“Mental Health Month” is a territory-wide mental health education campaign led by the Labor and Welfare Bureau. Through the collaborations with government departments, education bodies and social welfare organizations, the campaign aims to enhance public’s awareness about the importance of mental wellness, and promote the understanding and acceptance of persons in recovery.

Fu Hong Society was invited to convene the District Working Group of the campaign last year. The Society worked together with the Education Bureau and social welfare organizations to organize a series of education programs in responding to the diversified needs of different age groups in the community. In the public lecture, knowledge in identifying the emotional needs of the students was delivered to 223 teachers from primary and secondary schools. Meanwhile, the Key Opinion Leader (KOL) training program equipped with the skills in promoting mental wellness for 46 students from 12 secondary schools and universities were also held. Some innovative ideas coming from a competition were collected for the production of promotion video for public education purpose.

Concerning the caring stress of the parents, our clinical psychologist and the education psychologist of New Life Psychiatric Rehabilitation Association jointly held 3 seminars for 335 parents. During the 3 seminars, tips in building intimate relationships with their children and skills for relieving caregiver stress were shared.

To deliver the messages of mental wellness to the aged group, the working group invited some senior citizens to share the ideas of active ageing by means of video clips under the scopes of dressing, dining, living and travelling.