

# [“Shall We Talk” initiative launches to promote mental health \(with photo\)](#)

Jointly organised by the Advisory Committee on Mental Health and the Department of Health (DH), the "Shall We Talk" initiative was officially launched today (July 11) with an aim to promote mental health and eliminate stigmatisation towards persons with mental health needs, in order to build a mental health friendly community.

The slogan of the initiative is "Let's take care of our mental health", which encourages the public to communicate and share with people around them. Famous singer Mr Eason Chan has been appointed as the initiative's ambassador, and his rearranged version of classic Canto-pop song "Shall We Talk" has been chosen as the theme song of the initiative to arouse public attention to mental well-being. Eason is dedicated to promoting mental health in the community and sending positive message to the public by also engaging in the production of videos as well as other publicity and educational materials.

Sustaining the efforts of "Joyful@HK" campaign, a territory-wide mental health promotion and publicity campaign launched by the DH from 2016 to 2018, the "Shall We Talk" initiative wishes to increase public engagement in promoting mental well-being, enhance public knowledge about mental health with a view to encouraging help-seeking and early intervention and reduce stigma towards people with mental illness.

Following the official launch of the initiative today, a series of promotional activities will be rolled out to deliver mental health messages to people from different age groups including the youths, adults and elderly. Among them is a brand new, one-stop dedicated website ([shallwetalk.hk](http://shallwetalk.hk)) with abundant information such as mental well-being, common mental health problems, treatment, getting help, community support, activities and story sharing etc. There are also rich mental health related resources concerning schools and workplace.

The initiative's fanpages of Facebook ([facebook.com/shallwetalkhk20](https://facebook.com/shallwetalkhk20)) and Instagram ([instagram.com/shallwetalkhk20](https://instagram.com/shallwetalkhk20)) have been launched. The public are welcome to "like" / "follow" and share the fanpages in order to receive the latest information.

Moreover, the Announcement in the Public Interest (APIs) of the initiative and the sharing videos of Mr Eason Chan have also been uploaded to the initiative's dedicated website, fanpages of Facebook and Instagram, as well as the Centre for Health Protection's YouTube channel ([youtube.com/c/ChpGovHkChannel](https://youtube.com/c/ChpGovHkChannel)). The APIs were also premiered in various TV and radio channels today.

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SHALL WE TALK



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Shall We Talk

陪我一直正視情緒健康  
Let's take care of our mental health  
Shallwetak.hk

