

Creating New Programs and Academic Disciplines :

**Behavioral Health, Expressive Arts,
Non-Profit Management**

Summer Institute 2019 :

Changes. Challenges. Choices

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Si Yuan Chair Professor of Health and Social Work,
Department of Social Work & Social Administration,
The University of Hong Kong

25th June, 2019

Starting a new program

- University as a hub for multidisciplinary collaboration and innovation
- Start with a practice problem or desirable social goal
- Design thinking and impact measurement
- What is your goal?

How to start?

- Should we wait for resources to start the programs?
- What is your experience?

Start with a noble goal & no resources

- Motivating community support, Alliance of patients mutual help Organizations
- Chronic patients
- Children on welfare

Inspire and Innovate

- Innovations for multi-focal development for excellence
- Fun and creative process, exercise, qigong, dance, arts,

Illness and Wellness

- How to move from Illness to Wellness?

Illness and Wellness

When “I” is Changed to “We”

Illness becomes Wellness

**Culture
& Values**

**Social/Political
System**

Body

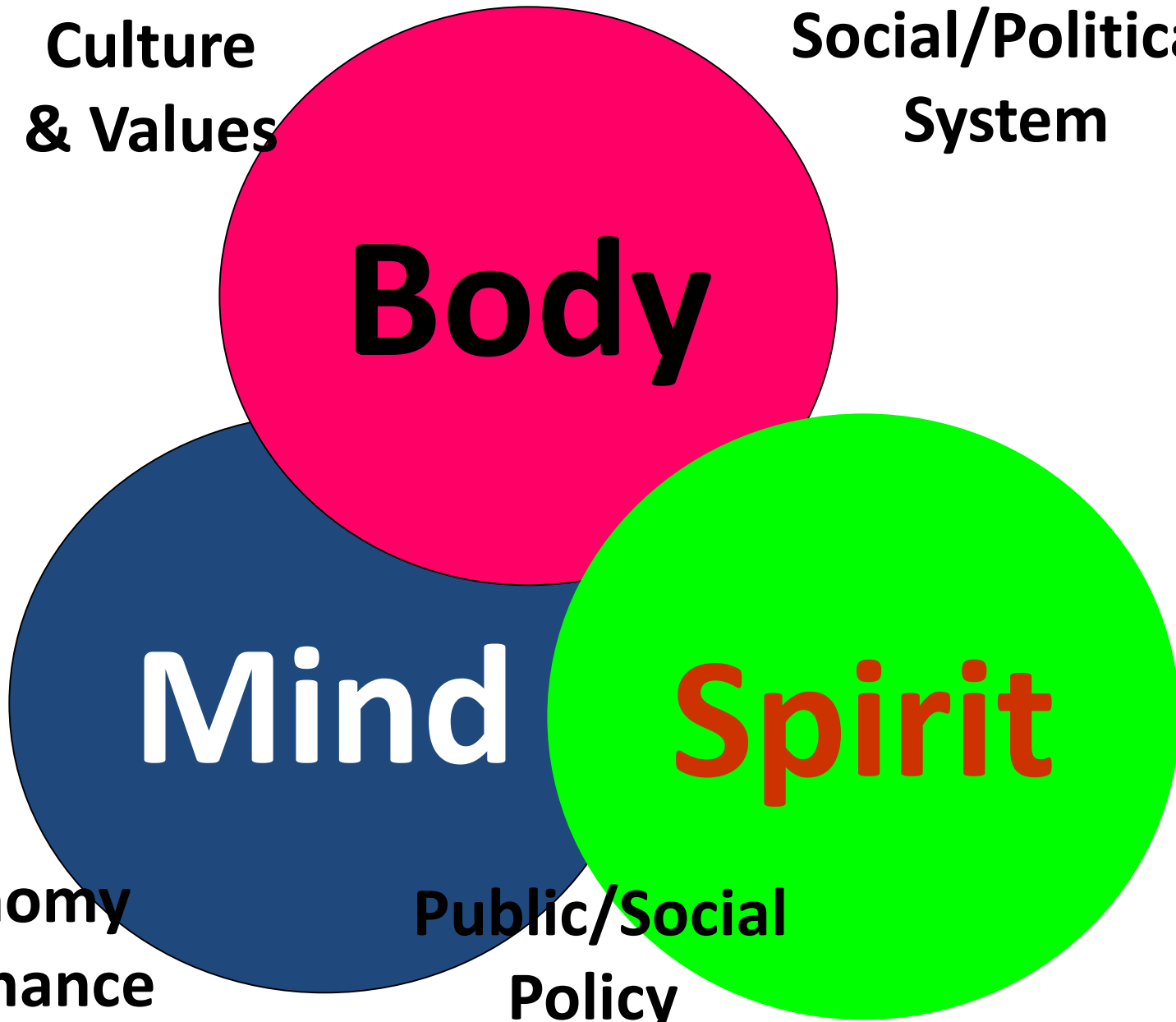
Mind

Spirit

**Economy
& Finance**

**Public/Social
Policy**

Environment



Body-Mind-Spirit Intervention

- Body (physical exercises, qi-gong, tai-ji...)
- Mind (emotions, re-conceptualization...)
- Spirit (meaning, values, belief systems...)
- Social Support (support groups, networks)
- Environment (housing, work, finance...)
- Social Policy (advocacy, social change...)
- From case and group to policy advocacy...

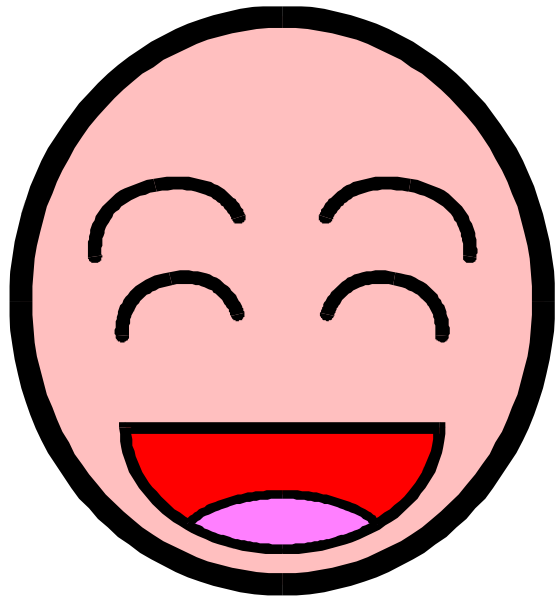


One-Second
Body-Mind-
Spirit (BMS)
Techniques :

Healing
Hands

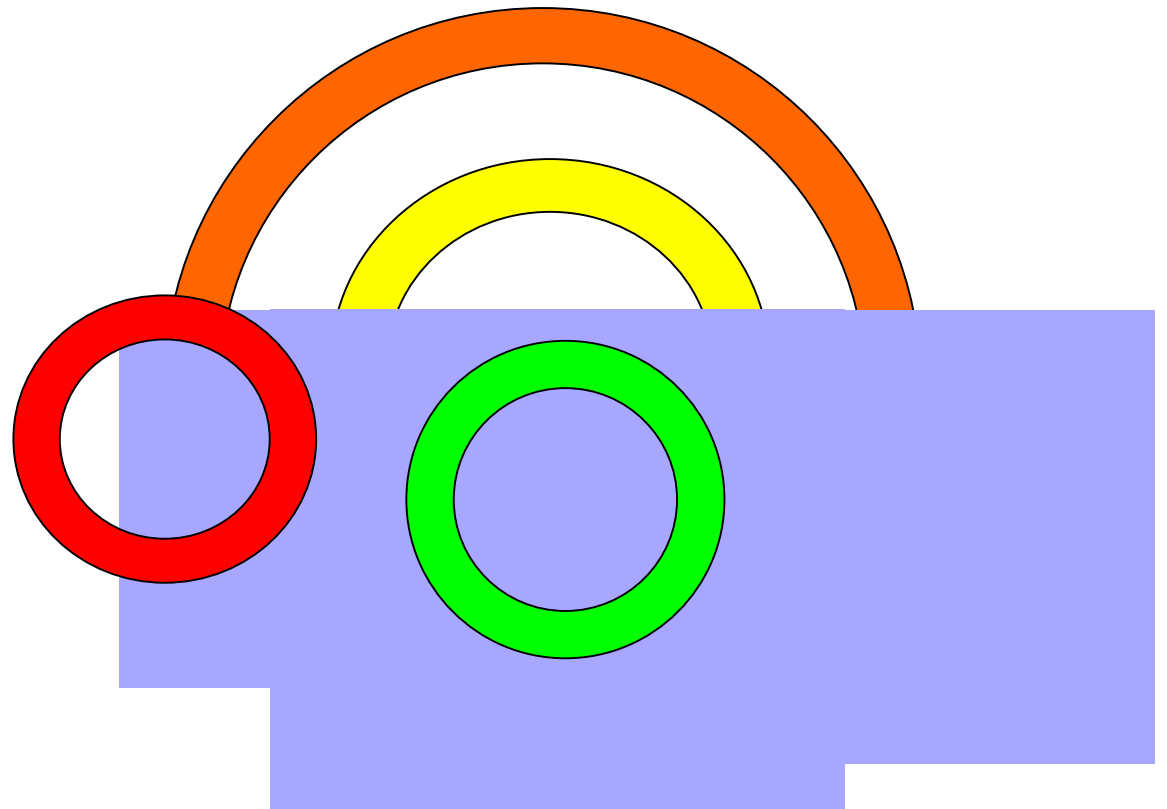
Dissemination, articulate needs and creating demands

- Tell touching stories
- Use infographics
- Educate about the “needs”
- Create demand
- Induce sense of urgency



Breathing Exercises

Ha Breathing



A full moon is positioned in the upper center of the frame against a clear blue sky. Below the moon, the sky transitions into a warm sunset or sunrise glow, with colors ranging from light yellow to orange. The bottom edge of the image shows the dark silhouette of a horizon line with some clouds.

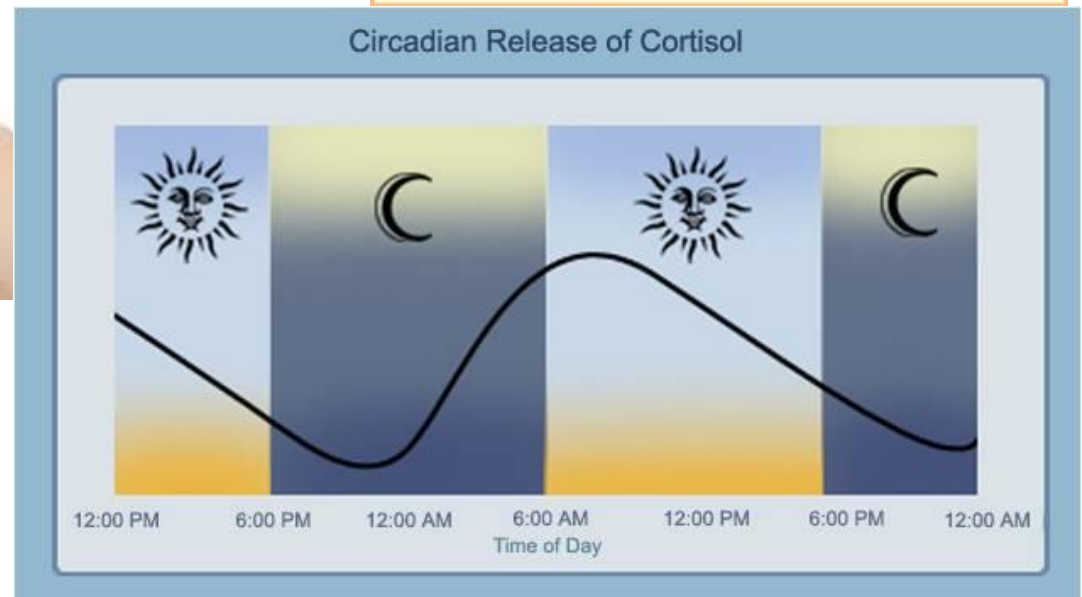
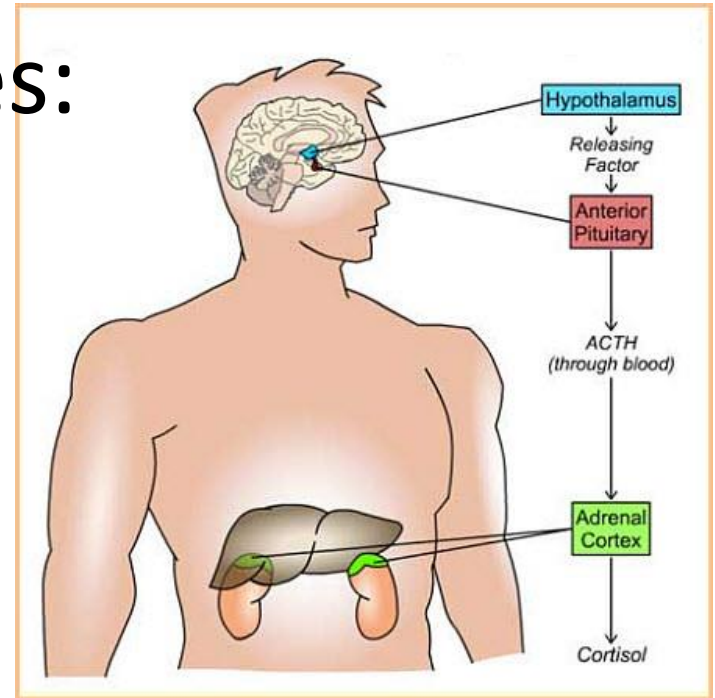
Contentment

Gratitude

Love

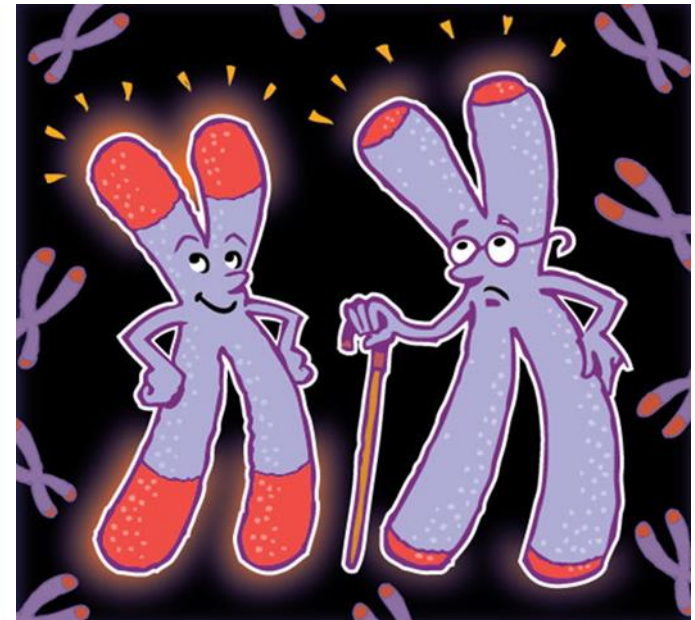
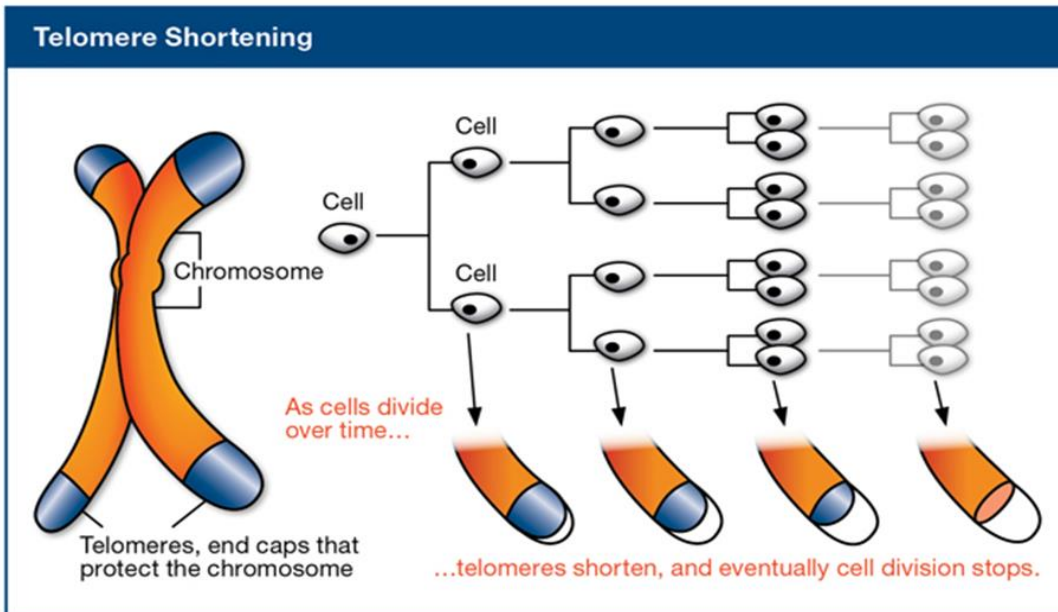
Forgiveness

Physiological Outcomes: Salivary Cortisol





Physiological Outcome: Telomerase Activities



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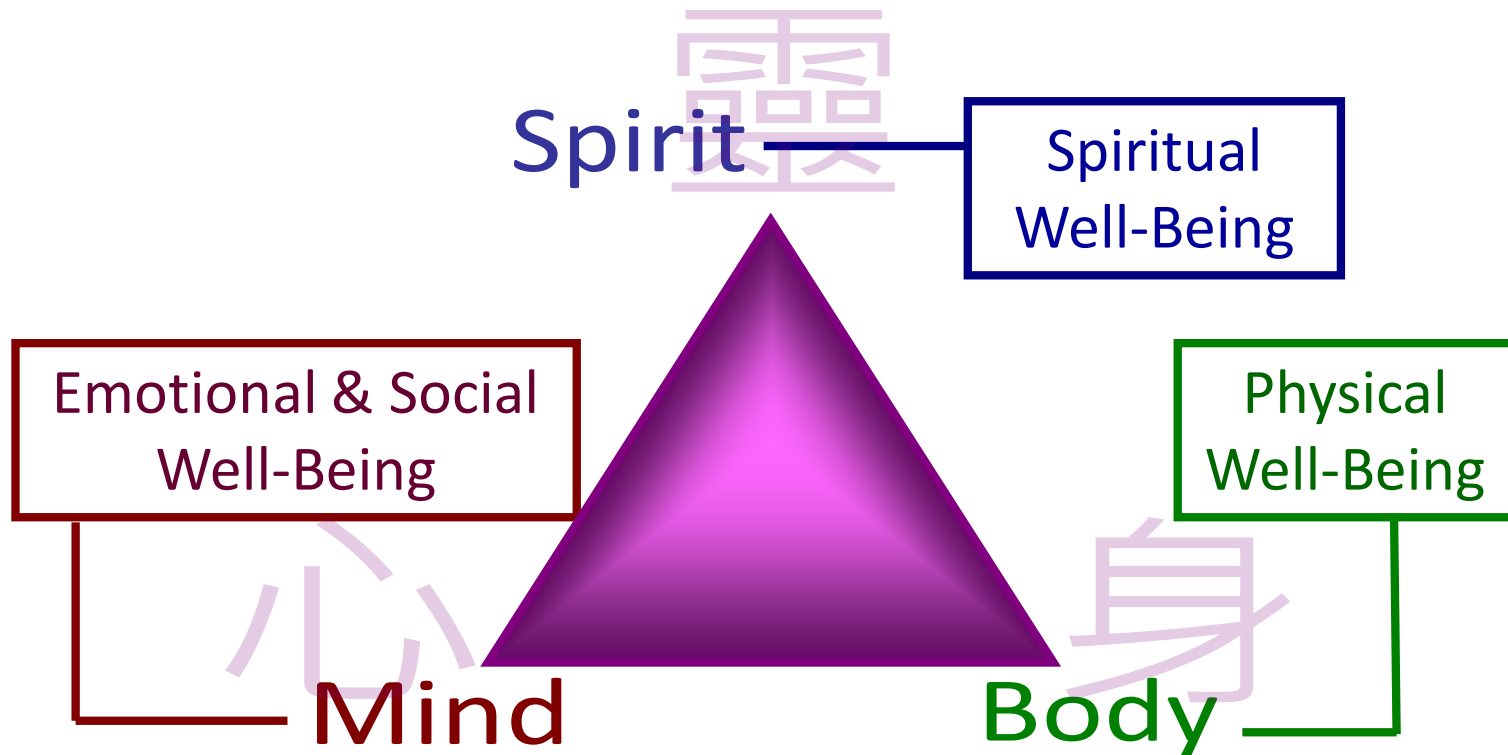
Master of Social Sciences *in*

Behavioral Health

ADMISSION 2015/16

One-year full-time/ two-year part-time
programme

1. Integration of Body-Mind-Spirit



BMS in caring communities & health oriented



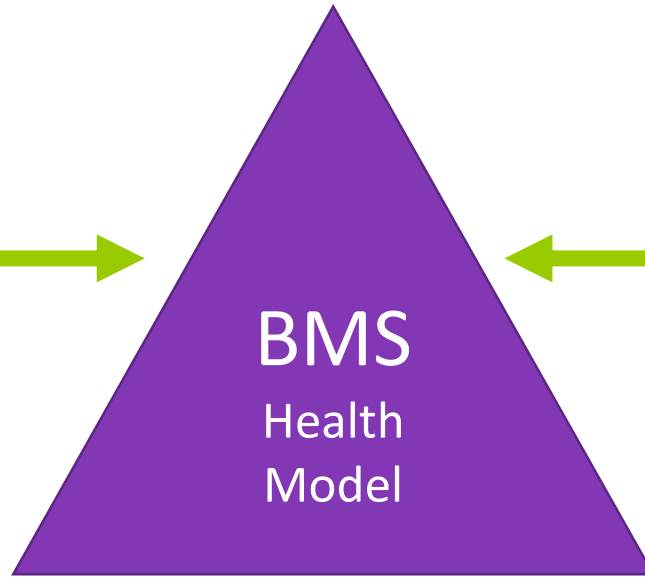
2. Integration of Eastern-Western learning

- Experiential Eastern and Western interventions
- Local and international students



Education

Western
Scientific
Rigor



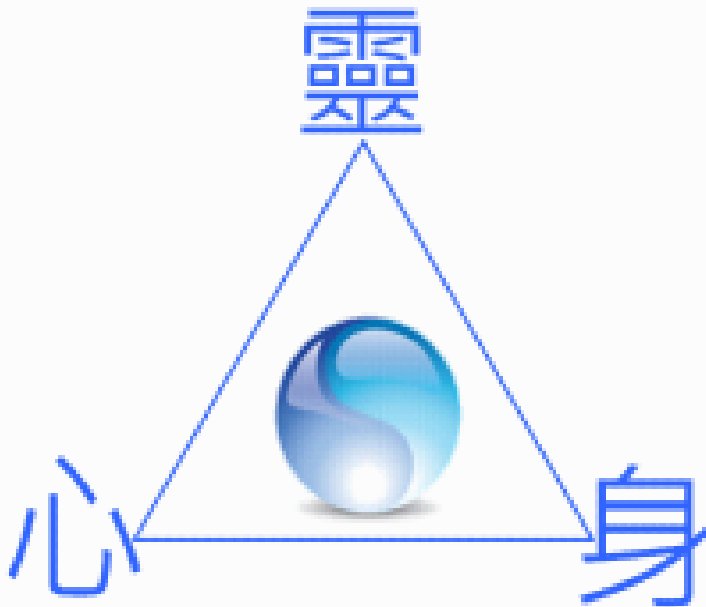
Chinese
Holistic
Practice

Research

Clinical Work

theoretically sound
culturally sensitive
evidence-based practice





dministration



3. Integration of theory and practice

- In real-life clinical practice, clients' problems are:
 - Etiology: Multidimensional
 - Impacts: Multidimensional

Multimodal interventions!



4. Integration of personal growth experience and professional reflective practice

- BMS workshop
- Clinical training



MSS(BH) Graduate - Ms Friendly AU YEUNG

BMS model in mental healthcare service



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(圖片來源:<http://christiantimes.org.hk>, www.881903.com)

MSS(BH) Graduate - Ms Pearl TSE

Life and death education

- Togetherness



JOCELYN FOUNDATION 慧華基金贊助

反思生死
尋找意義·完滿人生

Touching Deaths · Searching Meanings
Building Lives



同行力量
TOGETHERNESS

關於我們·服務·同行者培訓班·活動資訊·資源分享·鳴謝·支持我們·聯絡我們



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(圖片來源:明報·同行力量)

MSS(BH) Graduate – Dr Edith MOK

- Stroke survivor -
Advocacy for
rehabilitation services
in Hong Kong



人物專訪

笑對人生挑戰 助己助人助社群



在與病魔抗爭的漫長旅程中，她一直堅守
 活出生命的意義，她認為自己堅持了半生，這便給予自己
 繼續工作的動力，她認為這是最珍貴的。十五年前患了
 腦癌，她決定接受化療及手術，除了醫生的治療，還有
 親友的支持與鼓勵，她一直堅守的信念，是「活出生命的意義」。

百轉千回 重新上路

過去1987年4月的一個晚上，她與丈夫在睡房中談話，談
 話中，丈夫突然對她說：「你覺得生活好無意義嗎？」她
 覺得，「好無意義」，她哭了很久，她問丈夫：「你覺得生活好無
 意義嗎？」丈夫回答說：「你覺得生活好無意義嗎？」她問丈夫：「你
 覺得生活好無意義嗎？」丈夫回答說：「你覺得生活好無意義嗎？」
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 覺得生活好無意義嗎？」她問丈夫：「你覺得生活好無意義嗎？」
 丈夫回答說：「你覺得生活好無意義嗎？」

她認為，「活出生命的意義」，是與病魔抗爭的動力，也是她
 繼續工作的動力，她認為這是最珍貴的。十五年前患了
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(圖片來源: 香港復康會)

Learning Environment





MASTER OF EXPRESSIVE ARTS THERAPY

ADMISSION 2015/16

TWO-YEAR FULL-TIME/ THREE-YEAR PART-TIME PROGRAMME



A new programme, launched in the academic year 2013-14, offered by the Department of Social Work and Social Administration (SWSA) and the Centre on Behavioral Health (CBH), The University of Hong Kong.



**Department of Social Work and Social Administration
Centre on Behavioral Health
The University of Hong Kong**

Expressive Arts Therapy: research, knowledge development & training

Cultural Values

To integrate East-West learning with special attention to the application of expressive arts therapy within local culture and with reference to Chinese arts

Holistic Health

To demonstrate the utility of expressive arts therapy, not only in the prevention of illness, but also in the promotion of holistic health and community development



Our Teaching Faculty

- Fully trained expressive arts or creative arts therapists
- Full-time core faculty enhanced by the addition of part-time teachers



Intended Candidates

- Healthcare and social service professionals
- Artists
- Educators



Programme Features

- International recognition
- Cultural values and holistic health
- Multi-disciplinary application
- Experiential learning
- International exposure



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Professional Certification

Programme structure is designed to **meet the educational requirements to be eligible to seek qualification** as:

- A Registered Expressive Arts Therapist (REAT) with the International Expressive Arts Therapy Association (IEATA)



ieata

International Expressive Arts Therapy Association



- A Full Professional Member of Australian and New Zealand Arts Therapy Association (ANZATA)

Master of Social Sciences in
Nonprofit Management
社會科學碩士(非營利管理學)

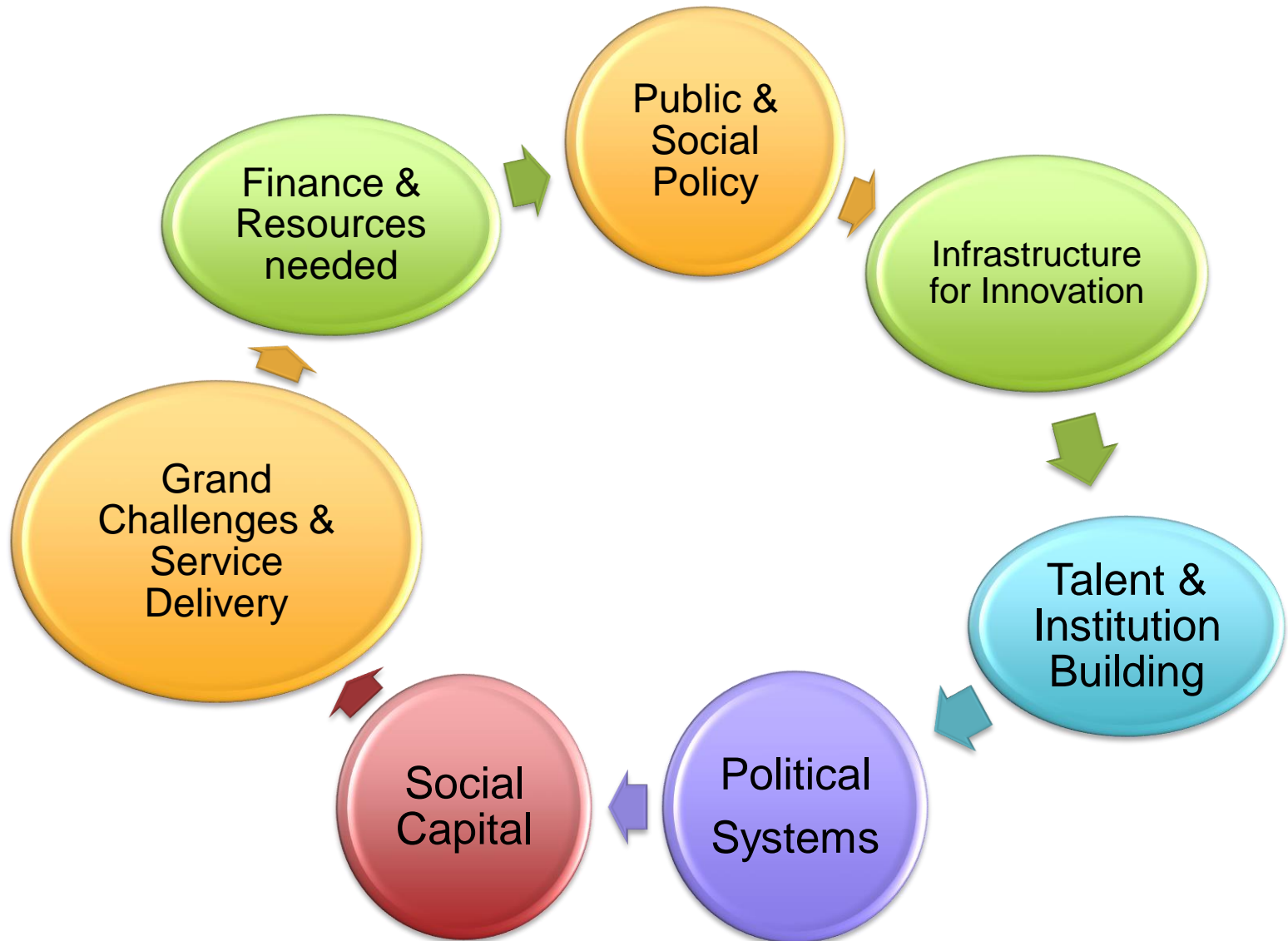


Faculty of
Social Sciences

The University of Hong Kong

香港大學社會科學學院

NonProfit Development: A Solution Synergy



Practitioners' Challenges

Complexity of social issues



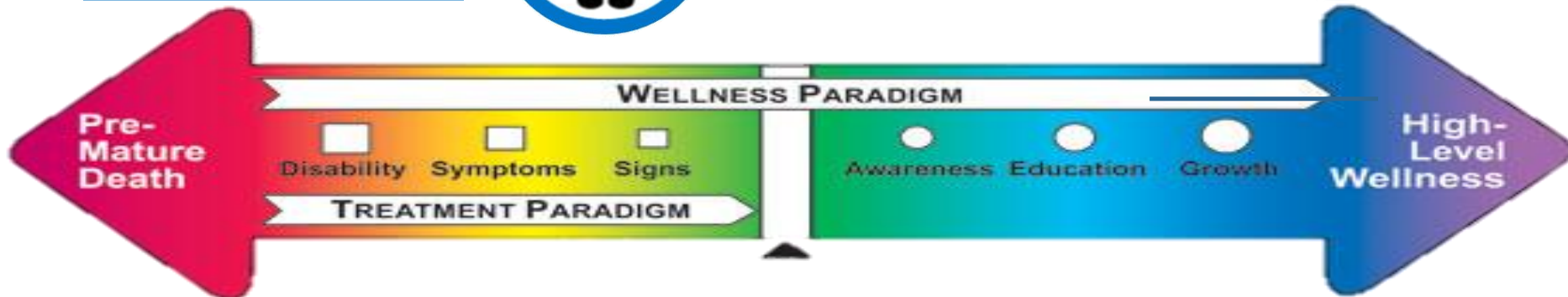
Fatigue & Knowledge Lost



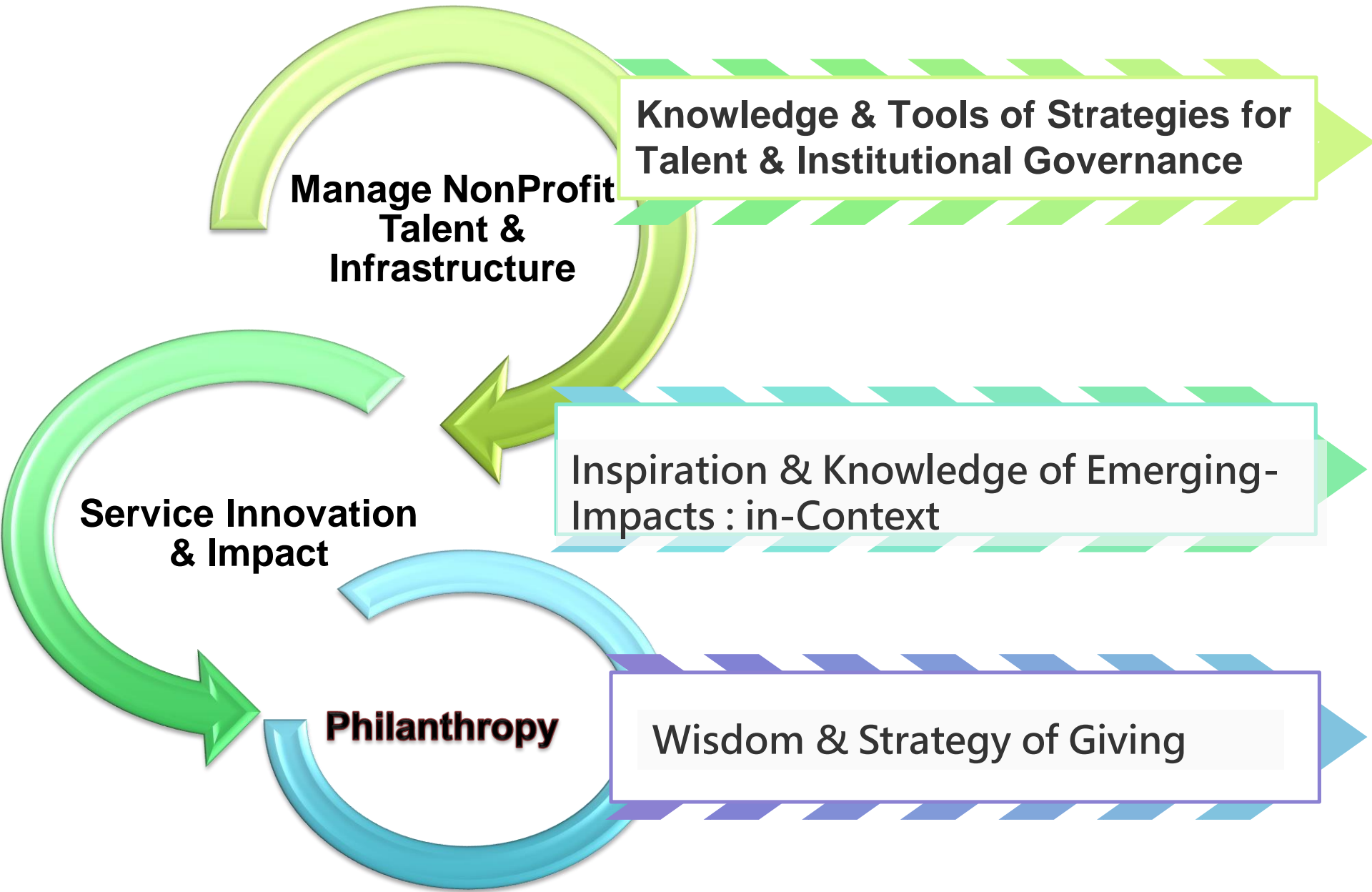
RUN



Overwhelming Resources & Demands



Master of Non-Profit Management



Workshop on

10

Fun Ways to Raise Funds & Horror Stories



Bob Burdenski

Principal
Robert Burdenski Annual Giving
Thursday September 25, 2014 | 9:30am
Social Sciences Chamber, 11/F, The Jockey Club Tower
Centennial Campus, The University of Hong Kong

ABSTRACT

As the author of three books on "Innovations in Annual and Regular Giving" (published by CAS Social Sciences Chamber, 11/F, The Jockey Club Tower, Centennial Campus, The University of Hong Kong), Bob Burdenski has seen his share of great, and not-so-great, fundraising success stories. Join the workshop full of international examples and ideas of fundraising cleverness, creativity, and inspiration.

For those fundraising programs looking to establish a base of supporters that provide ongoing support to an institution, Bob's strategies concentrate on the annual and regular giving "pipeline" through the prospectus to the idea of supporting your institution – and works to convert their initial interest into sustained giving relationships and significant major gifts over time. Bob is the recipient of the Crystal Apple for excellence in teaching fundraising audiences around the world. Learn from his strategies for your annual and regular giving "front door of philanthropy" through inspirational and fun examples.

FEE
HK\$600 (by September 18, 2014)

Details and registration:
www.socsc.hku.hk/ExCEL3/f

Organisers:



Supported by:



The Third Sector and Public Governance in GREATER CHINA

Opportunities, Challenges, and Prospects

Friday March 9, 2012 | 9:30am – 1:00pm
Rayson Huang Theatre, The University of Hong Kong

KEYNOTES

Dr. **James Correll**
Executive Director, Social Welfare

Lyndon B.

Civic Engagement

KKLG102, LG1/F
K K Leung Building

Professor Xu Jialiang

School of International and Public Affairs
Shanghai Jiao Tong University, China

Professor Tang Chingping

Department of Political Science
National Chengchi University, Taiwan

Ms Ada Wong, JP

Hon. Chief Executive, Hong Kong Institute of Contemporary Culture
Former Chair, Wan Chai District Council

Symposium on Risk Management in For-profit and Non-profit Organisations

Lessons for NGOs

Tuesday September 23, 2014 | 9:30am
Social Sciences Chamber, 11/F, The Jockey Club Tower
Centennial Campus, The University of Hong Kong

SPEAKERS



Margaret Coates
Principal
Margaret Coates, Consultant



Samuel Tong
Risk Governance Practitioner



DISCUSSANTS



Elton T M Cheong
Deputy General Secretary and
Chief Financial Officer
Chinese YMCA of Hong Kong



Vincent Ng
Executive Director
Suicide Prevention Services



Chou Wah Shan
Chief Executive Officer
Dreams Possible



Shum Wai Chun
Social Service Director
Shang Kung Hui Holy Carpenter Church
Community Centre



Details and registration:
www.socsc.hku.hk/ExCEL3/rm



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Community

Forum on Effective Philanthropy

Multiple Perspectives on Strategy and Impact Evaluation

Monday August 11, 2014 | 4pm
Social Sciences Chamber, 11/F, The Jockey Club Tower
Centennial Campus, The University of Hong Kong

There are rising expectations for philanthropic foundations and operators to clearly articulate their approaches to effective philanthropy and how the impact of their philanthropic funding. This forum aims to exchange views with philanthropists, philanthropic advisors, and NGOs to exchange views on and implementation of impact evaluation in the philanthropic and non-profit sectors.

SPEAKERS

David Day
Chief Executive
Tin Ka Ping Foundation

Victor Kuo
Founder
VK Global Advising

Bernadette Tsui
Executive Director
HKU Foundation

Adrian Fu
Chairman
Fu Tak lam Foundation

Edwin Lee
Philanthropy Advisor
HKCSS WiseGiving

Sindy Yeung
Senior Program Manager
Simon K Y Lee Foundation



Details and registration:
www.socsc.hku.hk/ExCEL3/ep



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ExCEL3 Events



Reflective Questions

- What are your Grand Challenges?
- What are your new programs about?
- Why is it an innovation or a paradigm shift?
- What are the visible differences or changes?
- How did it move from silo to collaboration?
- What are the changes in the underpinning concepts/philosophy/approaches
- What are barriers and challenges?

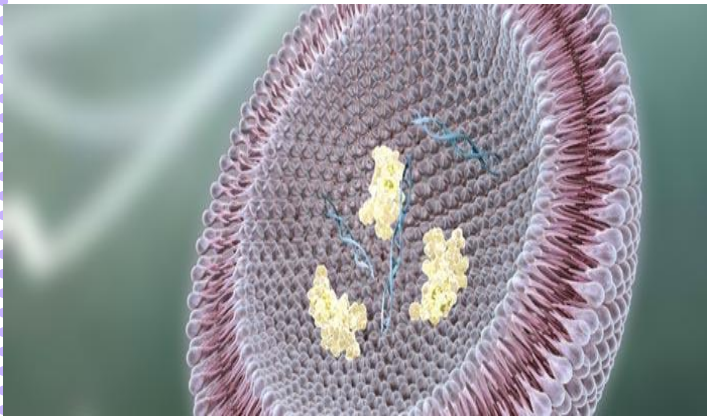


Exercises

- What is the cultural, organizational strengths of your institution?
- Who are the passionate and enthusiastic change makers?
- What can bring these people together?
- What are the Grand Challenges in your country?
- Who are willing to dedicate to change in society to solve Grand Challenges?
- What incentives are needed to reinforce & institutionalize change?



BILL & MELINDA GATES *foundation*



Scientific research to improve health and reduce death

Reduce HIV/AIDS



Poverty alleviation and agricultural sustainability

Social Administration

<http://www.gatesfoundation.org/>

BILL & MELINDA GATES *foundation*



Use of technology for economic development

Improve health of mother & infants



Nutrition for children

Administration

<http://www.gatesfoundation.org/>

Bao Lin Kids Meditation Camp 2015

“Virtue Treasure Hunt”



Come learn to meditate, listen to stories, play fun games, and even explore kung fu, veggie cooking, hand crafts and more!

Where: Bao Lin Chan Monastery
94A High Street, Glen Iris

When: 27th June 2015 (9.30am - 8.00pm)
28th June 2015 (9.30am - 4.30pm)

For Whom: 7 - 12 year old children

Registration: Free



Let's Play, Learn, Grow and
Find Treasure Together this
Winter Holiday!

Please register by 15th June

Phone: 9813 8922

Email: baolin@mail.clcm.org.tw

Website: chungtai.org.au



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What is needed?

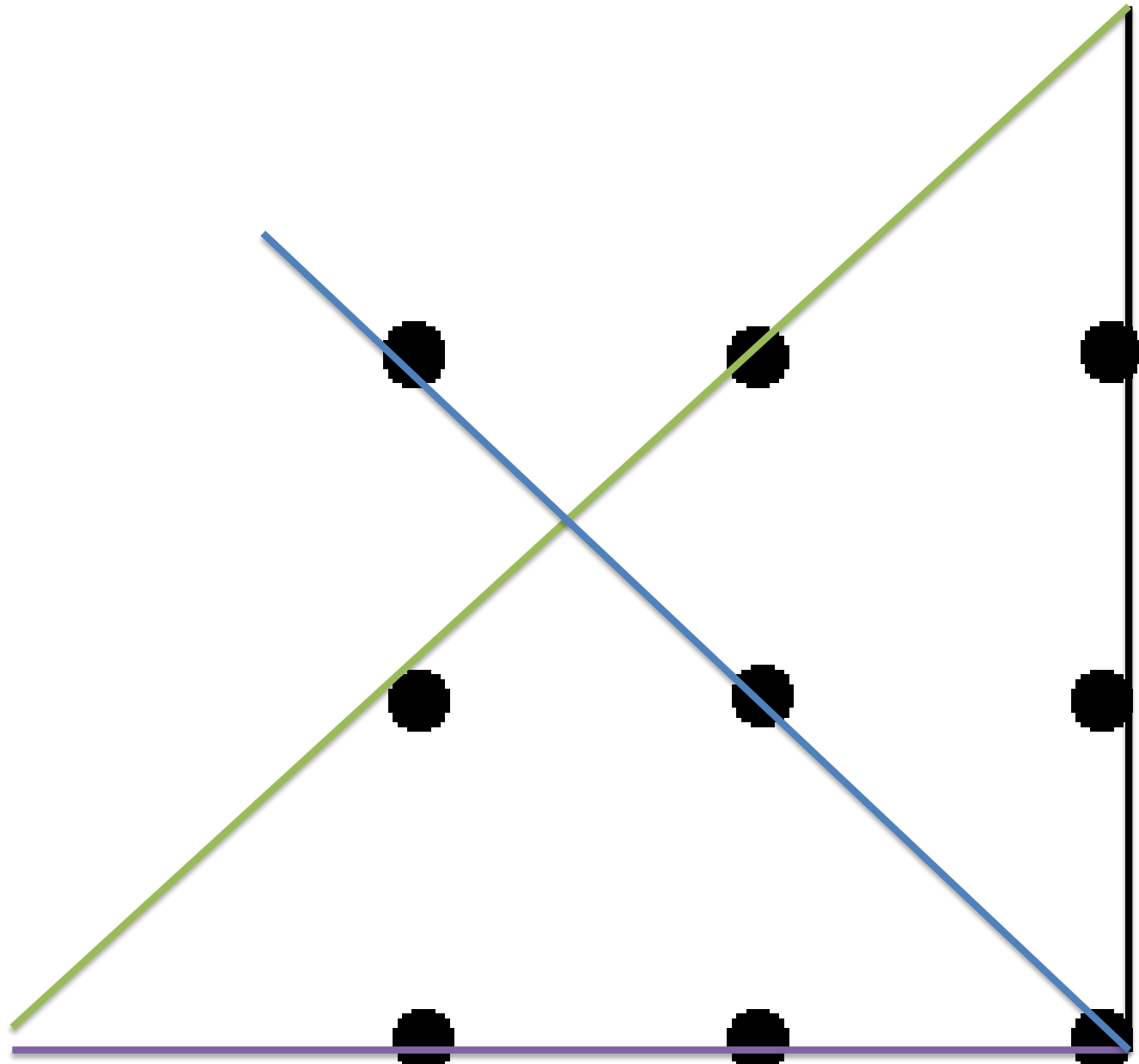
- Passion
- Creativity & Innovation
- Build on strengths
- Playful & Daring
- Think outside of the box
- Integrative for benefit of all, win-win
- Cross disciplinary
- University as source of innovation
- Mis-take is the pathway to success and craftsmanship
- There is no Failures, only Feedback.
- Dedication to making a difference



Challenges

- Sustainability & institutionalize innovations
- Succession planning & Team Building
- Rotation of leadership
- Basic research vs applied research
- Definition of excellence & impact
- Institutional protection of mis-takes and failures/ feedback loops
- Mistrust of cultural wisdom as unscientific
- Steep learning curve
- cooperation vs competition
- Trademark vs open access,





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Change is Possible & Enjoyable

cecichan@hku.hk

