



香港青年協會  
*the hongkong federation of youth groups*



# HKFYG Run For Wellness

## 青協背包跑



# The Hong Kong Federation of Youth Groups (HKFYG)

- Founded in 1960
- Non-profit-making NGO
- Major Youth Service Organization in HK

We are committed to nurture young people to be honorable, honest, caring, responsible and dutiful citizens, prepared and ready to take on the challenges and opportunities before them.





# 12 Core Services

## 青協 · 有您需要 It's all about YOUth

Youth S.P.O.Ts



M21 Multimedia Services



Counselling Services



Youth At Risks Services



Employment Services



Volunteer Services



Leadership Training



Parenting Services



Education Services



Leisure, Cultural and Sports Services



Creativity Education and Youth Exchange



Research and Publications





# Project STEP-Emotional Wellness for Young People



A multifaceted programme to cultivate an collectively raised awareness and address the issue of **emotional management** and **wellness** in young people.



# Project STEP-Emotional Wellness for Young People

## 計劃內容

### PROJECT STEP-青少年情緒健康計劃

# 10大項目

#### STEP 1 • 預防教育

##### 情緒動車

流動教育車以鮮明外型配搭新科技元素，到訪全港各區及學校，推行情緒教育活動。

##### 情緒劇場

創作以情緒為主題的劇目，以劇場教育形式 (Theatre in Education) 引發學生的互動參與和討論。

##### 情緒長跑

透過跑步運動提升社會人士對學童壓力及身心健康的關注，齊來「Run for Wellness- 為快樂起步」。

##### 情緒網站

於M21網站設立討論及分享情緒專區，鼓勵朋輩間互相支持。

#### STEP 3 • 適時介入

##### 情緒專線

透過專線 2777 8899 及 Whatsapp 6277 8899 為青少年提供即時情緒支援。

##### 情緒治療

資助有需要之青少年接受私家精神科治療，以填補現時的服務空隙，減低他們因輪候時間過長而延誤治療的機會。

##### 情緒指標

建立一套具實證的青少年情緒健康指標，定期評估及量度社會的情緒健康指數。

#### STEP 2 • 系統訓練

##### 情緒課程

分別為青少年、家長、老師及在職人士設計有系統的情緒健康課程，透過學校、社區及媒體平台向公眾宣傳和推廣。

##### 情緒視頻

進行情緒教育的多媒體及短片製作，於社交媒體平台廣泛推廣。

##### 情緒大使

於社區及學校招募情緒大使，經培訓後協助推行情緒動車及支援其他情緒健康社區教育活動。

Expected number of beneficiaries: 600,000





# #HKFYG Run For Wellness

hashtags #hkfygrunforwellness #青協背包跑







# HKFYG Run For Wellness 青協背包跑

*A territory-wide annual event under Project STEP*

## Project STEP

## Run for Wellness

Regular exercise is closely related to mental health.

Promote emotional wellness of youth to the community.

Engage the public and various sectors to Project STEP through the run.

Raise funds to continue our work on youth wellness.





青協書籍一本

完成賽事獎牌  
(只於賽事當日派發)

主題貼紙

青協背包跑

紀念品

號碼布

"RUN FOR WELLNESS"  
T-shirt

主題背包乙個

(\*大會將隨機派發其中一款)

"RUN FOR WELLNESS"  
運動毛巾

KT Tape  
試用裝

鴻福堂  
刺五加能量飲(蘋果)

SEKKIS  
潤手霜

撒隆道  
清涼滲透貼

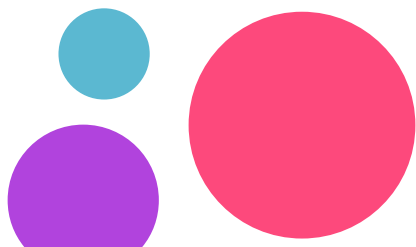
GATSBY  
潔面紙巾

OnePure  
天然礦泉水

\*圖片只供參考



All participants carried a backpack and a book as a token gesture of sharing young people's load.





# Recap: Run For Wellness 2017

## Event Highlights



Video : <https://youtu.be/wBXNQ4V8v4E>

Website : <https://www.runforwellness.hk/>



# Side Programme: Wellness Carnival

*Extra fun alongside the races*



- A Wellness Carnival comprising a variety of art and sports workshops and activities was held alongside the races to bring a joyous day to participants and their families.
- Fifteen booths including yoga, basketball machine and handmade art workshops catered more than **3,000** visitors.



# Media Coverage of the Event

「青協背包跑」助青年調適情緒

發佈日期：2017-04-10



【本報港聞部報道】近年青少年的情緒健康引起社會高度關注，青年協會媒體輔導中心透過熱線和網上輔導，每年平均處理6.5萬宗求助個案，與情緒和健康相關的約佔五成。針對問題所在，香港青年協會推行為期五年全新的「Project STEP—青少年情緒健康計劃」，希望透過學校及社區層面的預防工作及適時介入，鼓勵青少年正面認識情緒和學習關愛。



## Steps for kids' mental well-being

Sum Lok-kei

Some 2,500 runners wearing backpacks helped raise mental health awareness for schoolchildren at the Science Park.

Participants in the "Run for Wellness" joined the three-kilometer or 8km race with backpacks stuffed with books, which organizer Hong Kong Federation of Youth Groups said symbolized the pressure local youths endure in their studies.

Federation supervisor Hsu Siu-man said her organization handles 65,000 requests for help from youths annually, and about half are related to emotional distress and health issues. She said yesterday morning's race was the first activity of Project STEP, a mental health promotion program designed to support students aged 15 to 24.

Project STEP aims to promote mental well-being and stress management skills in schools through workshops and counseling services for students. Should the need arise, students will also be sponsored for treatment at private psychiatric clinics to ensure timely intervention, it said.



Other initiatives of the program include developing a mental health index for teenagers and training student ambassadors to promote mental wellness in communities.

Sponsored by an HSBC charity fund, this mental health program will run for at least five years, the federation said.

Lau, who took part in the race with his son, said he enjoyed the event, adding sports is a good destressing activity for children. "I think working out with my son is good for our communication," he said. "During the race we supported and encouraged each other."

A secondary school student named Yip



Runners wore backpacks filled with books to highlight schoolwork stress. 50 50

said the backpack analogy is appropriate. Students are under a lot of pressure from schoolwork and it was "good to be able to relax and talk to friends" after the race, he said.

Asked about the recent student suicides, a young participant urged fellow students to cherish the time they have in school. "To me, school life should be the happiest period in a person's life. There's no reason to give it up for temporary issues," he said.

Students should talk to social workers at school if they feel overwhelmed or seek help from their peers, he added.

Since January there have been more than 10 incidents of student-related suicides, with the youngest aged 10.

Last month, the Education Bureau responded to the alarming trend by releasing a handbook for schools to prevent suicide and identify at-risk students. However, lawmakers were dissatisfied and urged the bureau to suspend the controversial Basic Competency Assessments.



# Media Coverage of the Event

## 馬紹祥指青少年成長面對挑戰 要學習認識自己的情緒

2017-04-09 HKT 10:12

推介 0 分享工具



馬紹祥（右四）出席活動時說，青少年面對問題可找社工幫助；聶德權（右三）呼籲青年人面對壓力，以平常心面對。（何青霞攝）

發展局局長馬紹祥，在一個青年活動上表示，青少年在成長中面對不同挑戰和壓力，要學習認識自己的情緒，同行者亦要給予支持。

馬紹祥強調，青少年面對壓力時的負面情緒不是過錯，有問題可找社工幫助。

出席同一活動的食物及衛生局常任秘書長聶德權表示，自己曾擔任社會福利署署長，對鼓勵青年人面對壓力深有體會，又以個人經驗分享，若有事情改變不了，就以平常心面對；可改變的，就勇敢地做好。



親子頭條  
2月21日 7:00

揸住背包跑步比賽？幾得意㗎！賽事分3公里和8公里，仲有個人、親子、學校及機構隊添，聽講參加者可以得到嘅禮品都幾豐富架！

【巴士司機執正埋站】<http://bit.ly/2lbNpeR>

【減低手足口病傳染的方法】<http://bit.ly/2IXhtJB>

【小孩不像小孩的年代】<http://bit.ly/2l4DpnP>

【專訪台灣人氣童書作家王文華】<http://bit.ly/2ltUDvK>



【學生減壓新活動】「青協背包跑」快樂起步

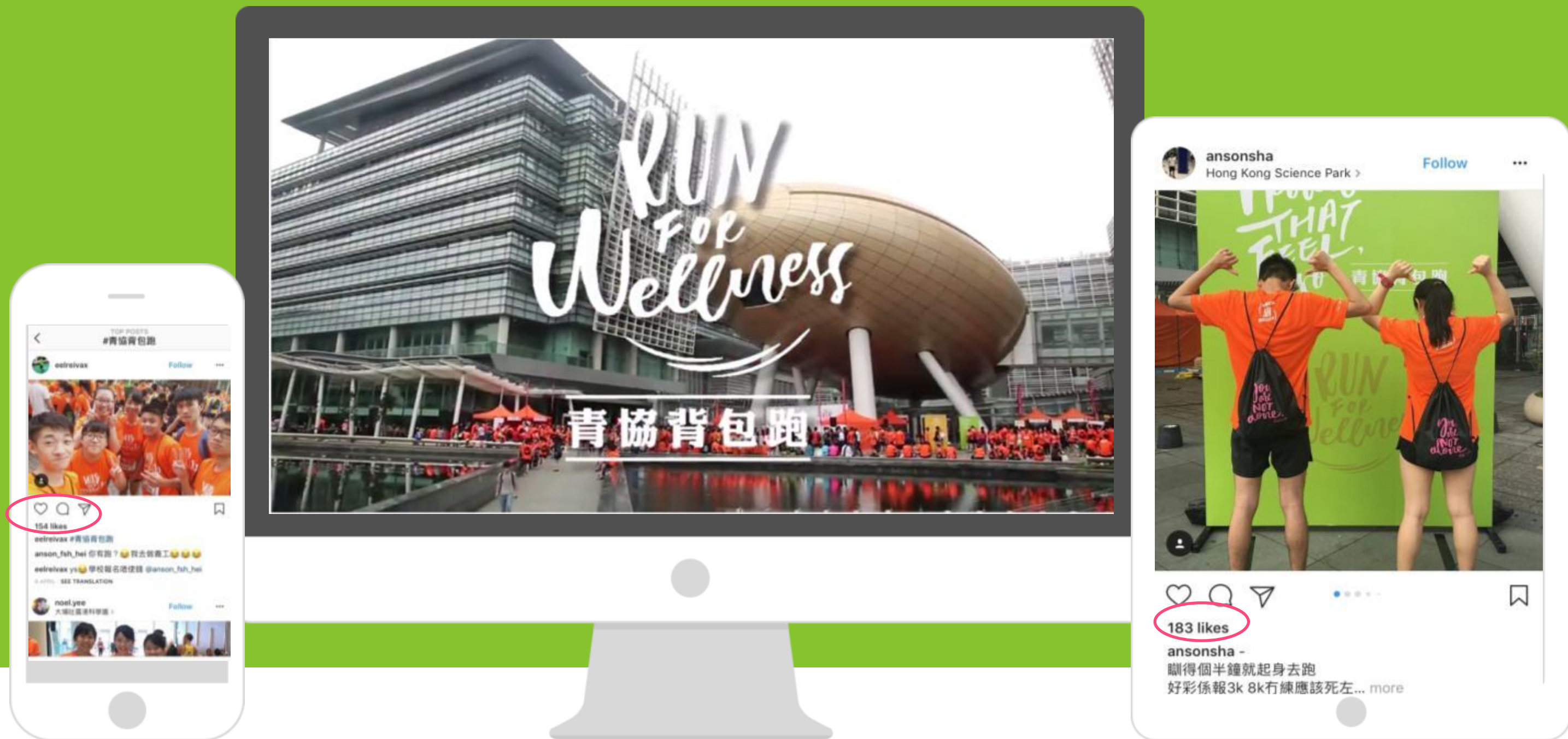
近日先後有多宗學童自殺事件，香港青少年的情緒健康引起社會高度關注，他們部分因為無法紓緩壓力而帶來負面影響。

PARENTINGHEADLINE.COM

讚 留言 分享

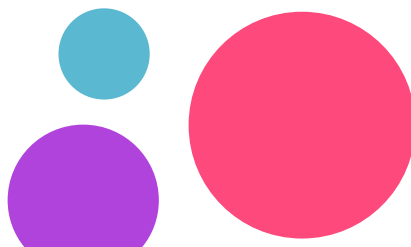
15





## 2,500 participants & volunteers involved

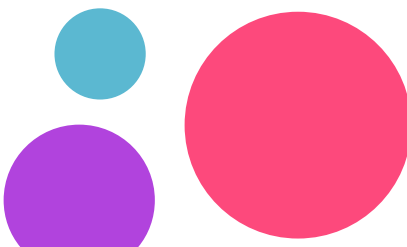
- 130 pieces of public posts with hashtag #hkfygrunforwellness & 117 pieces of related posts were seen on Instagram and Facebook respectively







- The event was publicized on different media platform including Facebook, U magazine, SportSoho Website, etc.
  - With 11 media ranging from TV news, printed newspaper to online radio programs reporting the event.
- 
- The media coverage on Apple Next Media recorded **13,246 views**.
  - The Facebook posts recorded a reach of **140,793**.
  - The event lasted for 5 hours and altogether recorded up to over **40,000 impressions**.





# HKFYG Run For Wellness 2018



- ✓ Target 4,000 participants
- ✓ 3KM & 10KM Races
- ✓ To encourage the community and family to take part in promoting the emotional wellness of young people
- ✓ To raise funds for Youth Wellness Psychiatric Service Scheme that provides subsidies and timely intervention for young people in need

**YOUR SUPPORT IS NEEDED!**



# Sponsorship Package



## Be our major sponsors

- ✓ Be our Diamond, Gold or Silver sponsor and enjoy full list of benefits offered at each sponsorship level



## In-kind sponsorship

- ✓ Performance/entertainment services
- ✓ Sports & outdoor products, snacks and drinks
- ✓ Runner packs, T-shirts
- ✓ Prizes and awards
- ✓ Free printing
- ✓ Free advertising



## Run with us participate as corporate race team (3KM)

- ✓ Establish a positive corporate image
- ✓ Promote caring action and charity donation
- ✓ For team-building with lots of fun
- ✓ Raise funds for the young generation and compete for the Corporate Trophy, and also for the Top Fundraising Award



## School Team Sponsor

- ✓ Sponsor a school team with HK\$1,000 so they can send students to participate in this energetic and meaningful race event

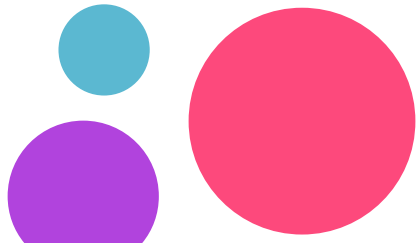


Sponsorship Package						
Entitlement	Diamond HK\$100,000	Gold HK\$50,000	Silver HK\$30,000	In-kind donation	<sup>1</sup> Corporate Race Team\$3,800 per team	School Team Sponsorship \$1,000 per team
Event Exposure						
Stage photo with guest of honour	✓	✓	/	/	/	/
Advertisement in Runner Guide Book	✓	✓	✓	/	/	/
Logo on ceremony backdrop	✓	✓	✓	✓	✓	/
No. of complimentary naming of “wellness carnival” booths	2	1	1	/	/	/
Quotas of corporate race teams	5	3	2	/	/	/
Pre-event Exposure						
Logo on event website (with company link)	✓	✓	✓	✓	✓	✓
Logo on promotional poster <sup>2</sup>	✓	✓	✓	✓	/	/
Logo on promotional video <sup>3</sup>	✓	✓	✓	✓	/	/
Press release and invitation	✓	✓	✓	✓	✓	/
Post-event Exposure						
Acknowledgment in HKFYG annual report	✓	✓	✓	✓	✓	✓
Acknowledgment in Bi-weekly e-newsletter Youth Matters	✓	✓	✓	✓	✓	✓

<sup>1</sup>Each corporate race team has 4 members for 3KM run. Exclusive privilege includes: corporate name on runner bibs and priority participation for Wellness Carnival

<sup>2</sup>Posters will be distributed to 1,100 schools, institute and around 425 estates. It will be advertised on SportSOHO and UMagazine as well (subject to the reply date)

<sup>3</sup>Video will be broadcasted through social media ads and M21青協網台





# Partnership

**joining hands** with us for the promotion of youth emotional wellness!



## For enquiries:

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## Let's Run For Wellness together!