

INDIVIDUAL TOOLKIT



A community initiative by Mind HK to get people
moving for their mental health

February 1 - 29 2020



MOVE IT FOR MENTAL HEALTH

Move It for Mental Health is Mind HK's community initiative to raise awareness of how exercise benefits your physical and mental health. Mental and physical health are closely linked, but **more than half of us in Hong Kong do not achieve the recommended amount of daily exercise.** While the many physical benefits of exercise are known, this campaign seeks to challenge you to exercise for both your physical and mental wellbeing and to be aware of the difference it makes. Mind HK wants to support you and jumpstart improving your health in the New Year!

#MOVEITHK

Join our challenge by working out for 30 minutes every day for your mental health between Feb 1 - Feb 29. Find our more and join here: www.moveithk.com

KEY GOALS:

- Raise awareness of the benefits of exercise on our mental wellbeing
- Jump start and support increased physical activity in 2020
- Raise awareness of and fundraise for Mind HK

48%

of adults achieve the recommended level of physical activity in Hong Kong. Over 50% do not achieve the minimum recommendation.

4.7%

Only 4.7% of Hong Kong's youth achieve one hour of physical activity per day (a WHO recommendation).

WHY GET INVOLVED

1 in 4 of us will experience a mental health problem within our lifetime - mental health problems are among the leading causes of disability in Hong Kong and around the globe.

At 2020 begins, there's no doubt many are looking to be more fit and physically active. However, too often than not, we forget to consider how physical exercise contributes to our mental health.

There is robust evidence that mind and body are interlinked; exercise is necessary for the maintenance of good mental health and a form of treatment for mental health problems. Exercise has been shown prevents depression, boosts self-esteem and academic performance, and reduce day-to-day stress.

By holding an event or promoting this community initiative to your following, you will become part of a bigger movement to show that mental health matters.

GETTING INVOLVED INDIVIDUALLY

JOIN OUR CHALLENGE TO MOVE IT FOR MENTAL HEALTH 30 MINUTES A DAY FROM FEB 1- FEB 29

Join the challenge to do **30 minutes of daily physical activity** (210 minutes/week) for mental health between Feb 1 - 29 at [moveithk.com](https://www.moveithk.com).

Do what you most enjoy! Choose from a range of options, including going for a long walk at lunch break, hiking up to the Peak, going to yoga class, completing a spin class, or attending a martial arts lesson. Any activity is good for both your physical and mental health!

TRACK YOUR WORKOUTS

Download our Move It calendar from our website to keep track of your workouts and take note of how your challenge is going. At the end, log your total number of minutes/hours spent working out on www.moveithk.com and share your #moveithk workouts on social media when you can!

To download:

Go to [moveithk.com](https://www.moveithk.com) and click on "Download our calendar"
Log the total number of minutes you worked out after
(we'll send you a ink)



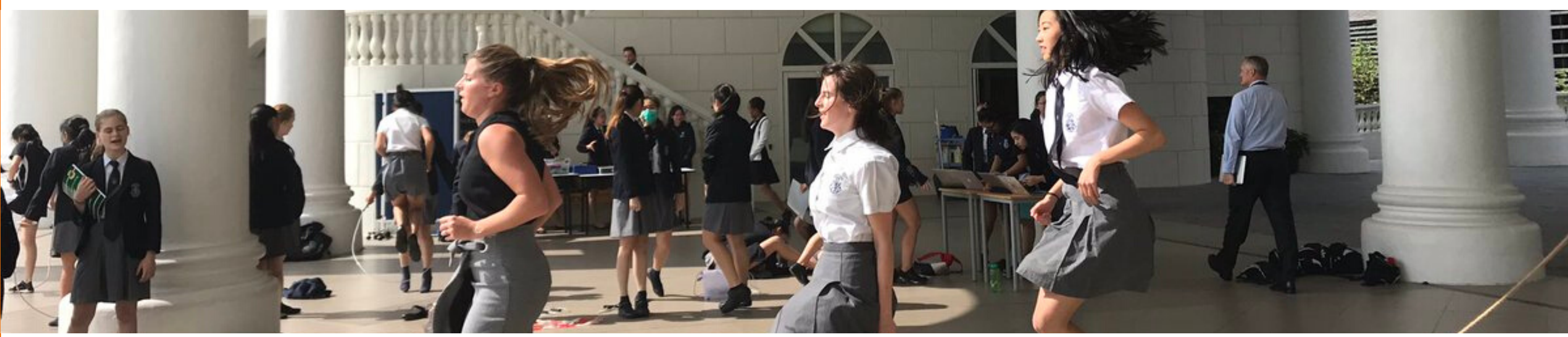
BENEFITS OF PHYSICAL ACTIVITY ON MENTAL HEALTH

MENTAL HEALTH BENEFITS

- **Reduced anxiety and happier moods.** When you exercise, your brain chemistry changes through the release of endorphins (sometimes called 'feel good' hormones), which can calm anxiety and lift your mood.
- **Reduced feelings of stress.** You may experience reductions in feelings of stress and tension as your body is better able to control cortisol levels.
- **Clearer thinking.** Some people find that exercise helps to break up racing thoughts. As your body tires, so does your mind, leaving you calmer and better able to think clearly.
- **A greater sense of calm.** Simply taking time out to exercise can give you space to think things over and help your mind feel calmer.
- **Increased self-esteem.** When you start to see your fitness levels increase and your body improve, it can give your self-esteem a big boost. The sense of achievement you get from learning new skills and achieving your goals can also help you feel better about yourself and lift your mood.
- **Reduced risk of depression.** There's good evidence to suggest that at most ages and for both genders, there's a trend towards lower rates of depression. One study found that by increasing your activity levels from doing nothing to exercising at least three times a week, you can reduce your risk of depression by almost 20%.

SOCIAL AND EMOTIONAL BENEFITS

- **Making friends and connecting with people.** Being around other people is good for our mental health and social networks.
- **Having fun.** Lots of us enjoy being active because it's fun. Researchers have shown that there's a link between the things we enjoy doing and improvements in our wellbeing overall. If you enjoy an activity you're also more likely to keep doing it.
- **Challenging stigma and discrimination.** Some people find that joining a sport programme helps reduce the stigma attached to their mental health problem. Getting involved in local projects with other people who share a common interest can be a great way to break down barriers and challenge discrimination.



BENEFITS OF PHYSICAL ACTIVITY ON PHYSICAL HEALTH

PHYSICAL HEALTH BENEFITS

- **Reduced risk of some diseases.** For example, health experts suggest that being more active can reduce your risk of developing a stroke or heart disease by 10%, and type 2 diabetes by 30–40%.
- **Reduced risk of physical health problems as our bodies adapt to stress.** As we become fitter, our bodies can better regulate our cortisol levels. Cortisol is a 'stress hormone' that our bodies release in response to anxiety; over prolonged periods, higher cortisol levels have been linked to a wide range of health problems including heart disease, high blood pressure, a lowered immune response, as well as depression and anxiety.
- **Healthier organs.** When you're active your body is working more, which is good for your organs. For example, a stronger heart will help you have lower cholesterol and lower blood pressure.
- **Healthier bones.** Weight-bearing exercises will strengthen your bones and build your muscle, which can reduce your chances of developing osteoporosis.
- **Healthier weight.** If you're overweight, becoming more active can help you start to reduce body fat as your stamina and fitness levels improve.
- **More energy.** As your body adapts to increased activity levels you get a natural energy boost, which can make you feel less tired. Researchers say that even low intensity levels of activity can be beneficial if you usually feel very fatigued.
- **Improved sleep.** Many people find they are able to sleep better at night after having been more active during the day.

"HEALTH IS A STATE OF COMPLETE PHYSICAL, MENTAL AND SOCIAL WELL-BEING AND NOT MERELY THE ABSENCE OF DISEASE OR INFIRMITY"
- WHO CONSTITUTION

FUNDRAISING

HELP ENSURE NO ONE IN HONG KONG HAS TO FACE A MENTAL HEALTH PROBLEM ALONE.

If you would like to fundraise for Mind HK by holding an event or creating an individual campaign page, please email carol.liang@mind.org.hk. The core goal on Move It for Mental Health is to raise awareness, but we of course appreciate and welcome any donations raised during the #moveithk campaign.

Donate by cheque

Make a cheque payable to "Mind Mental Health Hong Kong Limited".

Please mail your cheque to:

Mind HK,
Unit D, 9/F, One Capital Place,
18 Luard Road,
Wan Chai,
Hong Kong

Donate via bank transfer

Bank Name: The Bank of East Asia, Limited

Branch Address: No 10 Des Voeux Road
Central, Hong Kong

Account Name: Mind Mental Health Hong Kong Limited

Account Number: 015-514-68051040

Swift Code: BEASHKHH

Country: Hong Kong

PLEASE NOTE

All donations made online, via cheque/bank transfer, and through Simply Giving, to Mind HK will be made in Hong Kong Dollars and directly to Mind HK, established in the name of Mind Mental Health Hong Kong Limited. Mind HK is a recognized charitable institution under Section 88 of the Inland Revenue Ordinance. Official receipts will be provided for donations over HKD 100 for tax exemption, except for donations made via Simply Giving.

MIND HK

Mind Hong Kong (Mind HK), a mental health charity, ensures everyone in Hong Kong living with a mental health problem has the recognition, support and respect they need to make the best recovery possible. Through collaborations, innovation, and training, it facilitates the work of all those involved in improving mental health in Hong Kong.

Mind HK's key mission is to destigmatise mental health and improve attitudes and awareness to make sure everyone experiencing a mental health challenge has access to the available services and resources in Hong Kong. To foster improvements in understanding, comprehensive, informational resources on a range of mental health topics and a service directory are available in English and Traditional Chinese on its website (www.mind.org.hk). Alongside this, a team of clinical professionals regularly deliver evidence-based training programmes, including Mental Health First Aid, to the public, companies, non-profits and schools. Mind HK carries out and shares research internationally, and regularly holds expert talks and campaigns with local and international non-profit organisations - all of which are in sight of breaking the stigma around mental health in Hong Kong.

Join us.



#moveithk

Learn more: www.moveithk.com
Mental Health Resources: www.mind.org.hk
Questions? events@mind.org.hk