

Mindset 思健

On Mental Health from the Jardine Ambassadors
由怡和親善大使推動之精神健康計劃

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What is Mindset?

思健是甚麼？

由怡和親善大使推動之「Mindset (思健)」慈善計劃

怡和集團一直以來透過其怡和親善大使計劃積極貢獻社會公益，而且自香港公益金成立以來一直鼎力支持其慈善活動。

透過怡和親善大使計劃，集團一群充滿熱誠的年青行政人員共同參與各項造福社群、並同時使集團和親善大使得益的公益活動。怡和親善大使來自集團在香港的機構，包括置地公司、牛奶國際、文華東方、怡和汽車集團，以及怡和太平洋旗下各公司。

集團透過於二〇〇二年六月推出之「思健」計劃，支援推動精神健康的慈善機構及活動，並致力加強社會人士對精神健康的關注及理解，從而改變他們對精神病患者的態度。「思健」亦會直接支援有需要的個人、家庭及有關團體。

集團制訂上述策略前，曾廣泛檢討其社會公益活動以及其業務範圍內各地區的未來需要。在亞洲各地，精神健康服務的資源嚴重不足，而且社會上對精神病患者存在歧視和誤解。

於「思健」計劃下怡和親善大使分為三個小組，分別以下列三個範圍作為活動重點：

1. 教育及預防小組 — 提高市民大眾對精神問題的關注，並減少他們對精神病患者的歧視與偏見。
2. 融合小組 — 幫助精神科醫院病人有效地重投社會。
3. 籌款小組 — 籌集善款以援助以上兩個小組及與精神健康有關的機構。

集團將繼續慷慨捐輸，大力支持公益金，並會在公益金的積極支持和合作下，將善款直接投入精神健康服務。二〇〇二年，集團將資助四間幫助精神病患者重投社會的轉介機構。

Mindset - On Mental Health from the Jardine Ambassadors

The Jardine Matheson Group has long been a significant contributor to social welfare causes in Hong Kong through its Jardine Ambassadors Programme and as a major supporter of the Community Chest since its foundation.

The Jardine Ambassadors Programme brings together young and enthusiastic executives from all parts of Jardine Matheson in Hong Kong including Hongkong Land, Dairy Farm, Mandarin Oriental, Jardine Motors Group and various companies within Jardine Pacific in a programme of personal development that benefits the community, the Group and the Ambassadors.

Launched in June 2002, 'Mindset' channels the Group's activities towards supporting mental health-related organizations and projects, and aims to change people's attitudes by raising awareness and understanding of mental health issues, as well as supporting individuals, families and organizations in need of help.

The Group arrived at this strategy through an intensive review of its own social welfare initiatives and the future needs of the communities in which it operates. Mental health was revealed as an area greatly underserved by existing resources, and met with particular stigma and low levels of understanding across Asia.

Under 'Mindset', the Ambassadors are divided into three groups, each with a different focus:

1. Education and Prevention Group – to raise public awareness of mental health problems; to reduce the stigma and bias that exist towards mental illness;
2. Re-integration Group – to support the provision of effective re-integration services to mental health hospitals;
3. Fund Raising Group – to raise funds for mental health related causes both in support of the above two groups and external agencies.

The group has also maintained its strong support for the Community Chest, and with the Chest's support and active co-operation, it is channeling funds directly to the mental health sector. In 2002 four mental health agencies involved in patient re-integration will benefit.

思健特寫 Mindset Feature

精神健康跟身體健康同樣重要

「對個人、社會以至國家的整體福祉來說，精神健康與身體健康是同樣重要。然而，在全球四億五千萬出現精神或行為失調的人士當中，目前只有少數正在接受治療。神經科學及行為醫學的最新研究顯示，和身體疾病一樣，精神及行為失常乃源於生理、心理和社會因素之間錯綜複雜的影響。雖然有待解答的疑問仍多，但憑著現有的知識和資源，我們已能紓減全球精神及行為失調問題所帶來的壓力。」

– 世界衛生組織二零零一年《世界健康報告》

對每個人來說，精神、身體及社會健康均是生活中緊密相連、互為影響的重要元素。隨著人類對這三者的關係加深了認識，精神健康對個人、社會以至國家的整體福祉的重要性，亦更見明顯。

不幸地，在全球大部分地區，人們往往忽略了精神健康和精神失調等問題，對這些問題的重視程度遠遠不及身體健康。因此，全球的精神失調問題日益嚴重，而未能獲得治療的人士所佔比重亦不斷提高。現時，全球大約有四億五千萬人患上精神或行為失調症，但只有極少數獲得最基本的治療。在發展中國家，大部分嚴重的精神病患者均需要獨自面對其個人問題，例如抑鬱、癡呆、精神分裂和藥物依賴等。在全球各地，不少精神病患者因為本身的疾病而成為偏見和歧視的受害者。

隨著人口老化、社會問題惡化，政局動盪不安，精神病患者的人數料會進一步上升。在全球十大殘疾成因之中，精神失調佔了四項。我們為這個日益嚴重的問題付出了沉重代價，包括心理痛苦、身體殘疾，以及經濟損失。

我們現已知道大部分疾病，包括精神和生理疾病在內，均由生理、心理和社會因素互相影響所造成。我們知道，精神和行為失調乃腦部的問題所引致，而無論在任何國家，不同年齡的人士均有機會患上精神病，使個人、家庭和社會均蒙受影響。我們亦知道，在大部分情況下，精神病可以用具有成本效益的方式來診斷和醫治。根據我們全面的理解，現時患上精神或行為失調的人士已經見到曙光，有機會在他們所在的社區安享美滿豐盛的生活。

– 二零零一年《世界健康報告》第一章

Mental Health is as Important as Physical Health

“Mental health is as important as physical health to the overall well-being of individuals, societies and countries. Yet only a small minority of the 450 million people suffering from a mental or behavioural disorder are receiving treatment. Advances in neuroscience and behavioural medicine have shown that, like many physical illnesses, mental and behavioural disorders are the result of a complex interaction between biological, psychological and social factors. While there is still much to be learned, we already have the knowledge and power to reduce the burden of mental and behavioural disorders worldwide.”

– World Health Report 2001 by World Health Organisation.

For all individuals, mental, physical and social health are vital strands of life that are closely interwoven and deeply interdependent. As understanding of this relationship grows, it becomes ever more apparent that mental health is crucial to the overall well-being of individuals, societies and countries.

Unfortunately, in most parts of the world, mental health and mental disorders are not regarded with anything like the same importance as physical health. Instead, they have been largely ignored or neglected. Partly as a result, the world is suffering from an increasing burden of mental disorders, and a widening "treatment gap". Today, some 450 million people suffer from a mental or behavioural disorder, yet only a small minority of them receive even the most basic treatment. In developing countries, most individuals with severe mental disorders are left to cope as best they can with their private burdens such as depression, dementia, schizophrenia, and substance dependence. Globally, many are victimized for their illness and become the targets of stigma and discrimination.

Further increases in the number of sufferers are likely in view of the aging of the population, worsening social problems, and civil unrest. Already, mental disorders represent four of the 10 leading causes of disability worldwide. This growing burden amounts to a huge cost in terms of human misery, disability and economic loss.

Today we know that most illnesses, mental and physical, are influenced by a combination of biological, psychological, and social factors. We know that mental and behavioural disorders have a basis in the brain. We know that they affect people of all ages in all countries, and that they cause suffering to families and communities as well as individuals. And we know that in most cases, they can be diagnosed and treated cost-effectively. From the sum of our understanding, people with mental or behavioural disorders today have new hope of living full and productive lives in their own communities.

– Chapter 1, World Health Report 2001

教育及預防小組 Education and Prevention Group

青少年精神健康推廣計劃

教育及預防小組與醫院管理局共同發展以中學生為對象之青少年精神健康推廣計劃。

計劃主要透過互動教學、醫院義工服務，讓一群中學生能建立對精神健康的正面態度。進一步由學生策劃校內之推廣活動，向其他青少年灌輸正確精神健康知識。此計劃會先於葵涌及青衣區試行，日後更預備向其他地區及學校推廣。

怡和親善大使不但參予策劃及推行整個計劃，更與醫院管理局的專業醫生、心理學家等全力協助學生於學校舉辦宣傳活動。

二〇〇二年十一月十六日，首個學習活動已於醫管局屬下的資訊天地舉行，來自三間中學，一百二十名中三至中七學生在專家講解及分組討論中，了解到青春期發展的轉變，並認識到對自我形像的正確觀念。



學生小組於社工及怡和親善大使引導下進行討論。
Social Workers together with Jardine Ambassadors facilitate the group discussion.

Mental Health Promotion Programme through Youth Volunteers Development

The Education and Prevention Group of the Ambassadors has been working together with the Hospital Authority to develop an educational programme to promote mental wellness among secondary school students. Through experiential learning

such as participation in interactive workshops, hospital volunteer services and organizing school mental health promotion events, students will learn about proper mental health knowledge and skills.

The goal is to develop a more positive attitude

towards mental health and caring attitude towards others, and become effective advocates in promoting mental health in their schools, families and the community. The programme is a long-term project and a pilot study will be conducted on a small number of schools in Kwai Chung/Tsing Yi District in the first programme year.

In addition to involvement in strategic planning and development of the programme, the Ambassadors will also work together with professionals from the Hospital Authority and their community partners to support the students on their mental health promotion activities in schools.

The first student activity of the education programme was held on 16th November 2002. Some 120 mental health advocates from three schools were invited to attend a workshop at Health InfoWorld, Hospital Authority with the theme of 'Adolescent Development'. Using the media of talks by the professionals and focus group discussions, students learned the physiological and psychological changes during adolescence, the importance of internal attributes and deviant behaviours during adolescence and their risk factors.



融合小組 Re-integration Group

月滿怡人迎中秋

融合小組與超過八十名葵涌醫院病人共渡中秋，於賞月之餘更安排遊戲活動和天才表演等節目，更安排美味薄餅和各式小點，表示對他們的關懷；慶祝會後還探訪了六十名住院病人，向他們贈送中秋禮物包，包括燈籠、水果和月餅。融合小組希望透過與病人接觸及舉辦遊戲令他們重建信心，打破存在社會裏的一些隔閡。

家庭樂聚必勝客

八月卅一日，超過七十名來自協康會的小朋友和他們的家人在銅鑼灣必勝客餐廳聚首一堂，參加由怡和親善大使主辦的「家庭樂聚必勝客」大派對。這是怡和親善大使首次與協康會合作舉辦活動，協康會是一間非牟利服務機構，致力為六歲以下因自閉症、智障、身體殘障和發展遲緩等而有特殊需要的兒童及其家人提供服務。在派對中，透過唱遊、薄餅製作、攤位遊戲和說故事等活動，加強參加者之間的互動和溝通，並讓孩子發揮無窮造的創造力。

仁孚嘉年華

十月中，仁孚在天馬艦舉行一連三日的大型嘉年華會招待貴客，除了展覽名車之外，現場更設有多個遊戲攤位、兒童玩樂設施、豐富餐飲和樂隊演奏。仁孚更慷慨地透過怡和親善大使計劃邀請了150位協康會的小朋友和他們的家人參加今年的嘉年華，歡渡一個風和日麗的禮拜天。當協康會的小朋友一到現場，立即被巨型的滑梯吸引住，急不及待的蜂擁而上，一步一步走上滑梯頂，居高臨下，飽覽維港美景，然後不消三秒滑下，刺激兼興奮。接著，再在遙控模型車場上，一展身手，小朋友和家長都不亦樂乎，而胭脂紅的臉蛋上都掛著燦爛笑容。玩樂一番之後，大家一邊拿著棉花糖、爆谷，一邊咬著漢堡包，滋味無窮，而仁孚更送贈每位小朋友一個可愛毛公仔。

Mid-Autumn Festival Party for Patients

The Ambassadors' Re-integration Group entertained over eighty patients from Kwai Chung Hospital at a party to celebrate the Mid Autumn Festival. The patients enjoyed a variety of entertainments and Pizza Hut food at the party. The Ambassadors also visited a ward of in-patients who were presented with lanterns, fruit and mooncakes. By reaching out to the patients and organizing games that help them to rebuild confidence, the Ambassadors hope to break down some barriers that sadly exists in our society.

Fun Day in Pizza Hut

More than 70 disabled children and their families from the Heep Hong Society enjoyed a party organised by Jardine Ambassadors at Pizza Hut in Causeway Bay.



This was the first event organised by the Ambassadors for the Society which provides services for mentally or physically handicapped children and their families from birth to the age of six years old. Highlights of the party included singing and dancing followed by making pizzas by the children.

“Normalization has been the guiding principle in rehabilitation service for many years, but handicapped persons are still restricted to limited activities. It is seldom that they have the chance to join the activities with normal people,” Betty Wong, Centre-in-charge, Wanchai, Heep Hong Society.

Fun at Zung Fu Carnival

Children of the Heep Hong Society and their families enjoyed a special carnival session organised by Jardine Ambassadors at the Tamar site in Hong Kong. The session was made possible by the generosity of Zung Fu which had set up the carnival for its VIPs but allowed the Ambassadors to make use of it for a morning.

Accompanied by Jardine Ambassadors, the children and their families sampled a variety of games and activities including a giant slide, remote control car race and a variety show. Zung Fu also arranged snacks and drinks for the excited group and at the end of a fun-filled morning each child was presented



with a soft toy as a souvenir.

協康會的小朋友於仁孚嘉年華會上，滿心歡喜地渡過一個早上。Children of the Heep Hong Society enjoyed a fun-filled morning at the Zung Fu carnival.

籌款小組 Fund Raising Group

籌款小組專責透過各種不同的活動及籌款方法，為切合精神健康主題的機構或人仕籌募善款。籌款小組於二零零三年之籌款目標為港幣1,500,000元。一直以來“齊步上怡廈”都是全年最觸目的活動，二零零二年度“齊步上怡廈”籌得港幣500,000元。

籌款小組現正籌劃其他籌款活動，並將於未來數月與集團各公司聯絡，爭取支持。

便服日

一如過往，怡和集團積極參與每年一度的公益金便服日籌款活動。透過怡和親善大使統籌集團內各部門及屬下機構，本年度集團為公益金共籌得八萬四千港元。

為配合怡和「思健」精神健康計劃，從今次活動起，所有怡和親善大使替公益金籌得之款項，將全部撥捐公益金其下提供精神健康服務的慈善團體。



Fund Raising Group aims to raise funds for mental health related causes through a wide range of initiatives. Its target is to raise HK\$1,500,000 in 2003. The best known of all events is the Walk Up Jardine House that has raised over HK\$500,000 in 2002.

Other fund raising activities are being worked on and the Jardine Ambassadors will be contacting Group companies for their support in coming months.

Dress Casual Day

Some 34 Jardine Matheson Group business units participated in the annual Dress Casual Day co-ordinated by Jardine Ambassadors and raised HK\$84,000.

The money was donated to The Community Chest and have been directed towards mental health organizations in consultation with the Jardine Matheson Group Mindset initiative.



速 遞 Express

集團及旗下業務獲頒「商界展關懷」標誌



集團及旗下七間公司分別參加競選一個由香港社會服務聯會主辦的「商界展關懷」計劃。該計劃旨在提高企業好市民的意識，鼓勵公司積極服務社會，在工商界中推廣企業亦為社會中一份子的意識。成功獲選的公司將獲頒「商界展關懷」(Caring Company) 標誌，顯示該公司是向社區社會負責的良好企業市民。有此標誌的公司在市務、公關、對外宣傳活動中可獲使用此標誌。集團的「思健」計劃，牛奶公司、置邦、置地、仁孚、7-11、宜家傢俬及必勝客均參加該計劃並獲頒「商界展關懷」標誌。

Receiving 'Caring Company' Award

The Jardine Matheson Group and seven of its businesses have been awarded the official title of 'Caring Company' under a new corporate citizenship programme established by the Hong Kong Council of Social Service.

The programme aims to raise public awareness of good corporate citizenship and recognise companies that demonstrate good corporate citizenship. Successful nominees will be entitled to the 'Caring Company' logo which will be a symbol that they are a socially responsible company and may be used in a variety of ways including marketing, public relations and human resources.

The Jardines Matheson Group has submitted 'Mindset', its initiative on mental health driven by the Jardine Ambassadors, while Dairy Farm, EastPoint, Hongkong Land, Zung Fu, 7-Eleven, IKEA and Pizza Hut have put forward their own community projects.

集團透過公益金支持精神健康轉介機構

集團於二零零一年至二零零二年度的善款籌募活動獲得公益金深切謝忱，在特區政府禮賓廳舉行的頒獎典禮上頒予「年度最大捐贈者」第四名的榮譽。

此外，怡和管理有限公司亦獲得公益榮譽獎，置地亦同時獲得公益優異獎，而金門建築及牛奶公司則贏得公益嘉許獎。

隨著集團推行「思建」社會服務計劃，集團捐贈予公益金之善款將撥作支持四間幫助精神病患者重投社會的轉介機構。

怡和親善大使培訓課程

為學習所需技能，怡和親善大使已於十月和十一月參加 Alan O'Neill 和集團人力資源部舉辦的一系列培訓活動中的兩個課程。首個培訓課程以個人技巧為焦點，其內容包括會議管理、建立影響力和談判技巧，以及時間管理。第二個培訓課程以項目管理為主題，內容包括項目的定位、資料研究、成本、執行和控制。在課程中，怡和親善大使抽時間檢討其現行工作方式，並思考如何運用課程所教授的技巧來提升其小組的工作效益，例如更有效地運用時間和人力資源，以及縮短會議的時間！

兩個訓練課程為三組怡和親善大使提供合作和分享的機會，並鼓勵他們思考「思健」計劃的重點以及他們所籌劃的活動。透過訓練課程，親善大使更可討論各組的工作情況，並就怡和親善大使計劃所作出的每項貢獻，互相給予具建設性的意見。

集團已經為於二零零三年加入的親善大使安排了新一年的培訓計劃。有關的一個「計劃工作坊」已訂於二零零三年一月七日及八日舉行，讓新的大使了解「思健」計劃的目標和開始籌備「齊步上怡廈」活動。

Supporting Mental Health through the Community Chest

The fund raising efforts of the Jardine Matheson Group during 2001/2002 have been acknowledged by The Community Chest with the presentation of several awards at Government House.

The Group won the Fourth Top Donor of the Year Award while Jardine Matheson received the President's Award, Hongkong Land an Award of Distinction and Dairy Farm and Gammon Skanska Awards of Merit. With the launch of the



'Mindset' programme, the funds donated to The Community Chest by the various Group companies will be channelled to support four mental health agencies of the Community Chest, namely New Life Psychiatric Rehabilitation Association, Baptist Oi Kwan Social Service, Christian Oi Hip Fellowship Limited and Hong Kong Family Welfare Society.

Developing Ambassadors' Skills

As part of a training series aimed at developing the skills needed by the Jardine Ambassadors, the Ambassadors attended two training programmes in October and November by Alan O'Neill and Group Human Resources. The first programme focussed on Personal Skills – covering managing meetings; influencing and negotiating; and time management. The second programme looked at Project Management – including positioning; research; costing and executing and controlling the project. The Ambassadors spent time reviewing their current working practices and considering how to use the skills covered to enhance their groups' effectiveness – e.g. how to use their time and people resources more productively and reduce the length of their meetings!

The two programmes gave the opportunity for the Ambassadors to work together en-masse, as well as in their three groups and it allowed them to reflect on the focus of Mindset and the activities that they are planning.

It also gave them the opportunity to discuss how each group is working and to give each other constructive feedback on each Ambassador's contribution.

Training programmes are also planned for 2003, so that Ambassadors who join in 2003 will benefit. A Planning Workshop is scheduled for the 7th and 8th January, to enable new Ambassadors to understand the aims of Mindset and for the Ambassadors to begin work on organising Walk Up Jardine House.



If you would like to participate in any Mindset activities or have any suggestions regarding Mindset, please contact:

Education and Prevention Group

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