

dayday330



Recipe for Mental Health in the City of Hong Kong 緩解香港人情緒的良方

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"I'm taking leave today and tomorrow to focus on my mental health. Hopefully I'll be back next week refreshed and back to 100%." The email sent by a worker called Madalyn went viral on Twitter, and how her CEO responded caught attention in particular. Her boss thanked her for sending the email, which reminded him the importance of mental wellness and helped cut through the stigma of mental health. According to a report, Hong Kong's happiness level and health indices ranked 128th and 62th respectively among 140 countries. Hong Kong also tops the rank as the fifth most stressed city in the world. It's time to face the problem - how stressed out is Hong Kong people?

曾經有一則席捲網絡的Twitter貼文：員工Madalyn電郵給團隊說：「今、明兩天我要請假，調理我的心理狀態，希望下週我可以精神抖擻回來上班。」老闆回覆感謝她的電郵，因它提醒了他心靈健康的重要，更表揚Madalyn打破對精神健康的固有印象。有國際調查指香港人快樂指數以及健康指數於140個國家當中分別排名128以及62名，而香港壓力指數於眾多國家當中更排名第五。香港人有否正視負能量爆表問題？



沒有精神健康就沒有健康

新生精神康復會(簡稱新生會)主席譚贛蘭表示，香港人口稠密、節奏急促，在精神健康方面遇到艱鉅及多方面的挑戰。世界衛生組織指出：「沒有精神健康就沒有健康」。這正正突顯了精神健康在香港是不容忽視的課題。作為專注精神健康服務的非政府慈善機構，新生會在過去50多年一直倡導和提供「復元為本」的服務，為不同需要的人士提供多元化及優質的精神健康服務，包括住宿、職業康復、社區/家庭支援、臨床心理服務等。

No Health without Mental Health

Ms. Annie Tam, Chairperson of the New Life Psychiatric Rehabilitation Association (New Life), noted that Hong Kong is a high-tempo, action-packed and densely populated city. The mental health challenges Hong Kong facing are immense and multifaceted. As stated by the World Health Organization, there is "no health without mental health". Mental health in Hong Kong is an increasingly important subject. As a charitable non-governmental organisation (NGO) focusing on mental health services, New Life has over 50 years strived to promote and provide a variety of quality

另一方面，預防勝於治療。新生會十分重視向市民大眾推廣精神健康。譚贛蘭指出，新生會相信整全健康必須涵蓋身(3)、心(3)、靈(0)，即身心靈(330)健康。對一般市民來說，希望只需用很少時間做一些簡單及有趣的活動以促進330健康，而新生會亦正致力這方面的工作。有研究顯示，每日進行「小休息」(micro break)，可舒緩情緒、減少壓力；並促進330健康。因此，新生會推出「dayday330」行動，鼓勵大家每日抽出至少3分30秒，做一些令自己身心靈舒服的活動，例如做靜觀呼吸練習、聽音樂、散步等，放鬆身心靈。譚贛蘭希望每個人每天透過至少一個小休息提醒自己「愛自己」。

“recovery-oriented” services, such as residential homes, vocational rehabilitation services, community centres, family support services, and clinical psychological services etc., to meet the different needs of the population.

“Prevention is better than cure”, Annie stressed. New Life therefore also puts emphasis on promotion of community mental health. New Life believes that mental well-being embraces the holistic health of **body(3), mind(3) and spirit(0)**. (There is phonetic similarity of body(3), mind(3) and spirit(0) in Cantonese). “For the general public, it would be nice if they can safeguard and improve their body, mind and spirit (330) well-being by simply undertaking some simple yet interesting activities. This area is exactly what New Life is working hard on”, said Annie. There has been research evidence to show that taking a micro break everyday can help boost a person’s mood and relieve stress thus fostering our 330 well-being. Indeed, New Life has launched the “dayday330” campaign this year, encouraging everyone of us to take a micro break a day, just for 3 minutes and 30 seconds, by practising a breathing exercise on mindfulness, listening to music, or taking a walk, etc. Through taking at least a simple micro break, we all remind ourselves to “love” ourselves thus safeguarding our 330 well-being.

Creating Shared Value with GS1 HK

The dayday330 campaign invites all of us to sign the charter and pledge to ourselves to care about our 330 well-being. It also encourages enterprises, shops, organisations and schools to become supporting organisations and help promote 330 wellness to the general public. This campaign has gained the support of the Government, many different organizations, enterprises and the general public. Annie is grateful to the GS1 HK for being one of the supporting organizations of dayday330. GS1 HK, with expertise in latest retail technology and an extensive membership network, and New Life, the pioneer in providing mental health services in a charitable NGO setting and also driving a social mission through the development of social enterprises, will be able to achieve synergy and co-create meaningful social values.

Ms Anna Lin, Chief Executive of GS1 HK, is honoured to partner with New Life for its contribution in promoting mental wellness and recovery-oriented services in the city for over 50 years and for running 22 social enterprises. New Life’s solid foundation in serving the community has made it a reliable and respectable partner to GS1 HK.



與GS1 HK創造共享價值

「dayday330」行動內容包括邀請市民對自己作出承諾，簽署dayday330約章；並呼籲企業、店舖、機構及學校作為支持機構，與新生會攜手推廣身心靈330健康。這項活動得到政府、各企業、機構及社會大眾的支持，譚贛蘭十分感謝GS1 HK成為「dayday330」其中一間的支持機構，向其超過8,000名會員及夥伴機構積極推廣，鼓勵大家關心自己的身心靈。GS1 HK擁有最新的零售科技及強大的會員網絡，而新生會是在非政府慈善機構框架提供精神健康服務及通過社企推動信念的先導者，兩者合作能產生協同效應，共同創造更多有意義的社會價值。

GS1 HK總裁林潔貽女士對合作亦感到十分榮幸，因新生會50多年來一直對推動本港精神健康及康復服務的發展不遺餘力，現時全港營運22個社企項目、貢獻良多，有穩固務實的服務基礎，是可靠可敬的夥伴。





“In order to build a sustainable society, enterprises of all sizes not only should carry out social responsibility, but also collaborate with community organizations to achieve “CSV” (Creating Shared Value). GS1 HK can play the significant role as ‘super connector’ by connecting New Life with tens of thousands corporate members and partners to execute more CSV initiatives. In the long run, I hope GS1 HK can become an enabling platform for companies to implement their CSV initiatives, especially for SMEs with limited resources.” said Anna.

林潔貽表示：「我相信要建構一個可持續發展的社會，大中小企業不但要實踐社會責任，亦應與社會各界攜手創造共享價值(Creating shared value, CSV)」。GS1 HK能擔當「超級聯繫人」的角色，讓新生會有機會與本會數以萬計企業會員及夥伴推動更多CSV的合作項目。我期望GS1 HK日後能成為會員 - 尤其是缺乏資源的中小企 - 實踐其CSV的平台。」

In fact, GS1 HK helped promote the message of well-being in our 30th Anniversary Gala Dinner by using the organic products from farmfresh330 (the social enterprise run by New Life) as ingredients for some of the dishes.

事實上GS1 HK早前亦曾在30週年晚宴中選用及推廣新生會旗下社會企業farmfresh330的有機健康食品，藉此宣揚身心靈健康的訊息。

Eat Fresh & Help Others @ farmfresh330

Selling organic and healthy food products, farmfresh330 provides training and job opportunities for people in recovery of mental illness, and facilitates their community integration and self-reliance. New Life Farm, having obtained organic certification, harvests organic vegetables and delivers to various point of sales of farmfresh330 everyday. In addition, farmfresh330 sells products like O’beans Organic Soy Products, Fresh News Organic Lemongrass Tea/ Roselle Tea etc. produced from the sheltered workshops operated by New Life.

farmfresh330 also runs an e-shop (<http://eshop330.hk>). Annie believes that farmfresh330, in the form of real stores, serve as a natural platform for the public to get in touch with people in recovery of mental illness. She hopes to run the stores in different locations of the territory. The operation of farmfresh330 will keep pace with time, incorporating “Smart Retail” and new technology to enhance operational efficiency in the future.

食得健康 助己助人 @ farmfresh330

farmfresh330主力銷售有機及健康食品，其使命是為康復者提供職業培訓及工作機會，讓他們可以融入社會、自力更生。新生會擁有一個獲本地有機認證的新生農場，每日將新鮮收割的有機蔬菜送到零售點。farmfresh330同時銷售由新生會庇護工場製作之「慧」顧惠群產品，如「正豆」有機豆漿、「Fresh News」有機香茅茶/洛神花茶等等。



farmfresh330也有網上商店 <http://eshop330.hk>，但譚贛蘭表示實體店較能讓公眾人士接觸到康復者，所以farmfresh330希望能在不同地區開分店，長遠能夠透過引入科技和 Smart Retail 的概念，優化營運。



“ For social enterprises to maintain sustainability and create more opportunities for the under-privileged group, the key is tripartite collaboration among the community, Government and business sector. The technology and network of GS1 HK can enhance our operation and bring us business opportunities. We welcome all sorts of collaboration with different organisations. Let us all join hands in making a concerted effort to promote 330 well-being, and help foster a healthy society for all of us in Hong Kong. 社企要持續營運，讓弱勢社群得到更多機會，民、官、商三方合作是關鍵。GS1 HK的技術及網絡，可以協助優化新生會社企的運作及帶來商機。我們歡迎各類機構繼續以不同合作方式，與新生會共同推廣身心靈健康、攜手構建一個全民健康的社會。 ”

Annie Tam 譚贛蘭