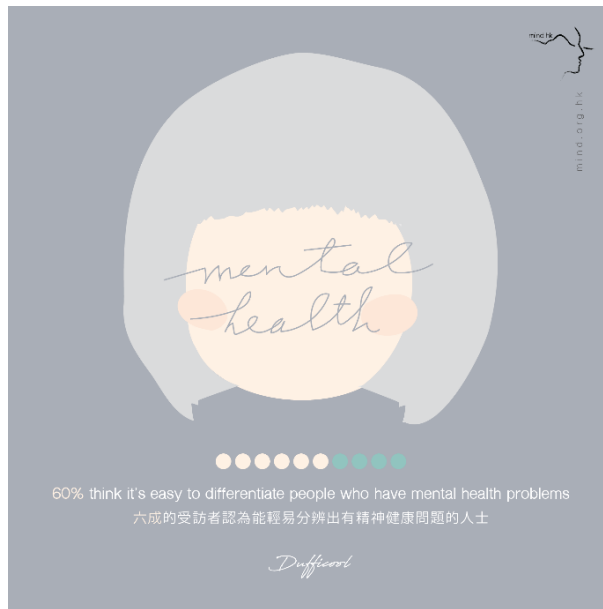




Not my problem? Hong Kong's attitude toward mental health is changing, but there's plenty of room for improvement

- Nearly 75% of people in Hong Kong agree that those who experience mental health problems should be better included in society, but 40% would be unwilling to live nearby someone with mental health problems
- 60% agree that there is *'something about people with mental illness that makes it easy to tell them apart'*
- 40% felt that one of the main causes of mental illness is a lack of self-discipline and willpower



Caption: Local illustrator, Dufficool, created four simple illustrations to bring Mind HK's latest research statistics to life

(Hong Kong, 28 February 2019) – As part of their ongoing mission to improve awareness and understanding of mental health in Hong Kong, Mind Hong Kong (Mind HK) has released [new research](#) today, revealing the general public's attitude toward mental health and the stigma surrounding these issues across the city. The statistics reveal the notion that while many believe Hong Kong should be more tolerant of those experiencing mental health problems, they do not consider it to be a personal responsibility and are less willing to engage closely with this issue. The research was conducted in collaboration with the University of Hong Kong, King's College London, and funded by Aetna International.

“The first step to reducing stigma around mental health is to increase the conversation around it. On a positive note, this latest research shows that attitudes to mental health in Hong Kong are improving and that the majority of residents agree that those who experience mental health problems should be more included in society. However, it is also apparent that more needs to be done. If we simply took one extra step to be more personally tolerant and inclusive, we would see a huge shift in perception towards mental health,” said Hannah Reidy, CEO of Mind HK.

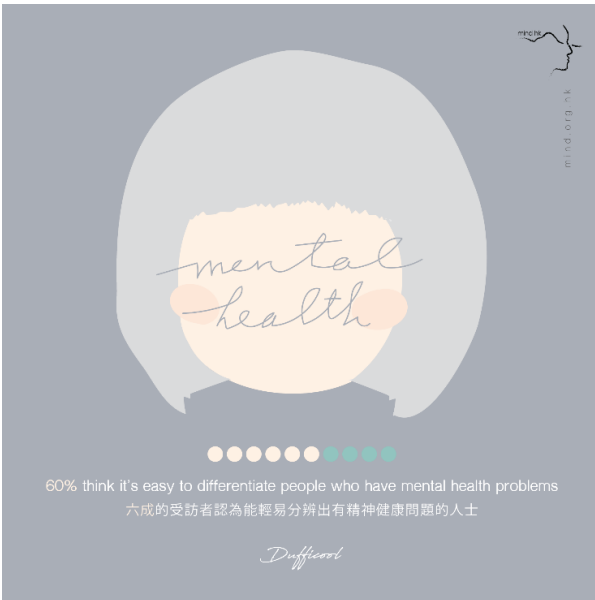
In its survey of 1,210 randomly selected adults in Hong Kong, Mind HK’s research shows that within the city, an individual’s knowledge, attitudes, and intended future behaviours related to mental health are strongly interrelated. Although most research participants felt those who experience mental health problems should be more included in society, they were relatively unwilling to engage personally, including living with someone, or even as neighbours. Public attitudes toward mental health and stigma in Hong Kong have not previously been comprehensively researched and Mind HK’s results reveal these four key attitudes:

- 60% of respondents agree that there is ‘something about people with mental illness that makes it easy to tell them apart’
- 25% of respondents currently work with, or have worked with, someone with a mental health problem
- Approximately 60% do not know where to seek mental health help outside of hospitals, such as NGOs and other community organisations
- 40% agree that one of the main causes of mental illness is a lack of self-discipline and willpower, implying a greater need for awareness and knowledge surrounding mental health

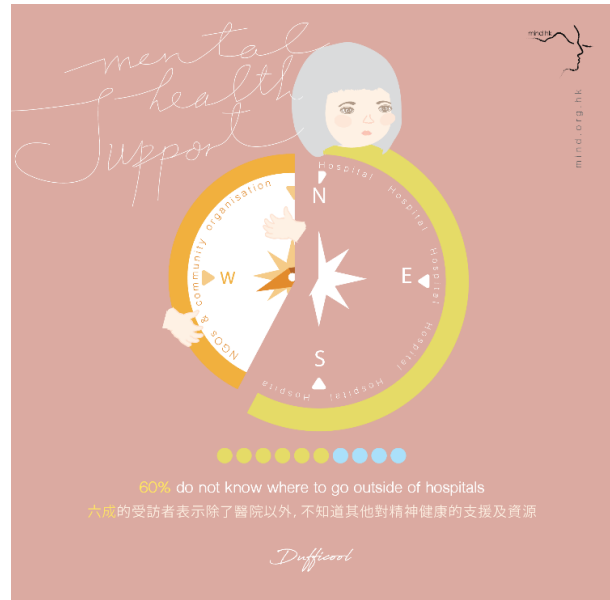
Mind HK collaborated with Hong Kong-born illustrator, Dufficool, to bring these results to life. Drawing on her personal experience with depression, Dufficool hopes others can find peace and sincerity through her simple, quirky illustrations. “I’m proud to have overcome depression and learning from the past, I understand that happiness is a choice,” says Dufficool. “I’m really pleased to have partnered with Mind HK on this project. I hope these designs can encourage people in Hong Kong to have a different perspective towards mental health and approach the issue with an open mind.”

-END-

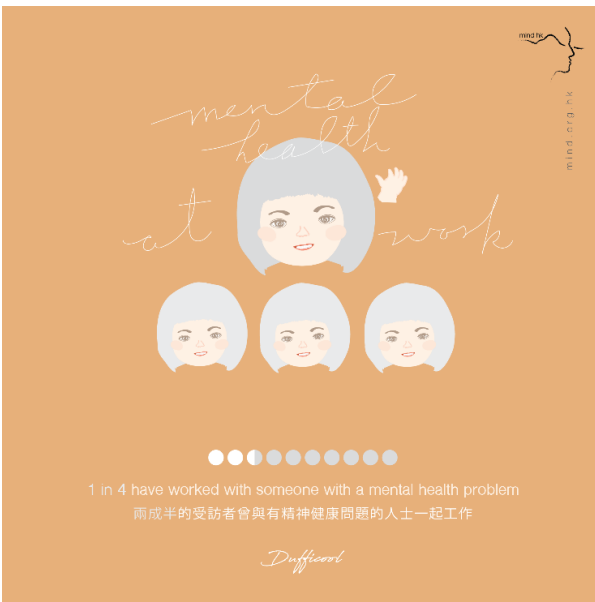
Images:



Caption: Local illustrator, Dufficool, partnered with Mind HK to create 4 designs depicting key statistics from their latest research.



Caption: Mind HK's latest research shows approximately 60% do not know where to seek help outside of hospitals.



Caption: One in four people in Hong Kong currently work with, or have worked with, someone with a mental health problem.



Caption: In Hong Kong, 40% agree that one of the main causes of mental illness is a lack of self-discipline and willpower.

High-resolution images can be downloaded here:

Link: gallery.sinclaircomms.com

Password: talkofthetown

About Mind Hong Kong:

Mind Hong Kong is an initiative formed out of the Patient Care Foundation. It is committed to improving awareness and understanding of mental health in Hong Kong. They provide online support and interventions, based on global best practices to empower anyone experiencing a mental health problem and to equip them with the resources they need. Through collaborative research Mind Hong Kong are leading the way in understanding mental health problems in the city and providing its population with the right support and resources.

About Aetna International

Aetna International, a CVS Health company, is committed to helping create a stronger, healthier global community by delivering comprehensive health care benefits and population health solutions worldwide. One of the largest providers of international private medical insurance, Aetna International serves more than 900,000 members worldwide, including expatriates, local nationals and business travellers. Its global benefits include medical, dental, vision and emergency assistance and, in some regions, life and disability. Aetna International also offers customised technological and health management solutions for health care systems, government entities and large employers to improve people's health, enhance quality of care and contain costs. For more information, see www.aetnainternational.com.

Join the conversation on:

Website: www.mind.org.hk

Facebook: www.facebook.com/HongKongMind

Instagram: www.instagram.com/mindhongkong

The full research report is available here: <http://bit.ly/MindHKResearch>.

Connect with Dufficool and see more of her work:

Website: <https://hk.pinkoi.com/store/duffissocool>

Facebook: <https://www.facebook.com/Dufficool/>

Instagram: <https://www.instagram.com/buiiyi/>; <https://www.instagram.com/dufficool/>

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For emergency support please contact the below services:

Samaritans 24-hour hotline: (852) 2896 0000

Suicide Prevention Services 24-hour hotline: (852) 2382 0000

More crisis support services can be found here: mind.org.hk/find-help-now