



**mindhk**  
**香港心聆**

# **OUR STRATEGY**

# **我們的策略**

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# **2025-2027**



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# INTRODUCTION

## 背景

In 2022, we set ambitious goals for ourselves, and we are pleased to report that we achieved over 95% of them; as such, the past three years have been our most formative. The impact made and our growth is a testament to the unwavering support of our partners, sponsors, and collaborators and the dedication of our staff, ambassadors, iACT® Wellbeing Practitioners, clinical advisors, advisors, volunteers, and board members – all of whom we are beyond grateful to and proud to work with.

During our last strategic period (2022-2024), Hong Kong faced turbulent times marked by social unrest, the COVID-19 pandemic, and economic challenges. Amidst these changes, Mind HK adapted and innovated, creating timely solutions to meet the evolving needs of our community.

我們於2022年制定了一系列進取的目標，現在我們欣然宣布超過95%的目標已經達成，因此過去三年是我們最關鍵的成長期。能夠實現這些成就和發展，全賴一眾合作夥伴、贊助商和協作單位的不懈支持，以及機構員工、心聆大使、心理健康主任、臨床顧問、顧問、義工和董事會成員的辛勤奉獻。能與大家共事，我們心存感激，亦倍感自豪。

在上個階段的策略計劃（2022-2024），香港經歷了社會事件、新冠疫情和經濟挑戰。身處劇變之中，香港心聆展現了應變能力和創新精神，及時提供各種解決方案，以應對社區不斷演變的需求。

However, we have also observed hope and significant milestones in our community over the last three years. Companies and NGOs have started placing priority on mental health. The government has intensified efforts and called for changes to transform Hong Kong's mental health landscape. More people are now engaging in everyday conversations about mental health, signalling a promising shift in mindset. These are just a few highlights of the progress we have observed.

Despite these advances, challenges remain. In recent years, Hong Kong has faced a troubling rise in mental health conditions across age groups and record-breaking youth suicide rates. Our research shows that over 20% of the population had symptoms of clinical anxiety and depression at the end of the COVID-19 pandemic, underscoring the urgency for enhanced community services. The worsening state of mental health also reflects the local social and financial pressures people are facing in today's world, and the interconnected challenges we are facing globally – a new normal for all of us.

在過去充滿困難與不安的三年，我們卻仍看到新的希望和重大進展。我們觀察到的部份轉變包括：企業和非政府組織開始更重視精神健康，政府亦大力推動香港精神健康服務的改革，而且有更多人在日常生活中談及精神健康，顯示了大眾意識逐漸增強。



雖然有此進展，然而挑戰依然存在。近年香港各年齡組別的精神健康狀況趨勢令人擔憂，年輕人自殺率達到歷來新高。我們的研究顯示，疫情結束後有超過20%的人士出現臨床焦慮和抑鬱徵狀，反映我們急需加強社區服務。精神健康狀況的惡化也反映了一個新常態——現代人不只承受本地社會和財政的壓力，亦要面對全球跨地域的共同挑戰。

The honest reality is that most people in Hong Kong experiencing a mental health challenge, or caring for others with one, do not feel comfortable openly sharing about this. They lack access to affordable, effective care and resources, denying them the respect, support, and good health every one of us deserves. Persistent stigma and discrimination, combined with an overburdened healthcare system, fuel these challenges. As a mental health charity committed to ensuring that no one in Hong Kong has to face a mental health problem alone, it is our responsibility to address these issues head-on; to do this, we need to expand our efforts and our impact. We will continue to think big and act quickly to help achieve the best mental health for all.

事實上，香港大多數正經歷精神健康困擾的人及其照顧者，並不習慣公開分享他們的狀況，社會亦缺乏容易負擔且有效的支援和資源，這剝奪了每個人應得的尊重、支援和健康；污名和歧視持續存在，加上醫療系統負擔過重，更令情況惡化。作為一間精神健康慈善機構，我們致力確保香港沒有人需要獨自面對精神健康問題，有責任正視這些狀況。為此，我們需要擴大服務和影響力，繼續保持前瞻的態度配合高效執行力，協助社會上每個人達到最佳的精神健康狀態。



We are excited to present our three-year strategy for 2025 to 2027, a decisive and exciting period leading to our tenth anniversary of operation in 2027. To develop this strategy, we consulted a wide range of stakeholders to understand our strengths, weaknesses, and community needs, helping us identify the best path forward to continue making an impact at scale. Their insights, which we are immensely thankful for, have been integral to forming the various components of our strategic plan, detailed in this report.

We look forward to expanding our work and following the approaches outlined in this plan, which we believe will be foundational in driving all our initiatives, resources, and services as we move forward.

我們很高興在此發表2025至2027的三年策略計劃，這會是一個令人振奮的關鍵時期，並將引領我們於2027年踏入機構營運的十週年。我們廣泛諮詢了持份者的意見，以了解我們的優勢弱項和社區需求，讓我們能夠選取最佳路徑，持續擴大影響力。有賴各位的真誠意見，這些見解有助我們制定策略計劃中的各個部份，在此我們深表感謝。

我們十分期待擴展工作範疇，並按照本計劃所述的方向前進。相信這些方針將成為我們所有計劃、資源和服務的重要基石，推動我們在未來繼續前行。

# LETTERS FROM OUR EXECUTIVE CHAIR AND CEO 執行主席與行政總裁的話



**Dr. Lucy Lord**

Founder and Executive Chair of the Board,  
Mind HK  
香港心聆創辦人及執行主席



**Dr. Candice Powell**  
凌悅雯博士

CEO, Mind HK  
香港心聆行政總裁

Dear Friends and Partners,  
As we embark on a new strategic period from 2025 to 2027, we reflect on the tremendous journey that Mind HK has undertaken since its inception. Over the past years, we have faced unprecedented challenges, yet our commitment to mental health in Hong Kong has never wavered. Together, we have achieved significant milestones, and as we are approaching our tenth year of operation, our mission remains more vital than ever.

親愛的朋友和合作夥伴：

在新一階段的策略計劃（2025至2027年），我們回顧香港心聆成立至今的路程。即使在過去幾年面對各種嚴峻挑戰，但我們對香港精神健康的承諾卻從不動搖。在這段旅程中，我們共同跨越了各個重大里程碑。機構即將踏入營運的第十年，我們的使命亦更顯重要。



The landscape of mental health in Hong Kong has evolved dramatically, underscored by an increased societal recognition of mental health issues thanks to the concerted efforts of our community, government partnerships, and the relentless dedication of our team. We have seen a shift towards more open discussions about mental health, an essential step towards destigmatisation and increased support. Yet, the journey is far from over. The rising prevalence of mental health conditions and the lingering impacts of the COVID-19 pandemic highlight the ongoing need for robust, accessible mental health services.

Our strategic plan for 2025-2027 is both a reflection of our past learnings and an ambitious roadmap for the future. It is crafted from extensive consultations with stakeholders, reflecting a deep understanding of the community's needs and our organisation's capacity to meet them. This plan outlines four key areas of focus aimed at transforming the mental health landscape in Hong Kong.

有賴社區、政府夥伴以及我們團隊的共同努力，香港精神健康現況大幅進步，成功提升社會對精神健康問題的認識。現今大眾能更公開地討論精神健康議題，在消除污名和增加支援上有重大進展。然而我們的路程依然漫長——香港的精神健康問題呈上升趨勢，加上新冠疫情的持續影響，顯示了大眾對於穩健有效且容易接觸的精神健康服務需求持續迫切。

這份策略計劃經過廣泛諮詢而精心制定，根據機構能力來迎合社區需求，既反映了我們過去的經驗所得，亦是一份更進取的未來路線圖。策略計劃涵蓋四個重點，致力於改變香港的精神健康現況：

# Four Key Areas of Focus

## 四個重點



### Educate 教育

Aiming to enhance understanding of mental health issues, ensuring individuals and organisations are equipped with accurate knowledge and skills.

加強大眾對精神健康問題的認識，確保個人和機構具備準確的知識和技能應對精神健康問題。



### Reach 外展

The organisation plans to expand its presence both offline and online, through partnerships to make mental health resources more widely accessible and enhance outreach to more individuals and caregivers.

透過合作夥伴關係，擴大我們網上和實體的影響力。把精神健康資源帶到各個社區，並加強外展工作，為更多人士和照護者提供服務。



### Bridge 橋樑

The organisation will establish Hong Kong as the regional leader of mental health services by sharing our research and practical experience in both clinical and public mental health. This will inform best practices and to drive innovation and evidence-based care in mental health strategies.

促進臨床和公共衛生研究並分享研究和實踐的結果，從而制定最佳實踐方案，確立香港成為地區的精神健康服務領導者。



### Service 服務

The organisation is committed to delivering effective psychological support directly to those dealing with anxiety, depression, or at risk of such conditions, aiming to significantly improve individual mental health outcomes.

直接提供有效的精神健康支援服務，協助正在經歷或面臨焦慮和抑鬱人士，以顯著改善他們的精神健康。

These strategic priorities are designed to build a more resilient mental health support system in Hong Kong.

We are immensely grateful for the unwavering support of our partners, donors, volunteers, and the community at large. Your belief in our mission fuels our commitment. As we look ahead, we invite you to join us in this critical phase of our journey. Together, we can achieve a vision of a Hong Kong where mental health is recognized as a cornerstone of overall well-being.

Thank you for standing with us.

Warm regards,

**Dr. Candice Powell**

CEO, Mind HK

**Dr. Lucy Lord**

Founder and Executive Chair of the Board,  
Mind HK

以上策略重點在於為香港建立更有韌性及堅固的精神健康支援系統。

我們衷心感謝一眾合作夥伴、贊助者和捐助機構、義工和社區的堅定支持。各位對機構理念的信任激勵我們更加緊守使命。展望未來，我們邀請大家在這段關鍵時期與我們攜手前進，實現願景，令香港社會視精神健康為幸福生活的重要一環。

感謝您與我們並肩前行。

致以誠摯的問候，

**凌悅雯博士**

行政總裁，香港心聆

**Lucy Lord 醫生**

創辦人及執行主席，香港心聆

# OUR IMPACT (2022-2024)

## 我們的影響力

Under our 2022–2024 strategy, Mind HK aimed to enhance community mental health by driving meaningful change. As we celebrated our fifth anniversary in 2022 and transitioned from a start-up to growth stage, we put added emphasis on addressing community needs and developing innovative, sustainable methods for impact. While continuing to raise awareness and reduce stigma, we also began offering direct psychological support for the first time. This significant shift, prompted by the growing demand for accessible care, allowed us to tackle community mental health challenges more comprehensively and holistically.

香港心聆於2022至2024年期間致力推動策略性的發展，以提升社區的精神健康水平。於2022年機構成立五週年之際，我們亦從初創階段過渡至成長階段，更加重視如何解決社區於精神健康所面臨的挑戰，並開發出創新且可持續的服務以照顧社區的需求。除了繼續提升大眾對精神健康的意識和消除相關污名的宣傳和教育計劃外，我們亦開始提供精神支援服務。這個重大轉變使我們能更全面地應對社區對精神健康支援需求日增的挑戰。



During our previous three-year strategic period, we concentrated on the following five core areas:

在之前的三年策略計劃內，我們專注以下五個核心領域：



These core areas guided our team towards many positive milestones during this time – significantly advancing our work. Through localising our services, we ensured broader access to mental health resources across Hong Kong. We educated the community through extensive training sessions and prepared ambassadors to promote open conversations about mental health. Our digital initiatives improved access to resources and offered free psychological support to those in need, including youth.

以上五個核心領域引領團隊在該段時期取得多項進展，大大推進我們的工作，包括：本地化服務令香港各區社群更易接觸得到精神健康資源；廣泛的培訓課程有助教育社區認識精神健康，而心聆大使培訓課程亦推動了與精神健康相關的公開對話；數碼普及計劃改善了服務的可及性，為有需要的人（包括青少年）提供免費的心理支援。

Our growth in team size and budget reflects our commitment to future-proofing, and enhancing the scalability and sustainability of our services.

團隊的人數和預算持續增長，反映了我們持續營運機構的決心，提升了服務的可擴展性和可持續性。

Here are some of our achievements from 2022 to 2024:

以下是我們在2022至2024年間取得的成就：

1

Attracted **2,000,000+** website users.  
吸引超過 **2,000,000** 名網站使用者。

2

Educated **16,400+** people in mental health literacy and skills via **400+** training sessions.  
舉辦超過 **400** 場培訓課程，向超過 **16,400** 人教授精神健康的知識及相關技巧。

3

Trained **80+** ambassadors to share their stories, who went on to share at events reaching **5,000+**.  
培訓超過 **80** 名心聆大使，他們在各種活動中分享自己的故事，觸及超過 **5,000** 人。

4

Trained **80+** Wellbeing Practitioners from Improving Access to Community Therapies (iACT®) to provide short-term support to the community.  
從社區心活指南 (iACT®) 計劃中培訓了超過 **80** 位心理健康主任，為社區提供短期支援。

5

Offered free psychological support to youth and adults:  
為青少年和成年人提供免費心理支援：

- Provided free psychological support to over **6,500** people in Hong Kong experiencing or at risk of anxiety and depression.
- 為香港超過 **6,500** 名經歷或面臨焦慮和抑鬱徵狀的人士提供免費心理支援。
- Partnered with **70+** host organisations, including NGOs, schools, community centres, Mannings, and District Health Centres, to integrate free psychological support services into the community.
- 與超過 **70** 個主辦機構合作，包括非政府組織、學校、社區中心、萬寧和地區健康中心等，把免費的心理支援服務融入社區。

6

Hosted our second Hong Kong Mental Health Conference in 2020, focused on youth mental health, reaching **1,000+** delegates.

於2020年舉辦第二屆香港心理健康研討會，主題聚焦於青少年的精神健康，吸引超過 **1,000** 名參加者。

7

Exceeded growth expectations:

超越成長預期：

- Expanded our team from 20 to **80+**.  
團隊規模從20人擴展至超過 **80** 人。
- Increased our annual budget from HKD 9 million to HKD **32 million**.  
年度預算從900萬港元增加至 **3,200萬** 港元。

The past three years have highlighted both areas we excel in and areas for improvement, which we aim to address by equally fostering quality and reach. We are proud of our achievements and deeply thankful to all those who supported us and partnered with us. Without our community backing, the scale of our impact would not have been possible. We are dedicated to ensuring that our work makes the greatest possible impact, and it is through our next three-year strategic plan that we will endeavour to do just this.

我們為機構的成就感到自豪，並對所有支持者和合作單位深表感謝。誠蒙各界支持，我們的影響力方可在短時間內達至此等規模。我們在過去三年了解到自身的優勢及限制，我們將會在接下來的三年策略計劃透過提升服務質素和覆蓋範圍加以改善，致力發揮最大影響力。

# Testimonials

## 參加者的話

“

I have only had male friends start opening up about these things [feelings of inadequacy] since I started working as a Mind HK ambassador. Looks like sharing and destigmatising do work!

我成為心聆大使後，才有男性朋友和我談論這些以前不敢分享的感受 [覺得自己不夠好]。  
分享故事和消除污名似乎的確有用！

Derek  
Mind HK Ambassador 心聆大使

“

I feel much more empowered to help those around me.

我感覺更加有能力去幫助身邊的人。

Mental Health First Aid Training Participant  
精神健康急救培訓課程參與者

“

The training is superb, providing managers with awareness and techniques in supporting the team's mental health.

這次培訓非常出色，為管理人員提供了支持  
團隊精神健康的意識和技巧。

Workplace Mental Health Training Participant  
職場精神健康培訓參與者





“

I appreciate this service programme, especially since it is a free service for people like me who have never joined any counselling service. It allows us to get exposed to such service with a new approach in coping with our challenges in life.

我非常感激有這項免費服務計劃，尤其對於像我這種從未參加過輔導服務的人而言，讓我們能以全新的方式來應對生活挑戰。

iACT Service User

iACT計劃服務使用者

“

While the progress was not linear, my symptoms gradually abated as I went through the [iACT] programme. I was able to identify ways in which I could make different choices, yielding different outcomes. The values work was particularly powerful. I didn't realise the extent to which being out of line with my values would produce anxiety. Being able to realign my lived experience with my values has been hugely beneficial.

雖然進展並非一帆風順，但在參加 iACT 計劃的過程中，我的情緒困擾徵狀逐漸減輕，並且能找到不同的選擇，以致生活有不同的結果。當中講及價值觀的環節尤其有用，我之前並沒意識到原來當自己的行為與價值觀不一致時，會產生那麼大程度的焦慮。能夠將自己的生活經歷與價值觀重新調整一致，對我幫助很大。

iACT Service User

iACT計劃服務使用者



# OUR WHO, WHY, AND HOW

# 我們的角色、動力與行動

## Who?

To foster a more understanding and resilient community, Mind HK empowers individuals by enhancing their knowledge and skills for self-care and supporting others through emotional difficulties. Our outreach extends to school personnel, corporate staff, individuals with lived experience, and professionals eager to enhance their mental health competencies. We are dedicated to those who are committed to making a positive impact on society. Our strategic focus emphasises early intervention for individuals at risk of mental health challenges, particularly depression and anxiety, which comprise the majority of such issues. By providing timely and tailored psychological support, we strive to prevent the escalation of mental health conditions and ensure healthier outcomes for those in vulnerable situations. Through these focused efforts, we commit to building a stronger, more informed community that actively supports mental wellness for all its members.

## 我們的角色

為了培育一個更具包容性和抗逆力的社區，我們致力協助大眾提升自我照顧和支援他人的知識和技能，以助自己和身邊人渡過情緒難關。我們的外展工作涵蓋了學校職員、企業人員、過來人以及希望提升精神健康技能的專業人士，並全力支持所有想為社會帶來積極影響的人。我們的策略重點是為面臨精神健康風險的人士進行早期介入，尤其針對抑鬱和焦慮這兩大精神健康問題。透過及時和個人化的精神支援，可防止他們的精神狀況繼續惡化，讓他們擁有更健康的精神狀態。藉著此項工作，我們會建立一個更強大、更具精神健康知識的社區，積極支持所有人的精神健康。

# Meet Our Supporters

## 我們的服務對象



Edmond, age 16, attending local secondary school, experiencing anxious symptoms and panic attacks. He completed iACT service in his school and enrolled in the youth advisory committee.

Edmond, 16歲，正在本地中學就讀，經歷焦慮徵狀和恐慌發作，在學校完成了iACT服務，並報名成為青少年精神健康領袖。

Mrs. Wong, age 62, lives in Yau Tsim Mong, retired and alone, experiencing depressive symptoms. She went to a District Health Centre and started using iACT service.

黃女士，62歲，住在油尖旺，是獨居的退休人士，在地區康健站發現自己有抑鬱徵狀，開始使用心理支援服務去紓解情緒困擾。



Zoe, age 41, works in a local NGO, overwhelmed at work. She wanted to learn more skills to support her clients and her family, so she attended our public training.

Zoe, 41歲，任職本地的非牟利組織，工作壓力大，想學習更多支援客戶和自己家人的技能而參加我們的公眾培訓課程。

Natalie, age 25, with lived experience of mental health challenges, became our Mind HK Ambassador.

Natalie, 25歲，有精神健康問題的親歷經驗，成為了我們的心聆大使。



Joseph, age 27, psychology graduate, attended our iACT training and became an iACT practitioner.

Joseph, 27歲，心理學畢業生，參加了我們的iACT計劃培訓課程，成為心理健康主任。

\*以上相片僅供參考 Photos are for reference only.

## Why?

Despite increasing interest in mental health, stigma is unfortunately on the rise, with over 60% of individuals with a diagnosable mental illness not sharing their condition with anyone in our recent survey – instead, they face it in isolation. Additionally, many people continue to face significant barriers to accessing support, with waiting times in the public hospital system for non-urgent psychiatric outpatient care being up to 99 weeks long and private care being unaffordable for most.

## 我們的動力

雖然社會對精神健康的關注度不斷增加，但是相關的污名化亦正在加劇。我們最近的調查顯示，確診精神疾病的人士有超過60%並沒與人分享自己的狀況，而是孤獨面對問題。此外，許多人依然難以獲得精神健康支援服務，公立醫院非緊急精神科門診的輪候時間長達99週，而私人醫療對大多數人來說亦負擔太高。

“

The stigma around mental health made me unwilling to share my true feelings with family and friends. I was afraid of being seen as weak or a failure.

精神健康的相關污名，使我不願意向家人和朋友分享我的真實感受，怕被視為軟弱或失敗。

Kan

Mind HK Ambassador 心聆大使

As part of our strategy development process, we engaged a range of stakeholders through focus groups and a survey. 75% of our strategy survey participants identified reducing stigma as a key priority for Mind HK. Moreover, a majority highlighted the importance of Mind HK continuing to provide free support services (69%) and enhancing general awareness (67%). There is a clear, strong demand for us to expand our community presence and existing programming to support individuals, communities, and society as a whole.

為了制定策略計劃，我們透過小組訪談和調查，與各界持份者進行交流。在我們的策略問卷調查中，有75%參與者視「減少污名化」為香港心聆的首要任務。此外，大多數參與者認為我們繼續提供免費支援服務（69%）以及提升大眾認知（67%）非常重要，清晰顯示社會對我們的服務有強烈需求，因此我們必須擴大影響力和現有計劃，以支援個人、社區及整個社會的精神健康。

## 香港心聆策略問卷調查

## Mind HK Strategy Survey

**Reducing Stigma**  
減少污名化

**75%**

**Provide Free Support Services**  
提供免費支援服務

**69%**

**Enhancing General Awareness**  
提升大眾認知

**67%**

香港心聆在2024年6月至7月期間總共收集了126位持份者的問卷。

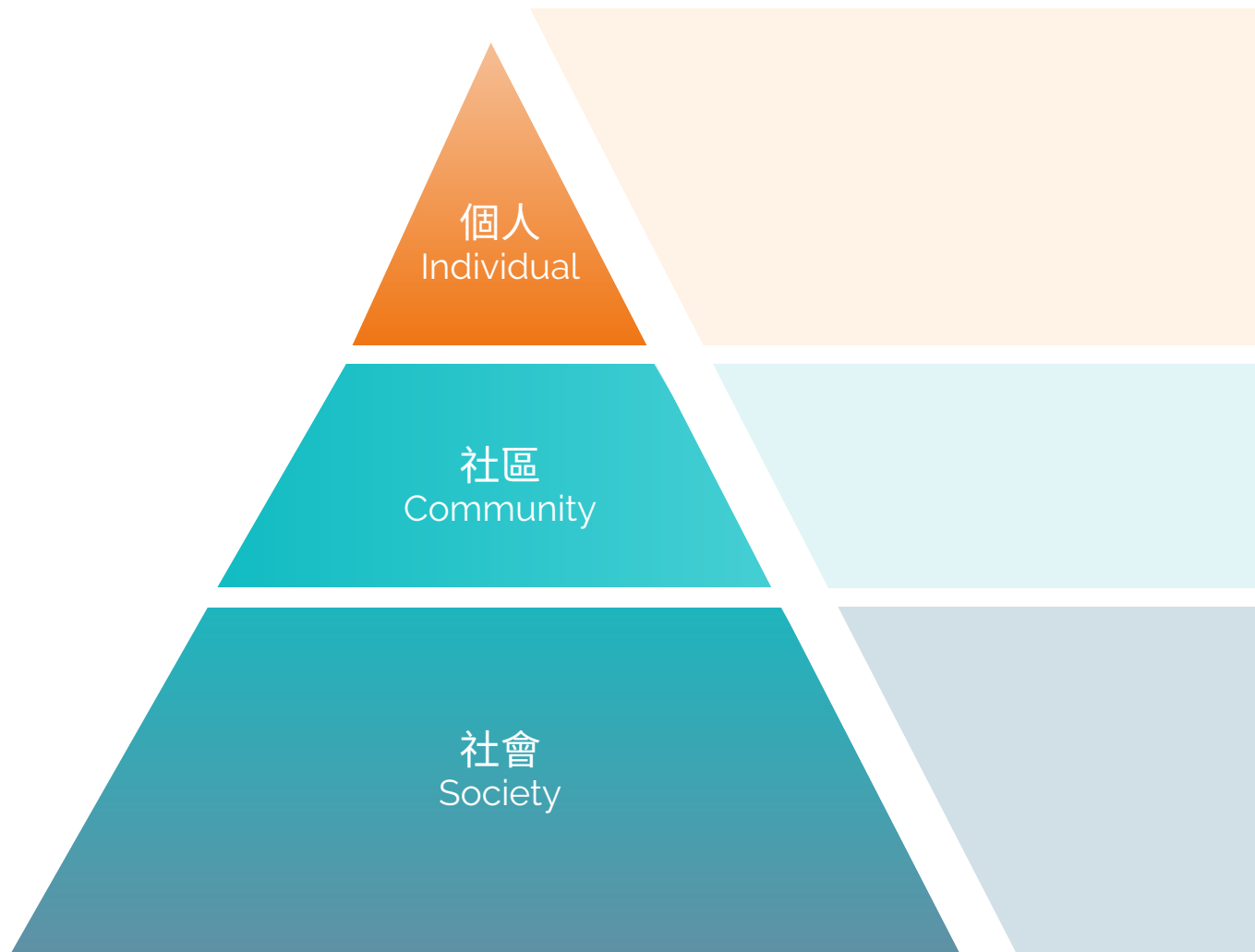
Mind HK collected feedback from 126 stakeholders between June and July 2024.

## How?

At Mind HK, we are developing a new strategic plan to address pressing mental health issues using the expertise and unique qualities we hold. Over the next three years, we will seek to meet the demands and gaps we see and know. We aim to provide mental health services and education, deepen our community presence, and guide the development of mental health in Hong Kong. Our three-tiered approach seeks to create the right conditions and opportunities for better mental health:

## 我們的行動

香港心聆正在制定一項新的策略計劃，利用我們的專業知識和獨特優勢，以解決社會迫切的精神健康問題，於未來三年致力滿足現有的社區需求和服務缺口。我們的目標是提供精神健康服務和教育，加深我們在社區的影響力，並引領香港精神健康的發展。我們的三層模式旨在創造合適的條件和機會，以促進社區精神健康：





**INDIVIDUAL  
SUPPORT**  
個人支援

We offer accessible services and resources.  
我們提供相關服務和資源。

**COMMUNITY  
INTEGRATION**  
社區整合

We collaborate with cross-sector stakeholders.  
我們與跨界別的持份者合作。

**SOCIETAL  
INFLUENCE**  
社會影響

We drive large-scale change and mindset shifts.  
我們推動大規模革新和思維轉變。

- We provide free, accessible, and evidence-based services to support individuals who are experiencing mental health problems.  
我們提供免費、容易接觸且以實證為本的服務，為受精神健康問題困擾人士提供支援。
- We provide information to enhance mental health literacy and equip people with the knowledge and tools they need to support their own and others' mental health.  
我們提供資訊以提升社會對精神健康的認知，使大眾掌握必要的相關知識和工具，得以支援自己及他人的精神健康。
- We integrate support throughout the community with partnerships and creative online and offline strategies, improving access to resources and services where they're most needed.  
我們透過建立夥伴關係以及創新的網上和實體策略，在社區內整合不同支援渠道，以改善大眾獲取資源和服務的機會。
- We generate and share clinical and public health research findings to inform best practices, drive innovation, and guide the development of effective, evidenced-based interventions and mental health policies.  
我們進行臨床和公共健康研究並分享調查結果，以制定最佳實踐方案、推動創新、提供有效且以實證為本的介入方法和精神健康政策。
- We reduce stigma to create a mindset shift around mental health.  
我們致力減少污名，從而促進精神健康的思維轉變。

We also view our work as a cyclical chain of causes and effects. As more people recognise the importance of seeking mental health help, acceptance grows, creating a positive feedback loop:

我們的工作是一個互為影響的循環過程，當更多人認識到尋求精神健康以及支援的重要性，社會的接受度亦會隨之增長，從而形成一個正面的反饋循環：



This three-tier model and cyclical chain effect underpin the why and how of our work - our strategic priorities will act as mechanisms to ensure no one in Hong Kong has to face a mental health problem alone.

這個三層模式和循環效應，構成了我們工作的原因與方法——我們所設定的策略重點將成為重要的運作機制，以確保香港沒有人需要獨自面對精神健康問題。



# OUR VISION, MISSION, AND VALUES

## 我們的願景、使命和價值觀

### Tagline 宗旨

Mental health matters.  
精神健康至為重要。

### Vision 願景

We are here to ensure no one faces a  
mental health problem alone.  
我們致力確保沒有人需要獨自面對精神健康問題。

### Mission 使命

We are here to raise awareness, reduce stigma,  
and provide care to promote the best mental  
health for all.  
我們致力提升公眾意識、消除污名並提供心理支援，  
以促進社區的精神健康。

# OUR VALUES

## 我們的價值觀

### Integrity 誠信

We uphold the highest standards of ethics and practice, ensuring transparency and honesty in all our actions.

我們堅守最高的道德和實踐標準，確保我們所有行動保持透明和誠信。

### Inclusivity 共融

We will seek to help as many people across Hong Kong as we can, from all walks of life.

我們會竭盡所能，為更多香港市民提供協助，包括正處於不同狀況的人。

### 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。

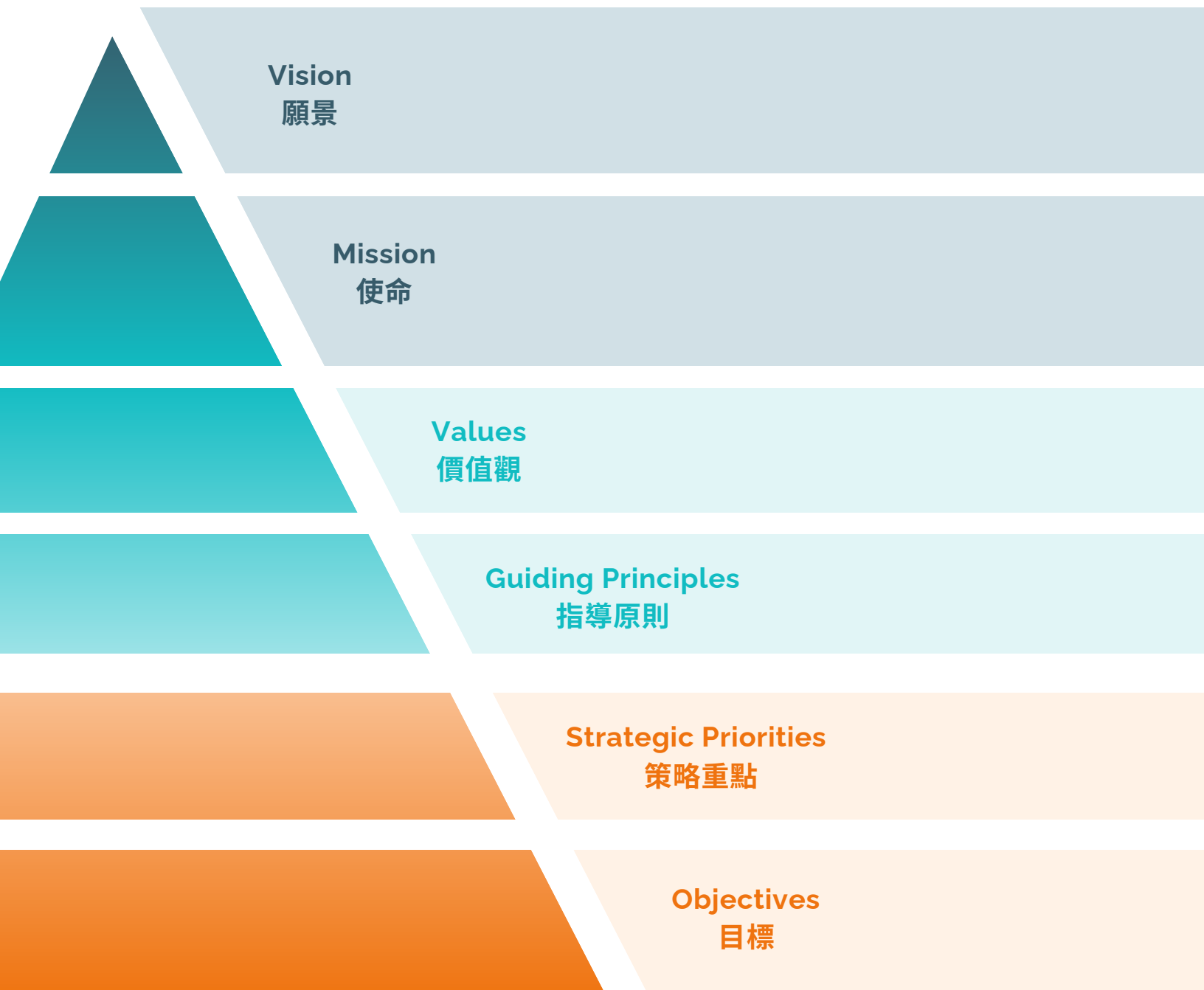
### Commitment 承諾

We will work to achieve the best mental health outcomes with drive and dedication.

我們會堅持我們的信念，達到最佳的精神健康成果。

Our strategic priorities, objectives, values, and guiding principles, which are further outlined in this report, have been carefully formulated to collectively bring us closer to our mission and vision.

我們的策略重點、目標、價值觀和指導原則經過周詳的考慮而制定，以推動我們去實踐使命與願景。



**Vision**  
願景

We are here to ensure no one faces a mental health problem alone.  
我們致力確保沒有人需要獨自面對精神健康問題。

**Mission**  
使命

We are here to raise awareness, reduce stigma, and provide care to promote the best mental health for all.  
我們致力提升公眾意識、消除污名並提供心理支援，以促進社區的精神健康。

**VALUES**  
價值觀

**GUIDING PRINCIPLES**  
指導原則

**STRATEGIC PRIORITIES**  
策略重點

<p><b>Integrity</b> 誠信</p>	<p><b>Co-create with the Community</b> 與社區共同創造</p>	<p><b>Educate</b> 教育</p>
<p><b>Compassion</b> 惻隱之心</p>	<p><b>Adopt Evidence-based Practices</b> 採用以實證為本的實踐</p>	<p><b>Reach</b> 外展</p>
<p><b>Inclusivity</b> 共融</p>	<p><b>Embrace a Holistic Wellbeing</b> 擁抱整全健康</p>	<p><b>Bridge</b> 橋樑</p>
<p><b>Commitment</b> 承諾</p>	<p><b>Ensure Sustainable Development</b> 確保可持續發展</p>	<p><b>Service</b> 服務</p>

# OUR GUIDING PRINCIPLES

## 我們的指導原則

The following new guiding principles have been curated to represent the fundamental beliefs and philosophies that will direct the actions and decisions of our team and our organisation. They are designed to ensure that our initiatives are impactful, sustainable, and deeply rooted in the needs of the communities we serve.

以下的全新指導原則，反映了我們團隊和機構於行動和決策上的基本信念和理念。這些原則確保我們的計劃具影響力和可持續性，並切合社區需求。

Co-create with the  
community

與社區共同創造

Champion Evidence-based  
Practices

推崇以實證為本的實踐

Ensure  
Holistic Wellbeing

確保整全健康

Prioritise Sustainable  
Development

優先考慮可持續發展



## Co-create with the Community

We are adaptable and responsive to the evolving needs of the people of Hong Kong. Our work is informed by close engagement and collaboration with the communities we serve, as well as input from those with lived experiences of mental health challenges. This ensures that our services truly meet the needs and perspectives of the people we support.

## Champion Evidence-based Practices

All interventions and services are grounded in evidence and best practices from local and international research. We are dedicated to continuous evaluation and improving and maintaining the standard of delivering high-quality, effective care.

## 與社區共同創造

我們能靈活應對香港人不斷變化的需求，所提供的服務均建基於與社區的緊密連繫和合作，以及曾受精神問題困擾的過來人反饋，令我們的服務真正符合服務對象的需求和觀點。

## 推崇以實證為本的實踐

我們所有的介入和服務均以本地和國際研究的實證和最佳實踐為基礎。我們會繼續進行評估工作，改善並維持優質和有效的支援服務。

## Ensure Holistic Wellbeing

We believe in a holistic approach to mental health and wellbeing, treating individuals as whole persons rather than just illnesses or symptoms, by addressing the interconnectedness of physical, mental, emotional, social, and spiritual wellbeing. This includes emphasising prevention and early interventions to identify and address mental health concerns before they escalate, and promoting overall wellbeing through services and health promotion efforts.

## Prioritise Sustainable Development

We are dedicated to maintaining long-term organisational resilience by strengthening our infrastructure, enhancing digital capabilities, ensuring financial stability, investing in our talent, and developing scalable programmes.

## 確保整全健康

我們採取整全角度來看待身心健康，關注身體、心理、情感、社交和心靈健康之間的相互聯繫，把個體視為一個完整的人，而非僅僅看成某種疾病或徵狀。因此我們重視預防和早期介入，在服務對象的精神健康狀況惡化之前及早識別和解決問題，並透過提供服務和推廣資訊來提升社區的整體福祉。

## 優先考慮可持續發展

我們致力維持機構的長期抗逆力，具體措施包括加強基礎設施、提升數碼能力、確保財務穩定、培育人才，以及開發可擴展的項目。



# OUR STRATEGIC PRIORITIES (2025 - 2027)

## 我們的策略重點

To direct our work between 2025 and 2027, we have developed four strategic priorities that will serve as a guiding force for all aspects of our work. These pillars have been crafted based on comprehensive research and insights gathered from various stakeholders during the development phase of our strategic plan. They are designed to focus our efforts on key areas that will maximise our impact and act as a roadmap towards our mission and vision.

我們制定了四項策略重點，以指導機構於2025至2027年各個範疇的所有工作。在制定策略計劃的發展階段時，我們進行了綜合研究，亦從各界持份者收集意見和見解，以制定此四大方針。這使我們能把力量集中於關鍵領域，從而發揮我們最大的影響力，亦是機構實現使命與願景的藍圖。

Educate  
教育

Reach  
外展

Bridge  
橋樑

Service  
服務

## STRATEGIC PRIORITY



# EDUCATE

## 教育

**Improve understanding, knowledge, attitude, and self-help/helping skills of mental health conditions, interventions, and services.**

提升公眾對精神健康的認識、培養正面態度和改善助人自助的技巧。提升業界的介入和服務方法。

### Goal 目標

Ensure people have the accurate knowledge and tools to support their own and others' mental health.

確保大眾擁有正確的知識和資源來支援自己及他人的精神健康。

With a clear need for further mental health education locally, Mind HK is committed to enhancing mental health literacy and creating opportunities to contact with people with lived experience. We aim to expand and enhance our comprehensive online resources, training, workshops, and events, focusing on a range of stakeholders, including schools, companies, and mental health professionals. We're here to use education to create a culture where the spectrum of mental health and mental health services are understood, fostering a proactive attitude to mental health and wellbeing.

香港顯然需要進一步的精神健康教育，因此我們致力提升社會對精神健康的知識，讓大眾有機會與曾歷精神困擾的過來人交流。我們的目標是擴展並改善現有的綜合網上資源、培訓、工作坊和活動，特別針對學校、公司和精神健康專業人士，希望透過教育來創建一種文化，使大眾能理解精神健康狀況和心理支援服務的多樣性，並以積極的態度處理精神健康狀況和整體健康。

# EDUCATE

## 教育

- Expand and further develop private and public training offerings, ensuring our training model is self-sustainable, effective, and wide-reaching
- Train 10,000 people in mental health literacy and skills via our public and private training offerings
- Engage 130 secondary schools to promote mental health awareness and support through the LevelMind@JC
- Use lived experience storytelling and social contact to reduce stigma and discrimination
- Train 60+ ambassadors to share their mental health recovery stories publicly
- Train 100+ new iACT Wellbeing Practitioners to offer psychological support and assessments
- Develop and distribute bilingual mental health resources via online and offline platforms
- 擴展並加強私人和公共培訓服務，確保我們的培訓模式能自負盈虧、有效及擴大接觸面
- 透過我們的公共和私人培訓服務，培訓10,000人掌握精神健康知識和技能
- 透過賽馬會平行心間計劃，與130間中學合作，推廣精神健康意識並提供支援
- 促進大眾與過來人交流並聆聽他們的親身經歷，以消除污名和歧視
- 培訓60多名心聆大使，讓他們公開分享精神健康復元故事
- 培訓100多名新的心理健康主任，為大眾提供精神健康介入支援和評估
- 透過網上和實體平台，分享我們製作的雙語精神健康資源

# REACH 外展

**Broaden our presence offline and online, and via partnerships, to better connect wider communities with vital mental health resources and services.**

擴大我們網上和實體的影響力，並透過夥伴合作關係，把重要的精神健康資源和服務帶到各個社區。

## Goal 目標

Make mental health support more accessible for more individuals and caregivers by expanding outreach efforts.

擴充外展服務，使更多人和照顧者得到精神健康支援。

Mind HK is dedicated to expanding its reach to underserved groups and communities in need of added support, such as youth and the LGBTQ+ community. By localising our content and engaging in multi-sector collaborations, we aim to enhance accessibility and outreach. Partnerships with educational, non-profit, for-profit, and community organisations will help us connect with individuals from diverse cultural and socioeconomic backgrounds. Through creative strategies, offline and online, we seek to embed Mind HK more deeply into the local ecosystem, ensuring no one is left behind in the journey to better mental health.

我們致力擴展服務範圍，尤其關注備受忽略的群體和需要額外支援的社區，例如青少年和性小眾群體。我們將資訊內容本地化，並廣結社會不同界別，務求提升服務的可及性和接觸範圍。另外我們亦積極與教育機構、非營利組織、私營機構和社區組織合作，連結不同文化和社會經濟背景的服務對象。此外，我們亦透過創新的網上和實體策略，希望更深入植根於本地文化系統，確保我們在改善精神健康的路上能顧及所有人。



# REACH 外展

- Further develop and distribute open-access resources and services in English and Chinese
- Offer iACT services in English, Cantonese, and Mandarin
- Foster multi-sectoral collaborations via partnerships to enhance our reach and impact
- Expand our youth education and service work, via collaborations with 130+ secondary schools in Hong Kong
- Reach 5,000+ people via our public-facing awareness and stigma reduction events
- Attract 1000 attendees to our 2025 international mental health conference, securing over 40 pieces of media coverage
- Be creative in the way we reach people offline and online, enhancing engagement
- Curate resources, services, and events to support specific, diverse communities in need, e.g., ethnic minorities, LGTBQ+ groups and other underserved communities
- Put diversity, equity, and inclusion (DEI) at the forefront of our work, internally and externally
- 進一步建立並分享英文和中文的資源與服務
- 提供英語、粵語和普通話的iACT計劃服務
- 透過合作夥伴關係促進不同界別合作，以提升我們的覆蓋範圍和影響力
- 與超過130間香港中學合作，以擴展我們的青年教育和服務工作
- 透過面向公眾的宣傳活動和減少污名活動，觸及超過5,000人
- 吸引1,000名人士參加我們2025年的國際精神健康會議，並獲得超過40篇媒體報導
- 在網上和實體平台以創新方法接觸更多人，以提升參與度
- 提供資源、服務和活動，以支持特定的多元化社區需求，如少數族裔、性小眾（LGBTQ+）群體和其他備受忽略的社區
- 將多元、平等和包容（DEI）置於我們工作的核心，內外兼顧

# BRIDGE

## 橋樑

Generate and share clinical and public health research findings to inform best practices and to drive innovation and evidence-based care in mental health strategies.

進行臨床和公共健康研究並分享調查結果，以制定最佳實踐方案、推動創新、提供以實證為本的精神健康支援。

### Goal

Establish Hong Kong as a regional leader in public mental health.

### 目標

確立香港成為地區的精神健康研究與實踐領導者。

Mind HK is dedicated to becoming a leading practice-research hub, focusing on "translation science"—the process of turning research findings into practical applications for better health outcomes. Our goal is to advance mental health initiatives by sharing our own as well as international and local research and evaluations. We aim to bridge the gap between scientific discoveries and real-world practices by developing strategies, policies, and interventions that can be effectively implemented in communities. This ensures that evidence-based solutions reach those who need them most, enhancing public mental health initiatives and outcomes. By collaborating with stakeholders, including clinical professionals and charities, we seek to guide the development of effective, evidence-based interventions for improved mental health outcomes.

香港心聆致力成為領先的實踐研究中心，重視「轉譯科學」(translation science)——將研究成果轉化為實際應用，以達致更佳成效。目標是透過分享我們及國際和本地的研究和成效評估，從而推進精神健康的項目發展，並制定能應用於社區的策略、政策和介入措施，以拉近科學發現與現實實踐之間的距離。這做法能保證所有服務均以實證為本的方式進行，藉此提升公共精神健康的項目質素和成效。此外，我們與臨床專業人士和慈善機構等的持份者合作，希望引領業界推出以實證為本的有效介入措施，改善社區的精神健康狀況。

# BRIDGE

## 橋樑

- Establish Mind HK as a leading regional research practice hub translating programme outcomes to drive large-scale change
- Apply translation and implementation science to effectively turn research findings into actionable community-based and clinical strategies
- Leverage digital strategies to improve the effectiveness of service outcomes through data-driven approaches
- Develop and share policy recommendations annually
- Showcase local and international researches and best practices in the 2025 international mental health conference and engage at least 20 academic institutes, NGO or community partners
- Publish at least three research reports
- 推動香港心聆成為亞太區領先的研究實踐中心，將計劃成果轉化為實際應用，從而推動大規模革新
- 應用「轉譯科學」(translation science) 和「實施科學」(implementation science)，將研究成果有效轉化為可行的社區與臨床策略
- 利用數碼策略及數據以提升服務效率與影響力
- 每年制定政策建議並與公眾分享
- 於2025年的大型國際精神健康會議中，展示本地和國際的研究嗎實踐，並吸引至少20個學院、非政府組織或社區夥伴參與
- 發佈至少三份研究報告

# SERVICE

## 服務

**Deliver effective, direct psychological support.**

提供有效和直接的精神支援。

**Goal**  
**目標**

Improve the mental health of individuals experiencing anxiety and depression or at risk of developing them.

協助正在經歷或面臨焦慮和抑鬱的人士，改善他們的精神健康狀況。

Mind HK is committed to expanding mental health support services for underserved and vulnerable individuals in the community. Depression and anxiety are the most prevalent mental health conditions, yet a gap in service availability persists. We aim to further integrate psychological support into community settings, such as NGOs and community centres, to ensure services are accessible. We are dedicated to continuously improving and promoting our services to deliver quality care that supports recovery and improvements in quality of life, ensuring they remain accessible, effective and evidence-based practices.

抑鬱和焦慮是最普遍的精神健康問題，然而相關服務依然不足。我們致力擴展服務範圍，為備受忽略的群體和弱勢社群提供精神健康支援服務。我們的目標是進一步把心理支援服務融入社區設施，包括非政府組織和社區中心等，以確保服務的可及性。此外，我們亦會不斷改進和推廣服務，協助服務對象復元和提升生活質素，並確保服務具可及性、有效性，並以實證為本的原則推行。

# SERVICE

## 服務

- Deliver direct services offline and online to youth and adults in Hong Kong who are facing or at risk of anxiety and depression
- Place our iACT Wellbeing Practitioners to provide free or low-cost psychological support to 10,000+ individuals, with a minimum 50% recovery rate for iACT services
- Ensure our direct services are accessible, and integrated into the community, e.g. at NGOs, and community centres
- Promote effective, affordable services provided by Mind HK and other community organisations
- Prioritise quality assurance measures and continuously review protocols to maintain high standards of care
- 為正在經歷或面臨焦慮和抑鬱徵狀的香港青少年和成年人提供網上和實體服務
- 透過iACT計劃培訓的心理健康主任，為 10,000 多名有需要人士提供免費或低成本的心理支援，該計劃的復元率至少達到 50%
- 確保我們的服務能接觸大眾，並融入社區設施如非政府組織和社區中心等
- 推廣香港心聆和其他社區組織所提供的有效且可負擔服務
- 優先考慮質素保證措施並持續審查工作和服務流程，以保持高質支援服務



**MENTAL HEALTH  
MATTERS**

**精神健康至為重要**



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