

all
right?

a Strategic Direction

Vision: A Canterbury that is more than just all right.

2012-2014

Guiding principles: Creativity, Humility, Authenticity, Aroha ki te Tangata and Trust

Goal: To maintain and increase the positive mental health and wellbeing of the people of Canterbury.

Objective: To develop and deliver an inspirational social marketing campaign that promotes positive mental and wellbeing.

A focus on wellbeing

The World Health Organisation (WHO) defines health as 'not only the absence of disease but a state of complete physical, mental and social wellbeing'. According to the WHO, 'the enjoyment of the highest attainable standard of health is one of the fundamental rights of every human being, without distinction of race, religion, political belief or economic or social condition' (WHO, 1946). Wellbeing is multifaceted, and influenced by individual, community and social factors (Haworth and Hart, 2007). Health and wellbeing in this sense is linked to every aspect of life.

Wellbeing is a positive state of mental, physical and spiritual existence. The 'Five ways to wellbeing' are a set of evidenced based actions to improve personal wellbeing. The five ways are: connect (building relationships means support is available when needed), be active (exercise has proven links with mental wellbeing), take notice (being present and noticing the moment), keep learning (provides confidence and keeps the mind active) and give (even a small gesture can feel rewarding).

Evidence suggests that a small improvement in wellbeing can help to decrease some mental health problems and help people to flourish. People who are flourishing have a smaller risk of developing physical and mental health problems and have better social relationships.

Actions and Outcomes

All Right? will be:

- Research-led– informed by robust international and local research
 - Creative and clear –communication, branding and collateral is engaging and trustworthy
 - Canterbury-owned and driven – through genuine partnership and engagement
 - Sustainable – through wise management of capacity, resources and funding
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Research-led

The campaign will build evidence through its own research and evaluation (ensuring the unique experiences of Cantabrians are captured) and also draw on local and international research).

Action	Outcomes
Carry out local research to inform the campaign stages and development.	▶ Relevant and specific research informs campaign strategies and messages Community and Government services are informed about Canterbury's current and expected state of wellbeing and ways to support this
Gather and utilise robust local and international research	▶ Evidence is shared from national and international psychosocial recovery plans
Regular and rapid feedback mediums	▶ The campaign is well informed and remains current and accessible to our audience
Publish readily understood documents	▶ Individuals and community contribute directly to research

Clear and creative communication

The campaign will utilise creative communication tools

Action	Outcomes
Multimedia communication (Media strategy phases 1-3 delivered through MAKE Collective)	▶ A public discussion and debate about wellbeing Wellbeing messages are common currency
Accessible communication	▶ Minority populations will be reached and feel included Public recognise campaign and their state of wellbeing is validated by messages Public's knowledge and interest grows Public create their own messages Public practice and share steps to improve their wellbeing
High quality information and resources are produced	▶ Individuals and groups adopt, utilise and promote wellbeing messages
Identified future phases of the campaign	▶ The campaign remains relevant and media strategy is drafted beyond 2014

Canterbury owned and driven

The campaign will seek genuine partnerships and diverse and open methods for engagement with the community it serves.

Action	Outcomes
Partnered and shared initiatives	▶ Local work is stimulated and services are enhanced to improve positive mental health and wellbeing
Engagement with diverse and prioritised groups	▶ Reciprocal influence in delivering messages with stakeholders
Engagement with diverse and prioritised groups	▶ Media reflects place and time for Canterbury Fresh wellbeing messages and initiatives are generated by community/organisational partners There is ongoing conversation and discussion in media about wellbeing Relevant key stakeholders support the public campaign

Sustainable

The Campaign will manage capacity, resources and funding wisely

Action	Outcomes
Funding strategy developed and shared	New partners and allies easily understand alignment and contribution towards outcomes
New partners and allies	New partners and allies easily understand alignment and contribution towards outcomes
Brand management	Partners and allies confident and competent in promotion
Campaign workforce	Secured, skilled and dedicated resources

"NO SET OF RECOVERY MEASURES CAN ENTIRELY PREVENT THE EMOTIONS OF DISTRESS, BE THEY ANGER, NUMBNESS, DESPAIR OR FRUSTRATION - RATHER, THE BROADER COMMUNITY NEEDS TO ACCEPT THAT THEY HAVE A ROLE IN SUPPORTING PEOPLE THROUGH THIS PROCESS."

Professor Sir Peter Gluckman,
Chief Science Advisor Office of the Prime Minister's Science Advisory Committee