

GYM/STUDIO TOOLKIT

#MOVEITHK

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

January 16 - February 17 2019

www.moveithk.com

Organised by: Mind HK
www.mind.org.hk

MIND HK

Mind Hong Kong (Mind HK), a mental health initiative, 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.

1 in 4 of us will experience a mental health problem in our lifetime. 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.

MOVE IT FOR MENTAL HEALTH

#MOVEIT HK

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!

We have asked people to pledge to work out for their mental health between Jan 16 and February 17. The Mind HK team has pledged to exercise 31 hours for our mental health (approx 1 hour per day). Challenges are available www.mind.org.hk.

Move it for Mental Health 是 Mind HK 的公開運動，以提高運動如何有益於您的「身」「心」健康的意識。「身」「心」健康密切相關，但香港超過一半的人沒有達到建議的日常運動量。雖然大家都知道運動對身體帶來的許多益處，但此公開運動要求您鍛煉身體和心理的健康，並了解它所帶來的不同。Mind HK 希望在新的一年里為您提供支持並開始改善您的健康狀況！

KEY GOALS:

- Raise awareness of the benefits of exercise on our mental wellbeing
- Jump start and support increased physical activity in 2019
- 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 disorder are among the leading causes of disability in Hong Kong and around the globe.

At 2019 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.



HOLDING AN EVENT

There are many ways to support our Move It for Mental Health campaign. For studios and gyms, we'd ideally like to have you hold an event in support of Move it for Mental Health. 5 key steps are below:

1. LET US KNOW

If you're interested in holding an event, please fill out this form. If you have any questions, or wish to discuss further, please email carol.liang@mind.org.hk. Once your event is confirmed we will put your event details on our website and email around to our mailing list.

2. ADVERTISE YOUR EVENT AND #MOVEITHK

3. GET PARTICIPANTS TO PLEDGE TO MOVE IT FOR MENTAL HEALTH ON WWW.MOVEITHK.COM

4. AT THE EVENT SPEND 5 MINUTES DISCUSSING THE BENEFITS OF EXERCISE ON MENTAL HEALTH

5. TELL PARTICIPANTS TO LOG THEIR WORKOUT ON WWW.MOVEITHK.COM

6. SHARE PICS ON SOCIAL MEDIA AND #MOVEITHK

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. Improved self-esteem also has a protective effect that increases life satisfaction and can make you more resilient to feeling stressed.
- **Reduced risk of depression.** If you're more active there's good evidence to suggest that at most ages, for both men and women, there's a trend towards lower rates of depression. In fact one study has 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 – plus you can maximise the benefits of exercising by doing it with other people. You may find that the social benefits are just as important as the physical ones.
- **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

#moveithk

Learn more: www.moveithk.com

Mental Health Resources: www.mind.org.hk

Questions? events@mind.org.hk or carol.liang@mind.org.hk