

1. Project information

Project Title (max. 20 words)	Moi *[M-wa] (French: Me)
Service target	Two layers of service targets: 1 st : University students 2 nd : The public
Service district/location	Phase 1: Online platform Phase 2: Online platform/University classroom
Execution period	April 2021- September 2021
Background	<p>It is not a secret that 2020 was a stressful year for all HKers and that it took a toll on everybody’s mental health especially today’s youth. According to a report by MindHK, almost half of those polled locally, aged 18-24, have symptoms of PTSD and/or depression. However, in Hong Kong, it is common for people to do nothing about it. About three quarters of people who experience mental health symptoms would not seek professional help. Some of the reasons behind may be that they feel it is not serious enough to be considered as mental health disorder.</p> <p>With people experiencing symptoms and not being able to be detected, their symptoms may deteriorate quickly and develop mental illness.</p> <p>To help with the situation, self-care has been recommended as a remedy. If self-care is practiced regularly the benefits are linked to positive health outcomes such as stress reduction, improved immune system, productivity and even higher self-esteem.</p> <p>However, many people fail to acknowledge the importance of self-care. Most of them have some misconception on it. They either believe it’s a waste of time and would feel guilty about it or stress themselves even more, thus leading to undesirable results.</p>

<p>Rationale</p>	<p>As it is impossible to detect who is currently suffering from mental illness symptoms (especially when they would not seek help themselves), promoting self-care can help them by decreasing the chance of onset of mental illnesses. Self-care is a mean of self-help that people can practise themselves.</p> <p>Defined by WHO, self-care is the ability of individuals, families and communities to promote health, prevent disease, maintain health, and to cope with illness and disability with or without the support of a healthcare provider. The promotion of self-care is to empower individuals with healthy decision-making ability. As said above, regular practise of self-care can bring more benefits to our health than one-off practises.</p> <p>Misconceptions of self-care should be cleared as anything that is done to take care of oneself is considered a self-care habit. For example, taking a walk or stretching a few minutes in the morning. Education on different kinds of self-care can allow people to realize it is easy to do in daily life, thus promoting habits of self-care in daily life.</p>
<p>Purpose</p>	<ul style="list-style-type: none"> - To promote and debunk the myths of self-care <ul style="list-style-type: none"> • Myths include: <ul style="list-style-type: none"> ○ Self-care is selfish ○ The effects of self-care are temporary ○ Self-care is just for women ○ Self-care takes too much time ○ Self-care is doing anything that soothes you ○ Self-care is the same for everyone • Education on self-care can allow people to realize the importance of it. - To create habits of self-care within a group of participants <ul style="list-style-type: none"> • Regular self-care is beneficial. By starting small, this group of participants can experience the good self-care can bring and sustain the practice throughout life. - Help participants find a self-help way to deal with stress <ul style="list-style-type: none"> • Self-care is often linked to de-stress and decrease of chance of onset of mental illness symptoms - Improve mental health <ul style="list-style-type: none"> • Being aware of your mental state (mindfulness) and taking time to

	<p>take care of it can help improve mental health.</p> <ul style="list-style-type: none"> - Use social media as a medium to reach out <ul style="list-style-type: none"> • Using social media to promote psychoeducation on self-care can be effective for the age group 12-24. • Social media is part of everyday life. Posting information on self-care can therefore be incorporated in their daily lives (given that they follow the page)
<p>Related to Psychology</p>	<p>Mental health has always been a topic of interest for me because I am a psychology major student studying at CUHK. Since secondary school, I have already participated in projects related to mental health illness, eg depression. As I progressed with my studies, I learnt much more on different causes and the pain of people who have mental health issues. What's more, people around me are always stressed out and never know when to rest (typical life of a university student). However, as I am only a student, there is so little I can do to help people with mental health problems. I cannot provide counselling and I am not a professional. But my dream is to create change and help improve the mental health of people around me.</p> <p>After consideration, the only thing I am able to do now is share the knowledge I have acquired that can help prevent the onset of mental health illness – Self-Care. I hope through promoting self-care, people can help themselves in times of need. And by practising self-care, I hope others can deal with stress better and lessen the effect of mental health illness symptoms. I also want to raise the awareness of mental health and that everyone has the ability to keep their mental health healthy.</p> <p>Thanks to my psychology background, I have acquired many psychological knowledges on self-care and self-help. Moreover, I have been volunteering at different mental health social enterprises and organizing mental health related activities, which equips me with skills to implement the challenge. And these mental health social enterprises can also be partners in the future for the project.</p>
<p>Content</p>	<p>Phase 1: Self-Care Instagram Target audience: The public (12- 24yo) Date: April 2021 – September 2021 Venue: Instagram</p>

It is common to see Self-Care Instagram accounts that are based in foreign countries, sharing different self-care tips and benefits of self-care. In Hong Kong, there are also accounts that are on psychoeducation on mental health, eg Storytaler, Just a moment... but rarely do we see an Instagram account only focused on self-care and in Cantonese. Therefore, an Instagram account on self-care will be opened.

Post content themes will include:

- What self-care is
- Self-care attitudes
- Self-care benefits
- Self-care controversies
- Self-care methods and type
- ETC

Posts will be made in English and Cantonese to facilitate understanding. Instagram is used as most youngsters nowadays have an Instagram account. The content can easily reach them through this platform. Moreover, this account can be used for promotion of the self-care challenge.

Phase 2: Self-Care Challenge

It takes 21 days for a person to form a habit. Through this challenge, it is hoped that participants can build a personalized self-care habit.

Participants: 20 university students

1. Online/ Face-to-face Workshop

Date: Last week of July 2021

Venue: TBC (depending on the pandemic)

This workshop will be the kickoff of the challenge. The workshop will introduce the following:

- What self-care is
- How it benefits our mental health
- What it is not (Debunking myths)
- Correct attitude towards self-care
- What kinds of self-care
- Introduce ways to incorporate into our daily life
- Set habit goals and open groups

2. Self-Care teaching lessons

Date: Last week of July 2021

	<p>To help participants pick up their self-care habits, online videos/lessons would be provided to teach them before the official challenge.</p> <ul style="list-style-type: none"> - Yoga - Journaling - Stretching - Meditation - Etc <p>*Participants are encouraged to take up a self-care habit they haven't practiced before but are interested in.</p> <p>3. 21-day self-care challenge Date: 1st – 3rd week of August</p> <p>All participants will be added into a telegram/signal group and take pictures/prove that they have done their self-care habits for the day. This group is also used to create a community of people who are all trying to achieve their goals. Peer support will be given. They can also encourage each other on the journey. The group will also share different posts (from the Instagram) on how to stay with their habits.</p> <p>To also increase their motivation of staying with their habits, they would have given a deposit of \$600 (as an extrinsic motivation) at the start of the challenge.</p> <p>If they could consecutively do their chosen habit for:</p> <ul style="list-style-type: none"> - 1 week: 1/3 of deposit will be returned - 2 weeks: 2/3 of deposit will be returned - 3 weeks: 3/3 of deposit will be returned (+ a small prize) <p>4. Sharing</p> <p>After the challenge, there would be a sharing session for all participants to talk about their changes after the self-care challenge.</p>
<p>Evaluation Methods</p>	<p>Please describe how you would evaluate whether you have actualized your project:</p> <p>For Phase 1: As an Instagram page will be used, evaluation will be based on the increase in followers and the data of clicks into the page.</p> <p>For phase 2: The objective is to help the participants develop a self-care habit and hopefully help them find a way to de-stress. A pre-test and post-test will be given before</p>

	<p>and after the challenge respectively to see if there are any changes in their habits and stress level.</p> <p>Pre-test :</p> <ul style="list-style-type: none"> - Perceived Stress Scale (PSS) - Daily habits - Interests <p>Post-test:</p> <ul style="list-style-type: none"> - Perceived Stress Scale (PSS) - Perceived changes - Continuation of self-care routine
Sustainability	<p>Phase 1:</p> <p>The self-care Instagram account will continue to operate after September 2021. Participants of Phase 2 will be recruited to help the operation of the account.</p> <p>Phase 2:</p> <p>The telegram group would not be deleted. After 1 month, 3 months and 6 months, participants will be asked if they have continued their self-care habits. They would also be invited to share some feelings/photos to be posted in the Instagram account.</p> <p>Phase 3:</p> <p>If both phases go well, a 3rd phase on how to care for others around us will be implemented.</p>
Innovation	<p>Since the pandemic, using different online platforms have been the “new normal”. Taking advantages of the benefits of online interaction (saving time and money), this project hopes to prove that it is possible to improve mental health despite being online and isolated. Also, the use of online platforms can prevent the transmission of diseases and also won’t be cancelled.</p> <p>Moreover, rarely do we see “self-care challenges” that create a community and have rewards at the end of the challenge.</p>

2. Working Schedule

Date	Venue	Content
3/2021	Online (Instagram)	Preparation of Self- Care Instagram
4-8/2021	Online (Instagram)	Start Instagram account on Self- Care (Posts on introduction of self-care, methods of self-care, debunking myths of self-care)
4-5/2021	/	Preparation of workshop (Finding suitable organizations to help teach different self-care, organizing content to be shared to participants)
6-7/2021	Online (Instagram)	Recruitment of participant and promotion of event, Finalize workshop details, Finalize all grouping matters
7-8/2021	University/Zoom	Holding workshop and proceeding with 21-day self-care challenge

3. Please provide your contingency plan if the original schedule is affected by the COVID-19.

All plans will proceed as normal as most of the events uses online platforms and Zoom. Moreover, as phase 2 requires participants to do their self-care habits at home, so Covid-19 won't be a problem. (They will have to stay at home anyway)

4. Risk Management

Expected difficulty	Solution
1. I am not a professional in operating an Instagram page.	I will research and learn the algorithm of Instagram. I will finalize the design theme and create content and posts during February and March.
2. There may not be enough participants.	Friends from university would be recruited.
3. Procrastination due to one-person project	Set schedule for myself to remind what needs to be done from time-to-time
4. Participants may not be motivated during the challenge.	I will do the challenge with them to motivate them as well.
5. It is hard to finish it all by myself	If I am selected, I would recruit more friends to help with this project. I will also ask my mentor (given by ymca) to help with guidance and suggestions.

5. Budget

Expense	Unit Cost (HKDS)	Quantity	Subtotal (HKDS)
Designing apps	\$100	1	\$100
Self-Care lessons (Yoga instructor, mindfulness instructor, meditation instructor....)	\$10000	1	\$5000
Prizes for total competition of challenge	\$4000	1	\$4000
Total			\$9100

Reference:

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