



Mental Health Initiatives Funding Scheme (Phase 1) Online Briefing

11 August 2021
3:30 p.m. – 5:30 p.m.



Food and Health Bureau
The Government of the Hong Kong Special Administrative Region

Programme Rundown

01

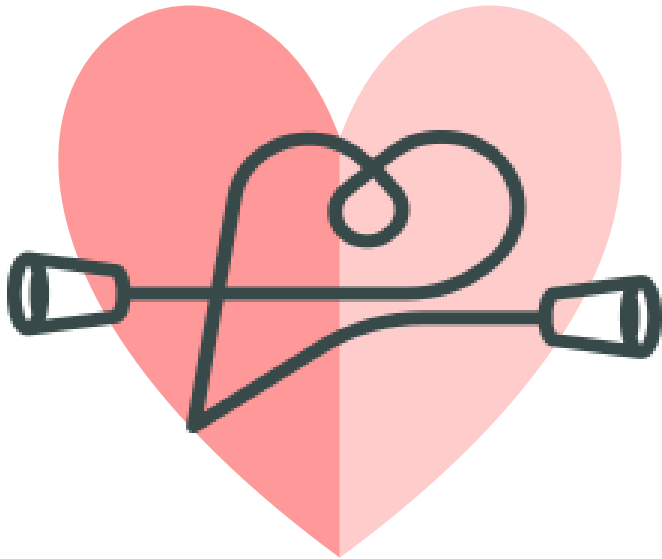
**Introduction of Mental Health Initiatives (MHI)
Funding Scheme**

02

Guide to Application – Points to Note

03

Q&A



What is MHI Fund?



\$300 million

earmarked under Beat Drugs Fund

Background – 2020 Policy Address

- Social incident together with the persisting COVID-19 epidemic have brought different levels of impact and influence on the mental well-being of people in the community

One-off allocation to fund projects that –

- Help provide better support to the needy in the community
- Raise public awareness of mental health



Advisory Committee on Mental Health

Co-ordinating the PA Initiative and facilitating or promoting relevant projects



Phase 1

Commenced in July 2021



Phase 2

Details to be announced in 2022

Priority Areas



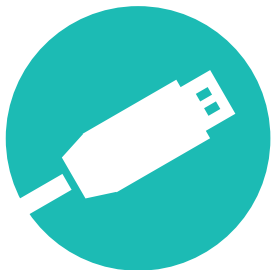
Lay Leaders in Community

- To develop community-based support network for promoting mental well-being and identifying persons with mental health needs in the community



Carer Support

- To enhance support for carers, identify & intervene high-risk / hidden cases, address their psychological and emotional needs



IT Support for the Elderly

- To connect / re-connect elderly persons (aged 60 or above, in lack of financial & family support) through IT support and relevant training.



Who can apply?



Eligibility for Application



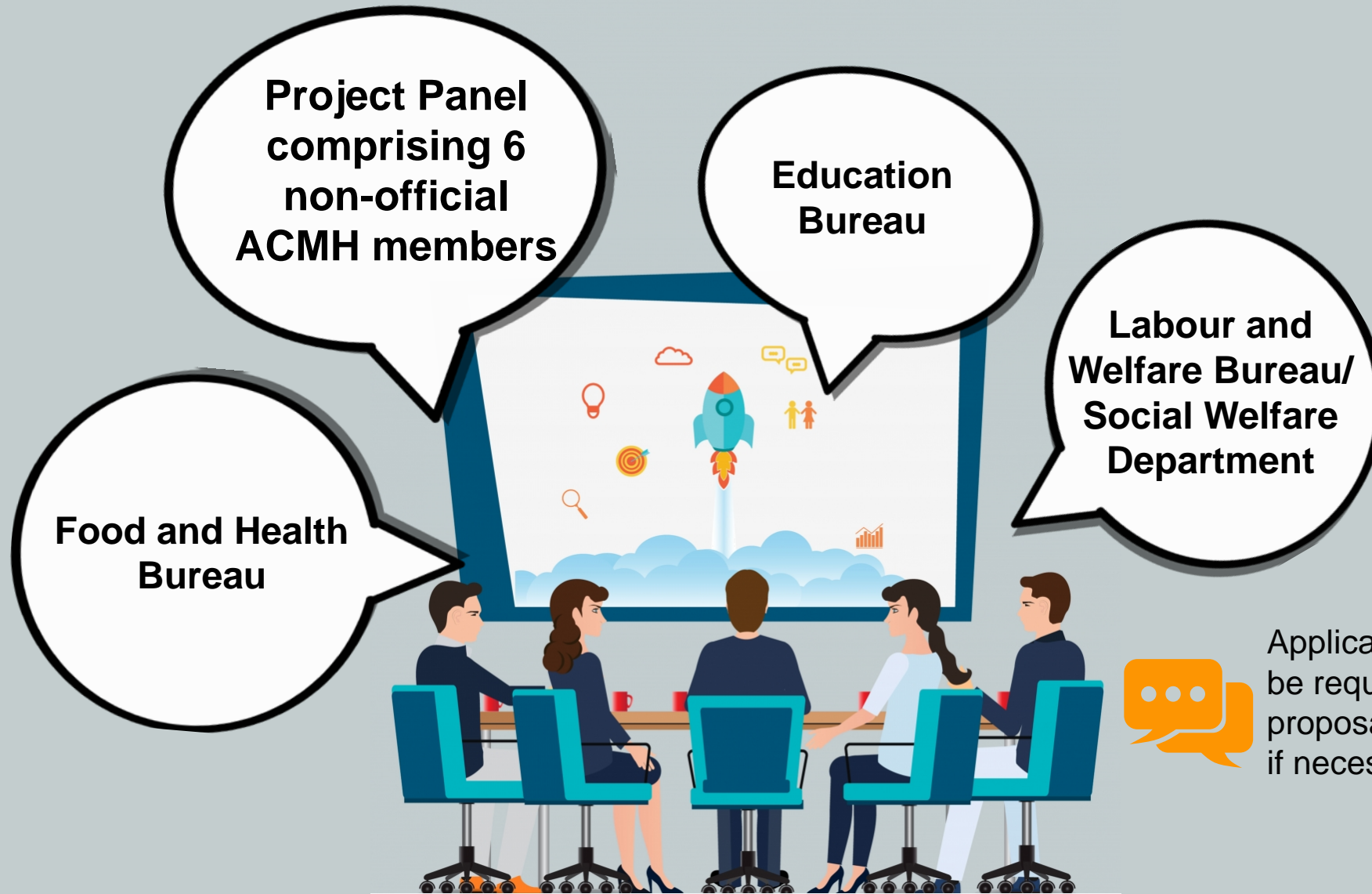
Eligible organisations are –

- Subvented NGOs receiving recurrent subvention from the Social Welfare Department
- Agency members of the Hong Kong Council of Social Service
- Tertiary institutions registered under the laws of Hong Kong

Eligible projects should –

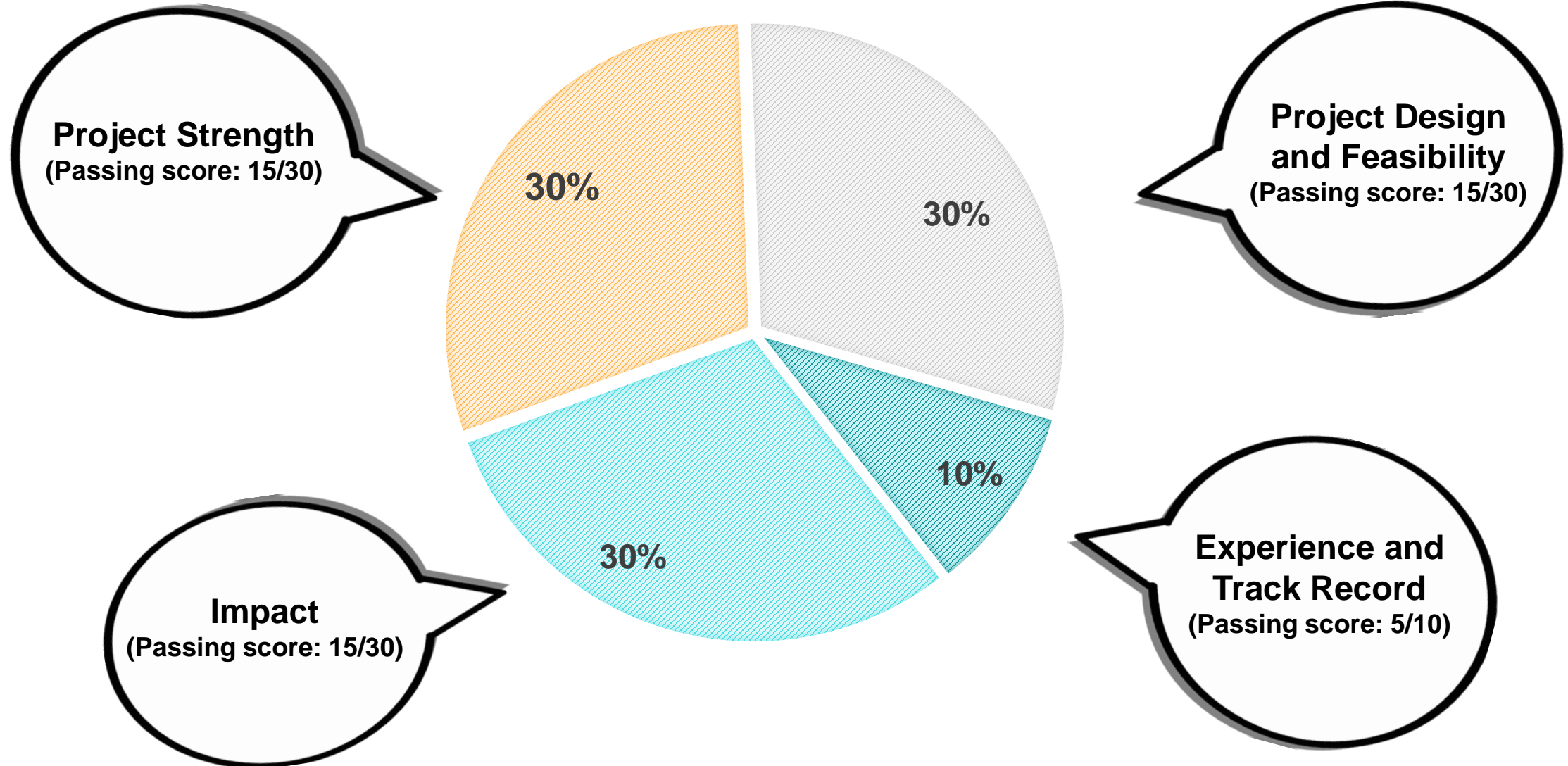
- Meet the objectives of the Funding Scheme and assessment criteria
- Be non-profitmaking in nature

Assessed by Whom?



Applicant organisations may be requested to present their proposals to the Project Panel if necessary

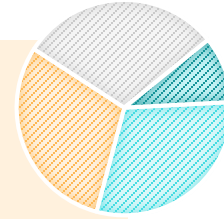
Assessment Criteria



Assessment Criteria

+ Project Strength

- ✓ Project carries the theme(s) or falls under the **priority area(s)**
- ✓ Project **differs from the work currently provided** by other organisations; or will bring significant **added-value** to existing programmes being carried out by the Government, schools or other NGOs
- ✓ Project that is **innovative** and will convey in-depth mental health knowledge or provide direct effective services to persons with mental health needs and/or their carers
- ✓ Project involves **collaboration** with patient groups or other target groups; or proposes **effective channels** to reach out to target groups



Assessment Criteria

+ Impact

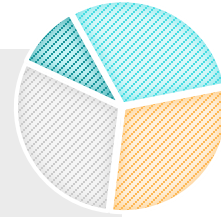
- ✓ There is a **demonstrated need** for the proposed project
- ✓ Project will be able to bring **direct benefits** to persons with mental health needs and/or their carers
- ✓ Project facilitates **help-seeking** and dissemination of help-seeking messages



Assessment Criteria

+ Project Design and Feasibility

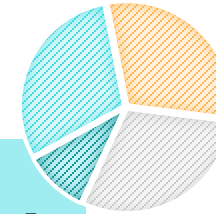
- ✓ Project schedule is **well-planned** and the duration is **practicable and reasonable**
- ✓ Budget and target outputs/outcome are **reasonable and realistic**, including the number of beneficiaries/ participants/ users of the project and the proportion of staff budget **relative to the overall project budget**
- ✓ Project has included **interactive elements** and connects participants
- ✓ **Sound evaluation methods** will be adopted and **specific outcome indicators** are used to assess objectively the programme's effectiveness in achieving the objectives stated in the proposal



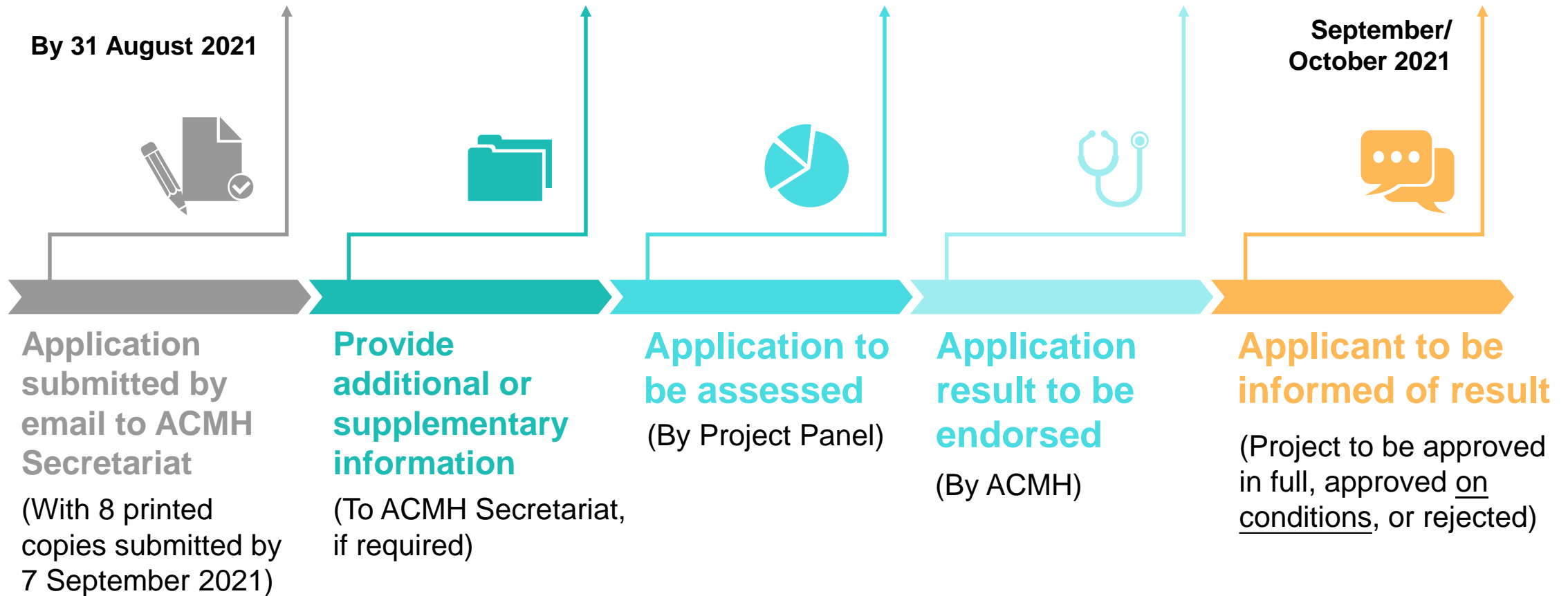
Assessment Criteria

+ Organisation's Experience & Track Record

- ✓ Relevant experience in the **mental health field** and/or implementing **publicly-funded** programmes
- ✓ Technical and management capability of the applicant organization



How will the application be processed?





Thank you