



2021

ANNUAL REPORT

年報

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

**我們確保沒有人需要
獨自面對精神健康問題。**

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MESSAGE FROM EXECUTIVE CHAIR & CHIEF EXECUTIVE

主席及行政總裁的話

Dear all,

Looking back over 2021, a lot of things in Hong Kong felt like they were staying the same. The COVID-19 pandemic spread its clutches throughout the year, impacting people's routines, their mental health, and their sense of progress.

However, here at Mind HK, change and progress were as fast-paced as ever. Mental health is often counter-cyclical: as economies slow down and other activities wane, the need for mental health services increases. We are proud that we were able to rise to this challenge and help so many people across Hong Kong. As we look back over the year of 2021, we are once again blown away by the amount that we achieved.

We completed our first formal strategic period, and reached the vast majority of our strategic aims for the 2020-2021 period - something that we are especially proud of due to the disruption of services.

大家好，

回顧2021年，香港經歷了不少大事，雖然一切彷彿沒有什麼改變，但隨著2019冠狀病毒疫情繼續蔓延，大家的日常生活、精神健康和對未來發展的看法都受到影響。

一如既往，香港心聆經歷了急速的變化和發展。社會對精神健康的需求往往與經濟週期持相反方向：當經濟放緩、其他商業活動減弱時，社會對精神健康服務的需求也相對應增加。我們認為能夠迎接挑戰並幫助香港人是一件值得驕傲的事，每當回顧過去這一年，我們都會再次為取得的成就感到無上光榮。

新冠疫情少不免會我們的運作受阻，然而我們仍然能夠完成第一階段（2020-2021年）的大部分主要目標，我們為此甚感欣慰。

Our strategic pillars for 2020-2021 were as follows:

1) Collaborate: A charity that acts as a lynchpin organisation with all other mental health organisations in Hong Kong. We expanded local and international partnerships to over 20, and were privileged to work with so many innovative organisations and individuals from across Hong Kong and around the world.

2) Mobilise: All relevant international resources are localised and translated, disseminated appropriately through to frontline organisations. We published 50+ resources and conducted 6 pieces of research. Through virtual events across the year, we disseminated this information to stakeholders in need. For youth, our technology offering improved, with the launch of an app and a web assistant for young people via our Coolminds programmes. Another highlight was our 2021 research into stigma, attitudes, and knowledge around mental health, surveying over 1,000 respondents. Stigma is still pervasive - this research shows us that we all still have a lot of work to do.

3) Impact: 1%-10% of the Hong Kong population is impacted by our mental health training. We are proud to say that through the direct and indirect impacts of our training, we reached between 3 and 4% of the Hong Kong population. We trained over 6,400 in mental health literacy via 136 training total sessions in 2021 alone. Significantly, we launched our Youth Wellbeing Practitioner Training in November 2021, and are looking forward to training 50 adults to deliver interventions to over 1,000 youth in 2022-2023.

以下是我們為2020-2021年度制訂的發展方向：

1) 合作：以慈善機構的身份，聯繫其他本地的精神健康機構，並成為交流的樞紐。我們希望將本地和國際合作夥伴擴展至20多個，並期望有幸與眾多來自香港及世界各地的創新機構和單位合作。

2) 資訊流通：將一些國際間的相關資源翻譯成本地語言，並發放予不同的前線機構。我們已發佈了50多項資源並進行了6項研究。我們於年內亦舉行了網上活動，將有關資訊發放，以照顧不同持分者的需要。我們為青年人提供不少具創新科技元素的服務，例如透過Coolminds凝心知友計劃，推出應用程式和網頁助手。於另一個重點項目中，我們於2021年就社會對精神健康的負面看法、態度和認知訪問了超過1,000名人士，研究反映，大眾對精神健康的污名問題持續，可見我們還需要採取行動作出改變。

3) 影響：全港有 1-10% 的人接受過我們的精神健康培訓課程。值得自豪的是，我們所舉辦的培訓課程已直接和間接地惠及全港3%至4%的人口。僅在2021年，我們已舉辦共136場培訓課程，為超過6,400人提供精神健康知識方面的培訓。另外值得一提的是，我們於2021年11月正式推出了「青少年情緒輔導員培訓課程」，並計劃於2022-2023年期間培訓50名成年人成為導師，目標為1,000多名青少年提供介入式支援的服務。

4) Empower: Upwards shift in knowledge around and attitudes towards mental health. A key success was the launch of our More Than a Label campaign, where trained 49 Mind HK ambassadors to share their mental health stories and produced a book and exhibition featuring their stories. Through Move it for Mental Health 2021, joined by over 4,000 participants (who completed 50km in nature in the month of February) - we saw a significant increase in well-being in this group. We have reached millions with evidence-based, destigmatizing resources that held the voice of lived experience at their heart.

5) Sustain: Mind HK strives to be an organisation of excellence and sustainability. We grew considerably during the course of 2021, from starting the year with 18 employees to reaching 20 staff/contractors by the end of the year. This allowed us to adapt quickly to help address the mental health impacts of COVID-19, as well as fulfil our other organisational priorities. Our finances remained solid, and we felt lucky to be supported by funders who were able to contribute to our programmes and to our general fund to allow us to sustain our work.

We have continued to reach record numbers of audiences: our Instagram following increased significantly and almost 600,000 new users visited our website in 2021. High-quality CPD and team-building have helped to cement our movement from a start-up organisation to a more established entity in Hong Kong.

In addition to our planned activities, we launched the COVID mental health relief scheme, which partnered with the COVID mental health relief committee to provide support to over 250 individuals through 2021.

4) 賦權：改善普羅大眾對精神健康的認知和態度。其中一個主要成功案例就是推出「More Than a Label (我就是我)」計劃。當中，接受過培訓的49名香港心聆大使分享了他們的精神健康故事，他們亦聯手推出了一本書籍收錄有關他們故事，並在展覽活動中展出；超過4,000名在2月份完成了50公里野外賽的健兒參加了「為精神健康 Move it 2021」，自此之後他們的身心健康亦有所改善。目前，我們所提供具實證基礎的資源，以及透過消除社會對精神健康污名的真實故事已觸及了數百萬人。

5) 可持續：香港心聆致力成為一所優秀及可持續的機構。我們在2021年期間發展相當順利，從年初的18名員工增長至年底的20名員工/外判人員。這種模式讓我們能夠迅速應對新冠疫情對精神健康所帶來的衝擊，並完成一系列項目。我們的財政狀況保持穩健，亦慶幸得到資助者的支持為我們的項目和基金提供捐助，使我們的工作得以維持。

我們所提供服務的受眾量持續創下紀錄：我們的Instagram專頁的追蹤人數在2021年間大幅增加，而我們的網頁則有近600,000名新使用者。高質素的持續專業進修課程和團隊建設活動幫助了我們從一個初創組織逐漸發展至更成熟的規模。

除了恆常活動外，我們還額外推行了COVID-19精神健康援助計劃。此計劃與COVID精神健康援助委員會合作，並於2021年期間為250多名人士提供了支援。

LOOKING FORWARDS 展望將來



As we enter a new strategic period, we have had the time to reflect on all that we have achieved, and also to see what more we need to do next. You can be assured that 2022-2024 will hold many new innovations, ideas and events from Mind HK, whilst still sticking to our core vision - to ensure that no one in Hong Kong has to face a mental health problem alone.

I would like to thank everyone in the Mind HK family - the staff, volunteers, ambassadors, funders, Board, advisors, and followers - for their ongoing support and energy. Your commitment to our cause is what drove Mind HK forwards throughout 2021, and what will keep us going even stronger throughout 2022.

目前我們已進入了一個下一階段的發展期，意味著我們需要回顧過去所取得的成果，同時思考下一步的工作。我們確保在2022-2024年間將會推出更多創新的發展項目、想法和活動，同時需要堅守我們的信念，確保香港沒有人需要獨自面對精神健康問題。

我要感謝香港心聆大家庭中的每位成員一直以來的支持和幹勁，包括員工、志願者、大使、資助者、董事會，顧問和支持者們。你們對我們工作的承諾是香港心聆於2021年前進的動力，也是讓我們在2022年變得更加強大。



Dr Lucy Lord

主席 Chair



Dr Hannah Reidy

行政總裁 CEO

01

About Mind HK 關於香港心聆

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 for all those experiencing mental health problems. As an independent charity, we base our online resources, training programmes, campaigns and events 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.

香港心聆是一所註冊慈善團體 (91/16471)，致力提高香港對精神健康問題的認知和理解。香港心聆網站原為眷顧患者基金會旗下的一項計劃，為經歷精神健康問題的人提供資源和支援。作為一所獨立慈善機構，我們根據全球最佳的實踐提供了網上資源、培訓項目及計劃和活動，為任何面對精神健康問題人士提供所需資源。透過與多方的合作研究，香港心聆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援和服務。

MISSION & 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，以作為配合及完善其復元過程的一環。

To provide partnership, collaboration, training, innovation, and best practice 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單位提供合作機會、培訓、創新的想法及活動。

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.

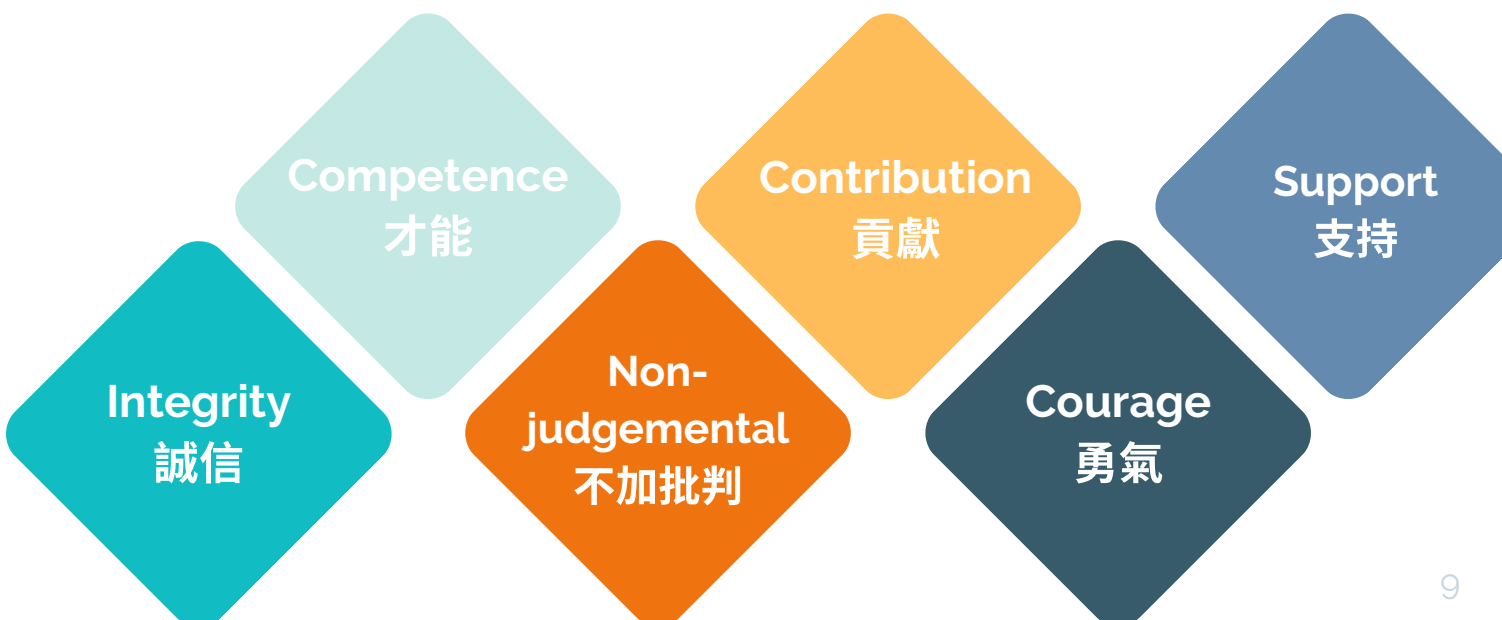
領導、推動及支持本地社區改變對精神健康現有的污名及標籤問題，讓香港成為此範疇的全球領先地區，並成為亞洲其他城市的典範。

To research and audit these strategies and share them internationally.

研究和審計策略發展方向並在國際間分享。

OUR VALUES

核心價值





WHY MENTAL HEALTH? 為何要關注精神健康?

Our History

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. Since our inception we have been working to address the needs of many in Hong Kong, in an effort to improve overall mental wellbeing. Over the last few years, we have developed, upgraded, and implemented programmes to raise awareness of mental health and remove the stigma around it.

我們的起源

香港心聆從2016年1月開始籌備，並在2017年11月成為眷顧患者基金會（91/13669）旗下的一個慈善項目。香港心聆在2019年4月正式成為獨立認可慈善機構（91/16471）。自成立以來，我們一直致力照顧許多香港人的需要、努力改善社會的整體精神健康。於過去的幾年內，我們制定、提升和推行了多項計劃，以提高香港人對精神健康的認知，並消除有關精神健康的污名。

Mental Health in Hong Kong

香港的精神健康

The World Health Organisation 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 is of significant concern.

Despite the easing of social restrictions and a lower number of COVID-19 cases in 2021, the direct and indirect impacts COVID-19 have on mental health still linger. A survey revealed that more than half of the respondents indicated poor mental well-being, with an average score of 48.03 in the 2021 Mental Health Index, below the passing score of 52. (Mental Health Month Committee, 2021). Remote working added to the stress of working parents, as they juggled between managing work and tending to their children - 60% reported feeling additional stress due to this (AXA, 2020). Remote studying also affected children and youth, with almost 40% of them experiencing distress and difficult emotions relating to school, interpersonal relationships, and family (BGCA, 2021).



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，精神健康一直是個備受關注的問題。

雖然2021年的新冠肺炎病例亦有所減少，社交距離措施亦有所放寬，但疫情對精神健康的直接和間接影響是仍然存在。一項調查顯示，超過一半的受訪者認為他們精神健康狀況不佳，而2021年精神健康指數的平均得分為48.03分，低於合格所需的52分。（精神健康月委員會，2021年）。在家工作增加了在職父母的壓力，因為他們要在工作和照顧子女之間取得平衡，而60%的受訪者表示因此讓他們倍感壓力（安盛，2020年）。在家學習亦影響到兒童和青少年的身心發展，其中近40%受訪者表示在學校、人際關係和家庭方面感到憂慮和出現消極情緒（香港小童群益會，2021年）。



The shortage of mental health services and the lack of understanding and awareness of mental health remain key barriers to help-seeking behaviour. Long waiting time for non-urgent psychiatric cases is an ongoing concern - the median waiting time is 27 weeks (Hospital Authority, 2021). Research also showed insufficient knowledge of mental health symptoms and where to seek professional help among Hong Kong people (Fung et al., 2021). Awareness of available mental health support remains poor, as a vast majority of people (85.6%) are unaware of available support outside the Hospital Authority (Mind HK, 2021).

Stigma prevails in the public's perceptions and attitudes toward individuals with mental health conditions. 47% stated that they would not want to live next door to someone who has been mentally ill; 46% believed that the main cause of mental illnesses is a lack of self-discipline and willpower (Mind HK, 2021).

A silver lining to the current situation is that more people are beginning to pay attention to their mental health - 97% of respondents in our study believed that mental health is an important part of our health (Mind HK, 2021).

精神健康服務供應不足以及大眾對精神健康缺乏了解和認知仍然是形成他們尋求幫助的主要障礙。輪候時間過長的問題持續值得令人關注，當中非緊急精神科個案應診的輪候時間的中位數為27週（醫院管理局, 2021）。研究亦顯示，香港人對精神健康徵狀以及尋求專業支援途徑的認知不足（Fung et al., 2021）。對現有精神健康支援的認識仍然相當貧乏，因為大部分人（85.6%）並不知道醫院管理局以外還有機構提供精神健康支援（香港心聆, 2021）。

在公眾對經歷精神健康問題的人的看法和態度方面，普遍存在污名問題。47%的受訪者表示，他們不想居住在精神病患者的隔壁；46%則認為精神疾病的主要原因是缺乏自律和意志力（香港心聆, 2021）。

正因為愈來愈多人開始關注自己的精神健康狀況，我們對目前的情況仍懷有一線希望。我們的研究中顯示，97%的受訪者認同精神健康是組成我們整體健康的重要部分（香港心聆, 2021）。



Our Strategies

我們的策略

03

Key Strategic Goals 主要策略及目標

2020 - 2021

2021 marks the end of our strategic period for 2020-21. During this period, we have aligned our work with our five strategic pillars - collaborate, mobilise, impact, empower and sustain, that we set at the beginning of our strategic period.

2021年標誌著2020-21發展年度的完結。我們的工作一直秉承著最初制定的5大發展方向，其中包括：合作、資訊交流、影響力、賦權和可持續。



COLLABORATE 合作

A charity that acts as a lynch-pin organisation with all other mental health organisations in Hong Kong.

以慈善機構的身份成為交流的樞紐，聯繫本地其他精神健康機構。

How we did this in 2021: 在 2021 年我們如何達成：
Expanded local and international partnerships 擴大本地與國際間的合作



How we did this in 2021:

Published new resources, conducted new research around mental health and stigma, and expanded partnerships with local and international organisations.

在 2021 年我們如何達成：

發佈新資源、就精神健康和污名問題進行新研究、擴大與本地和國際組織的合作



MOBILISE 資訊流通

All relevant international resources localised and translated, disseminated appropriately through to frontline organisations.

將一些國際間有關精神健康的的資訊翻譯成本地語言，並發放予不同的前線機構。





IMPACT 影響

1%-10% of the Hong Kong population impacted by our mental health training.

全港有 1-10% 的人曾受我們的精神健康培訓課程所影響。

How we did this in 2021:

Reached around 3-4% of the Hong Kong population through our range of public and private training.

在 2021 年我們如何達成:

我們舉辦一系列公眾和私人培訓課程，惠及全港約3%至4%的人口



How we did this in 2021:

Launched educational campaigns and events, hosted training, and published online mental health resources

在 2021 年我們如何達成:

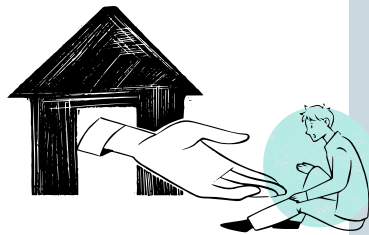
推出教育計劃和活動、舉辦培訓課程並發佈網上精神健康資源



EMPOWER 賦權

Upwards shift in knowledge around and attitudes towards mental health.

改善普羅大眾對精神健康的認知與態度。



SUSTAIN 影響

Mind HK strives to be an organisation of excellence and sustainability.

香港心聆致力成為一所優秀及可持續的機構。

How we did this in 2021:

- Growth in the total number of staff / contractors to 20 people
- Adapted to the COVID situation
- Grew our team and quality
- A movement towards the direction of an established organisation from a start-up

在 2021 年我們如何達成:

- 全體員工/外判人員增加至20人
- 應對新冠疫情
- 擴大我們的團隊及提升團隊質素
- 從初創機構逐漸發展至更成熟的規模





Our Impact

我們的影響

04

Our Impact 我們的影響

Jan - Dec 2021



592,252

New website users
名新網頁使用者



2,545,772

Web pageviews
次網頁瀏覽量



66%

increase in Mind HK
Instagram followers

Instagram
專頁追蹤人數增長



1,555

Trained in mental health
literacy

名參加者參與
精神健康培訓課程



605

Certified in Mental Health
First Aid

名參加者完成
精神健康急救課程



49

Mind HK Ambassadors
trained

位完成培訓後成為
香港心聆大使



250+

individuals received
support through
COVID-19 relief scheme

名接受COVID-19精神健
康援助計劃的支援



16,161,447

Media reach/circulation
次媒體觸及率/銷量



4000+

active participants in
Move it for Mental Health

名參加者積極參與
「為精神健康
Move It」



YOUTH WELLBEING PRACTITIONER (YWP) PROGRAMME

青少年情緒輔導員計劃

MAKING A DIFFERENCE BY BRIDGING THE GAP
填補短缺 作出改變

1 Launched "More Than a Label", our antistigma campaign in collaboration with MINDSET

與思健合作推行
「More Than a Label 我就是我」
以改變社會對精神健康的污名

2 Launched the Youth Wellbeing Practitioner (YWP) training programme

推出青少年情緒輔導員(YWP)
培訓計劃

3 Developed and launched two LGBTQ+ mental health workshops

增設並舉辦兩個以 LGBTQ+ 精神健康
為題的工作坊

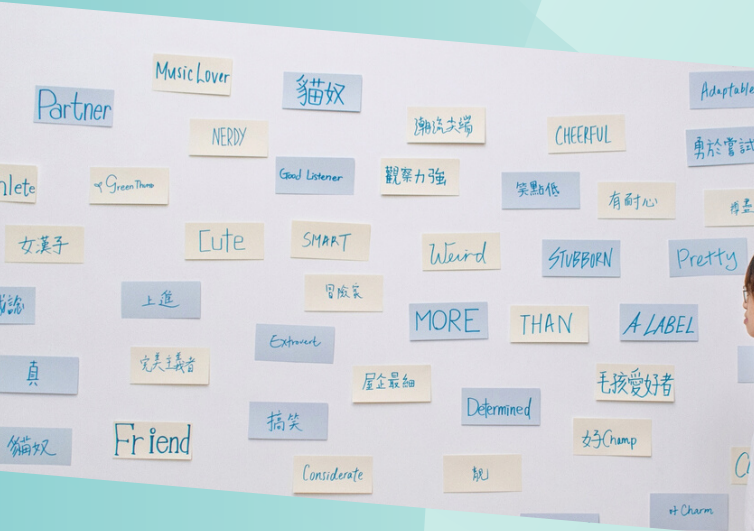


4 Conducted a research on stigma, attitudes and knowledge of mental health

就精神健康的污名、態度和認知
進行研究

5 Collaborated with 20+ local and international NGOs

與超過 20 所本地及國際
非政府機構合作



05

Core Programmes 主要項目

Training
培訓

**Youth Wellbeing
Practitioner
(YWP)
Programme**
青少年情緒輔導員
計劃

**Online
Resources**
網上資源

Research
研究

**Campaigns
& Events**
計劃與活動

**COVID-19
Resources**
疫情精神健康資訊

Training 培訓

Supported by Manan Trust
由 Manan Trust 支持

To improve mental health literacy, we continued to offer a range of training courses, both privately and publicly. These include Mental Health 101 (Introduction to Mental Health), Mental Health First Aid (an internationally certified course), Mental Health in the Workplace, and Managing Mental Health for NGOs. We also organised 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. Education on mental health continued to be a core of our work in 2021, in an effort to raise mental health awareness, and ensure people were well-equipped with the knowledge necessary to support their own and others' mental health.

As COVID-19 continued to impact us, we adapted our training accordingly by offering training virtually and rolling out a 60-minute webinar - "Managing Mental Health during COVID-19" - addressing pandemic-related factors affecting people in Hong Kong. The online webinar addresses some of the COVID-specific stressors that contribute to levels of anxiety, depression, and loneliness, with animated videos and case studies that the audiences can relate to. We support the audience in acknowledging and learning about the potential challenges they would face during difficult times and thus allowing them to better cope with the situation.

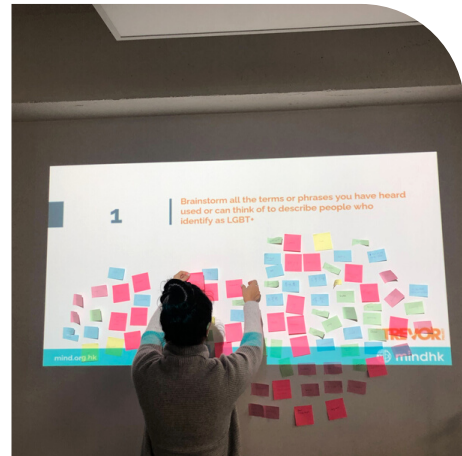
為改善大眾對精神健康的認知，我們持續提供一系列公開及私人培訓課程。其中包括：心理健康基礎培訓班（精神健康的入門知識）、心理健康急救課程（受國際認可的證書課程）、在職場管理精神健康，以及為非政府機構而設的精神健康管理課程。我們亦為個別主題設立活動，由來自本地及國際非政府機構的臨床專家和/或專業人士，分享支援本地的最佳實踐經驗，以及推動發展有關精神健康的倡議計劃。精神健康教育仍然是我們在2021年度的核心工作之一，我們希望藉此提高大眾關注精神健康的意識，及確保他們有充足的知識來支援自己及身邊的人的精神健康。

隨著新冠疫情的影響持續，我們在培訓方式上亦作出了相應的調整。當中我們提供了虛擬培訓，並推出了一場60分鐘的「在疫情期間管理精神健康」網絡研討會，探討各種與疫情相關的因素如何影響香港人的精神健康。該網絡研討會利用動畫短片和與受眾相關的案例來探討導致焦慮、抑鬱和孤獨感的一些由疫情所帶來的壓力源頭。我們協助受眾更有效地認識和理解相關的潛在挑戰，並讓他們在困難時刻能有效地應對所面臨的處境。



Understanding the stressors that the LGBTQ+ community faces, and their impacts on the community's mental health, we developed and launched two LGBTQ+ mental health workshops. "LGBTQ+ mental health workshop: Proudly Resilient", which targets individuals who identify as LGBTQ+ and focuses on raising awareness of the potential stressors, ways to cope, and how to support their mental health. Our "LGBTQ+ mental health workshop: Resilience & Allyship" targets allies that support the community and focuses on the specific factors and considerations when offering support to the LGBTQ+ community.

Three of our staff were trained to instruct Youth Mental Health First Aid, to expand and share our knowledge and skills with youth supporters, including educators and parents; this training will allow them to better support youth mental health, especially in a crisis.



我們亦了解LGBTQ+性小眾群體所面對的壓力，以及其對該群體的精神健康的帶來的影響，因此我們增設並推出了兩個以LGBTQ+為題的精神健康工作坊。「LGBTQ+ 精神健康工作坊：Proudly Resilient」以LGBTQ+為目標社群，重點在於提高他們對潛在壓力源頭、其應對方法以及如何支援自己的精神健康等方面的認知。而另一個「LGBTQ+精神健康工作坊：Resilience & Allyship」則針對在LGBTQ+群體身邊支持他們的同行者，主要是探討向該群體提供支援時的需考慮的細節和因素。

此外，我們的團隊中有3名員工在完成了教授青少年精神健康急救課程的培訓，進一步讓我們의 支援網絡得以擴大。與此同時，我們也會向從事青年工作和他們身邊的支援網絡，包括教育工作者和家長分享更多知識和技巧，有助他們學習尤其在危急情況下，更有效地支援青少年精神健康。



In 2021, we
在 2021年，我們：



Trained a total of **1,555** people in mental health literacy through **66** public and private mental health training sessions
共舉行了 **66** 場公眾及私人精神健康培訓課程，共有 **1,555** 位參加者參加培訓



Certified 605 people in Mental Health First Aid (MHFA)
共有 **605** 位參加者完成了精神健康急救課程



Trained **3** Youth Mental Health First Aid Instructors
3 名員工完成了精神健康急救導師的培訓課程



Developed and launched LGBTQ+ and Resilience Allyship training
制定並推出LGBTQ+ and Resilience Allyship 培訓課程

Youth Wellbeing Practitioner (YWP) Programme

青少年情緒輔導員計劃

Sponsored by Jardine Matheson, MINDSET, Hongkong Land HOME FUND and HKEX Foundation
由思健、置地公司家基金和香港交易所慈善基金贊助

In 2021, Mind HK launched the Youth Wellbeing Practitioner (YWP) training programme. The pilot programme, sponsored by Jardine Matheson, MINDSET, Hongkong Land HOME FUND, and HKEX Foundation, aims to train up to 50 YWPs to provide early, low-intensity intervention to youth aged 12-24 in Hong Kong, who are experiencing mild to moderate mental health problems.

The programme takes inspiration from a stepped-care model in the UK - Improving Access to Psychological Therapies (IAPT). The idea is to train more individuals to expand the mental health support network in Hong Kong, and improve both accessibility and affordability to those in need.

Developed by Mind HK clinical advisors, along with local and international experts in youth mental health service provision, the intervention programme uses an Acceptance and Therapy (ACT) based framework. With its use of mindfulness techniques and the teaching of skills that support sustained improvements in well-being, the intervention programme helps to foster psychological flexibility, thus being effective towards managing negative thoughts and emotions, whilst encouraging people to live a meaningful life.

香港心聆於2021年推出了由怡和集團旗下的慈善組織思健、置地公司家基金和香港交易所慈善基金贊助的青少年情緒輔導員的先導計劃，培訓接近50名輔導員，為經歷輕度至中度精神健康困擾的12至24歲的青年提供早期、簡短的介入式支援。

該計劃受到源自英國的一種階梯支援模式啟發——心理治療普及化計劃 (IAPT)，目的是培訓更多人士以擴大本港的精神健康支援網路，讓有需要的人士獲得支援和有能力負擔精神健康服務的費用。

培訓計劃由香港心聆的臨床顧問團隊制定，與一些提供青年精神健康服務的本地和國際專家合作舉辦，並以「接納與承諾治療」(ACT)作為計劃的基礎架構。透過運用正念技巧及教授持續改善精神健康的技巧，藉此培養心理靈活性並能有效地管理負面想法和情緒，從而鼓勵人們過更有意義的生活。



The YWP training programme will commence in July 2022. The training modules and topics include, but are not limited to Introduction to mental health in Hong Kong, counselling skills, safeguarding, clinical documentation, ACT background and theory, ACT in practice, and how to deliver the intervention.

Upon completion of the training block, YWPs will begin their placements at schools, universities and community organisations to deliver the intervention to youth in need. We believe our YWPs will play an important role in improving youth mental health.

With limited training places available, the interest for the training programme was extremely high. Over the recruitment period, we received over 300 applications.

培訓課程將於2022年7月正式啟動。培訓內容和主題涵蓋本地精神健康概論、輔導技巧、維護技巧、臨床知識、ACT概要和理論、ACT實踐方法以及提供介入式情緒支援的技巧。

輔導員將在完成培訓後到訪學校、大學和社區組織內進行實習，為有需要的青年提供介入式支援。我們相信輔導員將會在改善青年精神健康方面上發揮重要作用。

雖然培訓計劃的名額有限，但對此培訓計劃感興趣的人士眾多。我們在招募期間共收到了超過300份的申請。



Online Resources

網上資源

Help Me Virtual Assistant supported by the Grant Family Help Me 虛擬小助手是由The Grant Family 支持

The Mind HK website (www.mind.org.hk) further developed and quickly became a one-stop shop for mental health information and resource support in Hong Kong. In 2021, we continued to publish new content on our website, including COVID-19 resources and a self-help guide to support domestic workers, and individuals who are experiencing emotional distress due to the pandemic, and a wide range of other mental health resources supporting transitioning youth and working mums.

The website usage continued to grow. We are also seeing a greater diversity of our most visited pages, showing an upward shift of awareness of other different mental health conditions.

Thank you to Mind UK for sharing mental health resources to be localised and translated for our Mental Health A-Z page.

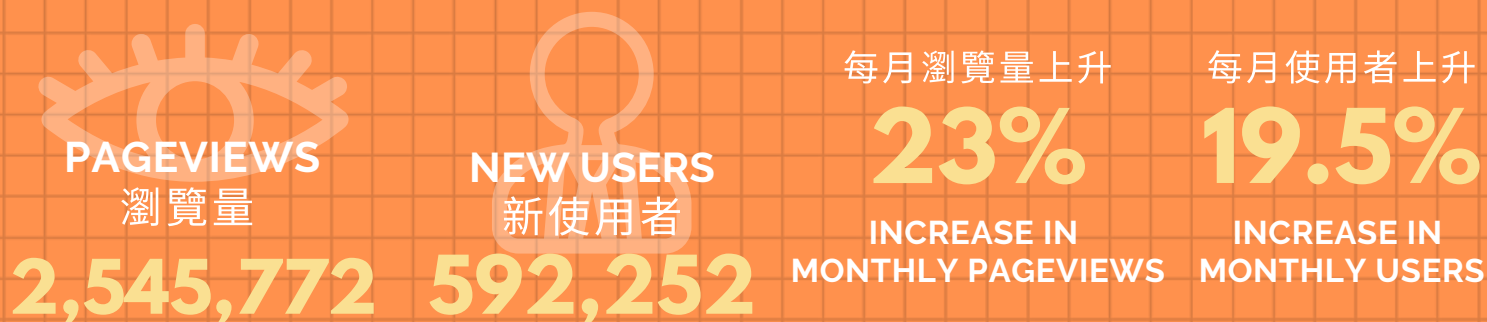
香港心聆的網站 (www.mind.org.hk) 今年，香港心聆的網站得以進一步完善，為大眾提供一站式精神健康資訊及支援。我們在2021年繼續於網站上發布新內容，包括疫情精神健康資訊站及專為外傭和在疫情期間經歷情緒困擾的人而設的自助手冊及資源，以及針對支援青年在面對適應新環境和在職母親的一系列精神健康資源。

網站使用量持續增長，我們從網站的最多瀏覽人次的頁面內容類別漸趨多樣化中可見，大眾對各種精神健康問題的關注有所提升。

在此感謝Mind UK與我們分享精神健康資源，使我們能夠將內容本地化及翻譯成網站中的精神健康 A-Z網頁。

In 2021, website usage continued to grow:

2021年間，網站使用量持續增長：



Most visited pages (excluding homepage) in 2021:

2021 年除主頁外最多瀏覽人次的頁面：



1	Depression/ What are the symptoms of depression? 抑鬱症/抑鬱症有什麼症狀?	245,233 PAGEVIEWS 瀏覽量
2	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?	99,407 PAGEVIEWS 瀏覽量
3	Bipolar Disorder / About Bipolar disorder 躁狂抑鬱症/「躁狂抑鬱症」是甚麼?	88,127 PAGEVIEWS 瀏覽量
4	Personality Disorder / What types of personality disorders are there? 人格障礙/人格障礙可分為哪幾種?	72,285 PAGEVIEWS 瀏覽量
5	Mental Health in Hong Kong 香港的精神健康	65,984 PAGEVIEWS 瀏覽量

Help Me Virtual Assistant

Help Me 虛擬小助手

We believe technology can help expand our reach and ability to support those who are seeking information on mental health and accessing help. After launching our "Help Me" Virtual Assistant last summer, we have continued to monitor and review the content of the platform periodically, to ensure that quality and accuracy are maintained.

In 2021, the virtual assistant received over 5,208 users and over 20,000 incoming messages and click-throughs. We also gathered feedback on the virtual assistant from users to further evaluate the user experience and quality. The result will help guide the development in the second phase.

我們相信，科技有助我們擴大支援網絡及影響力，同時協助人們尋找有關精神健康資訊和求助方法。自去年夏天推出Help Me 虛擬小助手後，我們一直定期監察和審核平台上的內容，確保有關內容的質素和準確性。

2021年，Help Me 虛擬小助手的使用者達 5,208 人，共接收逾 20,000 條訊息和點擊率。我們還收集了使用者對Help Me 虛擬小助手的意見，以進一步評估其用戶體驗和服務質素。調查結果將用作指導我們進行第二階段的開發。

KEY FINDINGS AND SUGGESTIONS

調查主要結果和建議：

75%

Of users agreed that Help Me communicates its goals clearly.

的使用者認為 Help Me 虛擬小助手能夠清楚地傳達其目標。

>75%

Of users agreed the content was useful, easy to understand, appropriate, and diverse.

的使用者認為內容有用、易於理解、恰當且多樣化。



The majority of users are satisfied with the user experience:

大部分使用者對用戶體驗感到滿意：

75%

Of users would return to learn more about mental health

的使用者表示會再次瀏覽，以了解更多有關精神健康的資訊

81.3%

Of them would use Help Me again to find out where to seek help for their mental health
的使用者會再次使用 Help Me 虛擬小助手，搜尋有關尋求精神健康支援的途徑

SUGGESTIONS 建議

1

For future content development, users suggested including self-assessment tools and self-help resources to improve user engagement.

就日後的內容發展與開發，使用者建議增設自我評估工具和自助資源，以提高使用者的參與度。

2

The user interface and medium of information delivery can also be improved by including interactive features such as graphics and/or videos.

加入互動功能。例如：圖片或短片、改善用戶介面和資訊傳遞方式。

The second phase of development for the Help Me virtual chatbot began in late 2021 and is expected to be officially launched in 2023.

Help Me 虛擬小助手的第二階段開發於2021年底展開，預計將於2023年正式推出。

Mental health problems are common in our community, affecting ourselves as well as the people around us:

精神健康問題在我們的社區裡很常見，不論自己還是身邊的人都會受影響：



Of respondents described their mental health as good
的受訪者則形容自身的
精神健康為良好



Of respondents described their mental health as poor
的受訪者形容他們的
精神健康較差



Of respondents said that they are currently working with, or have worked with, someone with a mental health problem
的受訪者表示現時或曾經跟有
精神健康問題的人士共事



Of respondents reported having had a close friend with a mental health problem
的受訪者表示自己有親近的
朋友經歷精神健康困擾

In terms of the public's attitude towards people with a mental health condition, there is a significant number of respondents who reported negative perceptions towards people who have been mentally ill.

就公眾對受精神健康問題困擾的人的態度而言，有不少受訪者表示對經歷精神疾病的人抱持著負面觀感：



Of respondents stated that they **would not want to live next door** to someone who has been mentally ill
的受訪者表示他們不願意
住在患有精神健康問題的人附近



Of respondents said they **would not be willing to work** with someone with mental health problems
的受訪者表示他們並不願意
與經歷精神健康問題的人
一起工作

Stigma often stems from a lack of understanding about the issue itself or fear; most participants in the survey sample also indicated low levels of access to mental health information and resources:

污名通常源於缺乏對精神健康問題的了解或恐懼；許多受訪者表示他們甚少接觸精神健康的相關資訊和資源：

46%

believed that the main cause of mental illness is a lack of self-discipline and willpower

的受訪者認為導致精神疾病的主要原因是缺乏自律和意志力。

62%

agreed that there is something about people with mental illness that makes it easy to tell them apart from people without mental illness.

的受訪者同意精神病患者擁有某些特徵讓人輕易能從普通人中分辨兩者。

41%

agreed that people with mental health problems are far less of a danger than people assume. In reality, people with mental illness are no more violent than people without mental illness.

的受訪者同意受精神健康問題困擾的人比大部份人想像中構成更少威脅。事實上，他們不比沒有患病的人暴力。

59%

of those with a diagnosed mental health condition responded that they have never disclosed their struggles to anyone, with the fear of being discriminated against as the main reason (43%)

曾被診斷精神疾病的受訪者不曾向任何人透露自己的情況，其中一個主要原因是因為害怕被歧視(43%)。

Our findings were not all discouraging, and indicated notable positive trends in societal attitudes toward mental illness:

然而我們的研究成果並非全是負面，當中也有對精神健康的社會態度上一些明顯的**正面趨勢**：



believed that we need to adopt a far more tolerant attitude toward people with mental illness in our society

相信大家需要對社會中的精神病患者採取更加寬容的態度



agreed that mental illness is an illness just like any other

同意精神疾病與其他疾病無異

Despite the challenges, we believe that it is possible to challenge mental health stigma in Hong Kong through offering more resources and awareness-raising campaigns. Through our continued anti-stigma efforts and a number of key campaigns launched this year, we hope to educate and encourage members of the Hong Kong community to have dialogues about mental health to build empathy towards people with mental health problems.

即使面臨挑戰，我們仍相信能藉著增加本港的精神健康資源和提升公眾關注的活動來消除精神健康污名。透過持續為消除污名所付出的努力以及多項於本年度推行的**重要計劃**，我們希望能教育並鼓勵公眾展開更多關於精神健康的對話，並對經歷精神健康問題的人建立同理心。

06

Campaigns and Events 計劃與活動

Our outreach work, via campaigns and events, seek to raise awareness of mental health and destigmatise it across communities. Annually, we hold two large-scale campaigns: World Mental Health Day (theme differs annually) and Move it for Mental Health (promotes exercise for mental well-being).

We launched 2 short-term campaigns and a long-term antistigma campaign in February, September and October 2021 respectively.

我們致力透過舉辦活動與計劃來進行外展工作，希望藉此提高社區對精神健康的意識與消除有關污名。我們每年都會舉辦兩項大型活動：包括「世界精神健康日」（每年的主題均不同）及「為精神健康 Move It」（宣揚運動對精神健康的益處）。

我們分別於2021年2月、9月和10月分別舉辦了兩次短期活動和一個以消除污名為主題的恆常計劃。

Feb 二月 Move it for Mental Health 為精神健康 Move it

Supported by lululemon's social impact program
由 lululemon 的社會影響計劃支持

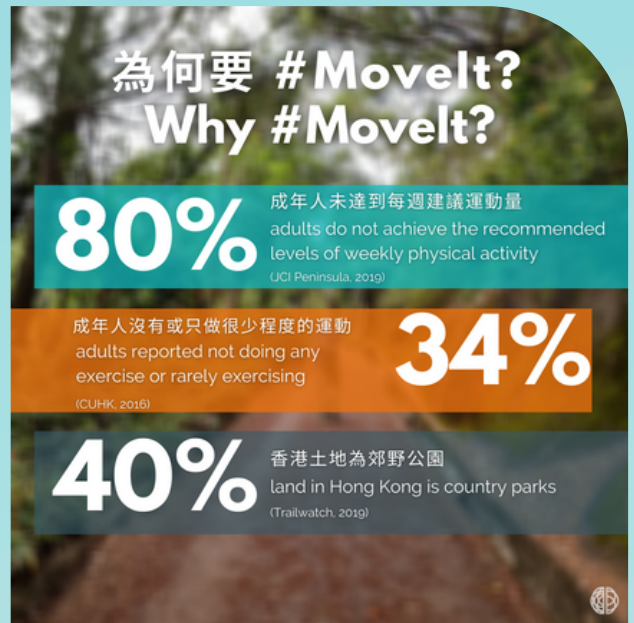
Mind HK's 2021 successful 'Move it for Mental Health' campaign highlighted the links between nature, physical and mental health. The campaign, which was supported by Here to Be, lululemon's social impact program, challenged Hong Kong people to complete 50km in the nature, with the aim to encourage people to step away from the city hustle into the green space in Hong Kong to experience the beautiful scenery and the physical and mental benefits it brings along.

Over 4,200 participants took part in the challenge, with over 100,000km recorded distance in nature. The campaign video has also been circulated 50,000+ times across various platforms.



香港心聆於2021年成功透過「為精神健康 Move It」計劃推廣「大自然」、「身」、「心」健康的關係。活動由lululemon旗下的Here to Be社會影響計劃項目支持，以鼓勵市民參加於大自然完成50公里的挑戰，讓他們遠離城市的喧囂，走進香港郊外，體驗大自然的美景，與此同時尋找大自然對身心的益處。活動吸引了逾 4,200 人參與，合共完成了超過100,000公里，而活動的宣傳短片還於各大平台上被轉發了 50,000 多次。

Video link 短片連結：bit.ly/MindHK_MoveIt2021



Mar How are you, really?
三月 「認真，其實你最近點啊？」

Supported by MTR ad space
由港鐵支持

We placed an ad campaign across MTR stations in Hong Kong to raise awareness about mental health. With the prompt question, "How are you, really?", we aimed to encourage people to check in with and take care of themselves, especially during difficult times.

A total of 260 ad posters were placed across 87 MTR stations, reaching hundreds of thousands in Hong Kong.

我們在港鐵站推出了一個大型廣告活動，以提高大眾對精神健康的認知。廣告海報上印有提示性的問題「認真，其實你最近點啊？」，提醒大眾在疫情期間要向自己問候並好好關顧自己。

我們在全港87個港鐵站共張貼了260張宣傳海報，所觸及的香港市民人次以十萬計。

認真，其實你最近點啊？
How are you, really?

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

Mind HK 是一所香港精神健康慈善機構，致力確保沒有人需要獨自面對精神健康問題。
Mind HK is a mental health charity here to ensure no one has to face a mental health problem alone.

Mind Mental Health Hong Kong Limited (Mind HK) 為香港 200 家可獲發牌照 (SP/15427) · Mind Mental Health Hong Kong Limited (Mind HK) is a 200 registered charity (SP/15427)

www.mind.org.hk
 @hongkongmind
 @mindhongkong

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Oct
十月

More Than a Label 我就是我



In partnership with MINDSET and funded by Jardine Matheson Group
與思健合作，由怡和集團贊助

We know that personal stories of lived mental health experiences are a powerful and touching way to combat the stigma around mental health and empower individuals who are on their mental health journey to recovery. Because of this, we launched a new antistigma campaign, "More Than a Label", in October 2021, in partnership with MINDSET, which stems from a joint goal of changing and influencing the public's perception towards people with diagnosable mental health conditions. This campaign encourages the public to look beyond the typical, stigmatising, labels associated with mental health diagnoses. Through personal stories of mental health journeys, we want to showcase realistic portrayals of people who have faced mental health problems and recovered and depict their holistic identity.

We aim to raise awareness of the stigma towards persons with mental health conditions, celebrate the resilience and strength of people in recovery, educate and equip the public with mental health knowledge, and facilitate more conversation around mental health, which will in turn help destigmatise mental health in Hong Kong.

我們知道，精神病患者們的自身故事有強大的力量並能感染他人，有助消除有關精神健康的污名，帶給正受精神困擾的人士在復元路上一些鼓勵外並為他們充權。因此，我們於2021年10月與思健合作，推出了一項全新計劃——「More Than a Label 我就是我」，目的是為了改變和影響公眾對被診斷出患有精神健康問題的人的看法。這項計劃鼓勵大眾擺脫對精神健康相關的固有觀念、污名及標籤。透過復元人士的親身經歷，我們向大眾分享他們在面對精神健康問題和復元的真實寫照，以展示出他們完整的一面。

我們致力提升大眾對精神疾病患者及其污名的認知，教育大眾相關方面的知識，以鼓勵更多圍繞精神健康的對話，從而協助消除大眾對精神健康的污名。



Website and Instagram Page 網站及Instagram專頁

The campaign website (www.morethanalabelhk.com) was launched, accompanying the launch of the campaign, to showcase stories from ambassadors, upcoming events, and the latest updates on training. Since its launch, the website has attracted over 5,700 pageviews. We have also created an official [Instagram page](#) for the campaign, which is followed by over 900 users, periodically posting snippets of stories from ambassadors and highlights of events.

隨著計劃正式啟動，我們為此計劃推出了 www.morethanalabelhk.com 網站，當中有香港心聆大使分享他們的精神健康故事、即將舉行的活動以及培訓的最新資訊。自推出以來，該網站已吸引了逾5,700次頁面瀏覽量。我們亦為計劃設立了一個Instagram專頁，共有逾900名用戶關注，我們亦會定期發佈香港心聆大使的故事節錄和活動花絮。



Ambassador Training 心聆大使培訓課程

We believe that personal stories have the power to raise awareness of mental health and reduce the stigma around it. With this in mind, we continued to host the ambassador programme to support individuals with lived experiences of mental ill health to share their mental health journey in a safe and informative way.

我們深信親身經歷能提高人們對精神健康的認知，並減少有關精神健康的污名。有鑒於此，心聆大使計劃一直舉辦至今，目的是為曾經歷精神健康困擾的人提供一個安全的空間，分享他們的心路歷程。

As of Dec 2021, we hosted a total of three ambassador trainings, and trained 47 ambassadors to safely, and powerfully, speak on topics such as depression, anxiety, eating disorders, perfectionism, post-traumatic stress disorder (PTSD), work / academic burnout, bipolar disorder, postpartum psychosis, LGBTQ+, mental health in sports, attention deficit hyperactivity disorder (ADHD), neurodiversity and mental health.



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 different mental health topics in order to engage audiences and raise awareness of the mental health stigma in Hong Kong. Since the launch, we have had ambassadors joined around 2 events per month. Due to the situation surrounding the pandemic, a vast majority of these events have been held virtually. We have held a total of 8 events with a cumulative total of over 600+ attendees since launch.

截至2021年12月，我們共舉辦了3場培訓課程，培訓了47名心聆大使，就抑鬱症、焦慮症、飲食失調、完美主義、創傷後壓力症候群、職業/學業過勞、躁鬱症、產後思覺失調、LGBTQ+、運動中的精神健康、專注力不足及過度活躍症、神經多樣性與精神健康等範疇無拘束並安全地向大眾分享自己的體會和經歷。



每月我們都會邀請不同的心聆大使，就不同的精神健康議題分享他們的故事和看法，與受眾互動並改善香港一般對精神健康的污名。自計劃推出以來，我們每月都會邀請各心聆大使參與大約兩場的分享會。由於疫情關係，大部分的活動都以網上形式進行。我們已舉辦了共8場的分享活動，累計參加人數超過 600 人次。

'More Than a Label: This is our story' Exhibition
《我就是我：平凡人的不平凡心路歷程》— 公開展覽



We rolled out our campaign in conjunction with a gallery exhibition, showcasing over 40 ambassadors and their personal sharing, along with mental health advocates from different walks of life. We also hosted two public story-sharing sessions during the exhibition. The event lasted for 5 days at a local gallery space with over 500 visitors joining the exhibition.

計劃推出的同時我們亦舉辦了一場故事展覽，展示超過由40多位心聆大使及來自不同背景的精神健康倡議者所分享的個人精神健康故事。展覽期間，我們還舉辦了兩場故事分享會，開放予公眾參與。展覽為期5天，一共有逾500人到訪參觀。



'More Than a Label: This is our story' Book Launch 《我就是我：平凡人的不平凡心路歷程》— 新書發布會

We published our book, which includes a collection of mental health stories shared by 40+ Mind HK ambassadors and mental health advocates. The book was publicly available at our exhibition as well as at Bookazine, a local bookstore. Our ambassadors were also invited to participate in a Hong Kong Literary Festival panel to share their personal stories as well as to share our book.

我們首次出版的新書收錄了40篇由心聆大使和精神健康倡議者親自撰寫的精神健康故事。該新書在我們的展覽推出以及本地書店Bookazine上公開發售。我們的心聆大使亦有幸獲邀出席於香港文學節舉行的一場專題講座，分享他們的個人故事及為新書作推廣。



Events

活動

1

Mind HK Media Awards 香港心聆媒體獎



The Mind HK Media award has been running for three years in a row, with the aim to celebrate outstanding journalists from all media platforms, who have produced distinguished work to realistically portray mental health to raise awareness and foster a greater public understanding of mental health in Hong Kong. We received over 120 esteemed submissions and nominations from local media, including youth journalists, television programme, and social media.

In April 2021, we were delighted to announce the winners of "Mind HK Media Awards 2020" at a virtual awards ceremony. A total of 12 awards were presented to journalists who displayed an exceptional standard of journalism in covering mental health issues in Hong Kong. We would like to express our gratitude to all our judges, shortlisted submissions, and speakers for their time and exceptional contribution to encouraging an accurate portrayal of mental health in local media.

香港心聆媒體獎已連續舉辦三年，以表彰本地記者透過不同媒介平台的作品、以全面及準確的方式報導香港的精神健康狀況，提高公眾對精神健康的認知及關注。今屆我們共收到來自本地媒體（包括青年記者、電視節目和社交媒體）的 120 多份優秀參賽作品和提名作品。

為此，我們早於2021年4月舉辦網上頒獎禮，並宣佈「2020香港心聆媒體獎」的得獎者。頒獎禮共頒發了12個獎項，以表揚在報導香港精神健康議題中表現卓越的記者。我們感謝所有評委、入圍記者和演講嘉賓所付出的時間和傑出貢獻，以鼓勵本地媒體以不偏不倚的態度描述精神健康。



[Winners of Mind HK Media Awards 2020](#)
[香港心聆媒體獎 2020 得獎者名單](#)



2 Coolminds
凝心知友

Sponsored by Morgan Stanley and Operation Santa Claus
由摩根士丹利和「愛心聖誕大行動」贊助

Coolminds, a joint youth mental health initiative by Mind HK and KELY Support Group, seeks to promote mental health awareness, support and understanding in Hong Kong's youth and the adults around them. Adopting a whole-school approach, we provide comprehensive training and bilingual open resources crafted by local and international clinical professionals for youth aged 14-24, their parents and educators, hoping to raise awareness within the school community and destigmatise mental health. As a "By Youth, For Youth" initiative, we work closely with youth advisors and volunteers to ensure youth are at the forefront of everything we do.

Coolminds 是由香港心聆及啟勵扶青會共同籌辦的青年精神健康項目，希望向香港學生及其身邊的成年人推廣有關精神健康的意識、支援和理解。我們採用了全校參與模式，為14-24歲的青少年、其父母和教育工作者提供全面培訓，並向公眾提供中英雙語、由本地和國際臨床專家撰寫的精神健康資訊，藉此提高學校團體對精神健康的意識，並消除其污名。作為一個以青年為本的項目，我們與青年諮詢委員和志願者緊密地合作，確保我們所有的工作都是由青年主導及推動。



In 2021, we:
2021年，我們完成了以下工作：

70

Mental health literacy training (both in-person and online) delivered
場精神健康實體及網上培訓工作坊

4,106

Students
名學生

454

Educators
名教育工作者

305

Parents
名家長

Workshops delivered to
提供工作坊給：

55

Blog articles written by youth published
篇由青年親自撰寫的網誌

7

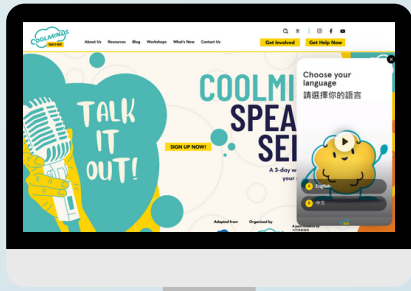
bilingual resources crafted by clinicians on website
刊登由臨床專業人士製作的中英雙語的資源

35,697

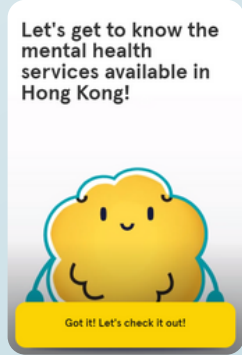
Total website users
網站使用者

3,000

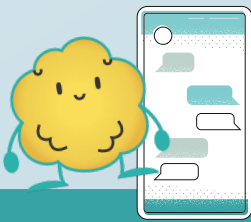
Monthly users
每月使用者



CLEAR
互動平台



MIRROR ME APP
應用程式



LAUNCHED "CLEAR"
推出 CLEAR 互動平台



YOUTH SUMMIT
青年高峰會



TRAINING
精神健康培訓



MIRROR ME APP
MIRROR ME 應用程式

MAY 5月

Launched a web-app integration, CLEAR, an interactive navigation portal on help-seeking in Hong Kong.

推出CLEAR互動平台，它是一個尋求協助的導航系統

AUGUST 8月

Held the 2nd year of Coolminds youth summit "Summer Check-In" in August, which engaged over 130 attendees across 50+ schools in-person and online.

舉辦了第2屆 Coolminds 青年高峰會「開Sum打卡」，吸引了50多所學校的130人以親身或網上形式參與。

OCTOBER 10月

Created 5 training animations and case study videos to be used in our mental health literacy training to foster role plays and group discussions

製作了5段培訓動畫和案例研究短片，於精神健康培訓工作坊上使用，並鼓勵學員參與角色扮演和小組討論。

DECEMBER 12月

Launched the bilingual Mirror Me App in December.

Tailored for aged 5 or above and their adult caretakers aiming to improve children's emotional literacy and prevent the risks of developing self-harming behaviours and suicide.

推出雙語版「Mirror Me」應用程式。專為5歲或以上的兒童及其成年監護人而設，希望提高兒童對情緒的認知，預防自殘行為和自殺的風險。



WORKSHOPS
精神健康培訓工作坊



2021 Youth Summit
 "Summer Check-In"
 2021 青年高峰會「開Sum打卡」



Youth Advisory Committee (YAC) and Youth Operations Committee (YOC) 青年諮詢委員會及青年事務工作委員會

We took a further step in letting youth voices be heard by officially establishing a Youth Advisory Committee (YAC), with whom we meet regularly to give feedback on our programmes and to bring specific project ideas targeting young people to the table to ensure that our work is able to meet the needs of their generation. We also established a Youth Operations Committee (YOC), who supports our operational projects including writing blog articles, producing social media content and graphic design, and translating.

We extend our gratitude to Orygen, Charlie Waller Memorial Trust, the Black Dog Institute, and the Weez Project for providing comprehensive and useful youth mental health resources, and permitting Coolminds to adapt and translate them for people in Hong Kong.

我們成立了青年諮詢委員會聆聽青年的聲音，並與他們定期舉行會議，就我們的計劃提供意見並提出針對青年人的具體項目構思，確保我們的工作能夠滿足青年的需要。我們還成立了青年事務工作委員會，為我們的營運項目提供支援（包括撰寫網誌、製作社交媒體內容、平面設計以及翻譯工作）。

感謝 Orygen、Charlie Waller Memorial Trust、Black Dog Institute 和 Weez Project 向我們提供全面和實用的青少年精神健康資源，並授權Coolminds改編和翻譯相關資源於香港使用。



3

COVID-19 Mental Health Resources 疫情精神健康資訊站

Supported by **Goldman Sachs Gives**
由 **Goldman Sachs Gives** 贊助

Throughout the year, we launched new COVID-19 resources to support people in taking care of their mental well-being amid the pandemic. We developed and distributed resources such as tips on quarantine as well as on returning to work, and a care guide for individuals who are experiencing a mental health condition, in response to the COVID-19 situation. We also translated three of our resources to English, Tagalog, and Bahasa Indonesia, to support migrant domestic workers and ethnic minorities. As of the year 2021, we received over 27,000 pageviews on our [COVID-19 mental health resources page](#).

Two training videos were also developed for the COVID-19 managing mental health training webinar, benefitting 419 webinar attendees to better support their understanding of how to spot early warning signs of distress and manage their mental health.

我們於本年度內推出了與新冠疫情相關的全新資源，以提醒大眾於疫情期間照顧好自己的精神健康。針對新冠疫情，我們製作並發放了不同的主題資源，例如：關於隔離和重返工作崗位的小貼士，以及針對經歷精神健康問題的人而設的護理指南。我們還將其中三種資源翻譯成英文、他加祿語和印尼語，用作支援來港家庭傭工和少數族裔群體。截至2021年，我們的疫情精神健康資源網頁的瀏覽量已超過27,000次。

此外，我們還為於疫情期間管理精神健康主題製作了兩段網絡研討會的培訓短片，以幫助共419名參加者認識到如何更有效地了解並及早覺察情緒困擾的徵狀的出現，以及管理好自己的精神健康。

疫情精神健康資訊站

面對目前的疫情與不停改變的限制措施都會直接間接對我們的心理健康造成影響。無論你目前的狀態是怎麼樣，你也不需要獨自面對——我們會在這裡支持你。我們製作了疫情精神健康資訊站協助你照顧你在疫情期間管理精神健康——包括在疫情期間應對焦慮情緒及抗疲勞等，到強制隔離小貼士及在後疫情管理精神健康等資源。

在疫期間照顧你的精神健康



回復「正常」



抗疲勞



確診 COVID-19 後照顧精神健康



強制檢疫貼士



COVID-19 自助手冊



管理精神健康狀況與症狀



為外籍傭工而設的資源



Coolminds 青年精神健康資源



4

COVID-19 Mental Health Relief Scheme COVID-19 精神健康援助計劃

The COVID-19 Mental Health Relief Scheme was launched in August 2020, supporting the [COVID mental health scheme committee](#), a group of therapists in Hong Kong. The relief scheme provided short-term and low-intensity support to individuals whose mental health was negatively affected by the pandemic. The relief scheme ended in the summer of 2021, with over 250 individuals benefitting from the programme.

As the relief scheme came to an end in August 2021, the committee designed and published a COVID-19 self-help guide, designed to support individuals who are affected by the pandemic, with interactive activities for readers to complete and support their wellbeing. As of 2021, over 2,000 pageviews on the self-help guide site were recorded.

香港心聆於2020年8月聯同治療師團隊所成立的COVID精神健康援助計劃委員會合作推出了精神健康援助計劃。該計劃為受疫情影響人士提供免費的短期精神健康支援。該計劃於2021年夏季結束，共有超過 250 人受惠。

隨著計劃於2021年8月結束，委員會已制定並發布了COVID-19 自助指南，並希望透過鼓勵受疫情影響的人士進行互動性活動，能為他們提供情緒上的支援。截至2021年，COVID-19 自助指南網站的瀏覽量已逾 2,000 次。

Feedback from service users 服務使用者的回饋



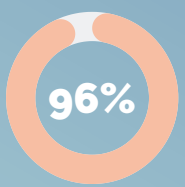
Of respondents were either **completely satisfied or very satisfied** with the overall experience of the support received via the scheme

的受訪者對於支援服務表示**非常滿意或很滿意**。



Of individuals who accessed one-to-one support, indicated that the support they received was **beneficial towards improving their mental health.**

曾接受過一對一的支援表示服務**有助改善他們的精神健康**。



Of which reflected that they **felt listened to**, and that **their concerns were taken seriously.**

曾接受支援的受訪者表示**感到有人願意聆聽自己**，而且他們的**需求亦得到認真的看待**。

07

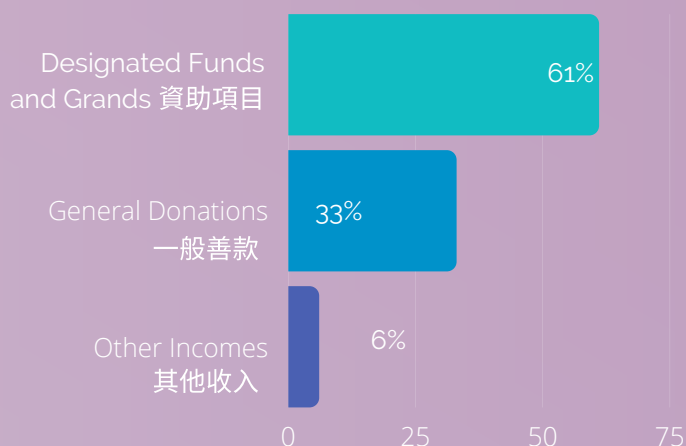
Financial Highlights

財政摘要

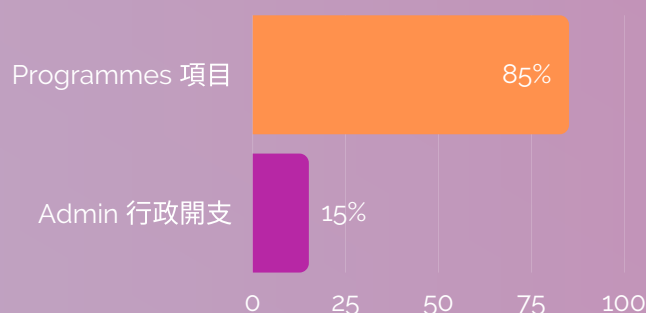
Financial Highlights

財政摘要

Income by category 收入分佈



Expenditure by category 開支分佈



Total Income 總收入 (HK\$):
\$11,647,198

Total Expenditure 總開支 (HK\$):
\$8,658,409

Balance Sheet as at 31st December 2021

	2021 (HK\$)
Non-current Assets	
Property, Plant and Equipment	127,669
Current Assets	
Other Receivables & Prepayments	838,694
Cash at Banks and in hand	20,601,819
Total Current Assets	21,440,513
Current Liabilities	
Accruals and Other Payables	445,666
Deferred Income	14,503,667
Receipt in Advanced	45,541
Total Current Liabilities	14,994,874
Net Current Assets	6,445,639
Net Assets	6,573,308
Surplus	6,573,308

08

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 2021.

我們衷心感謝香港心聆董事會成員及顧問在 2021 年的支持。

Executive Chair 主席

Dr Lucy Lord

Board Directors 董事會成員

Marc Convery
Professor Eric Chen
Jaclyn Jhin
Yvette Kong
Sheena Liang
Daryl Ng, JP
Olivia Parker
Ann Pearce
Andrew Wong, JP
Jim Woods
Professor Olya Zayts

Board Advisors 顧問

Professor Cecilia Chan
Charlotte Chan
Paul Farmer
George Grant
Professor Siu-man Ng
Mark Peaker
Manisha Wijesinghe
Dr Elisabeth Wong
Dr Josephine Wong
Dr Paul Wong

Our Team

我們的團隊

From January to December 2021, Our team has expanded from 18 part-time & full-time staff to 20 members. 從2021年1月至2021年12月，我們的團隊已從18名全職和兼職員工增加至20名員工。

Dr Hannah Reidy	Chief Executive Officer	行政總裁
Po Wan Cheng	Chief Operating Officer	營運總監
Jack Berry	Service Delivery Coordinator - YWP	服務傳遞統籌幹事 - 青少年情緒輔導員計劃
Henry Chan	Training Coordinator	心理健康培訓幹事
Melissa Kong	Development and Partnerships Manager	發展及夥伴合作經理
Nicole Lee	Coolminds Project Manager	Coolminds 項目經理
Natalie Leung	Coolminds Project Coordinator	Coolminds 項目幹事
Carol Liang	Head of Communications and External Relations	傳訊及外部事務主管
Dr Hannah Sugarman	Clinical Advisor Lead - ACT	ACT 主要臨床顧問
Ophelia Tam	Digital Content Coordinator	網絡編輯幹事
Odile Thiang	Anti-Stigma Project Manager	心理健康項目經理
Vicki Tsang	Anti-Stigma Project Coordinator	心理健康項目幹事
Chloe Wong	HR and Administration Officer	人力資源及管理人員
Florence Wong	Finance Manager	財務經理
Matthew Wong	Programmes and Operations Manager	項目及營運經理
Rachel Wong	Service Coordinator - YWP	項目統籌幹事 - 青少年情緒輔導員計劃

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精神健康非政府機構緊密合作。

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Thank you for all your support!
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