Mindset
On Mental Health from the Jardine Ambassadors
思健
Review 2014-2015
Jardines
is the Jardine Matheson Group's philanthropic initiative established to make a difference in the area of mental health. Led by the Jardine Ambassadors, the MINDSET programme aims to raise awareness and understanding of mental health issues and to change attitudes, while at the same time providing practical support for charitable initiatives in the sector.

MINDSET's initiatives are focused on (1) Education and Prevention; (2) Reintegration; (3) Financial Support; and (4) Community Awareness and Fund Raising. Details are outlined in the following progress reports covering the period from 1st July 2014 to 31st May 2015.
“We expect that there will be more publicity at the Group companies about MINDSET and mental health, and I look forward to seeing more of our people taking part in MINDSET activities.”

Ben Keswick
It has been another fruitful year for MINDSET as we continue with our mission to make a difference in the area of mental health.

We launched a new three-year project, ‘MINDSET Expression’, which aims to use different themed art projects to foster mental wellness and positive psychology for persons recovering from mental illness. In co-operation with four NGOs and led by professional art therapists, ‘MINDSET Expression’ is gaining traction. I am happy to learn that participants are having fun in these art workshops and leading a more active life as a result.

The Peer Support Workers Project saw its second cohort of service users graduate in May this year and the new recruits for the third cohort have started their training in March. The Health in Mind programme engages secondary school students and brings to their attention mental health issues that they may be facing, such as depression, anxiety and substance abuse, and they in turn can influence their peers and families to be more aware of one’s mental well-being.

MINDSET’s donations continue to focus on providing direct services for individuals suffering or having recovered from mental illnesses. Of the some HK$8 million funding made last year, about half went to this category. One-third of it was allocated to public education among young people, and the rest went to services that supported children and teenagers who suffer from mental illness and the carers. This funding allocation underlines MINDSET’s principle to support direct services for the service users so that the programme is really benefiting those in need.

We are seeking a wider and deeper participation at the Group companies level so that all of us within the Group are more aware of our own mental well-being and that of the people around us. We expect that there will be more publicity at the Group companies about MINDSET and mental health, and I look forward to seeing more of our people taking part in MINDSET activities.

MINDSET’s achievements lie in our dedicated people with the Jardine Matheson Group and our partners. We owe our thanks to the Jardine Ambassadors, who have played a key role in running the MINDSET events. I would also like to thank the MINDSET Coordinators from across our Group companies, our Advisers and Steering Committee members for their advice and support, and also our associates in the NGOs, schools and government agencies for their cooperation with us.

The Jardine Matheson Group will continue to support this meaningful cause with the aim of enhancing the lives of those in need within the mental health field and within the community.

Ben Keswick
Chairman
11th June 2015
Education about mental health is a key focus of MINDSET. A number of activities were held to raise awareness of mental health issues among the younger generation of Hong Kong.

**Health in Mind Programme**

The Health in Mind Programme, organized and funded by MINDSET and in collaboration with Hong Kong’s Hospital Authority since 2002, promotes positive attitudes towards mental health among the youth.

Led by the Jardine Ambassadors, the programme aims to empower secondary school students as advocates to promote mental health to fellow students, their families and the public at large through interactive activities and experiential personal development training.

A series of activities and themed workshops were held to deepen the students’ understanding of mental health issues and promote de-stigmatization, build up positive attitude and acceptance towards people with mental illness.

“The programme has changed many of my misconceptions on mental illness and people suffering from a mental illness. I now understand how stigma can negatively affect the recovery and reintegration of the service users. I feel obliged, as a mental health advocate, to tell my friends that we should not look at people suffering from a mental illness differently from any of us,” said Huang Zhi Hao, a student of Tung Wah Group of Hospitals Wong Fung Ling College.

Further details of the programme are available on Health in Mind’s dedicated website: www.healthinmind.org.hk.
City Orienteering

In this event student advocates from Health in Mind schools and service users from NGOs travelled together to different places in Hong Kong under a limited budget and accomplished designated ‘missions’, such as buying cakes in a traditional cake shop, locating a historical building to take a snapshot or renting a bicycle for a ride. Participants had to plan the route and make the best use of their time and money to complete the challenge. Student advocates even prepared a gift for the service user in their group as a nice ‘surprise’ at the end of the journey.

Over 300 participants, including student advocates from 12 Health in Mind schools, service users from Castle Peak Hospital, Kwai Chung Hospital, the Mental Health Association, MINDSET Place, New Life Psychiatric Rehabilitation Association, Phoenix Clubhouse, Richmond Fellowship and Jardine Ambassadors, joined the activity which was held in January 2015.

“I was so touched when my teammates gave me a box of my favourite chocolates,” said Ms Chan, a member of the MINDSET Club at Castle Peak Hospital. “It was such a big surprise and I very much appreciated their caring gesture.”
Reintegrating individuals who have recovered from a mental illness into the community helps improve their quality of life. In light of this, Jardine Matheson Group companies undertake job training programmes, and the Jardine Ambassadors organize reintegration activities alongside the specialist hospitals and NGOs.

**Job Training Programme**

During the 2014/15 year, 13 Group companies offered recovered individuals 25 training positions ranging from one to nine months designed to prepare them to re-enter the workforce. Group placements on mass mailing were also arranged. A total of 49 individuals participated in the programme. About half of them were able to find jobs in the market after going through the training programme.

Launched in January 2014, the MINDSET Academy offers structured training courses to recovered individuals to help enhance their work skills. In January 2015, Jardine Ambassadors designed a five-module training course on interview skills, mock interview exercises, grooming, computer skills and nutrition. Training sessions were conducted for 23 members of Richmond Fellowship.

**Nurturing Positive Attitudes**

The Jardine Ambassadors organized a wide range of activities to help enhance the work, social and self-care skills of those who
suffer or have recovered from a mental illness, in collaboration with the partnering NGOs and hospitals.

The second MINDSET Singing Contest held in March 2015 provided an opportunity for service users to demonstrate their music talents before an audience of over 200 from six NGOs. Some service users also participated in the event by being the cheering teams.

At the MINDSET Sports Day, members of Baptist Oi Kwan Social Service, Caritas King Hong Home, Phoenix Clubhouse and Richmond Fellowship competed in teams of ten in archery, badminton, table-tennis and the three-legged race. “We were happy to see our members demonstrating the spirit of sportsmanship and having fun at the MINDSET Sports Day,” said Richmond Fellowship Social Worker Julie Lee.

Ten themed workshops were organized to enhance the trainees’ work-related knowledge and skills.

Nine reintegration activities were organized by the Jardine Ambassadors, working with two specialist hospitals and other mental health organizations, benefiting 420 people.

From left: 1. A service user shows his skills in archery at the MINDSET Sports Day. 2. A painting created jointly by service users and student advocates from Lai King Catholic Secondary School. 3. Jardine Ambassadors put in efforts to drive MINDSET’s activities. 4. Jardine Ambassadors and service users celebrate the Mid-Autumn Festival together. 5. MINDSET Singing Contest provides service users with a platform to demonstrate their music talent.
The knowledge on mental health issues is essential for our students’ growth and whole-person development. They have learnt a lot from the recovering patients through the voluntary services.

Ng Tak Kay, Principal of CUHKFAA Thomas Cheung Secondary School

Photography can help express my feelings and record many great moments. I used to stay at home all the time, but now I am ready to go out and explore the world with my camera.

Yuen Yee, a member of the Photo-voice Workshop with Castle Peak Hospital

Through participating in the MINDSET singing contest, I gained friendship and recognition from others and also built up self-confidence. It was a valuable experience.

Joyce, a member of Phoenix Clubhouse
The months of training made a big difference in enhancing the work skills of our service users, in particular they were able to build confidence and courage to meet new challenges.

Vivian Kwok, Business Manager of New Jade Manufacturing Centre, Richmond Fellowship

It was fascinating to see the sparkle in the eyes of the participants of the singing contest. I was touched to see how much the service users enjoyed singing in front of an audience.

Carmen Wong, Jardine Ambassador from The Landmark Mandarin Oriental

The service users told us how discrimination has made their lives difficult. Their experience has strengthened my determination to spread the right messages on mental health issues.

Memory Liao, a student of TWGHs Chang Ming Thien College
About half of MINDSET’s HK$7.95 million cash donations in 2014/15 went to direct services for adults suffering or having recovered from mental illnesses. About one-third was allocated to public education among young people. The rest went to services that supported children, teenagers and the carers of individuals who suffer from a mental illness.

**MINDSET Art Project**

In July 2014, a new three-year project ‘MINDSET Expression’ was launched aiming to use different themed art projects to foster mental wellness and positive psychology for persons recovering from mental illness.

Drama and theatre classes, sand animation workshops, photo projects, choir, band and group music therapy sessions were held to engage the service users and bring them back in touch with the community.

**MINDSET Place**

MINDSET Place is a long stay care home providing a high standard of professional care services for 37 people recovering from chronic mental illnesses that is supported by MINDSET. Led by professionals of New Life Psychiatric Rehabilitation Association, the residents took part in a range of recreational programmes including ecological tours and a voluntary service programme.

**Peer Support Workers Project**

The Peer Support Workers Project, launched in 2012, saw the graduation of its second cohort of service users in May 2015. They were offered full-time or part-time employment at the placement units under the four agencies, including the integrated community centres for mental wellness, halfway houses, sheltered workshops and long stay care homes where they will use their experience and training to help others who are experiencing mental health challenges.

Nineteen trainees were recruited in March 2015 for the third cohort. They are undertaking a series of training including the concept of peer support, a Wellness Recovery Action Plan, communication skills, codes...
of conduct and crisis intervention. Upon completion of the training sessions, field practicum will follow.

**Support to The Community Chest of Hong Kong**

MINDSET works closely with other charitable organizations in raising funds for mental health related causes. Staff from various Group companies supported the activities by donating over HK$190,000.

**Expanded School Mental Health Network in Sichuan**

The Hong Kong Polytechnic University Sichuan Expanded School Mental Health Network, which was established following the 2008 Sichuan earthquake and is supported by MINDSET, was extended to its third phase to reach out to the other villages of Yingxiu Town. The project was focusing on disaster risk reduction with a conference held and a series of workbooks to be launched to support the social workers in China on disaster prevention and mitigation to help alleviate the villagers’ stress in the face of natural disasters.

**Kwai Chung Hospital Project**

MINDSET, together with IKEA, supported the creative design and refurbishment works of the Child and Adolescent Psychiatric Ward in Kwai Chung Hospital, which provides a homely and comfortable environment for children and adolescents who require treatment. The project also included the setting up of a Recovery Education Centre in the Occupational Therapy Department. The Centre aims to create a supportive and empowering environment with teaching and learning facilitates to run programmes for people in recovery.

From left: 1. A photograph with the creative use of lights taken by a participant in the ‘photo-voice’ project. 2. An artwork created by a service user at a sand animation workshop. 3. A service user expresses her feelings through her photos. 4. Participants in the vocal jamming workshop learn how to play the percussion instruments. 5. Residents at MINDSET Place had a good time in the Christmas party organized by the Jardine Ambassadors.
Progress Report
Community Awareness & Fund Raising

Walk Up Jardine House 2015 raised a record HK$4 million for MINDSET.

Each year, Jardine Ambassadors undertake a range of initiatives to solicit community support and raise funds for mental health related causes. Funding support is also received from Group companies.

**Walk Up Jardine House**

The biggest fundraiser for the year for MINDSET, the annual Walk Up Jardine House, is organized by the Jardine Ambassadors. The 2015 event raised a record of HK$4 million for MINDSET with over 500 staff from Group business units, business associates, families and friends taking part in the event.

**CENTRAL Rat Race**

The annual CENTRAL Rat Race, run by Group company Hongkong Land, is another signature event that raises funds for MINDSET.

Over 100 staff from 13 Group companies organized eight Mini-MINDSET Days for 100 service users.

Walk Up Jardine House 2015 raised a record HK$4 million for MINDSET.

Held in Hong Kong’s principal business area, Central, over 460 entrants completed the course of the ninth CENTRAL Rat Race, raising a record-breaking HK$3.08 million in October 2014.

**MINDSET Fun Day and Mini-MINDSET Days**

The annual MINDSET Fun Day and a series of Mini-MINDSET Days organized by the Jardine Ambassadors help raise mental health awareness across the Group and increase the acceptance of people with a mental illness.

Over 100 staff from 13 Group companies and 100 service users participated in eight Mini-MINDSET Days. These included an organic farm visit, cupcake making workshops, a kaleidoscope making workshop, and tours to Hong Kong Science Park, Hong Kong Heritage Museum, Museum of Coastal Defence, the old Wan Chai Post Office and a heritage attraction called the Blue House.
Over 240 participants including some 80 staff members from across the Jardine Matheson Group, 80 service users from seven NGOs, and 50 Jardine Ambassadors are expected to join the annual MINDSET Fun Day to be held in late June 2015. This year, participants are invited to join an art jamming activity. Divided into groups, a unique art piece will be produced for participants to express their feelings about Hong Kong, and about themselves living in this city.

Noonday Gun

Individuals or organizations who donate a specified sum to MINDSET may fire the Jardines Noonday Gun, a tradition that dates back to the very early days of Hong Kong.

Contributions from Group Companies

In addition to contributions made through Walk Up Jardine House and the CENTRAL Rat Race, Group companies have made regular cash donations of over HK$3.6 million to MINDSET in the year 2014/15. Maxim’s Caterers has also made a one-off donation of HK$1 million to MINDSET.

Since 2006, CENTRAL Rat Race has raised a total of HK$21 million for MINDSET, including a record-breaking HK$3.08 million in October 2014.

Over the past ten years, the firing of the Jardines Noonday Gun by individuals and organizations has raised HK$633,000 to support MINDSET.
Board of Governors

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James Riley (Deputy Chairman)
Graham Allan
Edouard Ettedgui
Adam Keswick
Neil McNamara
Y. K. Pang

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Ritchie Bent
Raymond Chow
Thomas Ho
Michael Hobson
Adam Keswick
Michael Lee
Neil McNamara
Giles White
Tongwen Zhao

Honorary Advisers

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Professor Angelina Yuen
(Vice President, Institutional Advancement and Partnership, The Hong Kong Polytechnic University)

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Ophelia Chan
Raymond Chow
Professor Angelina Yuen
Cecilia Leung (Secretary)

MINDSET Coordinators

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Carmen Chan (Jardine OneSolution)
Kenneth Chan (Hong Kong Air Cargo Terminals)
David Chen (Jardine Schindler)
Desmond Chung (Gammon Construction)
Samantha Chung (Mandarin Oriental)
Norman Leung (Hongkong Land)
Elaine Liu (Zung Fu)
Danny Luk (Jardine Aviation Services)
Linda Luk (JEC)
Carrie Tse (Pizza Hut Hong Kong)
Jodie Warner (Jardine Lloyd Thompson)
Jonathan Wu (Jardine Shipping Services)

Advisers to Jardine Ambassadors

Kenneth Bell
Nancy Chan
David Walker

Honorary Auditor

PricewaterhouseCoopers
Jardine Ambassadors

Driven by the Jardine Ambassadors, young volunteer executives across the Group, MINDSET aims to change people’s attitudes by raising awareness and understanding of mental health issues, and to provide direct assistance for individuals, families and organizations in need of help.

Current Ambassadors (2014-16)

Donald Chan  
(Gammon Construction)
Nick Chan  
(Jardine Schindler)
Peter Chan  
(Gammon Construction)
Andy Chau  
(Hong Kong Air Cargo Terminals)
Phyllis Chen  
(Gammon Construction)
Anfield Cheng  
(Mannings Hong Kong)
Amy Cheung  
(The Excelsior)
Hannah Cheung  
(7-Eleven Hong Kong)
Zoe Cheung  
(IKEA Hong Kong)
Daphne Ching  
(7-Eleven Hong Kong)
Vic Cui  
(Mannings Hong Kong)
Michael Hui  
(JEC)
James Hung  
(Jardine Schindler)
Ronald Kong  
(JEC – Trane)
Match Lai  
(Dairy Farm)
Xavier Lam  
(Jardine Restaurant)
Andy Lau  
(Gammon Construction)
Ivan Lau  
(Dairy Farm)
Amanda Lee  
(Hongkong Land)
Rosemary Leung  
(Gammon Construction)
Vicky Li  
(Wellcome Hong Kong)
Anthony Lin  
(Jardine Matheson)
James Liu  
(Hongkong Land)
Blue Ma  
(Gammon Construction)
Rock Mak  
(Gammon Construction)
Vincent Mak  
(Hong Kong Air Cargo Terminals)
Lily Poon  
(Jardine Aviation Services)
Gloriana Tang  
(Mannings Hong Kong)
Joyce Tong  
(Mandarin Oriental, Hong Kong)
Helen Tse  
(7-Eleven Hong Kong)
Calvin Wong  
(Jardine Lloyd Thompson)
Carmen Wong  
(The Landmark Mandarin Oriental)
Vivian Wong  
(Jardine Matheson)
Yvette Ye  
(Jardine Lloyd Thompson)
Jacky Yeung  
(Zung Fu)
Lily Yeung  
(Jardine OneSolution)

Retired Ambassadors (2013-15)

Stephen Au Yeung  
(Jardine OneSolution)
Ben Chan  
(Mannings Hong Kong)
Billy Chan  
(JEC)
Edgar Chan  
(Jardine Restaurant)
Iris Chan  
(Hongkong Land)
Karen Chan  
(Jardine Matheson)
Michael Chan  
(Zung Fu)
Yvonne Chan  
(Jardine OneSolution)
Alessandro Cheung  
(The Excelsior)
Jessica Cheung  
(The Landmark Mandarin Oriental)
Angus Hai  
(Mandarin Oriental, Hong Kong)
Zach Ho  
(Gammon Construction)
Carol Kwok  
(Gammon Construction)
Benjamin Law  
(Dairy Farm)
Queenie Lee  
(Dairy Farm)
Ryan Lee  
(Hongkong Land)
Connie Leung  
(Jardine Schindler)
Fion Li  
(Dairy Farm)
Andrew Lo  
(Gammon Construction)
Teresa Ngan  
(Dairy Farm)
Tony Poon  
(Gammon Construction)
Jessica Tsang  
(Jardine Matheson)
Justin Tsang  
(Dairy Farm)
Roland Tsang  
(Hong Kong Air Cargo Terminals)
Oscar Tse  
(Gammon Construction)
Phoebe Tse  
(IKEA Hong Kong)
Jessica Tsui  
(Mandarin Oriental Hotel Group)
Eddy Wong  
(Jardine Aviation Services)
Tiger Wong  
(Gammon Construction)
Rex Ying  
(Gammon Construction)
**Acknowledgement**

**Group Companies**

**Jardine Matheson Limited**

**Jardine Pacific**
- Birdland Hong Kong
- Gammon Construction
- Hong Kong Air Cargo Terminals
- Jardine Aviation Services
- JEC
- Jardine OneSolution
- Jardine Schindler
- Jardine Shipping Services
- Jardine Travel Group
- Pizza Hut Hong Kong

**Jardine Motors**
- Zung Fu

**Jardine Lloyd Thompson**

**Dairy Farm**
- IKEA Hong Kong
- Mannings Hong Kong
- Maxim’s Group
- 7-Eleven Hong Kong
- Starbucks
- ThreeSixty
- Wellcome Hong Kong

**Hongkong Land**

**Mandarin Oriental Hotel Group**
- Mandarin Oriental, Bangkok
- Mandarin Oriental, Hong Kong
- Mandarin Oriental, Macau
- Mandarin Oriental, Pudong
- Mandarin Oriental, Sanya
- Mandarin Oriental, Singapore
- Mandarin Oriental, Taipei
- Mandarin Oriental, Tokyo
- The Excelsior, Hong Kong
- The Landmark Mandarin Oriental, Hong Kong

**NGOs and Other Supporting Organizations**

- Baptist Oi Kwan Social Service
- The Boys’ and Girls’ Clubs Association of Hong Kong
- Caritas Hong Kong
- Castle Peak Hospital
- Fu Hong Society
- Hospital Authority
- Kwai Chung Hospital
- Kwai Chung Integrated Rehabilitation Centre, Po Leung Kuk
- The Mental Health Association of Hong Kong
- New Life Psychiatric Rehabilitation Association
- Pamela Youde Nethersole Eastern Hospital
- Phoenix Clubhouse
- Richmond Fellowship of Hong Kong
- The Society of Rehabilitation and Crime Prevention
- Wai Ji Christian Service
- Yeung Sing Memorial Long Stay Care Home,
  Tung Wah Group of Hospitals
Schools in Support of the Health in Mind Programme in the Academic year of 2014/15

- Belilios Public School
- Carmel Divine Grace Foundation Secondary School
- CCC Heep Woh College
- CCC Ming Yin College
- CCC Rotary Secondary School
- Christ College
- CUHKFAA Thomas Cheung Secondary School
- ELCHK Lutheran Secondary School
- Heep Yunn School
- HHCKLA Buddhist Ma Kam Chan Memorial English Secondary School
- Ho Ngai College (Sponsored by Sik Sik Yuen)
- Hong Kong True Light College
- Lai King Catholic Secondary School
- Lok Sin Tong Yu Kan Hing Secondary School
- POH 80th Anniversary Tang Ying Hei College
- Precious Blood Secondary School
- Pui Kiu Middle School
- Rhenish Church Pang Hok-Ko Memorial College
- San Wui Commercial Society Secondary School
- SKH Tsoi Kung Po Secondary School
- St. Francis of Assisi’s College
- St. Rose of Lima’s College
- St. Teresa Secondary School
- The Methodist Lee Wai Lee College
- Tin Ka Ping Secondary School
- True Light Girls’ College
- Tsuen Wan Government Secondary School
- Tseung Kwan O Government Secondary School
- Tung Wah Group of Hospitals Chang Ming Thien College
- Tung Wah Group of Hospitals Wong Fung Ling College
- Yuen Long Lutheran Secondary School