

Family Council

Promotion of Mental Health

PURPOSE

This paper provides background information to facilitate Members' discussion of the presentation to be made by the Food and Health Bureau (FHB) on promotion of mental health.

BACKGROUND

2. The Government attaches great importance to the mental well-being of the public. The Department of Health (DH) has been promoting mental well-being by enhancing public awareness through education and publicity using a life-course and setting-based approach.

3. In January 2016, DH launched a three-year territory-wide campaign named "Joyful@HK". The Campaign, targeting at general public of all age groups, aimed to increase public engagement in promoting mental well-being as well as public knowledge and understanding of mental health. The Campaign promoted mental health through mass media and the organisation of various publicity activities in the community.

4. The Government announced in the 2018 Policy Address that it has earmarked an annual funding of \$50 million to embark on an on-going mental health promotion and public education initiative. The first phase of the new initiative aims to ride on the success of the "Joyful@HK" campaign and enhance public understanding of mental health, thereby reducing stigmatisation towards persons with mental health needs, with a view to building a mental-health friendly society in the long run.

5. Jointly organised by the Advisory Committee on Mental Health and DH, the "Shall We Talk" initiative was officially launched in July 2020. A one-stop thematic website has been set up, providing information on mental

wellbeing, common mental health problems, treatment, help-seeking, community support and activities. The website also provides useful resources for schools and students, including information on handling stress and starting a new school year etc. In addition, we have set up social media pages and invited a number of key opinion leaders who are popular among youth to share messages on mental well-being on social networks. Series of other online and offline advertisement and publicity in various platforms have also been carried out.

6. The second phase of the “Shall We Talk” initiative commences in 2021. The overall strategy and objectives of the initiative is presented at **Annex**.

ADVICE SOUGHT

7. Members are invited to note the content of FHB’s presentation and provide views on the promotion strategy.

**Food and Health Bureau
Department of Health
March 2021**

Briefing for Family Council

Mental Health Promotion

Food and Health Bureau
Department of Health
March 2021

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Objectives



Mental Health Promotion

Objectives

- ❑ To enhance public understanding and awareness of mental health
- ❑ To promote help-seeking
- ❑ To reduce stigmatisation towards persons with mental health needs
- ❑ To building a mental health friendly society in the long run

"Shall We Talk" Initiative



Launched in July 2020

Mental Health Promotion "Shall We Talk"

(1) Dissemination of information on mental health

- One-stop thematic website (Shallwetalk.hk)
- Publicity and health educational materials



Mental Health Promotion

“Shall We Talk”

(2) Media placement

- ❑ Traditional channels
- ❑ Emphasis on online platforms



Mental Health Promotion

“Shall We Talk”

(3) KOL Campaign

- ❑ Inviting KOLs who are popular among youth to share messages on mental well-being on social networks



StoryTeller

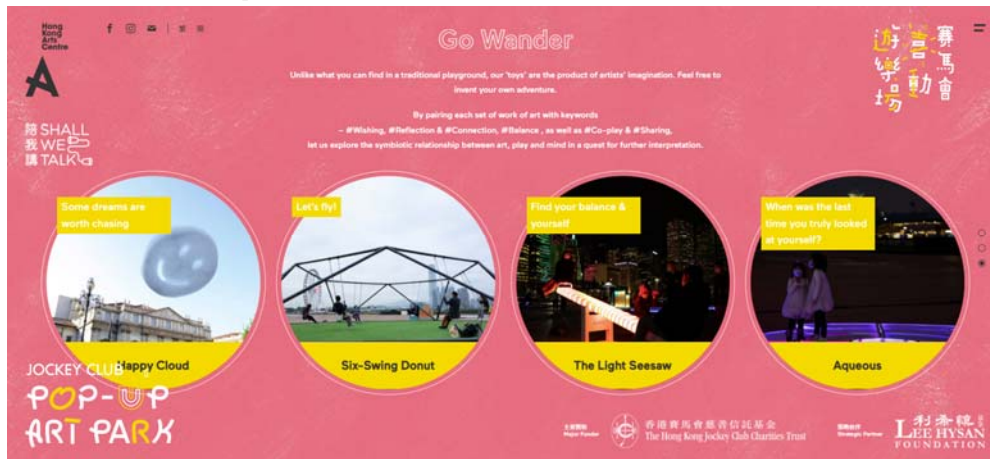


Mental Health Promotion

"Shall We Talk"



(4) Interactive Art Experience



<http://jcpopupartpark.hk>

Mental Health Promotion

"Shall We Talk"

(5) RTHK TV Programme

- Inviting celebrities to learn more about mental health

- Mr Eason Chan (陳奕迅)
- Mr Wong Yan-lung (黃仁龍)
- Ms Vivian Kong (江旻憓)
- Ms Kearen Pang (彭秀慧)



Mental Health Promotion

“Shall We Talk”

(6)聽／說 Video Series

- Inviting celebrities, influencers, professionals, people-in-recovery or other relevant figures to share their real stories on mental health



*Mental Health
Workplace Charter*



Mental Health Promotion

Mental Health Workplace Charter

- Promoting mental well-being, encouraging active listening and communication, and creating an inclusive and mental health-friendly workplace
- Signed by more than 530, involving more than 440 000 employees

約章宣言 Charter Statement

「我們重視並承諾推動一個精神健康友善的工作環境。」
"We value and pledge to promote a mental health-friendly workplace environment."



What's Next



Mental Health Promotion

What's Next

- ❑ Carrying on the success of "Shall We Talk" to launch second phase of the campaign
- ❑ Adapting new theme of "seeking help"
- ❑ Extending target audience from youth to their parents and families



Mental Health Promotion

What's Next

Workplace Engagement



School Engagement



Website Enhancement



Setting up a chatbot



Strengthen content library

Suggestions welcomed



THANK YOU