

# Symposiums

**S1.2****Mental Health****13:15 Convention Hall C****Stigma/Anti-stigma Campaigning***Mak IWC**Public Awareness Committee, Hong Kong College of Psychiatrists, Hong Kong*

The importance of mental health to our society has gained better recognition in recent years. Yet, stigma related to mental disorders or mental health services is regarded as the main reason for insufficient help-seeking.

This presentation will discuss concept of stigma, some global anti-stigma campaigns, and the key principles of how to diminish it.

It will also introduce the local antistigma campaign "Look at Mi" organised by the Hong Kong College of Psychiatrists, and present the preliminary evaluation related to such work.