

Psy-Connection Award - Project Proposal



Project Name	念念不忘 (Grief Me Light)
Project Objective	We provide psychological self-help support to grieving people, especially the underprivileged needy, to assist them recover from the loss and rebuild psychological wellness. We aim to raise public's awareness of life and death issues, especially by holding workshops, and talks to help the underprivileged to gain more understanding regarding these topics.
Project Duration	12 months: from June 2022 to May 2023 (It is hoped that this organization can develop sustainably after the first 12 months, more varieties of life-death education will be organized in the future: such as exhibition of the relics, the human library etc.)
Target beneficiaries (with quantity)	<ul style="list-style-type: none">Grieving people (will target more on low-income people) Quantity: 300Other impact beneficiaries from online and offline promotion Quantity: 4000

1. Introduction

Grief is a common emotion experienced after the loss of a significant other while there are not many resources for people to manage this. By providing psychological self-help support for people experiencing grief, especially the underprivileged needy, we hope to assist them to recover from the loss and rebuild psychological wellness. In addition, we aim to raise public awareness of life and death issues.

In our project, a free self-help online platform with low-intensity therapies (CBT and logotherapy) is provided to our users, with self-help booklets being distributed at booths in low-income residential areas. Talks and workshops will also be organized to enhance participants' motivation to reflect on their meaning of life and help them cope with grief with elements in art therapy.

All in all, we aim to increase low-income grieving people's access to mental health services and improve social atmosphere toward death-related issues.

2. Background

According to statistics, around 9% to 20% of the population suffers from complicated grief. Facing grief, people may develop complicated feelings and could feel helpless about the loss. They may also lack access to mental health professional services. Besides, the lack of focus on life-death education in primary and secondary school curricula has also caused children to lack the opportunities to explore their meaning of life and learn more about death-related topics.

In view of this, a free low-intensity self-help online platform with CBT and logotherapy is established and provided to the grieving population, with self-help booklets being distributed as supplementary materials. We will also conduct life-death education talks and art-therapy workshops to enhance the public's motivation to reflect their meaning of life. Further referrals to professional mental health services will also be provided for our users.

3. How our services are related to Psychology

3.1 Low-intensity unguided self-help for grief

It is normal for people to experience grief and related symptoms when facing bereavement (Zuelke et al., 2021). We hope that our platform can help users to understand grief, and to become their first step to managing the pain of loss. We will develop a low-intensity unguided self-help mental support platform (online) for grieving people. Low-intensity unguided self-help means that specialists will not be involved in the in-person psychological intervention, while the clients can use the self-help material by themselves on the website (Sijbrandij et al., 2020). Our platform will be developed based on two therapeutic approaches: CBT and Logotherapy, which will be further explained in sessions 3.2 and 3.3.

In the online platform, we will use videos, texts, and voice navigation to deliver the self-help materials; meanwhile, we will provide users a self-help booklet in complement with the website, each self-help session will correspond to one part of the booklet. Guiding questions will be provided to the users, they can write their reflections on the booklets.

Past studies have shown that online unguided intervention is effective in reducing grief-related symptoms of the service users (Berthoud et al., 2021). The internet self-help tool that was investigated in this previous study helps users based on psychoeducation (Dominick et al., 2010), which is also our approach in developing our online platform. Since this is only a low-intensity self-help platform, not a professional therapy, a simple online screening will be conducted before the service users access the self-help service. Online advice of encouraging users to seek professional help will be given to those who are suffering from severe mental illness, immense suicidal and self-harm thoughts, or behaviours.

3.2 Website and Booklet

Cognitive-behavioural therapy

Cognitive-behavioural therapy (CBT) emphasized cognitive and behavioural change to normalize emotional disturbances, since cognition, emotion and behaviour are intertwined (Fleming & Robinson, 2001). CBT, including those internet-based and self-help-based, has been proven effective in helping persons in grief reduce their symptoms and improve their psychological wellbeing, with the aim of constructing a rational meaning to life following loss (Wagner et al., 2006; Malkinson, 2007). Therefore, in our platform, online CBT psychoeducation and self-help will be provided to help our users understand more about their situation and to overcome grief. Various validated strategies will be adopted and incorporated, such as cognitive restructuring, expressive writing, and gratitude journal. There will be 10-12 sessions (5-6 minutes each) in this self-help package.

Logotherapy

Apart from the users who may need emotional support from CBT self-help, we also want to target users who want to reflect their meaning of life in times of grief. Therefore, our platform also provides logotherapy self-help, which aims at enabling users to discover their unique meanings and consider theirs in areas of freedom. Logotherapy was founded by Viktor Frankl, who was an Austrian psychiatrist and clinical psychologist. This therapy is a combination of psychology and philosophy, which consists of 3 basic tenets: freedom of will, will to meaning, and meaning of life (Frankl, 1967/1985b). We will have about 7 sessions (5-10 mins each) in this self-help, various principles and techniques will be applied to guide our users to cope with their emotions and reflect the meaning of death. Techniques such as dereflection, modification, and self-transcendence will be used in different sessions.

The users in our website can gain free access of the low-intensity unguided self-help psychoeducational videos related to CBT and logotherapy. To allow them to learn the knowledge in the videos efficiently, we will provide them CBT and logotherapy booklets respectively. The structure of the booklets followed the content provided by the website that assist users to do reflection exercises and homework recommended by the videos. Structure and prototype of our website can be found in [Supporting Material 2.1: Website - Structure](#) and [Supporting Material 2.2: Website - Prototype](#) respectively.

3.3 Workshops and Talks

Research has shown that art is beneficial for those who suffered from grieving (Finn, 2003), and bereavement is one of the issues art therapists specialize in (Lister et al., 2008). Therefore, we hope to collaborate with other NGOs and hold workshops that are related to art therapies. Our goal is to provide a quiet and calming environment for grieving participants through the process of creating artwork.

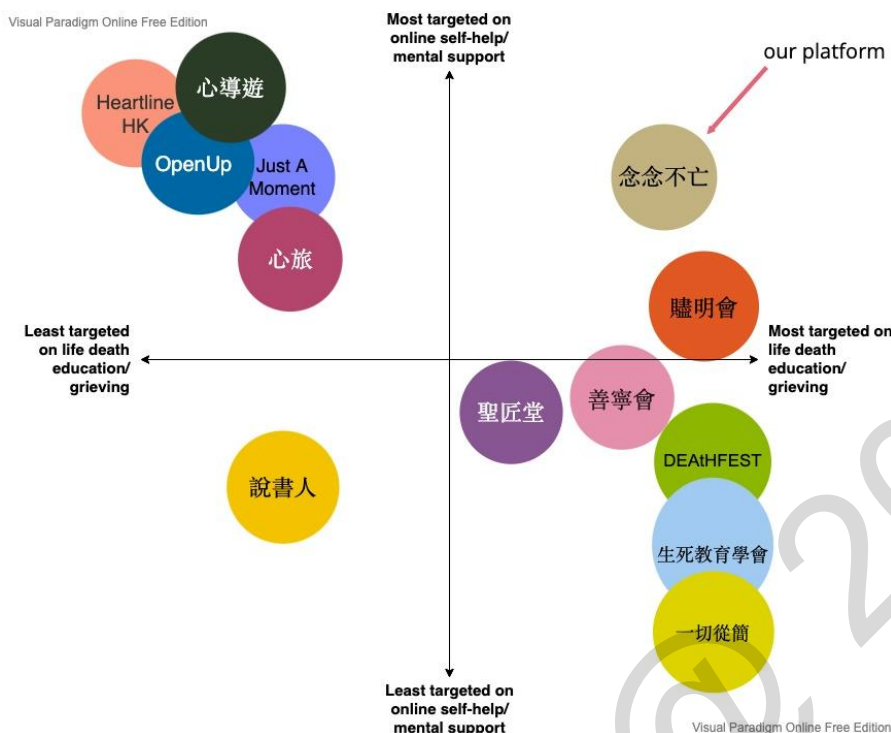
Furthermore, we will invite professionals to deliver life-death education talks to the public. Our aim is to let people reflect on their meaning of life and encourage them to discuss death-related topics more openly. To facilitate the reflection and discussion, we will also distribute our life-death education booklets during the talks to provide participants more related knowledge and encourage them to express their thoughts. We hope to assist them in understanding their feelings and to raise their attention towards mental well-being.

4. Positive social impact

Our targeted click-through rate for our website is 400 in the first year, with a 30% increase rate per year. Our social media channel including Instagram and YouTube is predicted to have a total view of around 350,000 by the end of our first year, the prediction is supported by the 37,969 views on our Instagram page in our first month of launching. We will print and expect to distribute around 210 copies of CBT, logotherapy and life-death education booklets.

In terms of physical or online workshops and talks, we expect to help at least 60 underprivileged individuals to overcome their grief through different forms of workshops. Another 35 low-income people are expected to be educated coping strategies for grieving and life-death education by holding talks. Overall, Grief Me Light intends to improve public mental health and social atmosphere in the long term through raising public's awareness of the importance of life-death related topics as well as increasing low-income grieving families' access to unguided low-intensity mental health services.

5. Uniqueness and Social Innovation



There are a few reasons that make Grief Me Light unique:

1. There are no existing online mental self-help platforms that are tailor-made for people in grief. This is the first online platform in HK that provides services of low-intensity unguided self-help services for grieving people.
2. This project applies logotherapy in the online self-help platform. This is the first platform in HK that introduces logotherapy as one of the self-help approaches.
3. This is the first university student-initiated platform in HK that combines online psychological self-help and life-death education. It is believed that this platform can turn life-death education a more prevalent topic in the adolescents' generation, gradually making 'death' a less taboo topic to talk about in the HK society.

6. Advisory Board and Stakeholders Involved

We have an advisory board to ensure the quality of our services. Member includes:

- **Mr. Pasu Ng Kwai-lun:** Founder of Hong Kong Life and Death Studies Association and 「一切從簡」, a social enterprise focusing on life-death education.
- **Prof. Wallace Chan Chi-ho:** Associate Professor of the Department of Social Work from CUHK, expert in logotherapy and the research field of death and bereavement.
- **Prof. Freedom Leung Yiu-kin:** Head of CUHK Shaw College, past president of the Hong Kong Psychological Society, expert in clinical psychology.

Our advisors monitor the progress and provide guidance on life-death education as well as logotherapy and CBT self-help service. All materials will be approved by the board before publishing.

To facilitate our services, we have confirmed our collaboration with 「一切從簡」 and **Heartline HK** in promotion and content creation. We have also explored the possibility of collaborating to deliver art therapy workshops with several **arts therapy centres** including HKEXAT and Healing Arts. In addition, several members from related sectors such as clinical psychologist trainee, art therapists and mental health organization have expressed intention for further assistance and collaboration.

7. Timeline

Overview of the timeline can be found in [Supporting Material 3.1: Timeline - Overview](#).

7.1 Preparation Period

During the preparation stage, we confirmed the formation our teams including the Core, Business, Arts & Design team, with students from the CUHK, HKU and HKBU. We then sought for collaboration with different organizations and invited professionals to join our Advisory Board where we gained professional advice and guidance. Different quotations for our operation have been obtained. The setup of website and printing of booklets will be carried out soon.

Details can be found in [Supporting Material 3.2: Timeline - Preparation Period](#).

7.2 Implementation Period

During the Implementation stage, approximately starting from June, we will launch our mental self-help website with approved content and instructions for self-help therapies. Our Instagram account, YouTube channel and three booklets (CBT logotherapy and life-death education) will also act in concert in terms of promotion and delivering content. Throughout the year we will organize different workshops and talks, aiming to enhance the benefits of underprivileged users. By the end of our first year, we will conduct a social impact and executive plan evaluation to evaluate the effectiveness of our project towards the underprivileged people who are grieving.

Details can be found in [Supporting Material 3.3: Timeline - Implementation Period](#).

8. Budget Plan

Our estimated total budget will be \$25,000, where the majority will be spent on salary for workshop trainers and the building of our website. Full budget plan with explanations can be found in [Supporting Material 4: Budget Plan](#).

Expenses	HKD
<i>Salaries and allowances</i>	9,600
<i>IT-related Expenses</i>	6,500
<i>Printing Expenses</i>	3,360
<i>Equipment Expenses</i>	5,200
<i>Marketing Expenses</i>	340
TOTAL BUDGET	25,000

9. Project Management

9.1 Potential problems and solutions

Potential problem 1: There may be users dropping out halfway through the self-help therapies.

Solution: Dropping out is allowed but messages of encouragement will be sent to those users. Additionally, we will provide special offers (e.g., being prioritized to join our talks and workshops) to those who have successfully completed the whole self-help session.

Potential problem 2: People may doubt whether our services are professional and qualified.

Solution: As our advisors and invited professionals (university professors in the field of CBT and logotherapy) will review our psychological self-help materials, it can be assured that all materials used in our services are evidence-based and are always under professional supervision.

9.2 Promotion strategies

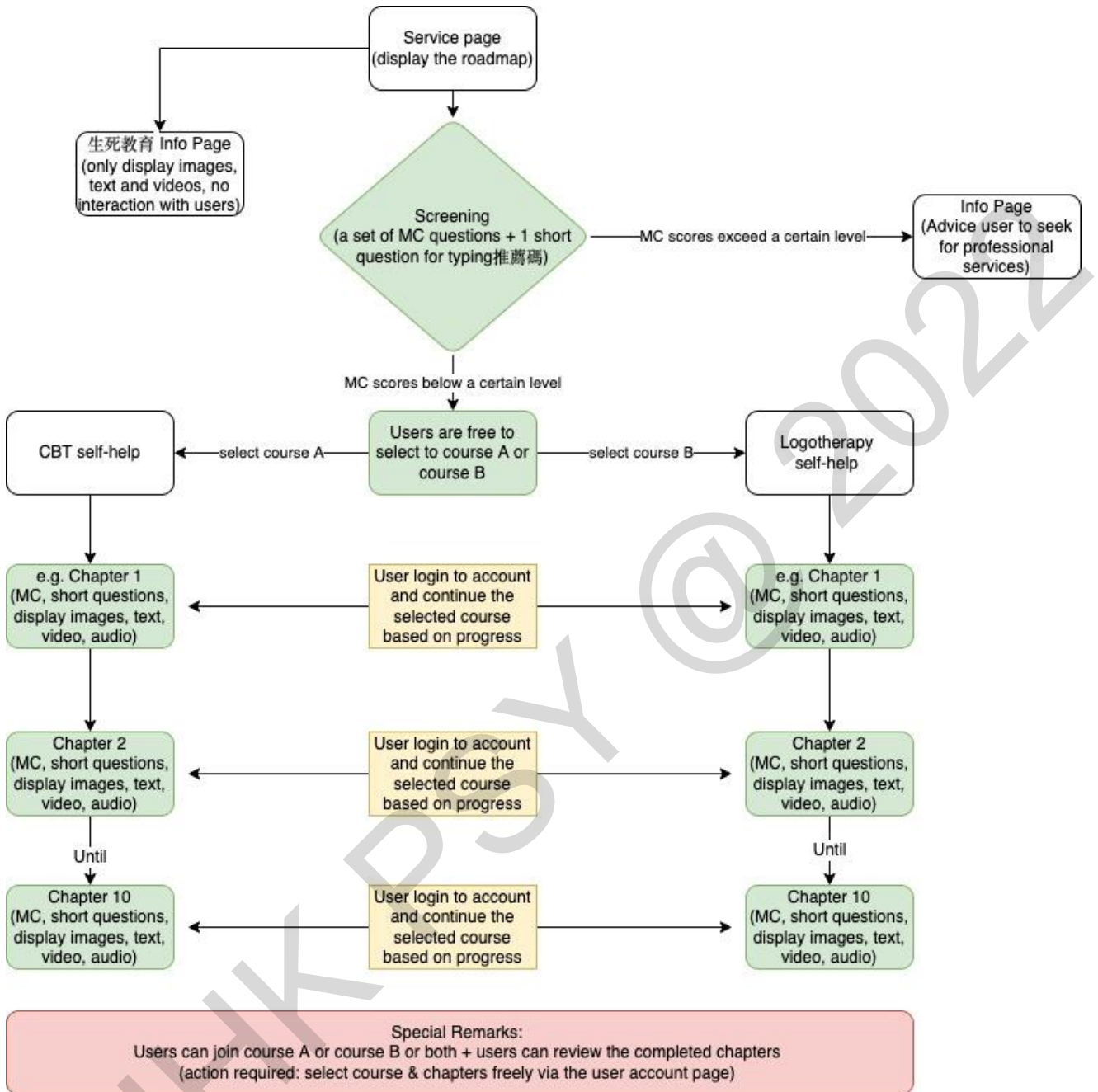
Our services will be promoted through various channels. We have created an **Instagram** account for content sharing as well as promotion (our Instagram account has 502 followers and 37,969 views as of 18/3/2022, details can be found in [Supporting Material 5: Social Media](#)). Around 100 posts are planned to be posted throughout the year. We also plan to establish a **YouTube** channel for user-guide videos providing visualised instructions in the future. A portion of budget will be spent on advertisement on the above channels.

Moreover, **collaboration** with other organisations, community centres **visiting** and **distributing** booklets in different locations are scheduled to promote our services.

Supporting Material 1: References

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Supporting Material 2.1: Website - Flowchart



Supporting Material 2.2: Website - Prototype

Website describing what logotherapy is with video:

念念不亡
Grief Me Light

關於我們 ▾ 最新動態 ▾ 主要服務 ▲ 心事論壇 ▾ 聯絡我們 ▾

意義治療

- 甚麼是意義治療?
認知行為治療

意義治療 (logotherapy) 指出當人們找到存在的理由時，他們就能忍受並面對困難的境遇。活著的原因不是享樂，也不是權力和地位，而是獨特的個人意義。意義治療機會去重新審視人生的意義，並幫助人們去尋找苦難當中的意義。

- 意義治療如何幫助我?
生死教育

通過創造價值 (creative value)，體驗價值 (experiential value) 以及態度價值 (attitudinal value)，意義治療能幫助患者及家屬接受現實，適應因親人離世帶來的變化，確立生命的意義和價值。

意義治療如何陪你走過悲傷?

Forum for users to share and discuss grief- or life-death-related issues:

念念不亡
Grief Me Light

關於我們 ▾ 最新動態 ▾ 主要服務 ▾ 心事論壇 ▾ 聯絡我們 ▾

心事論壇

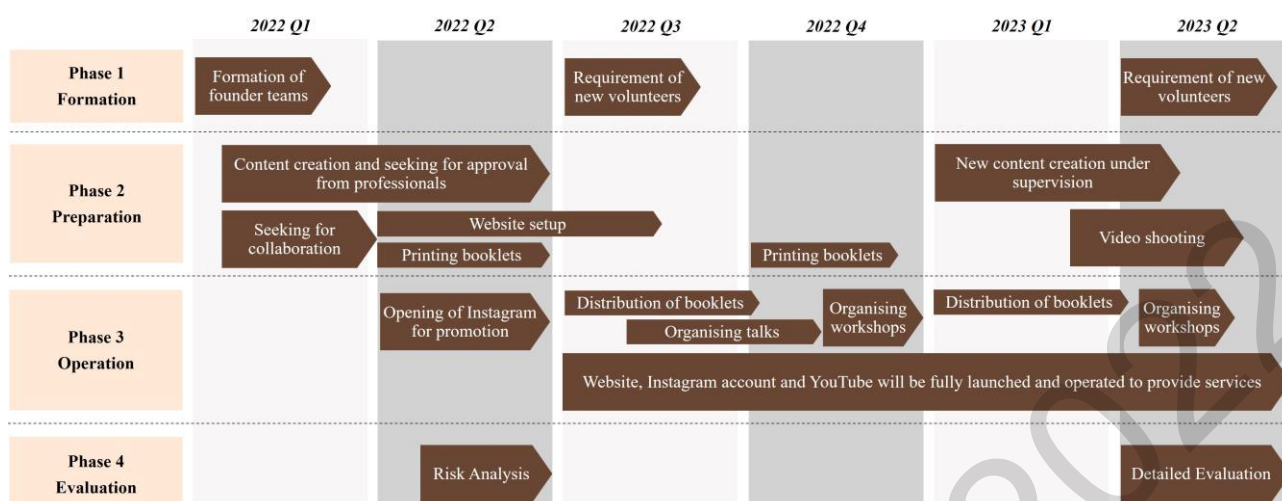
請各用戶以理性討論或分享心情，請避免對特定人物、使用者、族群使用歧視、挑釁、謾罵他人、不雅字詞和人身攻擊等言論。色情、露點、性騷擾或血腥恐怖等讓人不舒服之內容或暴力、傷害他人或傷害動物的內容也會被刪除。謝謝。

- ♥ 喜愛
- 📌 已儲存
- ? 回報問題
- ⚙ 設定

已登入

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Supporting Material 3.1: Timeline – Overview



Supporting Material 3.2: Timeline - Preparation Period

Timeline	Preparation Work
Early January – Early February	<ul style="list-style-type: none"> Formation of the core team (founders). Four devoted founders and co-founders who major in psychology at CUHK. Formation of the business team: Two devoted members who major in business disciplines at CUHK and HKU. Formation of the art and design team: One devoted member who majors in fine art at HKBU is our team designer. All the above members work on a volunteer basis. Project icon was designed. Seek collaboration with other organizations <ol style="list-style-type: none"> 「一切從簡」 for workshops and promotion Heartline HK for online service collaboration and promotion One site visit to 「一切從簡」 to seek professional advice about life-death education and the social enterprise running.
Early February – March	<ul style="list-style-type: none"> Formation of the advisory board, including the founder of related social enterprise (「一切從簡」 Mr. Pasu Ng) and professors (Professor Wallace Chan and Professor Freedom Leung). Seek advice from professionals from the field of <ol style="list-style-type: none"> Life-Death Education: one meeting with Mr. Pasu Ng CBT: one meeting with a clinical psychologist (Prof. Fiona Ho from CUHK) Logotherapy: one meeting with a logotherapy expert (Prof. Wallace Chan from CUHK) Engage in marketing research, including finalizing position mapping, business model and budget plan.

	<ul style="list-style-type: none"> • Seek initial quotations of website establishment from 4 IT companies. • Seek initial quotations of booklets printing from 3 companies. • Seek initial quotations of workshops collaborations from 3 organizations. • Formation of social media
March – Mid April	<ul style="list-style-type: none"> • Community visit in Sham Shui Po/ Arrange Zoom meetings with low-income families (depends on the seriousness of the pandemics). • Recruit 2 more volunteers for the art and design team. • Confirm contents, pages, and design of website and booklet (there will be three types of booklets: CBT, logotherapy, and life-death education).
Late April – Early June	<ul style="list-style-type: none"> • Formation of website, the printing of booklets. • Services pilot testing. • Preparation of workshops (contact instructors and professionals, prepare venues, and material needed).

Supporting Material 3.3: Timeline - Implementation Period

Timeline (12 months)	Implementation plan	Performance Indicators (cumulative)
1 st phase (June to Sep/ 2022)	<p>Promotion and workshop</p> <p>In terms of promotion, a free mental self-help website for grieving will be launched.</p> <p>In terms of activities, we will formulate the content of the dried flower bouquet workshops and organize 1 workshop for underprivileged individuals who are grieving. As some underprivileged people may not have financial ability to afford the expensive bouquets to workshop their ancestors. This workshop is made for them to create handmade bouquets for their ancestors. (Workshops will be organized with Healing Arts/ HK Expressive Arts Therapy Centre)</p>	<p>Online self-help service: Total number of users: 40 (15 underprivileged users + 25 non-underprivileged) Total click-through rate: reach at least 100 (35% of people will be attracted to use our service)</p> <p>Workshop: Organize 1 workshop (2 hours) for 20 underprivileged individuals.</p> <p>Online Promotion: Instagram’s impressions of 15000 Instagram’s followers reach 1500 Publish 25 Instagram Posts</p> <p>Volunteers: Recruit 5 volunteer helpers.</p>
2 nd phase (Oct to March/ 2023)	<p>Workshop and Talks</p> <p>In terms of promotion, online promotion work will continue to improve, so that we can reach more potential users.</p>	<p>Online self-help service: Total number of users: 85 (35 underprivileged users + 50 non-underprivileged users 50) Total click-through rate: reach at least 400.</p>

	<p>In terms of workshops, we will continue organizing free dried flower bouquet workshops for underprivileged people. For talks, we aim to enhance the mental health knowledge of the underprivileged people as well as raise public awareness of life and death education. For instance, we will invite guest speaker Prof. Wallace Chan to deliver a talk about logotherapy, and Mr. Pasu Ng (一切從簡) for life and death education topic.</p>	<p>Workshops: Organize 3 workshops (2 hours per each) for 60 underprivileged individuals (accumulate).</p> <p>Talks: Organize 3 talks (1.5 hours per each) for 105 people (35 of them belong to low-income people).</p> <p>Online Promotion: Instagram's impressions 35000 Instagram's followers reach 3500 Publish 60 Instagram Posts.</p>
<p>3rd phase (April to May/2023)</p>	<p>Social Impact and Executive Plan Evaluation</p> <p>We will evaluate the effectiveness of our project towards the underprivileged people who are grieving. Thus, social impact and executive plan evaluation will be conducted, future development will be discussed as well.</p>	<p>Online self-help service: Total number of users: 135 (55 underprivileged users + 80 non-underprivileged users) Total click-through rate: reach at least 600.</p> <p>Online Promotion: Instagram's impressions: 40000 Instagram's followers reach 4000 Publish 100 Instagram Posts.</p> <p>Organize two review meetings with core members and advisors.</p> <p>One report will be completed to analyse the social impact and effectiveness of our project.</p>

*It is hoped that this organization can develop sustainably after the first 12 months, more varieties of life-death education will be organized in the future: such as exhibition of the relics, the human library etc.

Supporting Material 4: Budget Plan

念念不忘 (Grief Me Light)

BUDGET PLAN

Projected Profit & Loss Account	HKD	Remarks
(a) Salaries and allowances	9,600	Trainer salaries (Art therapy workshops) \$1200per hour x 2hours x 4workshops =\$9600
(b) IT-related Expenses	6,500	Cost of the self-help web platform, including web domain, WordPress builder account and plugins
(c) Printing Expenses	3,360	(Printing cost of each 16PP CBT booklet \$16 x 70 pieces) + (Printing cost of each 16PP logotherapy booklet \$16 x 70 pieces) + (Printing cost of each 16PP life-death education booklet \$16 x 70 pieces) = \$3,360
(d) Equipment Expenses	5,200	Art therapy workshops materials \$1,300 x 4 workshops = \$5,200
(e) Marketing Expenses	340	(Display banner production 2 pieces x \$95) + (Banner stand production 1piece x \$150) = \$340
TOTAL BUDGET	25,000	N/A

Funding Source:

- Psy-Connection Award \$10,000 (40%)
- Hsin Chong - K.N. Godfrey Yeh Education Fund for Joint Student Projects \$15,000 (60%)

Sponsorship and Donations:

- Event venue sponsored by partner organizations
- Public donations (Obtained funds will be allocated for online marketing and promotion)

Supporting Material 5: Social Media

Our Instagram account with **502** followers as of 18/3/2022:



Our Instagram account has appeared to **16,000** different accounts:



Our first Instagram post with **422** likes:



Our Instagram account has a total view of **37,969** within our first month:

