

# 2020

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  
獨自面對精神健康問題。**



## MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

### 行政總裁的話

Dear all,

**“To make sure that no one in Hong Kong has to face a mental health problem alone”**: Mind HK’s mission has never been more necessary than in 2020, a year of many challenges and changes. I have been beyond impressed with how the Mind HK team has dedicated itself to moving towards our mission, reaching as many people as possible, despite navigating all of the stressors of COVID-19 themselves.

Our focus this year soon turned to responding to the pandemic. Our research showed that over 55% of respondents in Hong Kong said their mental health had been negatively affected during a COVID-19 wave - we saw there was a growing need and we quickly responded. We launched resources in 10 languages and a free training course on managing mental health during COVID-19. For those who needed direct support, we partnered with volunteer clinical professionals to launch a year-long, COVID-19 mental health relief scheme, to offer pro-bono one-on-one support. One silver lining of COVID-19 is that the community has seemingly become more willing to speak about their mental health, and Mind HK has been there to listen and support in the best way we can.

In 2020, we continued to grow substantially, both internally and externally:

大家好，

**「確保沒有人需要獨自面對精神健康問題」**——我們的使命在充滿挑戰與變化的 2020 年之中變得格外重要。儘管 Mind HK 中的每一位自己亦正面對疫情帶來的沉重壓力，團隊成員們仍一直在堅持使命，影響更多人。為此我感到無比驕傲。

今年，我們迅速地回應疫情給大眾帶來的影響。我們的研究指出超過 55% 受訪者表示自己的精神健康因疫情轉差。我們也看見社會對精神健康支援的需求日益漸長，因此團隊靈敏地行動：我們發佈了超過十種語言的精神健康資源；開辦在疫情中管理精神健康的免費課程；我們連同一群臨床專業人士義務推出長達一年的 COVID-19 精神健康援助計劃，為受疫情影響的人士提供免費個人支援。疫情期間最讓人鼓舞的是越來越多人開始願意在社區中談論自己的精神健康。Mind HK 也一直在此耐心聆聽，盡我們所能支持社群。

不論是對內對外，我們在 2020 年間一直不斷成長：

- We reached many:
  - We trained over 5000 individuals in mental health topics across the year and saw an increase in demand for our training offerings from corporates, charities and individuals alike.
  - We welcomed over half a million new users to our website and increased the number of monthly users by almost 200% across the year. We also launched a new Virtual Assistant, 'Help Me' on our Mind HK website, giving users an easier and more accessible way to navigate the resources and support they need.
  - Mind HK's media impact continued to grow, reaching millions globally. Our Media Awards received over 100 submissions, showing the appetite for covering mental health better in the news. Our campaigns were on topic and on target, with Move it for Mental Health shifting to allow independent, outdoor, and at-home exercise, and our World Mental Health Day campaign, 'Behind the Mask', attaining critical acclaim.
- We worked together:
  - We collaborated with other charities, focusing more on local organisations. We hosted the inaugural Philanthropy Symposium, which brought together benefactors with NGOs in the mental health and social care space. Online, we added 63 non-profit mental health organisations to our Community Directory, in an effort to provide our beneficiaries with as many options as possible for low-cost support.
- 我們影響了更多人：
  - 超過 5000 名參加者接受了關於精神健康的培訓。企業、慈善機構及社會大眾對我們所提供的精神健康培訓課程需求亦日益增長。
  - 超過五十萬名新使用者開始瀏覽我們的網站。我們在網站上推出了全新虛擬小助手「Help Me」，給予使用者一個更簡易快捷的方法來獲取他們所需要的資源與支援。
  - Mind HK 在媒體上的影響亦持續增長，在國際間觸及率過百萬。我們的媒體獎獲超過 100 份作品提交，媒體間的踴躍參與亦展示了大眾更願意改善報導關於精神健康議題的質素。我們的活動貼近時事——「為精神健康 Move It」活動讓大眾能自在地於室外或室內運動，而世界精神健康日活動「口罩日常」亦大獲好評。
- 我們共同合作：
  - 我們致力與其他慈善機構合作，其中更不乏本地機構。我們舉辦了首屆慈善研討會，將不同慈善家與精神健康及社會關懷的非政府機構連結起來。我們亦為網站的心理健康服務指南新增了 63 所非牟利機構，為受患者提供更多本地低收費支援的選擇。

- We focused on youth:
  - Our work to help Hong Kong's youth expanded. Together with our partner, KELY Support Group, our Coolminds training programme continued to be rolled out to schools. Most significantly, we launched a new website ([www.coolmindshk.com](http://www.coolmindshk.com)), to give young people, educators, and parents a new bilingual platform to call on when they need help. We hosted our second Hong Kong Mental Health Conference, and first ever Youth Summit. These events were a success, with over 1200 attendees joining us in person and online, from Hong Kong and all over the world, tuning in to learn about youth mental health. Thank you to all the young people who continued to guide our work and actively contribute to this programme in every domain.
- We grew:
  - Internally, we have been lucky to see our staff grow to 18 staff from 14. The structures now in place have started to move Mind HK away from its start-up phase and towards becoming a more established organisation, which still carries the same passion and energy.
- 我們著重青年發展：
  - 我們擴展了對本地青少年的支援工作，與啟勵扶青會繼續將 Coolminds 培訓工作坊推廣至學校。我們推出嶄新網站 ([www.coolmindshk.com](http://www.coolmindshk.com))，為青少年、教育工作者及家長提供一個全新的雙語資源平台，讓他們能適時找到所需資源。我們舉辦了第二屆香港心理健康研討會，以及首屆青年高峰會。會議廣受好評，超過 1,200 名來自本地及世界各地的參加者親身或透過網絡參與研討會，一起認識更多有關青年精神健康的議題。感謝所有參與這項計劃及引導籌備工作的年青人。
- 我們的成長：
  - 我們的團隊從 14 名員工增長至 18 名。機構內部的結構重整亦協助 Mind HK 抱著初成立的熱誠與力量，從剛起步轉型至更穩定的機構。

We are excited and grateful to have attained longer term funding with key partners that will allow projects to commence in 2021, including an Anti-Stigma programme and a Youth Wellbeing Practitioner training. Thank you to everyone who has contributed to the many successes of Mind HK's third year running, and been with us to help us through the harder times. To our staff, volunteers, Board, advisors, donors, sponsors, partners, and supporters – thank you and we look forward to achieving more together!

我們十分感恩能與主要協作夥伴達成更長遠的協議，讓我們在 2021 年有更多資源開展不同項目，包括消除污名計劃以及青少年情緒輔導員計劃。感謝有份參與 Mind HK 第三年旅程的每一位，協助我們渡過艱難的時刻。謝謝我們的團隊、義工、董事會、顧問、捐助者、贊助商、夥伴與支持者，我們期待與你一起邁向更多里程碑！



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 resources, 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。Mind HK 網站原為眷顧患者基金會旗下的計劃，為經歷精神健康問題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、培訓和消除污名計劃，為任何面對精神健康問題的人提供所需資源。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。



# 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 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 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 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

香港的精神健康的污名問題及大眾缺乏認知已經為香港帶來深遠的影響。我們認為是時候採取行動面對當前有關精神健康的污名問題、提高對精神健康認知及理解，提出解決方法。

Mind HK 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）旗下的慈善項目。Mind HK 在 2019 年 4 月正式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.

The COVID-19 pandemic has negatively affected many people's mental health in Hong Kong. With social distancing and restriction in place, people were met with both the direct and indirect impacts of COVID-19 on mental health. Mind HK's research showed that **55%** reported having worse mental health during the pandemic, with **77%** feeling bored and restless, and **55%** feeling lonely (Mind HK, 2020). **87%** of workers felt stressed because of the pandemic (Mental Health Association Hong Kong, 2020). Similar trends were also observed among youth, with **half of the students** feeling stressed and worried about their learning process, because of school suspension and education arrangements (Hong Kong Federation of Youth Group, 2020).

## 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，人們對精神健康仍存有許多誤解。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。

新冠肺炎疫情對許多香港人的精神健康造成負面影響。許多人的精神健康亦直接或間接地因社交距離與限聚令而受影響。Mind HK 的研究指出 **55%** 受訪者在疫情期間覺得其精神健康轉差，**77%** 感到納悶及焦躁不安，而 **55%** 更感到孤單（Mind HK, 2020）。**87%** 的員工因為疫情而感到有壓力（香港心理衛生會, 2020）。類似的趨勢亦同樣在香港青少年中出現：**半數學生受訪者**因停課而感到有壓力，更因此擔心學習進度受影響（香港青年協會, 2020）。



## Mental Health in Hong Kong

Hong Kong faces the issue of long waiting times in the public psychiatric service sector. Given a shortage of healthcare professionals in public hospitals, the waiting time for non-urgent psychiatric cases remains long. For semi-urgent cases, the median waiting time is 3 weeks; for stable cases, the waiting time can be up to two years ([Hospital Authority, 2020](#)). As such, people seeking help from the public sector, may not be able to receive timely and sufficient interventions to their conditions.

The United Nations' Sustainable Development Goals, a global blueprint for 2015-2030, makes it clear that health is a priority; goal 3 is to "ensure healthy lives and promote well-being for all at all ages" ([UN, 2012](#)). Mind HK's mission and vision align with this goal, particular goal 3.4, which states to "promote mental health and well-being." As we continue to grow and develop our work, we will do our best to reach as many people as possible and ensure they need the support they need to improve their mental health.

## 香港的精神健康

香港公共醫療系統內的精神科亦正面對輪候時間過長的問題。由於公共醫院的醫療專業人士長期短缺，一些非緊急的精神健康新症輪候時間非常長。某些半緊急個案輪候時間中位數更長達三星期，而相對穩定的個案的輪候時間最長更可能需要接近兩年（[醫管局，2020](#)）。因此，透過公共醫療系統尋求協助的人未必能及時獲得最適切的支援。

聯合國發表了全球 2015-2030 年的發展藍圖，並在十七項永續發展目標中將健康放在首位：其中第三條目標是「確保健康的生活方式，促進各年齡人群的福祉」（[聯合國，2012](#)）。Mind HK 的目標與使命與此相連，尤其是其第 3.4 項目標「促進精神健康與福祉」。隨著我們繼續發展與成長，我們將竭盡所能影響更多人，確保他們能獲得適切的支援來改善其精神健康。

# Key Strategic Goals

## 主要策略及目標

2020 - 2021

2020 marked the beginning of our ambitious 2020 - 2021 strategy. Our work aligned with our strategic aims to collaborate, mobilise, impact, empower, and sustain.

去年我們雄心壯志地開始了 2020-21 年度策略計劃。我們的工作與決策目標息息相關，其中包括：合作、資訊流通、影響、賦權和可持續。

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

**How we did this in 2020:** Events, resources, local and international partnerships.

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

**How we did this in 2020:** Partnerships, research, online resources, campaigns

### COLLABORATE 合作

以慈善機構的身分作為樞紐，連結其他本地精神健康機構。

**在 2020 年我們如何達成：**活動、資源以及本地與國際合作

### MOBILISE 資訊流通

將國際間的相關資源按照本地語境進行翻譯，並發放至不同前線機構。

**在 2020 年我們如何達成：**機構合作、研究、網上資源與計劃

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

**How we did this in 2020:**

Training programmes (Mind HK adult trainings and Coolminds youth mental health trainings)

**IMPACT**  
影響

全港 1-10% 的人能受我們的精神健康培訓課程影響。

**在 2020 年我們如何達成：**培訓課程 (Mind HK 成年培訓課程及 Coolminds 青年精神健康培訓工作坊)

Upward shifts in knowledge around and attitudes towards mental health.

**How we did this in 2020:**

Campaigns, training, "Help Me" virtual assistant, online resources

**EMPOWER**  
賦權

改善大眾對精神健康的認知與態度。

**在 2020 年我們如何達成：**活動、培訓、「Help Me」虛擬小助手、網上資源

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

**How we did this in 2020:**

Programme evaluations, organisational governance, financial stability

**SUSTAIN**  
可持續

Mind HK 致力成為一所優秀及可持續的機構。

**在 2020 年我們如何達成：**項目評估、機構治理、財政穩定



# Our Impact 我們的影響

# Our Impact

## 我們的影響

Jan - Dec 2020



**551,271**

New website users  
名新網頁使用者



**2,023,692**

Web pageviews  
次網頁瀏覽量



**63**

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



**2,444**

Trained in Managing Mental  
Health during COVID-19  
名參加者參與在疫情期  
間管理精神健康課程



**3,013**

Trained in mental health  
literacy  
名參加者參與  
Mind HK 培訓課程



**373**

Certified in Mental Health  
First Aid  
名參加者完成  
精神健康急救課程



**100+**

Mind HK Media Awards  
submissions collected  
份作品提交至 Mind HK  
媒體獎 2020



**2,761,972,659**

Media reach/circulation  
次媒體觸及率/銷量



**3**

Pieces of research  
distributed  
項研究調查發佈



# Our Impact

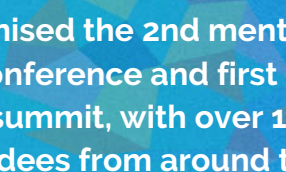
## 我們的影響

Jan - Dec 2020



Reached millions through our  
**'Behind the Mask' WMHD**  
campaigns

舉行世界精神健康日活動  
「口罩日常」觸及了百萬人



Organised the 2nd mental health  
conference and first youth  
summit, with over 1,200  
attendees from around the world

舉行第二屆心理健康研討會及  
首屆青年高峰會，獲超過  
1,200 位來自本地及世界各地的  
參加者參與




Hosted our first  
philanthropy symposium

舉行首個慈善研討會



Collaborated with 15+ local and  
international NGOs

與超過 15 所本地及國際  
非政府機構合作



"The work of Mind HK is important because it helps break down barriers in terms of access to mental health education and care in Hong Kong. It also serves as a connecting organisation between those of us living with mental illnesses and the community in order to work toward the vision of being stigma free. Being an Ambassador has helped me find positives and purpose in my own mental health challenges, and provided me with the formal training, support system, and confidence to tell my story to help others."

- Erica, Mind HK Ambassador

「Mind HK 的工作非常重要：它打破了獲得精神健康的資訊和關懷的隔閡。與此同時，Mind HK 亦把我們這些與精神健康困擾共處的人與社區連結，達到消除污名的願景。在成為大使的過程中，我在自身的精神健康挑戰中找到積極與充滿意義的一面，更接受了正式的訓練、建立了支援網絡，以及自信來分享自己的故事，幫助更多人。」

—— Mind HK 大使 Erica



# Core Programmes

## 主要項目

**Trainings**  
培訓

**Online  
Resources**  
網上資源

**Research**  
研究

**Campaigns  
& Events**  
計劃與活動

**Coolminds**

**COVID-19  
Resources**  
疫情資源

# Training 培訓

Supported by Manan Trust  
由 Manan Trust 支持

To improve mental health literacy levels, 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 was core to our work in 2020, in an effort to raise awareness of mental health and ensure people had the resources and knowledge they need to support their own and others mental health.

為改善大眾對精神健康的認識，我們繼續提供一系列公眾及私人培訓課程。其中包括心理健康基礎課程（精神健康的入門知識）、精神健康急救課程（國際認可證書課程）、在職場中保持精神健康，以及為非政府機構而設的管理精神健康課程。我們亦為個別主題設立活動，由來自本地及國際機構的臨床專家和/或專業人士，支援本地的最佳實踐，以及提倡發展有關精神健康的倡議計劃。精神健康教育是我們在 2020 年度的核心工作，我們希望藉此提高大眾關注精神健康的意識，及確保他們有足夠的資源與知識來支援自己及身邊人的精神健康。

As COVID-19 hit, we adapted quickly and our training and clinical team curated a new training to address the situation affecting everyone in Hong Kong: Managing Mental Health during COVID-19. The online webinar addresses some of the COVID specific stressors that can be related to our level of anxiety, depression and loneliness. We help the audience to better acknowledge and learn about these changes and thus better cope with the situation they are facing during this particularly difficult time.

隨著疫情來襲，我們迅速作出回應：我們的培訓團隊與臨床專家團隊合力創作全新的培訓課程——在疫情期間管理精神健康。此網上培訓課程重點討論不同有關疫情的壓力對我們的焦慮、抑鬱與孤單感的不同影響。我們協助受眾更有效地理解這些改變，並在困難時刻有效地應對他們所面臨的處境。

In 2020, we:  
在 2020 年，我們：

#### How to manage?

- Limit access to social media
  - Speculation and fear-mongering -> contributed to a sense of **hysteria and panic** (heightened by frightening memories of the 2003 SARS epidemic)
  - Spread of "fake news" and unverified information
  - Causing us to be **more vulnerable** towards becoming physically ill
- Take a **break** and switch off from the news

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



mind.org.hk



Trained a total of **3,013** people in mental health literacy through **53** public and private mental health training sessions



我們共舉行了 **53** 場公眾及私人精神健康培訓課程，共有 **3,013** 位參加者參加了我們的培訓。

Certified **373** people in Mental Health First Aid



共有 **373** 位參加者完成了精神健康急救課程

Trained **2,444** people in Managing Mental Health during COVID-19



共有 **2,444** 名參加者參與在疫情期間管理精神健康課程

# Online Resources

## 網上資源

Mental Health A-Z content is donated by Mind UK and adapted by Mind HK  
Help Me Virtual Assistant supported by the Grant Family

精神健康 A-Z 內容源自 Mind UK 並經由 Mind HK 改編  
Help Me 虛擬小助手由 The Grant Family 支持

**The Mind HK website** ([www.mind.org.hk](http://www.mind.org.hk)) grew as a one-stop-shop for mental health information and support in Hong Kong. We developed new resources for the general public, including comprehensive tips on managing mental health during COVID-19 (available in 10 languages). We updated information on our community directory, which features over 200 low-cost mental health services provided by 60+ local non profit organisations in Hong Kong.

**Mind HK 網站** ([www.mind.org.hk](http://www.mind.org.hk)) 在香港提供一站式精神健康資訊及支援。我們為大眾創作全新資源，包括在疫情期間管理精神健康小貼士（提供十種語言版本）。我們亦更新了心理健康服務指南，提供超過 200 項由本地超過 60 所非牟利機構提供的精神健康服務。

### Help Me Virtual Assistant

We believe technology can help expand our reach and our ability to support those seeking information on mental health and accessing help. In the summer, we launched our "Help Me" virtual assistant, which aims to signpost users to appropriate resources through natural learning processes (NLP) in a chatbot format. This is available in both English and Traditional Chinese on the Mind HK website and Facebook messenger. Since launch in August 2020, the virtual assistant has received almost **1,500** users and over **6,500** messages and click throughs.

### Help Me 虛擬小助手

我們相信科技能協助擴展我們支援社群的能力與影響，來支援需要尋找有關精神健康資訊和協助的人。在夏季期間，我們推出了「Help Me」虛擬小助手，希望透過自然語言處理（Natural Learning Processes; NLP）為使用者引路，以網上聊天工具的方式為他們尋找最適切的資源。小助手提供英語及繁體中文版本，並在 Mind HK 網站及 Facebook 訊息中試行。在 2020 年 8 月推出以來，小助手共有近 **1,500** 名使用者，以及錄得超過 **6,500** 則訊息和點擊率。

In 2020, website usage improved significantly:  
2020 年間，網站使用率顯著上升：

每月使用者上升

**186%**

INCREASE IN  
MONTHLY USERS

每月瀏覽量上升

**89%**

INCREASE IN  
MONTHLY PAGEVIEWS

**2,369,192**

PAGEVIEWS  
瀏覽量

**545,962**

NEW USERS  
新使用者

Most visited pages (excluding homepage) in 2020:  
2020 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?

**285,587**  
PAGEVIEWS  
瀏覽量

**2** Bipolar Disorder / About Bipolar disorder  
躁狂抑鬱症 / 「躁狂抑鬱症」是甚麼?

**108,520**  
PAGEVIEWS  
瀏覽量

**3** Anxiety and Panic Attacks / What is anxiety?  
焦慮與恐慌突襲 / 焦慮症是什麼?

**77,130**  
PAGEVIEWS  
瀏覽量

**4** Anxiety and Panic Attacks / How can I help myself  
manage anxiety 焦慮與恐慌突襲 / 我應該怎麼處理焦慮情緒?

**58,204**  
PAGEVIEWS  
瀏覽量

**5** Anxiety and Panic Attacks / Anxiety symptoms  
焦慮與恐慌突襲 / 焦慮症有什麼症狀?

**56,461**  
PAGEVIEWS  
瀏覽量

# Research 研究

In 2020, Mind HK's research was focused primarily on the impact of COVID-19 on mental health, in order to help us and other key stakeholders better identify how to intervene and support those affected by the pandemic.

2020 年間，Mind HK 的研究主要著重於疫情對精神健康的影響，藉此協助我們及其他重要持分者更有效因應情況作出最適切的調整，介入及支援受疫情影響的人。

## Phone Survey (May 2020)

Mind HK commissioned Hong Kong Public Opinion Research Institute (HKPORI) to conduct a phone survey with 1000+ respondents in May 2020 and determine how levels of well-being changed during the rise of COVID-19 in Hong Kong (from January to May).

43% of people reported that their mental health had worsened during the COVID-19 pandemic.

## 電話訪問 (2020 年 5 月)

Mind HK 於 2020 年五月委託了香港民意研究所 (HKPORI) 電話訪問逾一千名受訪者，以了解本年一月至五月的疫情發展對港人精神健康的影響。

43% 受訪者表示其精神健康狀況在疫情期間轉差。



43%



## Online Survey (May 2020)

A comprehensive online survey with 723 completed responses looked at the main reasons driving poor mental health in Hong Kong and common coping mechanisms.



Of respondents reported feeling lonely, which impacted their mental health and wellbeing. 的受訪者感到孤獨，並因此令精神健康惡化。

The **safety issue** due to the pandemic was the main barrier for seeking mental health support, with **21%** of those with personal experience of mental health problems reporting this as a difficulty in accessing mental health support or treatment.

The **top three barriers** that people faced when seeking mental health support were: Unsure if it's safe or responsible to attend in person, unable to take time off work, and unable/ uncomfortable using phone or video-calling technology.

## 網上問卷 (2020 年 5 月)

Mind HK 於 2020 年 5 月進行詳細網上問卷，並獲得 723 份完整回應，深入瞭解影響本地精神健康的主要原因以及常見應對方法。

**21%** 正受精神健康困擾的受訪者指出在疫情下，**安全隱憂**成為了尋求精神健康援助的一大阻礙，讓他們難以獲得相關的資源和援助。

其中**三個**主要妨礙人尋求精神健康援助的原因包括：出門的安全隱憂、工作無法請假，以及無法使用電話或視訊方式進行輔導環節，或對其感到不安。



are friends with someone who has experience of mental health problems  
表示自己的朋友曾經歷精神健康問題



are family members of somebody who has experience of mental problems  
的家人曾經歷精神健康問題



have personal experience of mental health problems  
曾經歷精神健康問題

## Online Survey (May 2020)

A follow up study was conducted later in the year in 2020, to see how COVID was continuing to impact the mental health of people in Hong Kong.

An online survey was conducted by Mind HK in September 2020 and received 328 respondents.

Described their mental health as **poor/very poor**  
香港人形容其精神健康為  
**惡劣或非常惡劣**



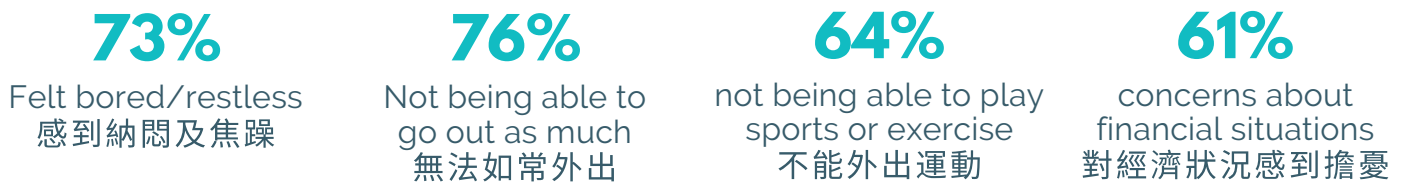
Said that their mental health had **worsened** between July and September 2020.  
表示他們的精神健康在第三波疫情期間（七月至九月）**惡化**

## 網上問卷（2020年9月）

我們在 2020 年後段再次進行有關精神健康狀況的問卷調查，了解疫情如何持續影響香港人的精神健康。

Mind HK 於 2020 年九月進行一項網上問卷調查，並獲得 328 則回應。

The most significant factors impacting mental health were:  
其中影響精神健康的主要原因包括：



**Young adults were particularly affected.**  
young adults aged 18-34 stated that:

**青年精神健康水平顯著下降。** 在 18 至 34 歲的年輕受訪者中：

Their mental health **worsened** during the third wave of COVID-19.



表示他們的精神健康在第三波疫情期間惡化。

Key factors affecting respondents' mental health during this time include  
其中影響精神健康的主要原因包括：





# Campaigns and Events 計劃與活動

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

We have launched 3 campaigns in February, April and October 2020.

我們透過活動與計劃進行外展工作，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）。

我們分別在 2020 年二、四及十月舉行三項計劃。

## February - Move It for Mental Health 二月 - 為精神健康 Move It

Mind HK's 2020 'Move it for Mental Health' campaign successfully 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. While it was met with the hurdle of COVID-19, we adapted quickly and moved most of our efforts online, partnering with organisations to offer virtual workouts for free to the local population.



Pilates with Cuci Lam: [https://drive.google.com/drive/folders/1-RZ1StfLqN01S257F\\_Cv5rBVg0k8qm58](https://drive.google.com/drive/folders/1-RZ1StfLqN01S257F_Cv5rBVg0k8qm58)

Mind HK 2020 「為精神健康 Move It」計劃成功地推廣「身」「心」健康的關係。逾百位參加者參與社區運動班，並鼓勵大部分參加者透過恆常運動來照顧自己的精神健康。雖然計劃途中受疫情影響，我們迅速將大部分活動改為網上進行，並與不同機構合作創作網上運動短片，免費提供予本地大眾。

## April - Stress Awareness Month 四月 - 壓力關注月

We launched a digital campaign in honour of stress awareness month in April, and put together a calendar of daily tips to help Hong Kong people to destress, with four themes: Stay connected, COVID-19, workplace stress and resilience. With the digital campaign, we hoped to raise awareness of different stressors that contribute to our day-to-day life, and the importance of managing our physical and mental wellbeing.

時值四月壓力關注月，我們推出網上計劃，並創作壓力關注月曆，內含替香港人消除壓力的每日小貼士。月曆內容分為四大主題：保持聯繫、新冠肺炎疫情、職場壓力及抗逆力。透過線上計劃，我們希望提高大眾對生活上不同壓力來源的意識，以及管理我們的「身」「心」健康的重要性。



## World Mental Health Day: #BehindTheMask 世界精神健康日：#口罩日常

Mind HK's **#BehindTheMask** campaign was developed to raise awareness of how the pandemic has affected people's mental health and its impact should not be ignored. As wearing a mask became a part of our daily lives, they did something more than protecting us from infections; they masked how we and others are feeling. Through #BehindTheMask campaign, we wanted to be transparent about the current situation, to encourage people to speak up about how they feel and check in on others. The online campaign attained millions of media reaches, with over **146,000** campaign video views, and over **5,600** Instagram filter users. The campaign was critically acclaimed, and was named a top mental health campaign in Asia by Campaign Asia and together with Sinclair, was a winner of a SABRE award (public education) in the Asia-Pacific region.

Mind HK 的「**#口罩日常**」活動希望喚起社會對疫情如何影響大眾的精神健康的關注，呼籲大眾不應忽視其影響。口罩成為我們的日常生活之一，除了減低我們接觸細菌與病毒的機會外，它的影響更為深遠——它亦遮蓋了我們與身邊的人的感受。是次活動希望鼓勵大眾分享生活在 **#口罩日常** 的感受、於有需要時尋求協助，並關心身邊的人。此網絡活動共觸及過百萬媒體，超過 **146,000** 次的活動影片瀏覽數，以及超過 **5,600** 位 Instagram 濾鏡使用者。活動廣受歡迎：Campaign Asia 稱其為亞洲優秀精神健康活動，更與 Sinclair 一起獲得亞太區 SABRE 公共教育獎項。



## Antistigma Campaign 消除污名計劃

In **2020**, we launched our antistigma programme, training our first batch of Mind HK ambassadors in September. At Mind HK we truly believe that personal stories have the power to raise awareness of mental health and reduce the stigma around it. The ambassador programme aims to support individuals with lived experience of mental ill health to share their mental health journey in a safe and informative way. 10 participants joined our pilot training in 2020 and we look forward to training many more ambassadors in the coming years.

我們在 2020 年推出了消除污名計劃，並在九月開始培訓我們第一批的 Mind HK 大使。我們相信個人故事有助於提高大眾對精神健康的意識與減低相關的污名。大使計劃目的是希望支援曾經歷精神健康困擾的人以安全及有效的方式去分享他們的精神健康心路歷程。十位參加者參與了我們在 2020 年的先導培訓課程，而我們亦希望在來年能繼續培訓更多大使。



## Events 活動

We hosted 2 large scale events in 2020, including our second Mental Health Conference and Youth Summit, as well as the first philanthropy symposium in November 2020.

我們在 2020 年舉行兩場大型活動，包括 11 月舉行的第二屆心理健康研討會及青年高峰會，以及慈善研討會。



## HK MENTAL HEALTH CONFERENCE 2020

### 香港心理健康研討會

YOUTH IN FOCUS 透視年青人

**Funded by** Jardines and MINDSET  
**Venue sponsored by** Hongkong Land  
**Supported by** City Mental Health Alliance  
 and Hong Kong College of Psychiatrists

The Hong Kong Mental Health Conference, the second of Mind HK's conferences, took on a new focus in 2020: youth mental health. The conference showcased the best local and international research, innovation and best practice on the subject of youth mental health. Over 1,200 attendees from around the world participated in the hybrid bilingual conference, with over 40 local and international speakers joining to share their experience and latest insights on youth mental health. Keynote speakers included **Dr Laurie Santos**, Host of the Happiness Lab Podcast, **Professor Patrick McGorry**, Executive Director of Orygen, **Professor Dinesh Bhugra**, Professor Emeritus of Mental Health and Cultural Diversity of King's College London, and **Dr Roger Ng**, President of the Hong Kong College of Psychiatrists.

由怡和集團及思健贊助  
 由置地集團贊助場地  
 獲 City Mental Health Alliance 及香港精神科醫學院支持

Mind HK 第二屆心理健康研討會 2020 將焦點放在青年精神健康。本研討會展示有關青年精神健康的最佳研究、最新倡議以及最佳實證。超過 1,200 位來自世界各地的參加者參與了實體及虛擬雙語研討會，聆聽超過 40 位本地及國際講者分享他們在青年精神健康議題上的經驗與最新研究。主要講者包括耶魯大學心理學教授和 The Happiness Lab 播客主持 **Laurie Santos 博士**、Orygen 執行董事 **Patrick McGorry 教授**、倫敦國王學院任精神健康與文化多樣性名譽教授及於 2014 至 2017 年擔任世界精神病學協會 (World Psychiatric Association) 主席的 **Dinesh Bhugra 教授**，以及香港精神科醫學院院長 **吳文健醫生**。



# Hong Kong youth summit

## 香港青年高峰會

**Funded by** Jardines and MINDSET

**Development funded by** Morgan Stanley

**Venue and catering sponsored by** Hongkong Land

Following the Conference, The Coolminds team hosted their inaugural Youth Summit, organised for youth, by youth. With the theme "**Resilience: Supporting Each Other and Ourselves**" the bilingual summit sought to engage youth through panel discussions, stories of lived experience, and inspiring sharing sessions from youth mental health leaders around the world. **304** youth participants joined the hybrid summit to hear from **14** local and international speakers, including many youth themselves.

由怡和集團及思健贊助

由 Morgan Stanley 贊助高峰會籌備過程

由置地公司贊助場地及餐飲

緊接研討會，Coolminds 團隊舉行了首屆香港青年高峰會。高峰會由青年為青年籌辦，並以「**逆境同行 護己助人**」為主題。高峰會以雙語進行，希望能透過互動工作坊、公眾討論、過來人經歷分享等環節，與青年一同探討精神健康議題。**304** 位青年參加者親身或在網上參與了是次高峰會，聆聽 **14** 位本地及國際講者的分享，其中亦包括不少青年。





## MIND HONG KONG MENTAL HEALTH PHILANTHROPY SYMPOSIUM

**Sponsored** by Taikoo Place

**Supported by** Asian Charity Service, City Mental Health Alliance, and Securities and Futures Commission

The first Mind HK Mental Health Philanthropy Symposium was hosted to connect local mental health NGOs with the Hong Kong philanthropic community, in an effort to raise the profile of mental health in Hong Kong. The symposium aimed to raise mental health awareness, highlight the work of local mental health NGOs, promote the value of mental health services and improve the understanding to make effective contributions in the mental health sector. 19 NGOs participated in the symposium, and over 110 participants attended the symposium and speaking sessions featuring 14 local and international speakers. Speakers included The Honourable Paul Chan: Hong Kong's Financial Secretary, Professor Peter Fonagy of Psychology and Language Sciences at University College of London, Ashley Alder, CEO of the Securities and Futures Commission and Sue Baker OBE, Global Director, Time to Change.

由太古坊贊助

獲 Asian Charity Service、City Mental Health Alliance 以及證券及期貨事務監察委員會支持

我們透過舉行首屆慈善研討會連結本地精神健康非政府機構以及香港慈善社群，藉此提高大眾對香港精神健康議題的關注。研討會希望提高大眾對精神健康的意識、展示本地精神健康機構的工作、推廣精神健康服務的價值，和改善大眾對精神健康領域的理解，以作出更有效的貢獻。19 所本地非政府機構以及超過 110 位參加者出席研討會及分享環節，聆聽 14 位本地及國際講者的分享。講者包括香港財政司司長**陳茂波先生**、倫敦大學學院心理學及語言科學系 **Peter Fonagy 教授**、證券及期貨事務監察委員會主席 **Ashley Alder**，以及 Time to Change 總監 **Sue Baker OBE**。



## Mind HK Media Awards 2020

In mid 2020, we started the review process for our Mind HK Media Awards, which received **100+** submissions for 12 categories. The judges for 2020 included **Mr Eric Wishard**, Special Projects Editor at AFP news agency, **Dr Chan Kai Tai**, Clinical Associate Professor in the Department of Psychiatry at the University of Hong Kong, and **Vanessa Yu**, Social Worker, TWGHs Lok Ching Community Mental Health Education and Promotion Service Centre.

## Mind HK 媒體獎 2020

2020 年年中，我們開始籌備 Mind HK 媒體獎，並在 12 個類別中獲得逾百份參賽作品。2020 年度媒體獎評判包括法新社特別項目編輯 **Eric Wishard**、香港大學精神醫學系臨床副教授**陳啓泰**博士，以及東華三院樂情軒（精神健康教育及推廣服務中心）註冊社工 **Vanessa Yu**。





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Coolminds is 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, hoping to educate and empower young people to look after themselves and their peers.

Coolminds 是由 Mind HK 及啟勵扶青會共同籌辦的青年精神健康項目，希望向香港學生以及其身邊的成人推廣有關精神健康的意識、支援及理解，藉此教育及為青少年賦權，鼓勵他們照顧自己及身邊的人。



In 2020, it focused on rolling out its pilot programme; adopting a whole-school approach, Coolminds provided mental health training workshops to parents, teachers, and students, with an aim to increase mental health literacy in the school setting. By the end of 2020, Coolminds had trained **1,689** students, **616** parents and **166** educators.

In April 2020, Coolminds launched its new website: [www.coolmindshk.com](http://www.coolmindshk.com). The bilingual site aims to be a youth mental health version of the Mind HK site, a one-stop shop for anything youth mental health related, with resources available for educators, parents, and young people themselves. In 2020, the site reached over **10,000** users and over **30** resources and **44** blog articles were created, with the support of young people themselves.

Thank you 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.

在 2020 年，Coolminds 專注於推出他們的先導項目：透過「全校模式」向家長、教育工作者以及學生提供精神健康培訓工作坊，藉此在學校環境中提高精神健康認識。截止 2020 年年底，Coolminds 一共培訓 **1,689** 名學生、**616** 名家長以及 **166** 名教育工作者。

2020 年 4 月，Coolminds 推出其新網站：

[www.coolmindshk.com](http://www.coolmindshk.com)。此雙語網站希望打造類近 Mind HK 的青年網站，為青少年、家長及教育工作者提供一站式青年精神健康資源。在 2020 年間，網站共得超過 **10,000** 名使用者，以及推出超過 **30** 份資源及 **44** 篇網誌，部分更是與青少年們一同創作。

感謝 Orygen、Charlie Waller Memorial Trust、Black Dog Institute，以及 The Weez Project 的鼎力支持，授權予 Coolminds 將其詳盡的青年精神健康資源改編及翻譯至繁體中文予本地大眾閱讀。

# COVID-19

## Mental Health Resources

### 疫情精神健康資源

Supported by Goldman Sachs Gives  
由 Goldman Sachs Gives 贊助

In response to the pandemic we took immediate action and launched a series of mental health resources to support individuals affected by the pandemic. It was clear that COVID-19 was impacting the mental health of all, especially those facing mental health problems or at risk of developing them. New mental health resources were developed by our clinical team and published online; our first resource was made available in **10** languages, and included tips on managing mental health during the pandemic and how to have a healthy transition to the 'new normal'. Our training team worked with clinical professionals to develop and roll out a new training course on managing mental health during COVID-19. Lastly, we launched the COVID-19 Mental Health Relief Scheme to provide support to people in Hong Kong during this trying time.

面對疫情，我們靈敏地推出了一系列不同精神健康資源來支援受疫情影響的人。疫情對我們的精神健康造成很大影響——尤其是本身正面對精神健康問題，或有可能出現精神健康問題的人。我們將臨床顧問團隊製作的疫情精神健康資源發佈至網站，而第一份資源更被翻譯至**十種**語言。資源包括在疫情期間照顧好自己的精神健康，以及適應新「常態」。我們的培訓團隊亦與臨床專家合作推出有關在疫情期間管理精神健康的培訓課程。同時，我們亦推出了 COVID-19 精神健康援助計劃，支援本地因疫情而導致其精神健康受影響的人士。

## COVID-19 Mental Health Relief Scheme

Mind HK launched the COVID-19 Mental Health Relief Scheme in August 2020, supporting the COVID mental health scheme committee, **a group of therapists in Hong Kong.** The relief scheme provided short-term low intensity support to individuals whose mental health were negatively affected by the pandemic. Available in English and Cantonese, support consisted of one to three free 1:1 remote sessions to help individuals manage stress and look after their wellbeing. The scheme received support to be available for a year, from August 2020 to Summer 2021.



## COVID-19 精神健康援助計劃

Mind HK 於 2020 年八月聯同治療師團隊所成立的 **COVID 精神健康援助委員會** 合作推出 COVID-19 精神健康援助計劃。計劃為受影響人士提供短期、免費精神健康支援。計劃可以英語及廣東話進行，受惠者將能夠獲得最多三節免費個人網上支援環節，協助他們管理其精神健康。援助計劃為期一年，由 2020 年八月開始至 2021 年夏季提供支援。



"Mind HK provides opportunities for people to learn more about mental health issues, or express their mental health struggles in different shapes and forms."

- Jonathan, Mind HK Ambassador

「Mind HK 提供了一個讓人了解更多關於不同精神健康議題的機會，或讓人能透過不同方式來表達自己所經歷的精神健康困擾。」

—— Mind HK 大使 Jonathan



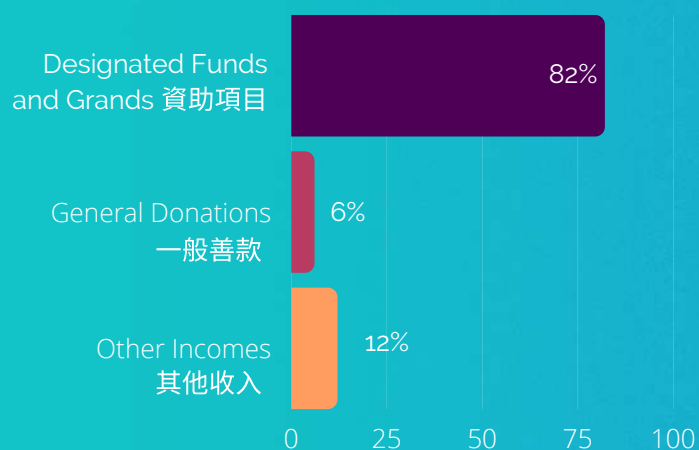




# Financial Highlights

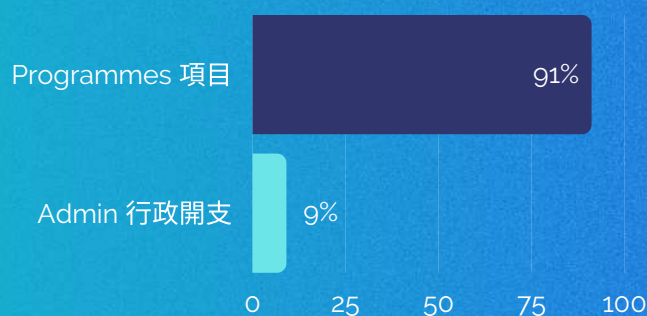
## 財政摘要

## Income by category 收入分佈



Total Income 總收入: \$10,688,736

## Expenditure by category 開支分佈



Total Expenditure 總開支: \$9,420,676

## Balance Sheet as at 31st December 2020

|                                  | 2020 (HK\$)       |
|----------------------------------|-------------------|
| <b>Non-current Assets</b>        |                   |
| Property, Plant and Equipment    | 91,172            |
| <b>Current Assets</b>            |                   |
| Other Receivables & Prepayments  | 960,538           |
| Cash at Banks and in hand        | 12,951,888        |
| <b>Total Current Assets</b>      | <b>13,912,426</b> |
| <b>Current Liabilities</b>       |                   |
| Accruals and Other Payables      | 515,525           |
| Deferred Income                  | 9,403,553         |
| Receipt in Advanced              | 500,000           |
| <b>Total Current Liabilities</b> | <b>10,419,078</b> |
| <b>Net Current Assets</b>        | <b>3,493,348</b>  |
| <b>Net Assets</b>                | <b>3,584,520</b>  |
| <b>Surplus</b>                   | <b>3,584,520</b>  |

# Who are we? 我們的團隊

# Board Directors and Advisors 董事會成員及顧問

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We would like to thank our board directors and advisors for their support in the year of 2020.

我們衷心感謝 Mind HK 董事會成員及顧問在 2020 年的支持。

## Executive Chair 主席

Dr Lucy Lord

## Board Directors 董事會成員

Professor Eric Yu Hai Chen

Marc Convery

Jaclyn Jhin

Yvette Kong

Sheena Liang

Daryl Ng, SBS, JP

Olivia Parker

Ann Pearce

Andrew Wong, JP

Jim Woods

Professor Olya Zayts

## Advisors 顧問

Professor Cecilia Chan

George Grant

Professor Siu-man Ng

Dr Elisabeth Wong

Dr Josephine Wong

Dr Paul Wong

# Our Team

## 我們的團隊

From January to December 2020, Our team has expanded from 14 part-time & full-time staff to 18 members. 從 2019 年一月到十二月，我們的團隊從十四位兼職或全職員工擴增至十八位成員。

|                           |   |                  |
|---------------------------|---|------------------|
| <b>Dr Hannah Reidy</b>    | CEO                                       | 行政總裁             |
| <b>Po Wan Cheng</b>       | COO                                       | 營運總監             |
| <b>Charlotte Chan</b>     | Coolminds Project Website Coordinator     | Coolminds 項目網頁幹事 |
| <b>Henry Chan</b>         | MH Education & Information Officer        | 心理健康教育幹事         |
| <b>Teresa Chan</b>        | Clinical Advisor                          | 臨床顧問             |
| <b>Sinman Cheng</b>       | Financial & Office Administration Officer | 財政及管理人員          |
| <b>Charlotte Kerwin</b>   | Programme Development Officer             | 項目研究及發展幹事        |
| <b>Melissa Kong</b>       | Development & Partnerships Manager        | 發展及夥伴合作經理        |
| <b>Nicole Lee</b>         | Coolminds Project Coordinator             | Coolminds 項目幹事   |
| <b>Carol Liang</b>        | Communications Manager                    | 傳訊經理             |
| <b>Danielle Stutterd</b>  | Conference Lead                           | 研討會主管            |
| <b>Dr Hannah Sugarman</b> | Clinical Advisor                          | 臨床顧問             |
| <b>Ophelia Tam</b>        | Digital Content Officer                   | 網絡編輯幹事           |
| <b>Odile Thiang</b>       | Antistigma Projects Manager               | 心理健康項目經理         |
| <b>Dr Amelia Walter</b>   | Clinical Advisor                          | 臨床顧問             |
| <b>Dorcas Wong</b>        | Event Administrator                       | 事務幹事             |
| <b>Cecilia Yiu</b>        | Coolminds Project Manager                 | Coolminds 項目經理   |
| <b>Janet Yung</b>         | Programmes 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及本地不同精神健康非政府機構合作。

## Premium Sponsors 主要贊助商



Morgan Stanley



## Sponsors 贊助商



TAIKOO PLACE

### International Partnerships 國際合作機構



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



### Media Partners 媒體合作

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

Golin (PR - Coolminds)

Sinclair (PR - Mind HK)

Talking Mental (Podcast)

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



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