

# 2019

ANNUAL REPORT  
年報



**We're 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  
獨自面對精神健康困擾。**



## MESSAGE FROM THE CHAIRS & CHIEF EXECUTIVE OFFICER

### 主席及行政總裁的話

Dear all,

2019 – A second incredibly busy year for Mind HK.

After our success in our inaugural year, we were well-placed in 2019 to consolidate our early projects and start new initiatives increasing our influence and impact in Hong Kong.

We more than doubled our employees from 6 at the beginning of 2019 to 14 by December 2019. In April 2019, we became an independent charity with Section 88 status. This, together with our expansion in funding and manpower, was instrumental in enabling us to commit to ambitious strategic goals for 2020-21, whilst allowing us to exceed expectations for delivering our goals and projects for 2019.

We worked extensively with local and international partners to bring best practice to Hong Kong. We hosted a visit from Orygen Youth Health (Australia), in partnership with KELY Support Group. We developed a major new venture called 'Coolminds', to support youth mental health in Hong Kong. Our staff travelled to Singapore and Australia to share our work with other mental health experts, and to learn from their experiences.

大家好，

2019年是 Mind HK 第二個忙得不可開交的一年。

於創辦首年獲得的成功鞏固了我們於2019年早期的項目及新倡議，增加了我們在香港的影響力。

我們的員工人數從2019年初的六人，於年底倍增至十四人。於2019年4月，我們根據慈善機構第八十八條成為了獨立慈善機構。連同我們擴展了的資金和人力資源，讓我們可以超標完成2019年的目標和計劃，亦讓我們可以於2020-21年達成我們定下的遠大抱負。

我們與本地及國際夥伴共同合作，將最佳實證引入香港。我們接待了澳洲 Orygen Youth Health 來港到訪，以及與啟勵扶青會共同策劃重點項目「Coolminds」，支援香港青年健康。我們的團隊更遠赴新加坡和澳洲交流，與其他精神健康專家分享我們的工作，同時向他們學習。

A key goal of Mind HK is to improve understanding of mental health, to reduce stigma and encourage help-seeking behaviour – something our online resources, research, training, and outreach work are starting to achieve. Through 2019, with our growing list of bilingual, informational resources, and new Community Directory, our website garnered over 480,000 page-views. Our research presence grew; we published useful findings on mental health stigma and mental wellbeing. Our trainers educated 929 people in mental health literacy. We listened to our stakeholders, developed and piloted new training programmes.

Our campaigns went from strength to strength, with our World Mental Health Day #HowOkayAreYou campaign attracting public interest in mental health and giving everyone involved a stronger understanding of how to hold difficult conversations with their loved ones. Mind HK's very successful 'Move it for Mental Health' campaign highlighted the links between physical and mental health. The second Mind HK Media Awards continued our fight for better, more compassionate reporting and narratives around mental health stories. We received an enthusiastic response from Hong Kong's press and quality submissions showcasing excellent mental health journalism.

Mind HK 的主要目標是促進大眾對精神健康的理解，減少污名及鼓勵大眾尋求協助，而我們的網上資源、研究、培訓和外展工作亦致力達到這個目標。在2019年間，我們擴展了我們的雙語資源，以及新的心理健康服務指南，而網站瀏覽量更達至超過480,000次。我們的研究亦在增長：我們發佈了有關精神健康污名問題及精神健康研究。我們的培訓講者更向929名人士提供精神健康培訓。我們聆聽持份者的意見，設計及試行了新的培訓計劃。

我們的活動日漸壯大：我們舉辦的世界精神健康日運動「#你有幾Okay？」成功引起大眾關注精神健康，亦令大家了解更多如何與摯愛的人討論精神健康。Mind HK 的「為精神健康 Move it」活動亦大獲成功，讓大眾明白「身」「心」健康的關係。第二屆 Mind HK 媒體頒獎典禮繼續協助鼓勵傳媒報導及創作更好及富有同情心的有關精神健康的作品。我們收到本地傳媒對 Mind HK 媒體獎的熱烈反應，參選作品亦展示傑出精神健康報導精神。

Alongside our rapid growth, we are particularly proud of how we were able to respond to the challenging events faced by Hong Kong in 2019. Our team worked creatively and flexibly to respond to our city's needs quickly.

Mind HK's mission, to make sure that no one in Hong Kong has to face a mental health problem alone, has become increasingly urgent. As we move through a challenging 2020, the demonstrable deterioration of the mental health of so many individuals, especially young people, makes our work even more crucial.

We are grateful to everyone in our Mind HK community – the staff, volunteers, Board, advisors, donors, sponsors, and supporters – for everything that they have done and continue to do to support this vital work.

隨著我們不斷成長，我們亦對 Mind HK 應對於2019年所發生的事件感到自豪。我們的團隊成功快速、創新及靈活地回應大眾的需求。

Mind HK 的使命及信念——確保在香港沒有人需要獨自面對精神健康問題——變得日漸緊迫。2020 是充滿挑戰的一年，它令大眾，尤其年青一代的精神健康惡化，令我們的工作愈發重要。

我們衷心感謝 Mind HK 的每一位員工、義工、董事會成員、顧問、捐贈者及支持我們的每一個人——他們對 Mind HK 的貢獻支持。



**Dr Lucy Lord**  
Co-Chair 主席



**Professor Eric Chen**  
Co-Chair 主席



**Dr Hannah Reidy**  
CEO 行政總裁

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## ABOUT MIND HK 關於 MIND HK

Mind HK is a registered S88 charity (91/16471) committed to improving awareness and understanding of mental health in Hong Kong. Originally a project under the Patient Care Foundation, Mind HK's website was launched to provide resources and support for all those experiencing a mental health problem. As an independent charity, we provide online support, training programmes, and anti-stigma campaigns, based on global best practice, to empower anyone experiencing a mental health problem and equip them with the resources they need. Through collaborative research, Mind HK is leading the way in understanding mental health problems in the city and providing its population with the right support and resources.

Mind HK 是一所認可慈善團體 (91/16471)，致力提高香港對精神健康問題的認知和理解。Mind HK 網站原為眷顧患者基金會旗下的計劃，旨在為受精神健康問題困擾的人提供資源和支持。作為一所獨立慈善機構，我們根據全球最佳實證提供網上資源、培訓和去污名計劃，協助任何面對精神健康問題的人，為其提供所需資源。通過多方合作研究，Mind HK 致力帶領香港人了解本地精神健康問題，並向大眾提供最適切的支持和資源。我們致力確保沒有人需要獨自面對精神健康問題。





# MISSION AND VISION

## 使命及信念

To ensure everyone in Hong Kong living with a mental health problem has the recognition, support and respect they need to make the best recovery possible.

確保每一位受精神健康問題困擾的香港人得到認同、支持和尊重，以配合作為其完善康復的一環。

To provide partnership, collaboration, training, innovation and best practices to facilitate the work of all those involved in improving mental health in Hong Kong.

為協助所有投身及參與改善香港精神健康的人士提供夥伴合作、培訓、創新及實踐活動。

To lead, promote and support the destigmatisation and transformation of community mental health care so that Hong Kong can become a global leader in the field and a model for other Asian cities.

領導、推動及支持社區精神衛生保健及改變社區對精神健康現持有的污名及標籤問題，讓香港成為此領域的全球領先者，成為亞洲其他城市的典範。

To research and audit these strategies and share them internationally.

研究和審計策略並在國際間分享。

## OUR VALUES 核心價值

**Integrity**  
誠信

**Non-judgemental**  
不加批判

**Courage**  
勇氣

**Competence**  
才能

**Contribution**  
貢獻

**Support**  
支持





# WHY MENTAL HEALTH?

## 為什麼要關注精神健康?

### Our History

The cumulative impact of many years of stigmatisation and lack of awareness of mental health issues is a growing concern in Hong Kong. We felt something needed to be done to address stigmatisation, raise awareness, grow understanding, and generate solutions.

Mind HK was initially set-up in January 2016 and officially launched in November 2017 as a project under the Patient Care Foundation Ltd (PCF), a HK registered charity (91/13669). Mind HK became an independent s88 charity (91/16471) in April 2019.

### 我們的起源

在香港，圍繞精神健康的污名及誤解長期以來不斷增長。我們認為有必要採取實際行動改善當前對精神健康的污名問題、提高對其認知及理解以解決問題。

Mind HK 於 2016 年 1 月開始籌備，並在 2017 年 11 月正式成立，成為眷顧患者基金會旗下的慈善團體 (91/13669)。Mind HK 正式在 2019 年 4 月成為獨立認可慈善機構 (91/16471)。

## Mental Health in Hong Kong

The World Health Organisation (WHO) defines health as “a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.” In Hong Kong and globally, mental health remains largely misunderstood and not equated (in both prevention and treatment) to physical illness.

An estimated 1 in 7 people in Hong Kong will experience a common mental disorder at any given time. Of those experiencing a mental health disorder, three-quarters will not seek professional help. Many will continue to suffer in isolation as a result of stigma, feelings of shame, lack of awareness about their condition, and a shortage of accessible professional support.



## 香港的精神健康

世界衛生組織（WHO）將健康定義為「健康不僅為疾病或羸弱之消除，而是體格，精神與社會之完全健康狀態。」在香港以至全球，人們對精神健康仍有很多誤解。不論在預防及治療方面，精神健康並沒有像身體健康一樣受到重視。

每七名香港人就有一位會經歷常見的心理疾病。然而，在這些正經歷精神健康問題的人中，七成半的人並不會尋求專業協助。於受到污名化問題、感到羞愧、對自身情況不了解，及缺乏專業支援的情況下，許多人將會繼續面對被孤立的問題。很多數據亦顯示環境、個人以及社會壓力會造成精神健康問題。



# Our Impact

## 我們的影響



# Our Impact

## 我們的影響

Jan - Dec 2019



**175,000**

New website users  
新網頁使用者



**480,000**

Web pageviews  
網頁瀏覽量



**73**

Non profit organisations added  
to our new community directory  
非牟利機構被列入至全新的  
心理健康服務指南



**911**

Trained in Mental  
Health 101  
參與心理健康基礎培訓課程



**1,284**

Trained in mental health  
literacy  
參與 Mind HK 培訓課程



**373**

Certified in Mental Health  
First Aid  
完成精神健康急救課程



**100+**

Mind HK Media Awards  
submissions collected  
Mind HK 媒體獎提交作品



**81,736,479**

Media reach/circulation  
媒體觸及率/銷量



**2**

Pieces of research  
distributed  
研究調查發佈



Launched Coolminds pilot training  
推行Coolminds先導培訓



# Core Programmes

## 主要項目

**Trainings**  
培訓

**Online Resources**  
網上資源

**Research**  
研究

**Campaigns**  
活動計劃

**Coolminds**



# Training 培訓

Supported by Manan Trust  
由 Manan Trust 支持

「很好，一段詳細及專業的講解。內容十分豐富，且易於理解亦很有趣。令人十分深刻！」 - 心理健康基礎培訓班參與者

“Excellent. A thoroughly professional presentation; Very easy to listen, interesting and very informative, most impressive!” - Mental Health 101 Attendee

To improve mental health literacy levels, we have offered a range of training courses (both privately and publicly). These include Mental Health 101 (Introduction to Mental Health), Mental Health First Aid (internationally certified course), Mental Health in the Workplace and more. We organise topic-specific events, featuring clinical professionals and/or experts from local and international NGOs, to support best practice locally and encourage the development of mental health initiatives.

為提高大眾對精神健康認知，我們提供一系列公眾及私人培訓課程。培訓課程包括心理健康基礎培訓班（關於精神健康的入門課程）、精神健康急救課程（國際認可課程）、在職場中管理精神健康等等。我們與臨床專業人士以及來自本地或國際社福機構專家舉行關於不同主題的活動，以支持本地實踐最佳實證，並推動精神健康倡議。

**1,284** people attended  
**53+** training sessions



一共有 **1,284** 人參與  
超過 **53** 場培訓課程

Average improvement of **26%** in knowledge of mental health, how to help someone and where to get help.

有關精神健康知識、如何協助他人及尋求本地協助平均改善了**百分之二十六**。



# Online Resources 網上資源

Website supported by Manan Trust  
Community Directory supported by JP Morgan Force for Good  
Mental Health A-Z content adapted from Mind UK

網站由 Manan Trust 支持  
心理健康服務指南由 JP Morgan Force for Good 支持  
精神健康 A-Z 內容改編自 Mind UK

The Mind HK website was created to be a one-stop-shop for mental health information and support in Hong Kong. In 2019, we worked to improve our website user experience to improve the reach of our resources on mental health topics and seeking help in Hong Kong. Our A-Z section contains 30+ comprehensive resources, available in both English and Traditional Chinese, on different mental health topics, including depression, mental wellbeing, anxiety, stress, and more. In the second half of the year, we launched our Community Directory, featuring 73+ low-cost and/or free mental health support services in Hong Kong, to help support those seeking help in Hong Kong.

Mind HK 網頁提供一站式精神健康支援資訊及本地資源。2019 年，我們致力改善網站使用者體驗，讓我們有關精神健康的主題及資源能觸及更多人。我們的精神健康 A to Z 包含超過 30 個不同精神健康主題，其中包括抑鬱症、精神健康、焦慮、壓力等，為大眾提供英語及繁體中文詳盡內容。後半年，我們推出了心理健康服務指南，在內包括超過 73 所提供低收費或免費的精神健康服務的本地機構，幫助大眾在香港尋求協助。

In 2019, website usage improved **significantly**:  
2019 年間，網站使用率**顯著上升**：

每月使用者上升

**120%**

INCREASE IN  
MONTHLY USERS

每月瀏覽量上升

**89%**

INCREASE IN  
MONTHLY PAGEVIEWS

**480,000**

PAGEVIEWS

瀏覽量

**175,000**

NEW USERS

新使用者

Most visited pages (excluding homepage) in 2019:  
2019 年除主頁外最多人次瀏覽頁面：

- 1** Depression / What are the symptoms of depression?  
抑鬱症 / 抑鬱症有什麼症狀? **22,793**  
PAGEVIEWS  
瀏覽量
- 2** Bipolar Disorder / About Bipolar disorder  
躁狂抑鬱症 / 「躁狂抑鬱症」是甚麼? **21,260**  
PAGEVIEWS  
瀏覽量
- 3** PTSD / What is PTSD?  
創傷後壓力症 / 何謂創傷後壓力症? **11,032**  
PAGEVIEWS  
瀏覽量
- 4** Anxiety and Panic Attacks / How can I help myself manage  
焦慮症 / 我應該怎麼處理焦慮情緒? **9,351**  
PAGEVIEWS  
瀏覽量
- 5** Anxiety and Panic Attacks / What is anxiety?  
焦慮症 / 焦慮症是什麼? **9,194**  
PAGEVIEWS  
瀏覽量





# Research 研究

We published research on mental health in Hong Kong and mental health stigma to ensure all mental health initiatives locally, including our own, are effective and targeted.

我們發佈有關香港精神健康及污名問題等研究調查，協助確保包括我們在內的所有本地精神健康倡議皆為有效及具目標性。

Part of our mission is to lead, promote and support the destigmatisation and transformation of community mental health care so that Hong Kong can become a global leader in the field and a model for other Asian cities. Our research highlights how Mind HK and others can work to best help Hong Kong's population. In 2019 we published two research studies: one on attitudes, understanding and stigma of mental health in Hong Kong, and one on levels of well-being in Hong Kong.

我們其中一個使命是領導、推動及支持社區精神衛生保健及改變社區對精神健康現持有的污名及標籤問題，讓香港在此領域領先全球，成為亞洲其他城市的典範。我們的研究調查更突出 Mind HK 以及其他持份者能如何協助香港大眾。於2019年，我們一共發佈兩項有關研究調查，其中包括：香港大眾對精神健康的認知、態度與污名，以及香港身心健康研究。

## RESEARCH FINDINGS

## 調查結果

# Mental Health Stigma, Attitudes Towards Mental Health and Perceptions of Mental Health

## 香港大眾對精神健康的認知、態度與污名

In a survey of 1,210 randomly selected adults in Hong Kong, our research showed that within the city, an individual's knowledge, attitudes, and intended future behaviours related to mental health are strongly interrelated. Although most research participants felt those who experience mental health problems should be more included in society, they were relatively unwilling to engage personally, including living with someone, or even as neighbours. Public attitudes toward mental health and stigma in Hong Kong have not previously been comprehensively researched and Mind HK's results reveal these four key attitudes:

25%

Respondents **currently work with, or have worked with, someone with a mental health problem.**

受訪者表示曾或正與經歷精神健康問題的人共事。

60%

Do not know where to seek **mental health help** outside of hospitals, such as NGOs and other community organisations. **並不知道除醫院外尋求精神健康服務的地方**，如社福及其他機構。

調查隨機選擇了1,210位香港成年人進行訪問。研究發現，在香港，有關精神健康的個人知識、態度以及行為緊密相連。雖然大部分受訪者表示社會應該更接納精神病患者，然而他們不太願意有太多個人接觸，例如是共住、或者作為隔離鄰舍。

在香港，社會對精神健康與污名的態度未曾有深入研究，而 Mind HK 的研究結果揭示了四個主要態度：

60%

Respondents agree that there is 'something about people with mental illness that **makes it easy to tell them apart**'.

受訪者表示能輕易分辨出有精神疾病的人。

40%

Agree that one of the main causes of mental illness is a **lack of self-discipline and willpower**,

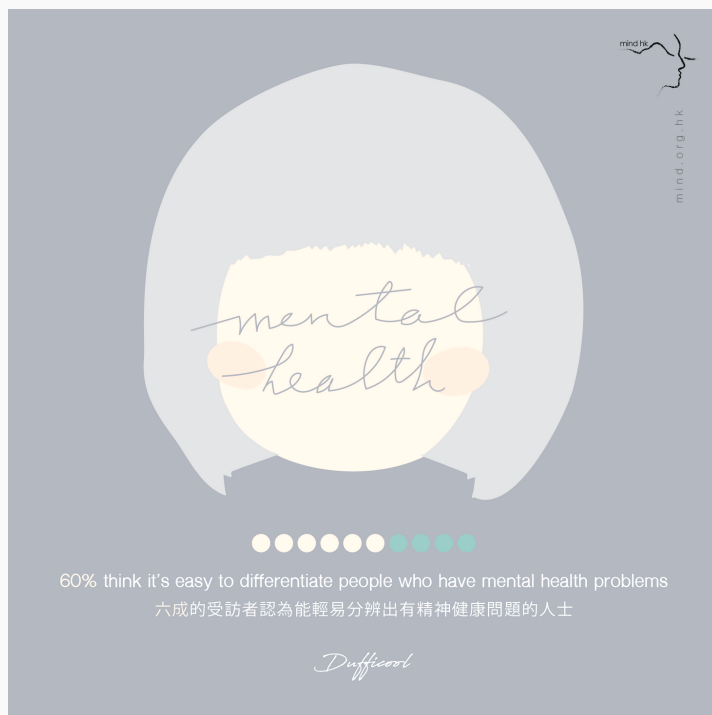
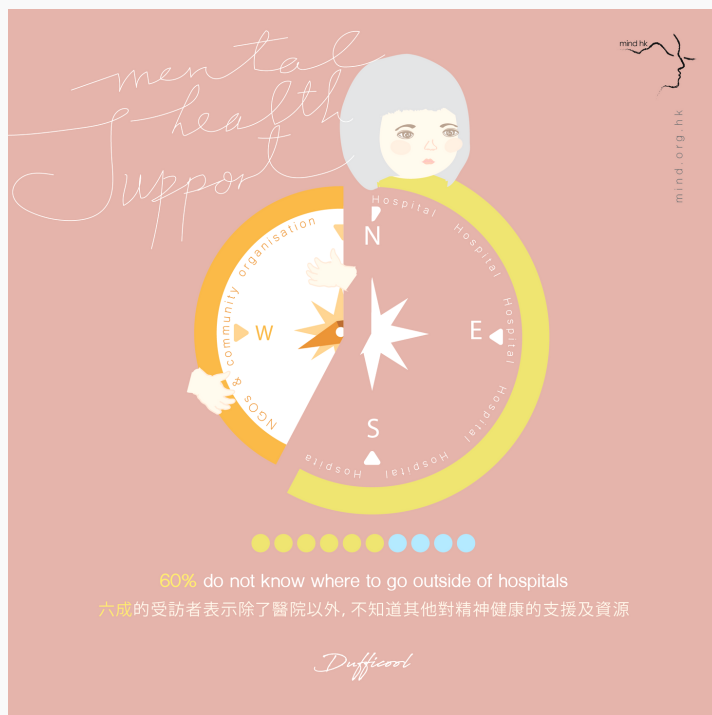
認為精神疾病的主要成因是缺乏自律及毅力。

The statistics reveal the notion that while many believe Hong Kong should be more tolerant of those experiencing mental health problems, they do not consider it to be a personal responsibility and are less willing to engage closely with this issue. The research was conducted in collaboration with the University of Hong Kong, Time to Change Global, King's College London, and funded by Aetna International.

"The first step to reducing stigma around mental health is to increase the conversation around it. On a positive note, this latest research shows that attitudes to mental health in Hong Kong are improving and that the majority of residents agree that those who experience mental health problems should be more included in society. However, it is also apparent that more needs to be done. If we simply took one extra step to be more personally tolerant and inclusive, we would see a huge shift in perception towards mental health," said Hannah Reidy, CEO of Mind HK.

研究數據指出，大部分受訪者認為香港人有必要對有精神健康問題的人士採取更接納的態度，然而他們不太願意更深入參與有關議題。是次研究是與香港大學、Time to Change Global 及倫敦國王學院合作進行，並由安泰國際贊助。

Mind HK 行政總裁 Hannah Reidy 教授表示：「增加公開討論有關議題是減少對精神健康偏見的第一步。這項最新研究指出香港人對精神健康的態度日趨重視，大眾認同社會有必要對有精神健康問題的人士採取更接納的態度，但仍然有改善空間。其實，只要每人願意多踏出一步，並持更接納的態度，便能夠減少大眾對精神健康的偏見。」



Mind HK collaborated with Hong Kong-born illustrator, Dufficool, to bring these results to life.

Mind HK 與本地插畫家 Dufficool 合作，透過生動有趣的設計演繹最新的研究數據。

RESEARCH  
FINDINGS  
研究結果

## The Mental Well-being of Hong Kong: A Population Representative Survey using the World Health Organisation Well-being Index (WHO-5)

### 香港身心健康研究

Research conducted using the World Health Organization Well-being Index (WHO-5) was commissioned by Mind HK in partnership with Hong Kong Public Opinion Research Institute (HKPORI) in September 2019. The survey found that 61% of respondents showed signs of “poor mental well-being, suggesting further assessment for depression is recommended”.

The study was conducted from 16 September to 19 September 2019. The target population was Hong Kong citizens aged 18 or above who speak Cantonese; telephone interviews to gather information (528 fixed network and 520 mobile phone number samples) was used on 1,048 randomly selected adult respondents.

雖然港人的精神健康問題於過去數年一直受到專業界別的關注，但港人精神健康仍持續處於低潮，因此是次計劃便應運而生。Mind HK 委託並聯同香港民意研究所（HKPORI）於2019年9月向港人進行調查，並採用了獲全球廣泛應用於評估心理健康的世界衛生組織五項身心健康指標（WHO-5）。結果顯示，61%受訪者被評估為「精神健康較差，建議進一步接受抑鬱測試的評估」。

這項研究於2019年9月16日至9月19日進行，以廣東話訪問18歲或以上的香港市民。共1,048名隨機選擇的成年受訪者進行電話訪問（包括528個固網電話及520個手提電話）。

The average well-being score for Hong Kong is **44.6** out of 100. (Scores below 52 are considered poor mental well-being and unsatisfactory mental health).

香港人的平均精神健康指數為百分制的**44.6分**（低於52分被認為是精神健康狀況不佳）。



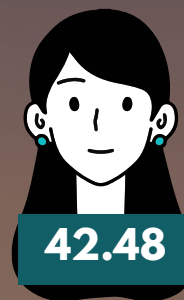
44.6



61%

Respondents showed signs of "poor mental well-being, suggesting further assessment for depression is recommended".

受訪者被評估為「精神健康較差，建議進一步接受抑鬱測試的評估」。



42.48



47.17

Women have **significantly lower** mental well-being than men. The average for women scored 42.48 and men 47.17.

女性的精神健康指數**明顯比男性低**：女性平均得分為 42.48 分，男性則為 47.17 分。



55%

Reported feeling cheerful and in good spirits **less than half of the time or less** within the two weeks prior to the study.

受訪者表示，在調查前的兩週內，只有**不到一半或更少的時間**裡感到快樂、心情舒暢。



14%

Participants responded to **not feeling cheerful or calm at any point within the two weeks** prior to the study.

受訪者表示，在調查前兩星期**並無感到快樂或安穩的情緒**。



26%

Respondents **scored below the clinical depression cut-off score of 28** and are **at higher risk of having or developing clinical depression**. It is recommended for them to seek further evaluation or support.

受訪者的得分**低於抑鬱症的臨界點（28分）**，並且有**潛在高風險患上或發展成抑鬱症**，建議進一步接受評估或支援。



61%

Reported **feeling calm or relaxed less than half of the time or less** within the two weeks prior to the study.

受訪者表示，在調查前兩星期只有**一半或更少的時間**感到安穩或放鬆的情緒。

The average score is **significantly lower than previous year** (approx. 11% lower than 2018) showing that **talking about mental health problems is more critical than ever**.

平均精神健康指數被去年**明顯較低**（較 2018 年低約 11%），

再次證明**正視精神健康問題的必要**。



## Campaigns 活動計劃

Our outreach projects seek to raise awareness of mental health and destigmatise it across communities. We hold two big campaigns per year: World Mental Health Day (theme differs annually) and Move it for Mental Health (promotes exercise for mental well-being). In mid 2019, we also started the preparation process of our Mind HK Media Awards, which received 100+ submissions.

我們的外展計劃旨在提高社區對精神健康的認知及去污名問題。我們每年都會舉辦兩項大型活動：包括「世界精神健康日」（每年主題均不同）及「為精神健康 Move It」（宣揚運動對精神健康的益處）。我們亦於2019年中開始籌備 Mind HK 媒體獎，並得到逾百份傳媒提交作品。



## Mind HK Media Awards Mind HK 媒體獎

The second Mind HK Media Awards, which attracted over 100 submissions, continued Mind HK's fight for better, more compassionate reporting and narratives around mental health stories. They received an enthusiastic response from Hong Kong's press and quality submissions showcasing excellent mental health journalism. 12 awards were given out at the awards ceremony at the Foreign Correspondents Club.

第二屆 Mind HK 媒體獎共收到 100 多份參賽作品，延續了 Mind HK 爭取更好的精神健康故事報導的宗旨。這些參賽作品均受到香港媒體的鼎力支持，同時亦彰顯優秀的精神健康新聞報導工作。頒獎典禮於香港外國記者會舉辦，一共頒發了 12 個獎項。





## World Mental Health Day: #HowOkayAreYou 世界精神健康日：#HowOkayAreYou

Mind HK's #HowOkayAreYou campaign attracted public interest in mental health, giving everyone involved a stronger understanding of how to hold difficult conversations with their loved ones. Through partnerships with local illustrators, we created WhatsApp stickers for the local community to learn how to have friendly and easy conversations about mental health with their friends, family, and colleagues. The #HowOKayAreYou site also outlines how to have conversations about mental health, providing a basic background for individuals who are unsure of how to approach the subject.

### Move it for Mental Health 為精神健康 Move It

Mind HK's very successful 'Move it for Mental Health' campaign highlighted the links between physical and mental health. It engaged hundreds of participants through community classes and was successful in encouraging the majority to continue exercising regularly for their mental wellbeing.

Mind HK 的「#你有幾OK」計劃吸引了大眾關注精神健康，並讓大眾了解如何與身邊的人開展較難以啟齒的話題。我們與本地插畫家合作設計了一些 WhatsApp 貼圖讓市民學習如何跟朋友、家人和同事開始有關精神健康的友好和簡單對話。「#你有幾OK」的網站亦列出討論精神健康話題的方法，並提供一些背景資料予不肯定該如何接觸精神健康話題的人士。



Mind HK 的「為精神健康 Move It」活動成功地帶出了「身」「心」健康的關係。本活動透過社區課程招募了數百位參加者，並成功鼓勵了大部分參加者繼續為他們的精神健康恆常運動。



# Coolminds

Sponsored by Operation Santa Claus and the Hong Kong Blue Tie Ball

由愛心聖誕大行動及 Hong Kong Blue Tie Ball 贊助

We quickly realised we needed to implement a programme to improve the mental health of youth in Hong Kong. We launched Coolminds, a youth mental health initiative in partnership with KELY Support Group, which seeks to provide resources and training programmes to young people and the adults around them. In September 2019, our pilot Coolminds' workshops were rolled out and offered pro-bono training to schools in Hong Kong; the pilot will continue throughout 2020.

我們明白到我們需要推出一個改善香港青年精神健康的項目的重要性。我們推出了Coolminds，一個與啟勵扶青會共同策劃的青年精神健康項目，為年青人及其身邊的人提供資源及培訓項目。於2019年九月，我們的Coolminds試行工作坊正式推出，並為本地學校提供免費工作坊。試行計劃將持續至2020年末。





# Media Coverage

## 媒體報導

# Media Coverage

## 媒體報導

In 2019, our total circulation/reach in the media was  
2019年間，我們的媒體總觸及率達到：

# 81,736,479

Mind HK was mentioned in the below publications:

Mind HK 曾在以下媒體中被提及：

Campaign Asia	Playtimes
ET Net	Rolling Stone
Gafencu	Sing Tao Daily
Honeycombers-Hong Kong	Sky Post
Hong Kong Economic Times	South China Morning Post
Human Resources Online	Yahoo! News Hong Kong
Lifestyle Asia Hong Kong	TVB
Lion Rock Daily	熱新聞
Liv Magazine	親子頭條
Localiiz	香港01
Marketing-Interactive.com	

...and more!

...及更多！

# Key Strategic Goals

## 主要籌略及目標

2020 - 2021

A charity that acts as a lynch-pin organisation with all other organisations in Hong Kong to help provide support to any person facing mental issues and contribute to building a society that cares for mental health.

### COLLABORATE 合作

作為本地不同機構間的橋樑，協助任何正面對精神健康問題的人士提供支援，及共同建構一個關懷精神健康的社會。

Mind HK aims at having all relevant international resources localised and translated, and disseminated appropriately through to relevant stakeholders and the general public.

### MOBILISE 流通

Mind HK 希望可以本地化及翻譯所有有關的國際資源，並有效地將相關資源流傳至不同持份者以及社會大眾。

Mind HK will generate an upwards shift in knowledge around and attitudes towards mental health, through training, online resources, and campaigns.

### EMPOWER 賦權

Mind HK 將透過培訓課程、網上資源及活動計劃推動大眾對精神健康的認知及態度。

Mind HK strives to be an organisation of excellence and sustainability that can help build best mental health practices and share them internationally, especially with other countries in South-East Asia.

### SUSTAIN 可持續

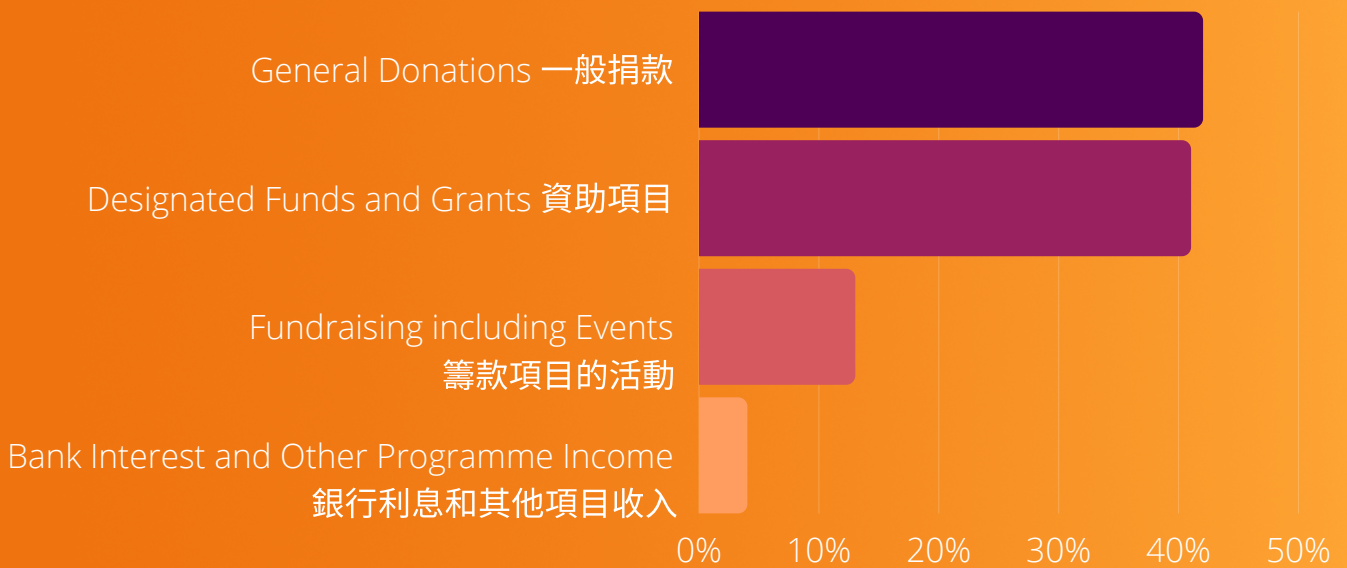
Mind HK 致力成為一所優秀及可持續的機構，協助建立精神健康最佳實證及在國際間，尤其在東南亞地區國家分享。



# Financial Highlights

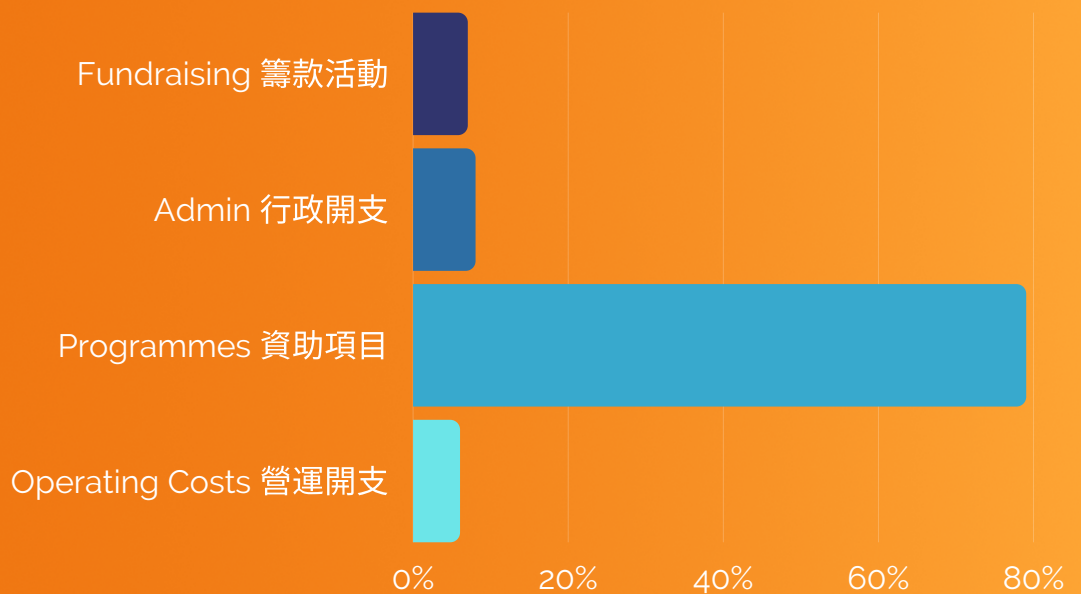
## 財政摘要

## Income by category 收入分佈



Total Income 總收入: \$5,564,330

## Expenditure by category 開支分佈



Total Expenditure 總開支: \$3,247,870

## Income & Expenditure Statement for the Year ended 31st Dec 2019

	2019 (HK\$)
Designated Funding & Grants	2,279,771
Fundraising	720,793
General Donation	2,328,736
Other Programme Income	235,029
Other Income	1
<b>Total Income</b>	<b>5,564,330</b>
Personnel Emolument	2,124,669
Designated Programmes	734,694
Amortization & Depreciation	18,560
Fundraising	30,527
Operating Costs	185,534
Other Programmes	153,886
<b>Total Expenditure</b>	<b>3,247,870</b>
Surplus / (Deficit)	2,316,460

## Balance Sheet as at 31st December 2019

	2019 (HK\$)
<b>Non-current Assets</b>	
Property, Plant and Equipment	<b>104,848</b>
<b>Current Assets</b>	
Other Receivables & Prepayments	3,804,993
Cash at Banks and in hand	1,041,663
<b>Total Current Assets</b>	<b>4,846,656</b>
<b>Current Liabilities</b>	
Accruals and Other Payables	369,868
Deferred Income	2,265,176
<b>Total Current Liabilities</b>	<b>2,635,044</b>
<b>Net Current Assets</b>	<b>2,211,612</b>
<b>Net Assets</b>	<b>2,316,460</b>
Financed by:	
<b>Retained Surplus</b>	<b>2,316,460</b>





# WHO ARE WE?

## 我們的團隊

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# BOARD DIRECTORS AND ADVISORS

## 董事會成員及顧問

We would like to thank the following individuals who provided assistance and guidance, as an advisor, to Mind HK and its directors during its transition into an independent entity and charity.

我們謹感謝以下每一位為 Mind HK 及其董事們，提供顧問及指導，使機構能順利成為獨立認可的慈善機構。

### Directors 董事

Dr Lucy Lord

Professor Eric Yu Hai Chen

### Advisors 顧問

Professor Cecilia Chan

George Grant

Yvette Kong

Jackeline Lam

Sheena Liang

Shalini Mahtani

Daryl Ng, JP

Olivia Parker

Ann Pearce

Christer Stoyell

Andrew Wong, JP

Dr Josephine Wong

Jim Woods

Professor Olya Zyats

# OUR TEAM

## 我們的團隊

From January to December 2019, we grew from a team of 6 part-time & full-time and to 14 part-time & full-time staff.

從 2019 年一月到十二月，我們從一組六人團隊倍增十四位兼職或全職員工。

<b>Tarlan Amigh</b>	Donor Relations & Event Manager	捐款者關係與活動經理
<b>Charlotte Chan</b>	Coolminds Website Project Coordinator	Coolminds 網頁項目統籌
<b>Henry Chan</b>	MH Education & Information Officer	心理健康教育主任
<b>Po Wan Cheng</b>	COO	營運總監
<b>Sin Man Cheng</b>	Finance & Admin Officer	財政及行政人員
<b>Charlotte Kerwin</b>	Programme Development Officer	項目發展主任
<b>Carol Liang</b>	Communication Manager	傳訊經理
<b>Hannah Reidy</b>	CEO	行政總裁
<b>Vivien So</b>	Coolminds Project Coordinator	Coolminds 項目統籌
<b>Danielle Stutterd</b>	Strategic Programme Manager	策劃經理
<b>Hannah Sugarman</b>	Clinical Advisor	臨床顧問
<b>Odile Thiang</b>	Anti Stigma Project Coordinator	去污名化統籌主任
<b>Cecilia Yiu</b>	Coolminds Project Manager	Coolminds 項目經理
<b>Janet Yung</b>	Project Manager	項目經理

# OUR PARTNERS

## 我們的合作夥伴

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

我們十分幸運能與國際間及本地不同精神健康非牟利機構合作。

### International Partnerships

#### 國際非牟利合作機構



### Local Partnerships

#### 本地非牟利合作機構



### Key Sponsors

#### 主要贊助商



Morgan Stanley



## **Campaign/Content Collaborators (non-profit)** **活動 / 內容合作機構 (非牟利)**

Baptist Oi Kwan Social Service 浸信會愛群社會服務處

Impact HK

KELY Support Group 啟勵扶青會

New Life Psychiatric Rehabilitation Association 新生精神康復會

OCD & Anxiety Support Hong Kong

SENPHA 心福慈善

The Mental Health Association of Hong Kong 香港心理衛生會

The Samaritans Hong Kong 香港撒瑪利亞會

The Samaritan Befrienders Hong Kong 香港撒瑪利亞防止自殺會

The Weez Project

## **Media Partners** **媒體合作**

Burson Cohn & Wolfe (PR - Mind HK Media Awards)

Sinclair (PR - Mind HK)

Talking Mental (Podcast)

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



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