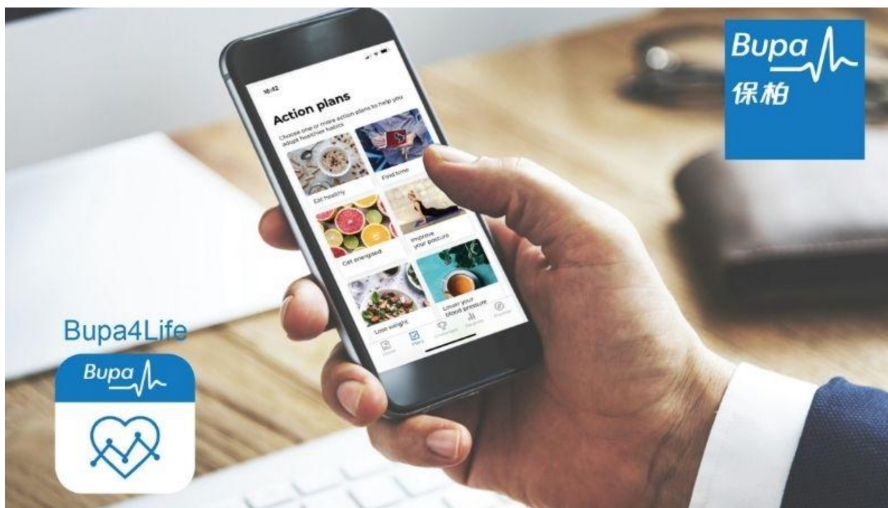


MARKETING-INTERACTIVE



Bupa HK launches campaign with focus on mental health

SIMON YUEN / 09 OCTOBER 2020



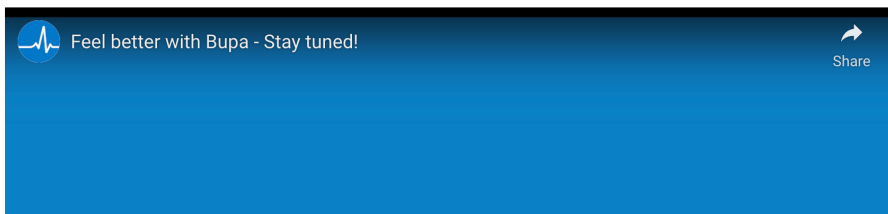
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With people around the world suffering from the impact of the COVID-19 pandemic, one key issue is mental health, as people's lifestyles have changed drastically. To help Hongkongers, Bupa Hong Kong has launched a new campaign featuring a series of mental health focused events.

The Feel Better Mental Health Campaign 2020 is aimed at making mental health support and services more accessible, enjoyable and sustainable in Hong Kong. As Hongkongers can easily go online to seek out mental health information, it's crucial that the information they receive is backed by medical expertise.

The campaign will be rolled out from mid-October to November, consisting of activities led by health experts and professional associations. In mid-October, the company will kick off the first community engagement event "#Go4aBreak".



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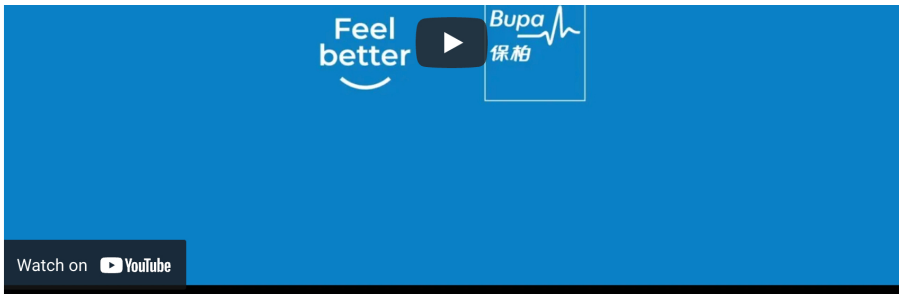
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In partnership with Social Ventures Hong Kong and Hong Kong-based NGO KELY Support Group, Bupa Hong Kong will launch a weekly webcast series, coupled with mental wellbeing videos and card games to encourage youth, families, office workers and the wider community to take a break to refresh, relax and recharge.

This community engagement event will be followed by an employee mental health survey in late October, which will include the findings of the company's latest research about mental health needs and expectations in the workplace.

When it comes to the workplace, Bupa Hong Kong will launch a new mental health recognition scheme for employers endorsed by the Mental Health Association of Hong Kong. This accreditation will promote the transformation of mental healthcare in the workplace, honouring companies in the city that have gone the extra mile to prioritise mental wellbeing for their employees.

Other aspects include an upgrade of Bupa Hong Kong's products, and the rollout of "Bupa4Life" - a mobile app that helps customers identify health risks and encourage them to achieve their health goals with functions such as an online health assessment, tailored monthly challenges, daily activity tracker, targeted wellness events calendar and health rewards.

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