

***Recreation Programs in Bereavement:
Creating Blue Ocean Strategies for
Funeral Services in Taiwan***

John I-Tsun Chiang, Ph.D.
Chair, Graduate Institute of Transition & Leisure Education for
People with Disabilities
Center for the Study of Leisure and Health Promotion
Taipei Physical Education College, Taipei, Taiwan

Kuei-Chih Chen
Service Corporation Taiwan, Taiwan

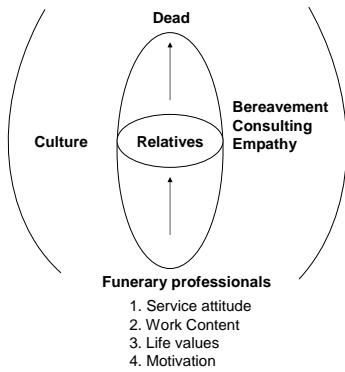
Research in funeral services

- “Dead Need to Be Honored” (DNBH) theory was originated from traditional Chinese concepts and stipulated that memorial services provide a variety of functions for their customers’ bereavement.
 - Comfort
 - Guilt relief
 - Memory
 - Acceptance

Source:

 5th International Conference on Social Work
in Health and Mental Health
Date: December 10-14, 2006
Venue: Hong Kong Convention and Exhibition Centre, HKSAR, China

DNBH theory



***With DNBH, there are still
needs...***

- Individualized services for their customers
- Memorial services should not be the end of their services because their family members always need continuing services in promoting their quality of life.

Funeral Service in Taiwan...

- Video Clips

***Traditional Culture and
Thinking...***

- Although leisure experience was considerably helpful on decreasing their sadness, depression, stress, and other negative psychological states,

BUT,

- they still felt guilty and shameful to have those moments and believed that keeping sad and depressed seemed to be ideal for social and cultural expectation.

What is Blue Ocean Strategy?



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What is Blue Ocean Strategy?

- BOS is the result of a decade-long study of 150 strategic moves spanning more than 30 industries over 100 years (1880-2000).
- BOS is the simultaneous pursuit of differentiation and low cost.
- The aim of BOS is not to out-perform the competition in the existing industry, but to create new market space or a blue ocean, thereby making the competition irrelevant.
- The three key conceptual building blocks of BOS are: value innovation, tipping point leadership, and fair process.

Creating Blue Ocean Strategies for Funeral Service

- To develop memorial service packages with continuing recreation programs and give legitimacy for family members to have fun, enjoyable life after the death of their spouse and family members.

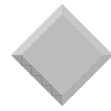
A pilot study

- Hong, Yin-Hui (2006). Embodied Narratives of Depression: A Middle-aged Widow Going through Dance-based Therapy. Taipei Physical Education College.



A pilot study

- Purpose of the Study
 - To investigate the experiences of a grieving middle-aged widow going through a dance-based therapy which elicited the stories of depression via embodied experiences.
 - Used the methods of narrative inquiry
 - Was examined via narratives of bodily experiences during the dance-based therapy.



A pilot study

- Results
 - Two dimensions of life experiences of a middle-aged widow:
 - Horizontal roles and relationships
 - In-depth behavioral and emotional experiences
 - With the narratives of bodily experiences, the participant was allowed to examine how she had responded to as well as being impacted by the two dimensions of life experiences, which led to the reconciliation of self and the real world.



A pilot study

- Conclusion
 - Narrative-form dance-based therapy used in the study may provide a safe transition to allow middle-aged widows to listen to their bodily experiences, which may be beneficial to help them go through grief.
 - Particularly significant to widows in the Chinese societies, given that bodily experiences are normally condemned by the mainstream value system.



Current Progress...

- Multidisciplinary collaboration in Taiwan are in progress.
 - Graduate students & internship
 - Recruit funeral professionals to graduate program
 - Developing grants
 - Research-based programs



Thank you!
Any question or feedback?

Looking for future collaborations!



Contact:

John Chiang
john@tpec.edu.tw
dr.johnchiang@gmail.com

