Mental Health Initiatives Funding Scheme (Phase 2)
Online Briefing

15 July 2022
3:30 p.m. – 5:00 p.m.

Health Bureau
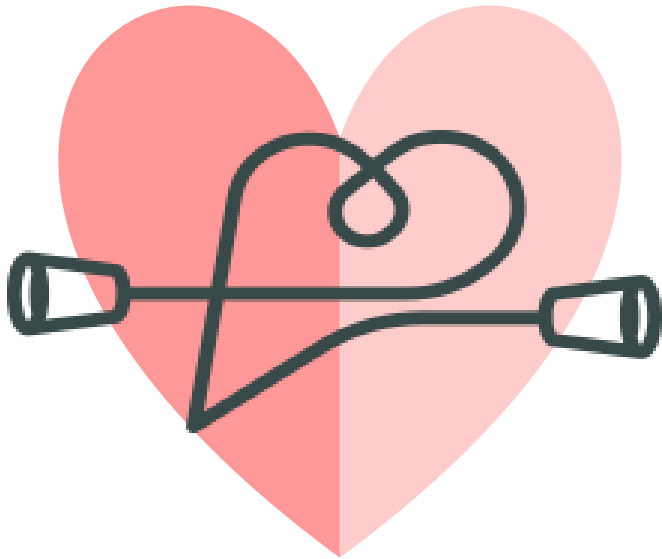The Government of the Hong Kong Special Administrative Region

Programme Rundown

01 Introduction to Phase 2 of Mental Health Initiatives Funding Scheme (MHIFS)

02 Guide to Application – Points to Note

03 Q&A

What is MHIFS?

$300 million

earmarked under Beat Drugs Fund

Mental Health Initiatives Funding Scheme

Background – 2020 Policy Address

- Social incident together with the persisting COVID-19 epidemic have posed different levels of impact and influence on the mental well-being of citizens

One-off allocation to fund projects that –

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

Advisory Committee on Mental Health
Co-ordinating the MHIFS and facilitating and promoting relevant projects

Phase 1
Launched in July 2021

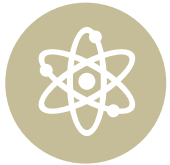**Phase 2**
Launched in June 2022

5 Priority Areas

Support for Carers

Support for children and adolescents with special educational needs

Strengthening family relationship

Support for the elderly with mental health needs

Support for bereavement and grief management

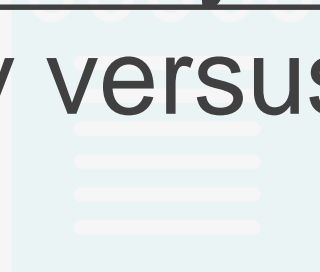Projects falling into these areas will be accorded priority

Mental health-related proposals not falling within the scope of the above-mentioned five priority areas are also eligible for application and will be assessed on their own merits.
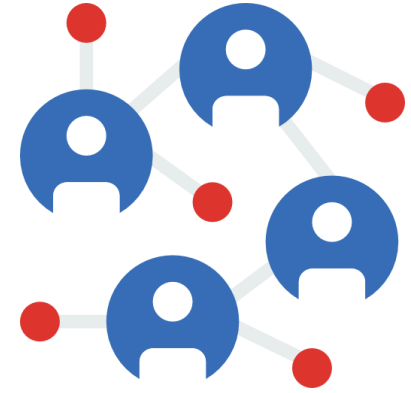
Other considerations

Priority Areas
Quality versus Quantity

Who can apply?

Eligibility for Application

Eligible organisations are –

- NGOs receiving recurrent subvention from the Social Welfare Department

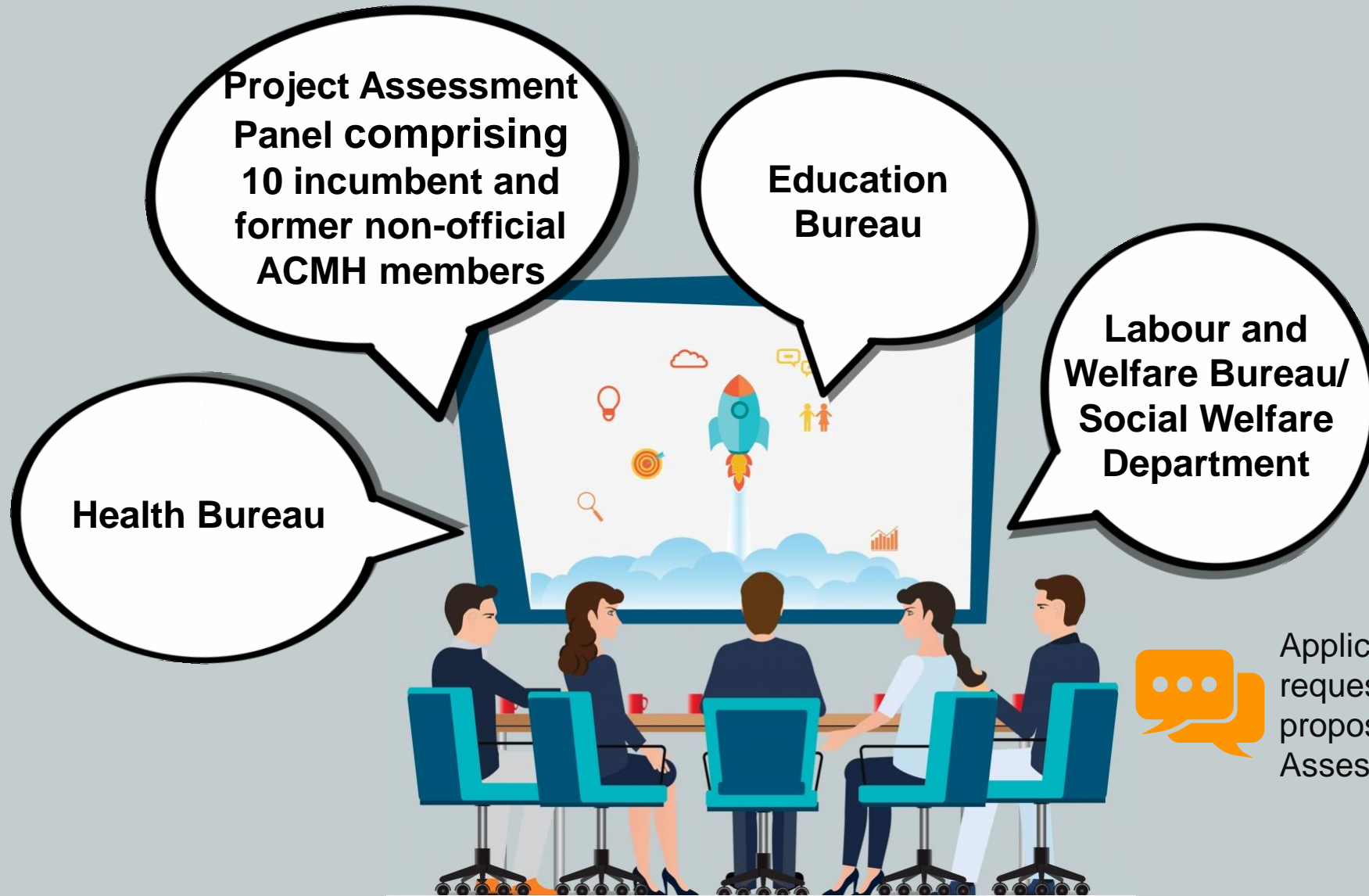- Agency members of the Hong Kong Council of Social Service

- Post-secondary institutions registered under the laws of Hong Kong
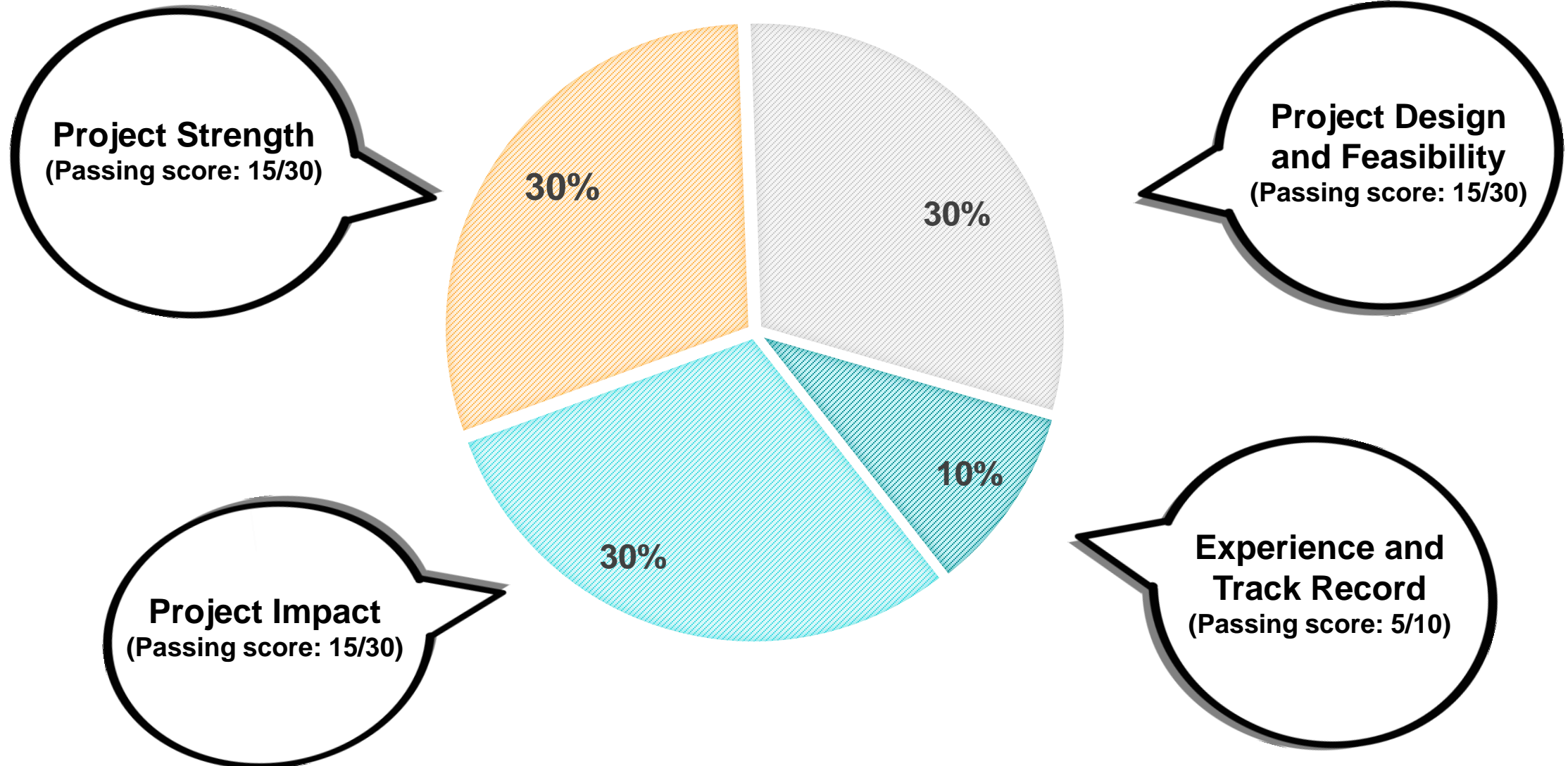
Eligible projects should –

- Meet the objectives of the Funding Scheme and criteria mentioned in the Guide to Application
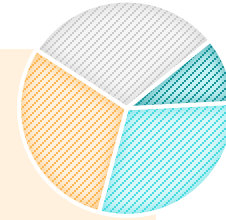
- Be non-profitmaking in nature

Assessment Criteria

+ Project Strength

- ✓ Project falls under the **priority area(s)** or carries relevant theme(s)

- ✓ **Innovative** project; or project will bring **significant added-value** to existing programmes being carried out by the applicant organisation, Government, schools or other NGOs

- ✓ Project involves **collaboration** with patient groups or other relevant groups; proposes **effective channels** to recruit/ reach out to target groups; makes the services **accessible by target groups**; enables **effective delivery** of district-based or community-based services/programmes

Weighting: 30%

Assessment Criteria

+ Project Impact

- ✓ Project has sufficient **mental health related service elements** and addresses the **specific needs** of the target beneficiaries under the **COVID-19 epidemic**

- ✓ Project conveys mental health **knowledge** through the service delivery and brings **direct benefits to/positive effects on <u>mental health</u>** of the target beneficiaries

- ✓ Project effectively raises the **awareness** of the target beneficiaries of their mental health and/or the need of help-seeking, facilitates **capacity building**, and promotes **means of self-help**

- ✓ Project benefits the service users/participants **in the long run even <u>beyond the project period</u>**

Weighting: 30%

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 proportion of staff cost relative to the overall project budget and the availability of effective means to achieve the target outputs/outcomes

- ✓ Project has included **interactive elements** and connects participants; well-structured with **clear objectives**; and with **targeted support** to specific groups of service recipients

- ✓ **Sound evaluation methods** will be adopted and **specific outcome/output indicators** are used to objectively assess the programme's effectiveness in achieving the objectives stated in the proposal
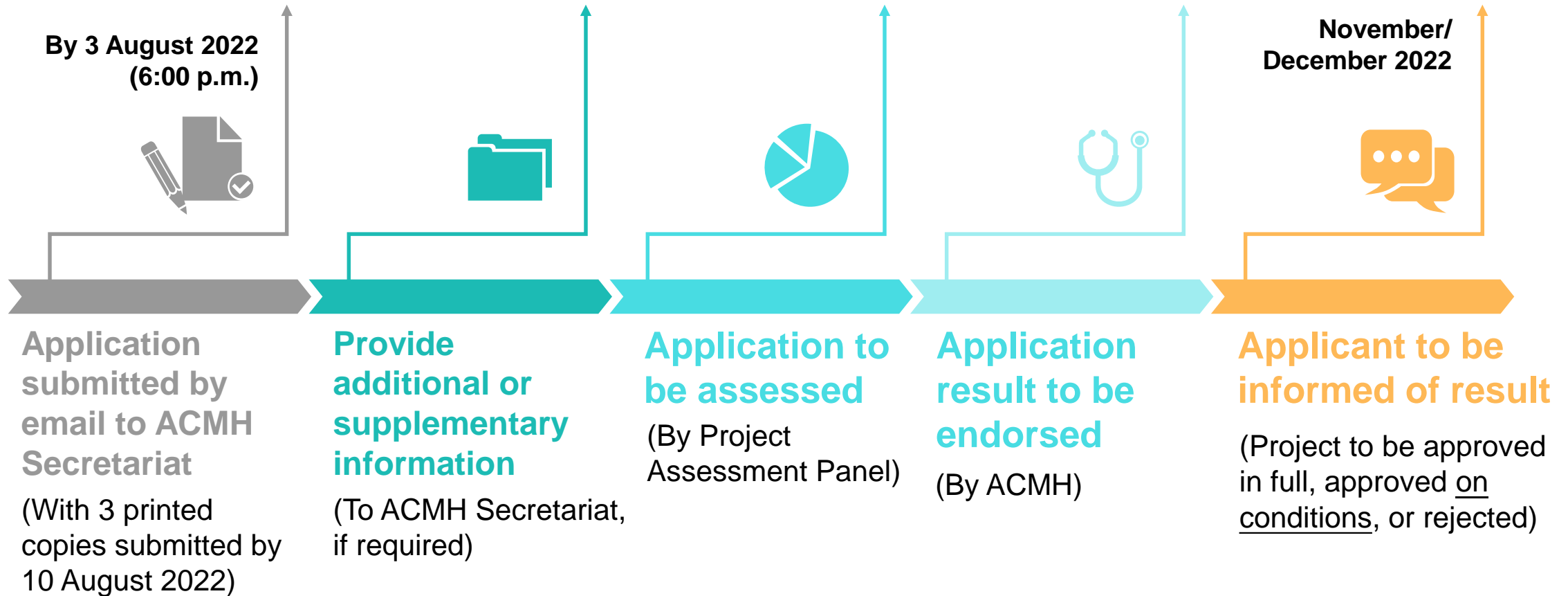
Weighting: 30%
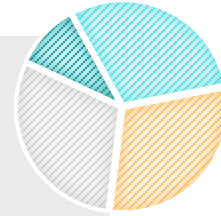
Assessment Criteria

+ Experience and Track Record of Applicant Organisation

- ✓ Relevant experience in the **mental health field** and/or implementing **publicly-funded** programmes

- ✓ Technical and management capability of the applicant organisation and the project team proposed to be set up for the project

Weighting: 10%

How will the application be processed?

By 3 August 2022 (6:00 p.m.)

November/ December 2022

Application submitted by email to ACMH Secretariat

(With 3 printed copies submitted by 10 August 2022)

Provide additional or supplementary information

(To ACMH Secretariat, if required)

Application to be assessed

(By Project Assessment Panel)

Application result to be endorsed

(By ACMH)

Applicant to be informed of result

(Project to be approved in full, approved on conditions, or rejected)

Thank you