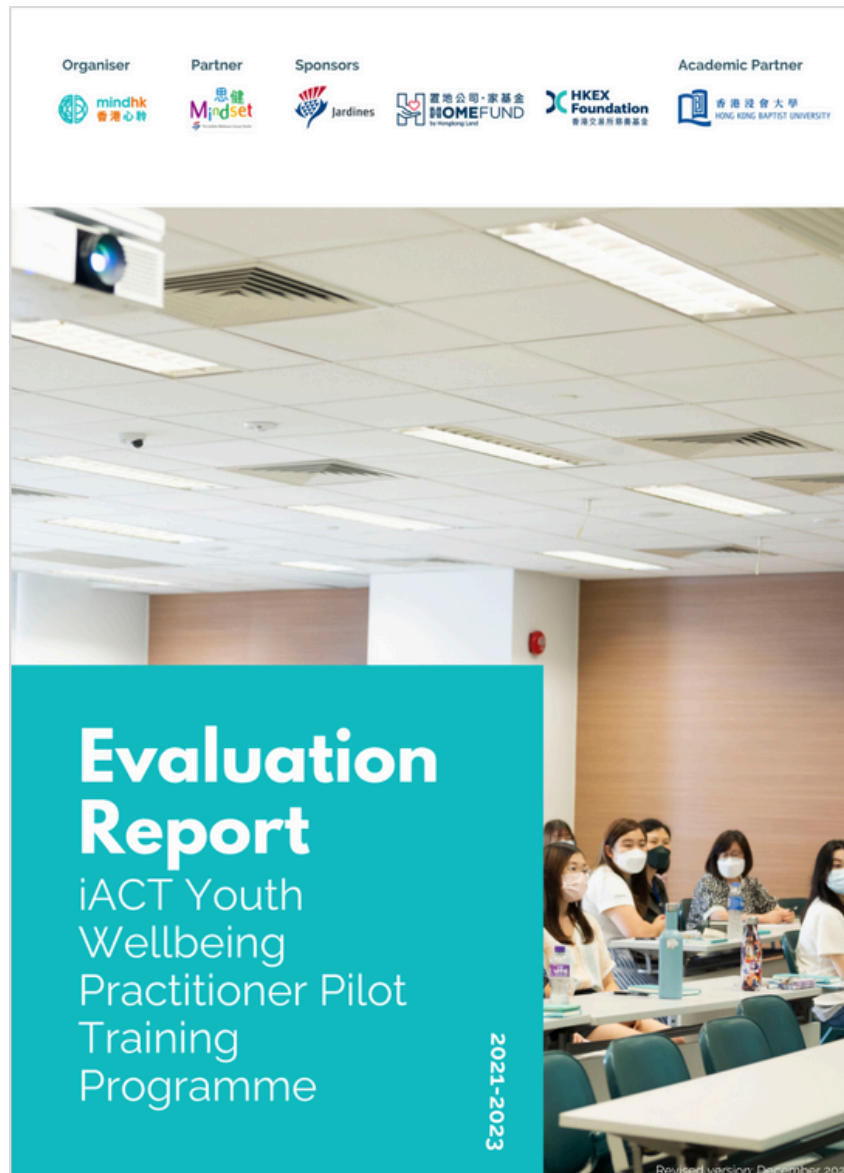
在2023年，香港心聆繼續大力推進香港的精神健康研究，重點關注大眾對精神健康的理解，並努力對抗污名化。我們的研究由社會政策研究有限公司進行，使用WHO-5幸福指數和其他量表評估大眾對精神健康的態度和理解，一共有1,014名本地成年人參與了調查。研究結果揭示了令人擔憂的現況：儘管在普遍精神健康方面有所改善，自評為「差」的受訪者比例從56%下降至26%，但與精神健康狀況相關的污名化現象卻顯著惡化。值得注意的是38%受訪者表示不願與有精神健康問題的人合作，而58%的受訪者更抗拒與他們交朋友。這個情況顯示社會對精神健康的污名化現象比以前更嚴重，有迫切需要繼續推行減少污名化的活動。研究結果有助我們制定有效策略，以應對精神健康污名化問題的複雜性。研究顯示，有62%被診斷經歷精神健康問題的人士選擇不透露自身的精神健康狀況，原因是害怕受到歧視、批判或輕視。由此可見社會轉型刻不容緩。





Alongside our research, Mind HK has rigorously enhanced the evaluation processes across all programmes. This year, we have placed a substantial emphasis on ensuring that our initiatives are not only effective and of high quality but also align with our organisational value of integrity. By implementing comprehensive evaluation frameworks, we systematically assess the impact of our interventions, enabling us to make data-driven decisions and continually improve our services. This approach ensures transparency and accountability, which are crucial for maintaining the trust and support of the community we serve.

除了研究工作之外，香港心聆在各個計劃亦大幅改進了評估流程。今年，我們著重兼顧項目的效用及質素，同時確保與機構的誠信及價值觀一致。透過實施綜合評估框架，我們有系統地評估介入手法的影響，基於數據作出決策並不斷改善服務，實現高透明度及問責性，以維持我們所服務社區的信任及支持。



## Key Findings

### 主要調查要點

#### The state of mental health in Hong Kong 香港精神健康狀況

**26%** Of respondents: scored < 52 out of 100 on the WHO – 5 Well-Being Index  
受訪者在WHO-5中得分低於 52 分（滿分 100 分）

**15%** Of respondents: have been diagnosed with a mental health problem  
受訪者曾被診斷為有精神健康問題

#### Attitudes towards mental health conditions in society 社會對精神健康狀況的態度

**38%** Would not be willing to work with someone with a mental health problem in the future  
受訪者表示他們在未來並不願意與經歷精神健康問題的人一起工作

**58%** Would not be willing to continue a relationship with a friend who developed a mental health problem  
受訪者表示不願意與患有精神健康問題人士繼續朋友關係

**46%** Would not be willing to live nearby someone with a mental health problem  
受訪者表示不願意與患有精神健康問題人士成為鄰居

**25%** Believe people with a mental health problem should not be given a responsibility  
受訪者相信患有精神健康問題人士不應賦予責任

#### Stigma impacts individuals' own well-being and availability of support 污名化對個人身心健康及可提供的支援

**38%** Would not be willing to work with someone with a mental health problem in the future  
受訪者表示不願意與患有精神健康問題人士一起工作

**49%** Fear of discrimination  
害怕受到歧視

**36%** Not viewing their struggles as “significant” enough  
認為自己的病情並不「明顯」

**35%** Fear of being judged or criticised  
害怕受到批判或指責

# Campaign and events 計劃與活動

The focus of our community outreach involves organising campaigns and events to increase awareness of mental health in the community. In 2023, we successfully executed three impactful large-scale initiatives. The 30km in nature challenge "Move It for Mental Health" was launched in March, an annual event that emphasised the positive impact of exercise on mental wellbeing and encouraged active participation from various sectors of society. In October, the "Mental Health Restaurant Week" was held to raise public awareness about mental health through encouraging people to dine out together. Lastly, in December, we launched our Holiday Appeal for youth experiencing mental health problems, aiming to fund our iACT® programme to ensure more young people receive the mental health services they need. These campaigns and events enabled us to engage with a diverse range of individuals within the local community, fostering a greater understanding of the significance of mental health in our daily lives.

我們的社區外展工作致力舉辦各種計劃和活動，以提升大眾對精神健康的認識、消除社會對精神健康的污名化。在2023年，我們成功推行三個有影響力的大型活動。三月份，我們推出了一年一度的「為精神健康 Move It」活動，鼓勵社會各界積極參與，推廣運動對精神健康的正面影響，鼓勵大眾完成30公里的野外挑戰。十月份，我們舉辦了「精神健康餐廳週」，邀請大家一起外出用餐，以提高公眾的精神健康意識。十二月份，我們發起了假日募捐，為「社區心活指南」計劃籌集資金，令更多年輕人得到精神健康支援服務。這些活動讓我們有機會與社區各個群體合作，讓大眾更明白精神健康對日常生活的影響。



# Move It for Mental Health 2023

## 為精神健康 Move It 2023

**Supported by Here To Be, lululemon's social impact programme**

由lululemon的Here to Be社會影響計劃及Laureus Sport for Good全力支持



This initiative successfully engaged 2,819 participants in activities that combined the therapeutic effects of nature with physical exercise. The campaign was designed to elevate both physical and mental wellbeing by encouraging individuals to complete a total of 30km in nature.

The positive impact of this initiative on participants' mental health is both significant and encouraging. Initial self-reported measurements of mental health status showed an average score of 3.56 on a scale where 5 indicates "very good". By the end of the challenge, this average had increased to 3.83, signalling a shift from "OK" to "good". This change not only holds statistical significance ( $p < .001$ ) but also highlights the effective role of physical activity in natural environments in enhancing mental health.

Participant feedback further underscores the success of the campaign. 92.12% of participants reported that the challenge has motivated them to continue exercising more regularly. Additionally, 82.51% of participants felt more energised after completing the 30km challenge. In terms of mental health benefits, 77.83% noticed a positive difference in their mental state, while 69.46% experienced improved concentration and productivity. These outcomes demonstrate the holistic benefits of integrating regular physical activity in nature into daily life.

這個活動於三月展開，旨在改善身心健康，成功吸引了2,819名人士參與。活動結合了大自然的治療效果和體能練習的活動，鼓勵參加者在野外完成總共30公里的運動。

是次活動對參加者的精神健康產生了顯著的正面影響，成績令人鼓舞。以5分為「非常好」作準則，參加者在活動開始前的自評精神健康狀態平均分數為3.56，活動結束後的平均分數增加至3.83，不少更從「還好」提升至「好」。這些數字不僅在統計學上標誌著明確的轉變 ( $p < .001$ )，還展示了在自然環境中進行體育活動能顯著增強精神健康。

參加者的反饋進一步突顯了這次活動的成功。92.12%參加者表示，這個挑戰激勵了他們作更規律的持續鍛煉，82.51%參加者則在完成30公里挑戰後感到更有活力。在精神健康的益處方面，77.83%參加者注意到他們的精神狀態有所改善，而69.46%參加者表示體驗到更高的專注力和生產力。這些結果顯示，將規律的體育活動融入日常生活，能帶來全面的裨益。

Testimonials from participants involved in Move it for Mental Health 2023:  
「為精神健康 Move It 2023」參加者感言：

“ The 30kms in nature has changed me completely. I am much happier now than I was previously ”

“ I slept deeper, better and sweeter, and I was full of energy for the past few days. ”

“ My mental health has been significantly uplifted thanks to running. ”

“ I'm encouraged to continue walking as part of my daily routine or commute. ”

“ 野外30公里活動改變了我的人生，我現在比以前快樂得多。 ”

“ 我睡得更熟、更好了，過去幾天都感到活力十足。 ”

“ 有賴跑步，我的精神健康得以顯著改善。 ”

“ 得到鼓舞後，我想繼續將步行列作日常生活或通勤的一部分。 ”



These results strongly support Mind HK's mission to improve mental health through community-based initiatives. The "Move It for Mental Health" campaign has not only raised awareness but has also actively engaged the community, encouraging them to take significant steps toward better mental health. Inspired by the enthusiasm and positive feedback from this year's participants, we are committed to further expanding and enhancing this initiative in future years to reach an even broader audience.



這些結果為香港心聆打下強心針，令我們更致力透過社區活動來改善精神健康。「為精神健康 Move It」活動不僅提高大眾對精神健康的意識，更吸引了社區人士參與其中，鼓勵大家為改善精神健康跨出重要一步。有見今年參加者的積極反饋，我們承諾在未來會更進一步，努力擴大受眾。

# Mental Health Restaurant Week

## 「心聆良食」香港心聆精神健康餐廳週

Mind HK celebrated World Mental Health month by holding its second Mental Health Restaurant Week from 14 to 29 October 2023. With the theme "Food for Thought & Time to Talk", the campaign collaborated with 94 of Hong Kong's favourite food and beverage brands. This took us to a grand total of 150 food and beverage outlets partnering with us to promote social connection and raise mental health awareness through food. Thank you to our official media partner, Tatler Hong Kong, and all participating restaurants for their invaluable support in making this happen.

Every meal purchased during Restaurant Week represented a commitment to improving mental health support for the local community. With the generous support of participating restaurants, we raised over HK\$340,000 to support Mind HK's cause of enhancing accessibility to free community-based mental health services for people in need, building a supportive, stigma-free community for all, and advancing its mission to ensure no one in Hong Kong has to face a mental health problem alone.

香港心聆在2023年10月14日至29日舉辦了第二屆「精神健康餐廳週」，慶祝世界精神健康月。活動以「心聆良食」為主題，與香港94家熱門餐飲品牌、一共150間餐廳合作，透過飲食促進社交聯繫，並提高大眾對精神健康的意識。在此感謝我們的官方媒體合作夥伴《Tatler Hong Kong》以及所有參與餐廳的寶貴支持。

在餐廳週期間，客人購買的每份餐點，都代表著支持改善本地精神健康支援服務。在參與餐廳的慷慨支持下，我們籌集了超過340,000港元，以支持香港心聆提供免費社區精神健康服務予有需要人士，同時建立一個互相支持的無污名社區，並貫徹香港心聆的使命，確保香港沒有人需要獨自面對精神健康問題。





For the first time, we also hosted an in-person launch event on 11 October to celebrate the kick-off of Restaurant Week. Special thanks go to Blend & Grind for providing the venue plus food and beverage pro bono. We invited our restaurant partners and our More Than A Label ambassador, Mina, to share her mental health story and her experiences working in the hospitality industry.

我們亦於10月11日首次舉辦了實地啟動禮，慶祝餐廳週正式開始。當天除了邀請到餐廳合作夥伴之外，我們的「More Than A Label我就是我」計劃大使Mina亦有到場，向公眾分享她的精神健康故事和餐飲業工作經驗。特別感謝Blend & Grind無償提供場地、食物和飲品。



Participating for the second year, Bakehouse generously donated HK\$30,000 through their sourdough egg tart and croissant sales. Grégoire Michaud, founder of Bakehouse, said: "Food is a need born in every person and as such it becomes linked to one's feeling of safety, love, wellness, belonging, and self-esteem. With our ever-growing busy lifestyles, meals too often become just a quick snack eaten alone whilst browsing our phone, drifting us away from the very core function of sharing a meal as a social species."

Mind HK's Creative Partner for Restaurant Week was creative agency Shadow Factory, who developed an engaging Instagram filter. Leveraging augmented reality technology, the filter allowed users to embrace a moment of clarity, capture their dining experience, and share with friends and followers.

Bakehouse今年已是第二年參與餐廳週，並透過酸種蛋撻和牛角包的銷售所得，慷慨捐贈了30,000港元。創辦人Grégoire Michaud表示：「食物是每個人的基本需要，與人的安全感、愛、健康、歸屬感和自尊心息息相關。但隨著我們的生活越見忙碌，大家卻往往獨自刷著手機隨便用餐，背離了我們作為社交動物本應習慣同桌共食的本質。」

香港心聆亦與創意媒體工作室Shadow Factory合作，開發了一個具互動性的Instagram濾鏡，利用擴增實境技術，讓用戶清晰捕捉他們的用餐體驗，並與朋友和追蹤者分享。



# Holiday Appeal

## 假日募捐呼籲

This year for the first time, Mind HK launched its very first Holiday Appeal to mark the winter holiday, the end of the year and the season of giving. It is to raise funds for the youth component of our iACT® programme.

In Autumn 2023 we saw repeated headlines about the increased rate of suicide and the state of youth mental health. We wanted to draw attention to the fact that we are now delivering a frontline, direct service that supports this population, and also inform the community that we are taking steps to address this service gap and improve the mental health of our young people. As part of the campaign, Mind HK CEO Candice Powell shared her own mental health experience in her younger years and emphasised the importance of seeking help for one's mental health.

We were exceptionally grateful for matching funds from Mark Peaker and Ng Teng Fong Charitable Foundation, as well as the 49 generous donors who backed the campaign.

Together we surpassed our target and raised HK\$292,708, which will allow us to deliver more than 90 free sessions of iACT® psychological support to at-risk youth.

香港心聆今年首次發起「假日募捐」活動，藉著冬日佳節呼籲公眾送暖人間，目標是為「社區心活指南」計劃的青少年發展籌集。

在2023年秋季，有關自殺率上升和青少年心理健康狀況的相關新聞屢見不鮮。我們希望讓社區知道我們現正為青少年提供直接支援，以填補坊間前線服務的不足。香港心聆行政總裁凌悅雯博士亦在活動上分享自己年輕時的精神健康經歷，特別強調求助的重要性。

我們非常感激Mark Peaker和黃廷方慈善基金提供的配對資金，以及支持此活動的49位慷慨捐助者。

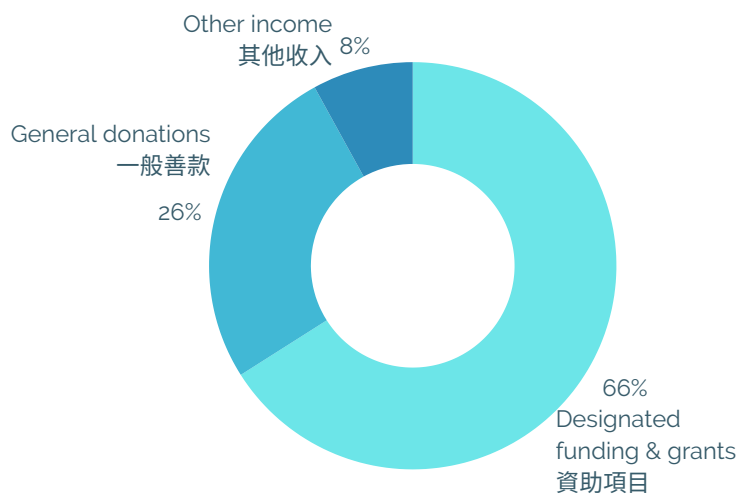
有賴大家的努力，我們籌集了遠超目標的292,708港元，預期能為高危青少年提供超過90節「社區心活指南」計劃治療。



**FINANCIAL  
HIGHLIGHTS  
財政摘要**

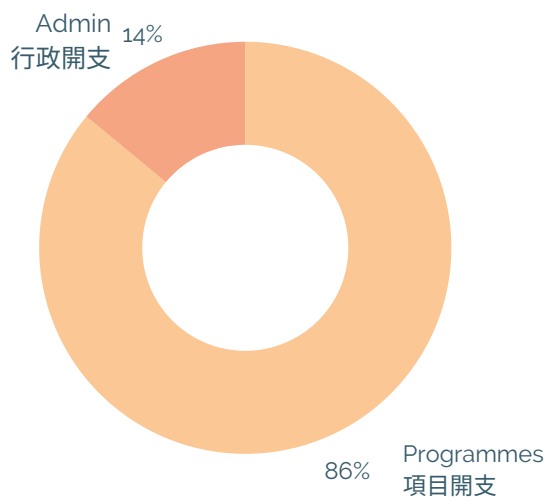
## Income by category 收入分佈

Total Income 總收入 (HK\$):  
\$20,561,651



## Expenditure by category 開支分佈

Total expenditure 總開支 (HK\$):  
\$16,436,610



# WHO WE ARE

## 我們的團隊



# Board Directors and Advisors

## 董事會成員及顧問

We would like to thank our board directors and advisors for their support in the year of 2023.

我們衷心感謝香港心聆董事會成員及顧問在 2023 年的支持。

### Executive Chair 主席

Dr Lucy Lord, MBE

### Board Directors 董事會成員

(In alphabetical order of surnames)

Charlotte Chan  
Dr Maxine Cheung  
(till 30 Nov 2023)  
Marc Convery  
Yvette Kong  
Dr Lucy Lord, MBE  
Daryl Ng, JP  
(till 30 Nov 2023)  
Nikki Ng Mien Hua  
(since 1 Dec 2023)  
Olivia Parker  
Ann Pearce  
Dee Poon  
Andrew Wong, JP  
Jim Woods

### Board Advisors 顧問

(In alphabetical order of surnames)

Professor Cecilia Chan  
Cheng Hong Yung  
Paul Farmer  
George Grant  
Kok T Gan  
Sheena Liang  
(Switched from Director to Advisor from 1 Dec 2023)  
Professor Siu-man Ng  
Mark Peaker  
Professor Nick Rawlins  
Dr Hannah Reidy  
Dr Michelle Tam  
(Since 1 Dec 2023)  
Professor Samson Tse  
(Since 1 Jun 2023)  
Dr Elisabeth Wong  
Dr Josephine Wong  
Professor Paul Wong  
Professor Samuel Wong  
(Since 1 Dec 2023)  
Manisha Wijesinghe  
John Williamson  
Professor Olya Zayts  
(Switched from Director to Advisor from 1 Dec 2023)

# Our Team

## 我們的團隊

By the end of December 2023, our team had expanded to 44 members, 37 part-time & full-time staff, 2 contractors, and 5 interns.

至 2023 年 12 月底，香港心聆團隊已增加至 44 名成員、37 名兼職和全職員工、2 名特約員工和 5 名實習生。

<b>Dr Candice Powell</b>	Chief Executive Officer	行政總裁
<b>Carol Liang</b>	Deputy CEO	副行政總裁
<b>Min Huang</b>	Chief Operations Officer	營運總裁
<b>Charlotte Tottenham</b>	Acting Chief Development Officer	署理發展總裁
<b>Henry Chan</b>	Training Manager	培訓經理
<b>Dr Hannah Sugarman</b>	Lead Clinical Advisor, YWP & PWP (Till 30 Apr 2023)	YWP & PWP 首席臨床顧問 (至 2023 年 4 月 30 日)
<b>Melissa Kong</b>	Head of Campaigns & Partnerships	活動及夥伴合作主管
<b>Nicole Lee</b>	Youth Programmes Manager	青年項目經理
<b>Odile Thiang</b>	Lead Clinical Advisor - (Training and Anti-Stigma)	培訓及消除污名項目首席臨床顧問
<b>Vicki Tsang</b>	Assistant Project Manager - Anti-Stigma	消除污名項目助理經理
<b>Chloe Wong</b>	HR and Administration Officer	人力資源及行政主任
<b>Florence Wong</b>	Finance Manager	財務經理
<b>Matthew Wong</b>	Programmes and Operations Manager	項目及營運經理

# Our Team

## 我們的團隊

<b>Rachel Wong</b>	iACT Assistant Programme Manager	iACT 助理項目經理
<b>Eva Kwok</b>	Project Manager - Digital Projects	網絡項目經理
<b>Michelle Cheng</b>	Programme Manager - YWP & PWP	YWP & PWP項目經理
<b>Wing Lam Chung</b>	iACT Project Coordinator	iACT 項目幹事
<b>Issac Wong</b>	Communications Coordinator	傳訊幹事
<b>Dr Alison Lee</b>	Clinical Advisor (Till 31 Dec 2023)	臨床顧問 (至 2023 年 12 月 31 日)
<b>Dr Esther Wong</b>	iACT Clinical Advisor	iACT 臨床顧問
<b>Dr Pinky Tso</b>	Advisor	顧問
<b>Opal Li</b>	iACT Clinical Advisor	iACT 臨床顧問
<b>Grace Tse</b>	Project Coordinator - Anti-Stigma Project	消除污名項目幹事
<b>Kitty Lam</b>	iACT Programme Assistant	iACT 項目助理
<b>Agnes Lau</b>	Project Assistant (Research)	項目助理 (研究)
<b>Dr Jeffy Ho</b>	iACT Clinical Advisor	iACT 臨床顧問
<b>Jacky Chow</b>	iACT Research & Project Coordinator	iACT 研究及項目幹事
<b>Cherry Wan</b>	Wellbeing Planner	身心健康指導員
<b>Rose Siu</b>	Wellbeing Planner	身心健康指導員



# Our Team

## 我們的團隊

<b>Yan Chow</b>	iACT (youth) practitioner and Project Assistant	iACT 心理健康主任 (青少年) 及項目實習生
<b>Winona Lo</b>	iACT (youth) practitioner	iACT 心理健康主任 (青少年)
<b>Ping Sit</b>	iACT (youth) practitioner	iACT 心理健康主任 (青少年)
<b>Olive Yu</b>	iACT (youth) practitioner	iACT 心理健康主任 (青少年)
<b>Natalie Tyrwhitt-Drake</b>	iACT (youth) practitioner	iACT 心理健康主任 (青少年)
<b>Melody So</b>	iACT (youth) practitioner	iACT 心理健康主任 (青少年)
<b>Ella Chan</b>	Training Coordinator	培訓幹事
<b>Ady Lai</b>	Fundraising and Campaigns Assistant Manager	籌款及活動助理經理
<b>Serene Wong</b>	PWP Project Coordinator (Till 31 Jan 2023)	PWP 項目幹事 (至 2023 年 1 月 31 日)
<b>Jess Chan</b>	Coolminds Project Coordinator (Till 10 Mar 2023)	凝心知友項目幹事 (至 2023 年 3 月 10 日)
<b>Emet So</b>	Communications Coordinator (Till 14 Jun 2023)	傳訊幹事 (至 2023 年 6 月 14 日)
<b>Ophelia Tam</b>	Digital Content Coordinator (Till 30 Jun 2023)	網絡編輯幹事 (至 2023 年 6 月 30 日)
<b>Natalie Leung</b>	Coolminds Project Coordinator (Till 4 Jul 2023)	凝心知友項目幹事 (至 2023 年 7 月 4 日)
<b>Karen Lau</b>	Clinical Advisor (Till 26 Sep 2023)	臨床顧問 (至 2023 年 9 月 26 日)
<b>Isabel Li</b>	Mental Health Officer (Clinical Assessment) (Till 29 Sep 2023)	精神健康主任 (臨床評估) (至 2023 年 9 月 29 日)
<b>Sarah Rockowitz</b>	Fundraising and Development Coordinator (Till 1 Nov 2023)	籌款及發展幹事 (至 2023 年 11 月 1 日)

# Our Team

## 我們的團隊

We would also like to extend our gratitude to the following interns and volunteers, who have each contributed to our work and development during their time at Mind HK.

我們亦要感謝以下實習生和義工，他們於香港心聆在職期間，為我們的工作和發展作出貢獻。

<b>Ella Wong</b>	Campaigns and Partnerships Intern (Till 31 Dec 2023)	活動及夥伴合作實習生(至 2023 年 12 月 31 日)
<b>Chloe Chow</b>	Communications Intern	傳訊實習生
<b>Rex Tin</b>	iACT Programme Intern	iACT 項目實習生
<b>Tehreem-Hassan</b>	iACT Programme Intern	iACT 項目實習生
<b>Juni Yeung</b>	YWP & PWP Programme Intern (Till 24 May 2023)	YWP & PWP 項目實習生 (至 2023 年 5 月 24 日)
<b>Kaye Lam</b>	Communications Intern (Till 31 May 2023)	傳訊實習生 (至 2023 年 5 月 31 日)
<b>Rachel Tran</b>	Volunteer (Till 11 Aug 2023)	義工 (至 2023 年 8 月 11 日)
<b>Tammy Chan</b>	Summer Intern for Comms Team (Till 25 Aug 2023)	傳訊團隊暑期實習生 (至 2023 年 8 月 25 日)
<b>Stephanie To</b>	Summer Intern for Training Team (Till 25 Aug 2023)	培訓團隊暑期實習生 (至 2023 年 8 月 25 日)
<b>Avneet Kaur</b>	Summer Intern for Training Team (Till 25 Aug 2023)	培訓團隊暑期實習生 (至 2023 年 8 月 25 日)
<b>Suk Oh</b>	Volunteer	義工
<b>Ruchi Bhawe</b>	Volunteer (Till 24 Oct 2023)	義工 (至 2023 年 10 月 24 日)
<b>Charlene Chan</b>	Volunteer	義工
<b>Tiffany Tivasuradej</b>	Volunteer (Till 10 August 2023)	義工 (至 2023 年 8 月 10 日)

# Our Sponsors

## 我們的贊助商

Thank you to all our sponsors and donors for your kind support in making all our work possible.

感謝所有贊助商和捐助者的慷慨支持，讓我們的活動得以實現。

### Premium Sponsors

#### 主要贊助商



除上述主要贊助外，我們衷心感謝羅琪茵女士成為我們的特別贊助商。

In addition to the above organisations, thank you to Ms Lo Ki Yan Karen for being a premium sponsor.

## Sponsors

### 贊助商

Barclays  
Goldman Sachs  
Health & Happiness (H&H)  
HKEX Foundation  
Ho May Lin  
HSBC  
Ian N Drayton  
James Ellery  
Jer Lau fan club  
Jill Lesley Gallie  
Keel Foundation  
Marshall Wace Asia  
Mckinsey Co.  
Ng Teng Fong Charitable Foundation  
Patient Care Foundation  
Seeds Foundation  
Stephanie Ming Yunn Hui  
The World-Wide Investment Co.  
Walkers Charitable Foundation

## Supporting organisations and other donors

### 支持組織及其他捐助者

Allen & Overy  
Baking Elements  
BTIG HK  
Electric Co.  
Gunnarsson Kari  
Mark David Peaker  
Pirata Group  
Pret A Manger  
Robert Rankin  
White & Case  
Yu Kai Fai

# Our Partners 我們的合作夥伴

We are lucky to work so closely with international and local mental health NGOs.

我們感到十分榮幸能與國際及本地不同的非政府精神健康機構緊密合作。

## International Partnerships 國際合作機構



## Local Non-profit Partnerships 本地非牟利合作機構



... and more! 還有更多!

**Thank you for all your support 感謝您們的支持!**

We would like to sincerely thank the below organisation for content support of Coolminds project (names in alphabetical order):

我們希望能藉此對以下機構表達謝意（姓名按字母順序排列）：

**Black Dog Institute**  
**Charlie Waller Trust**  
**Orygen**

We would like to sincerely thank the General Steering Committee and Clinical & Research Committee Members of our Youth Wellbeing Practitioner (YWP) programme here (names in alphabetical order):

我們希望能藉此對以下青少年情緒輔導員 (YWP) 計劃指導委員會和臨床及研究委員會的成員表達謝意（姓名按字母順序排列）：

### **General Steering Committee**

**Professor Ian Everall**  
**Professor Daniel Wing Leung Lai**  
**Matthew Lee**  
**Scarlet Poon**  
**Dr Andrew Tang**  
**Sherry Wong**  
**Lucy Zhou**

### **Clinical & Research Committee**

**Koey Chau**  
**Dr Daphne Cheng**  
**Professor Suet Lin Hung**  
**Emily Ma**  
**Dr Roger Ng**  
**Esther Tang**  
**Dr Timothy Woo**  
**Cecilia Yiu**  
**Dr Olya Zayts**

We would also like to express our appreciation for the contribution of all 21 members of the Committee Members of the PWP Programme below (names in alphabetical order):

我們亦希望能藉此對以下 2023 年度「情緒輔導員」項目幹事的貢獻表示感謝（姓名按字母順序排列）：

### **Committee Members of the PWP Programme**

**Dr Amanda Cheung**  
**Mr Ikey Cheung**  
**Dr Roger Ng**  
**Dr Anthony Tong**  
**Prof Paul Wong**

**iACT® (YWP/PWP Pilot)  
Host Organisation Partners**

**社區心活指南 (iACT®) 計劃 (「青少年情緒輔導員」及「情緒輔導員」先導計劃)  
- 參與機構**

Mind HK (online services)  
 Aberdeen Kai-fong Welfare Association (AKA)  
 Baptist Oi Kwan Social Services  
 Bishop Hall Jubilee Secondary School  
 Breakthrough  
 Caritas Ma On Shan Secondary School  
 Cedar Communications Ltd  
 Central Health  
 Central Health Child Development Team  
 Central Minds  
 Delia Group School (Broadway)  
 Delia Group School (Glee Path)  
 Delia School of Canada  
 DMHC Siu Ming Catholic Secondary School  
 ESF Island School  
 ESF Sha Tin College  
 ESF South Island School  
 ESF West Island School  
 Fu Hong Society  
 Harrow International School  
 HKU SPACE Po Leung Kuk Stanley Ho Community College  
 Hong Kong Baptist University  
 Hong Kong Federation of Youth Groups  
 Hong Kong Physically Handicapped and Able-Bodied (PHAB) Association  
 The University of Hong Kong Lap-Chee College  
 Hong Kong University of Science and Technology  
 ISF Academy

**iACT® (YWP/PWP Pilot)  
Host Organisation Partners**

**社區心活指南 (iACT®) 計劃 (「青少年情緒輔導員」及「情緒輔導員」先導計劃)  
- 參與機構**

Joyful Mental Health Foundation  
Kowloon Technical School  
KUNST EXA Academy  
Li Po Chun United World College  
Lingnan Institute of Further Education  
The Mental Health Association of Hong Kong (MHAHK)  
MINDSET  
MKMCF Ma Chan Duen Hey Memorial College  
PathFinders Hong Kong  
Po Leung Kuk Lo Kit Sing (1983) College  
Run HK  
SKH Lam Woo Memorial Secondary School  
Society for Community Organization  
St John's Cathedral Counselling Services  
Victoria Shanghai Academy  
Wong Shiu Chi Secondary School  
WYNG Foundation  
YMCA of Hong Kong  
Yuen Long Town Hall



**Move it for Mental Health 2023 Partners**

為精神健康 Move It 參與機構

Asphodel  
 Body & Mind  
 Baptist Oi Kwan Social Service  
 Basic Reflex  
 Beearth  
 Calibrate Studios  
 City Mental Health AllianceAllicance HK  
 Clifford Chance  
 Credit Suisse  
 Eco Drive Hong Kong  
 Exploring Dogs Hong Kong  
 Flex Studio  
 Flowga  
 Green Sense  
 HandsOn Hong Kong  
 Heart to Heart  
 Hong Kong Disorders Association  
 Hong Kong Association of Art Therapists  
 HSBC  
 H Kore  
 Inspiring HK Sports Foundation  
 Joint Dynamics  
 KELY Support Group  
 KPMG  
 Laureus Sport for Good

Momentum  
 OneTen Foundation  
 Osteopathic Centre Hong Kong  
 Parks & Trails  
 Pinnacle Performance  
 RAW Personal Training  
 RUN  
 RunOurCity  
 SENPHA  
 Shan Studio  
 Sovereign  
 Sovereign Art Foundation  
 St John's Cathedral Counselling Service  
 Strength Culture  
 The British Chamber of Commerce  
 The Mental Health Association of Hong  
 Kong  
 The Zubin Foundation  
 Total Loyalty Company  
 Trail Runners Association of Hong Kong  
 WISE  
 YMCA

**Mental Health Restaurant Week Partners****精神健康餐廳週參與機構**

22 Ships  
 A Basic Coffee Production (ABCP)  
 Aaharn  
 AMMO  
 Ando  
 Aria  
 BACI Trattoria & Bar  
 Bakehouse  
 Between Coffee  
 Blend and Grind  
 Blue Supreme  
 Chachawan  
 Chubby Papa's Deli  
 Clean Coffee  
 Cookie Time  
 Cotton Lane Cafe  
 Duddell's  
 Estro  
 Feast  
 Feather and Bone  
 Feuille  
 Forbidden Duck  
 FRANCIS  
 FRANCIS West  
 FRITES  
 FUMI  
 Hansik Goo  
 Hjem  
 Hogan Coffee  
 Honky Tonks Tavern  
 Hungry Dino  
 Jade  
 Jean May  
 KONA  
 Kyoto Joe  
 La Paloma  
 Liberty Exchange Kitchen & Bar  
 LITE  
 Louise

Maison ES  
 Mak Mak  
 Matchali  
 Mendel's Delicatessen  
 Ming Court – Cordis  
 Ming Court, Wanchai  
 Mono  
 Mott 32  
 Moxie  
 Mr and Mrs Fox  
 No Money So Lonely  
 Pa Shih  
 Pici Pasta Bar  
 Plaa  
 Porterhouse  
 Seafood & Steak  
 Potion House  
 Pret A Manger  
 Salisterra  
 SHIMO  
 Sofo Coffee  
 Solo Udon  
 Stumpy Bakery  
 Tea Moment  
 Testina  
 The Astor  
 The Continental  
 The Old Book Store  
 Tokio Joe  
 Treehouse  
 Twist & Buckle  
 Viewonwon  
 Vivere  
 Whey  
 Ying Jee Club  
 YUÈ  
 Yung Kee Restaurant  
 Zip Zip

**Media Partners 媒體合作夥伴**

Chance Comms (PR Partner)  
 Tatler Hong Kong (Mental Health Restaurant Week 2023)  
 Creative Partner (Mental Health Restaurant Week 2023) 創意合作夥伴  
 Shadow Factory



## CONTACT US

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One Capital Place  
18 Luard Road.  
Wan Chai, Hong Kong

[mind.org.hk](http://mind.org.hk)

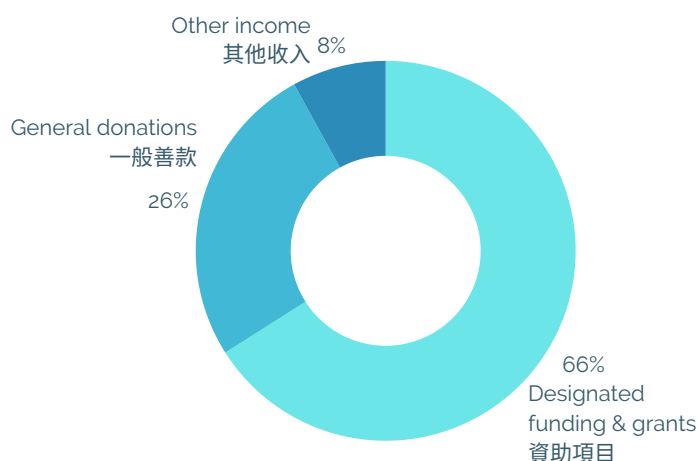
**Email:** [hello@mind.org.hk](mailto:hello@mind.org.hk)

**Tel.:** 3643 0869



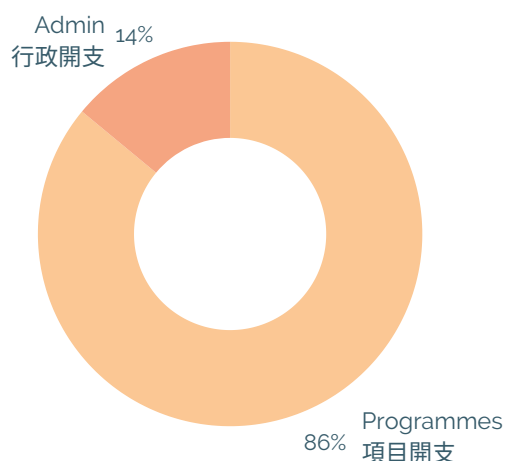
## Income by category 收入分佈

Total Income 總收入 (HK\$):  
\$20,561,651



## Expenditure by category 開支分佈

Total expenditure 總開支 (HK\$):  
\$16,436,610



## Balance sheet as at 31st December 2023

	HKD
<b>Non-current Assets</b>	
Property, Plant and Equipment	37,390
<b>Current Assets</b>	
Other Receivables & Prepayments	820,804
Cash at Banks and in hand	23,729,280
<b>Total Current Assets</b>	<b>24,550,084</b>
<b>Current Liabilities</b>	
Accruals and Other Payables	518,815
Deferred Income	9,521,431
Receipt in advance	266,267
<b>Total Current Liabilities</b>	<b>10,306,513</b>
<b>Net Current Assets</b>	<b>14,243,571</b>
<b>Net Assets</b>	<b>14,280,961</b>
<b>Surplus</b>	<b>14,280,961</b>