

Education Bureau Circular Memorandum No. 75/2022

From : Secretary for Education To : Heads of primary and secondary schools
(including special schools)

Ref : EDB(EPSK1)/1-50/1

Date : 4 May 2022

“Start the Day Full of Energy” Slogan Design Competition

Summary

This circular memorandum informs primary and secondary schools (including special schools) of the details of the “Start the Day Full of Energy” Slogan Design Competition organised by the Education Bureau (EDB) to promote students’ mental health, and encourages the active participation of schools, students and parents.

Background

2. To promote mental health among students, the EDB launched the “Mental Health @School” Student Mental Health Information website (<https://mentalhealth.edb.gov.hk/en>) in August 2021, providing a wide range of information on improving students’ mental health. Schools can identify appropriate resources and strategies for taking care of students’ mental health in different ways, so as to create a caring school environment where students can fully enjoy school life. A “Start the Day Full of Energy” quotation corner is created on the homepage of the “Mental Health @School” website to disseminate positive messages. With positivity brought into the campus, it is hoped that students will stay optimistic every day.

Details

3. To further enhance students’ mental health literacy, strengthen their resilience and mental health, and reduce the stigmas associated with help-seeking, the EDB organises the “Start the Day Full of Energy” Slogan Design Competition for all primary and secondary students in the territory.

4. The competition comprises a Lower Primary Parent-child Group, an Upper Primary Group, a Junior Secondary Group and a Senior Secondary Group. Parents are welcome to form a parent-child team with their children to enter the competition. All participants can register via the designated website (<https://mentalhealth.edb.gov.hk/en/support-programmes/competition.html>) from **3 May 2022 (Tuesday) to 31 May 2022 (Tuesday)**. There will be one champion, one first runner-up, one second runner-up and 10 merit awards in each category. The results of the competition will be announced on 15 July 2022 (Friday). Winners will be invited to attend the Prize Presentation

Ceremony. Winning entries will be published in the “Start the Day Full of Energy” quotation corner on the “Mental Health @School” website of the EDB. For details of the competition, please refer to the **Annex**.

Enquiries

5. For enquiries, please contact Ms Jennifer TANG of the Educational Psychology Service (Kowloon 1) Section of the EDB on 3698 4307.

Ms S M YIP
for Secretary for Education

c.c. Heads of sections – for information

“Start the Day Full of Energy” Slogan Design Competition

1. Objective

To raise students’ awareness of mental health literacy through, for example, promoting ways to maintain good mental health, encouraging people who have mental health needs to seek help and reducing the stigmas attached to those who seek help or have mental illness.

2. Details

2.1 Categories

- Lower Primary Parent-child Group (P.1 – P.3 students & parents)
- Upper Primary Group* (P.4 – P.6 students)
- Junior Secondary Group* (S.1 – S.3 students)
- Senior Secondary Group* (S.4 – S.6 students)

* *Parents of students in the Upper Primary, Junior Secondary and Senior Secondary Groups may also form a parent-child team with their children.*

2.2 How to Enter

Participants can visit the Competition page on the “Mental Health @School” Student Mental Health Information website (<https://mentalhealth.edb.gov.hk/en/support-programmes/competition.html>) to browse information on mental health literacy and submit entries via the Competition page.



2.3 Rules and Regulations

- Each participant can submit one entry only.
- The idea and content of the entries must conform to the theme of the competition. Participants must ensure that their entries are original and have not been published or used in other similar activities.
- Participants must ensure that their entries do not contain any material that is obscene, violent, pornographic, defamatory, indecent, disparaging or content that is controversial and inappropriate, and do not violate the laws of the HKSAR. Failure to do so will result in disqualification from the competition.
- Participants must complete the entry form and submit their entries via the designated webpage. Entries must be submitted by **23:59 (Hong Kong time) on 31 May 2022 (Tuesday)**. Entries sent by post or submitted in person will not be accepted.
- Any delay, loss, error, unidentified submission, etc. of data on the part of the participants due to technical problems with computers, smart phones, or networks will be regarded as failing to complete the submission process and the entries will be considered ineligible for the competition.
- Entries cannot be modified or replaced once submitted.

- Intellectual Property:
 - Entries must be the participants’ original work and have not been released publicly.
 - Participants must ensure that the content of their entries does not infringe on any copyright and publication right. For details, please refer to https://www.ipd.gov.hk/eng/pub_press/publications/IP_e.pdf.
 - Entries that have infringed on the intellectual property rights will not be accepted. The EDB takes no liability whatsoever for any infringement.
 - Regardless of the results of the competition, the EDB shall have the right to reproduce, use, modify, display and publish any entries, in whole or in part, in any forms without geographical, frequency and time restrictions and without payment of compensation; and the right to use, or not use, the winning entries. The EDB’s decision on the above actions shall be final.
 - The EDB has the final decision of the above actions.
- The EDB reserves the right to revise the rules, terms, content and arrangements of the competition without prior notice.
- In case of disputes, the EDB’s decision shall be final.

2.4 Theme and Requirements of Entries

- Entries must be based on the theme of promoting mental health literacy¹, and may include such messages as positive attitudes, self-care, facing setbacks, and overcoming adversities.
- Entries can be in Chinese and/or English, with a recommended maximum of 20 characters in Chinese or 15 words in English.

3. Awards and Prizes

There will be one champion, one first runner-up, one second runner-up and a maximum of 10 merit awards in each category. Winners will receive the following awards and prizes:

Award	Prize
Champion	Trophy + HK\$1,000 book voucher
First Runner-up	Trophy + HK\$800 book voucher
Second Runner-up	Trophy + HK\$500 book voucher
Merit awards (10)	Certificate of commendation + \$100 book voucher for each awardee

- Winners will receive awards and public recognition at the Prize Presentation Ceremony to be held in August 2022.
- The results of the competition will be announced on the “Mental Health @School” website of the EDB on 15 July 2022 (Friday). Winners will be notified of the details of the Prize Presentation Ceremony after the announcement of the competition results.

¹ Mental health literacy includes: (i) ways to maintain good mental health; (ii) understanding mental health disorders and their effective treatments; (iii) encouraging people who have mental health needs to seek help; and (iv) reducing the stigmas attached to the people who seek help or have mental illness.

- Winning entries (together with the names of the entrants and their attending schools) will be published in the “Start the Day Full of Energy” quotation corner on the “Mental Health @School” website of the EDB.

4. Judging Criteria

The judging panel comprises different stakeholders (including school heads, parents, professionals, etc.) who will weigh the entries based on the following criteria:

- Adherence to the theme (50%): whether it is in line with the theme of promoting mental health literacy, and whether the content is positive and inspiring.
- Impactfulness (30%): whether the use of words and expressions can convey the meaning of the slogans in an impactful way that impresses the readers.
- Creative thinking (20%): originality and uniqueness of the slogans.

5. Submission Period

3 – 31 May 2022

6. Enquiries

For enquiries, please contact Ms Jennifer TANG of the Educational Psychology Service (Kowloon 1) Section of the EDB on 3698 4307.