

All Right?

Strategic direction 2015–2018

*Ki te kore nga putake e makukungia e
kore te rakau e tupu.*

*If the roots of the tree are not watered
the tree will never grow.*

Vision:

Canterbury leads New Zealand
in the promotion of wellbeing.

Mission:

To inspire Cantabrians to
become champions of their
own wellbeing.

Values:

The following values are
reflected in all we do: creativity,
humility, authenticity, trust,
aroha ki te tangata*.

*Aroha ki Te Tangata
Putting people first.
Respect
Empathy
Compassion

*all
right?*

A focus on wellbeing

Wellbeing is about having meaning in life, fulfilling our potential, experiencing enjoyment and feeling that our lives are worthwhile. It is the subject of increasing attention from policy makers and politicians around the world. Many countries are beginning to move away from a sole reliance on measuring progress through GDP (gross domestic product) and towards measuring life satisfaction as well. Global leaders are increasingly talking about the importance of wellbeing as a guide for the health of their nations.

(World Happiness Report, 2015).

A focus on wellbeing

The strategy

All Right? is a social marketing wellbeing campaign focusing on the psychosocial recovery of Cantabrians following the devastating earthquakes of 2010 and 2011.

This strategy is two-pronged. Firstly it sets out to continue to inspire Greater Christchurch to lead its own wellbeing and ensure 'no one is left behind'. Secondly, it sets out actions to extend the campaign beyond the recovery context.

These actions fit with the campaign's new vision and mission to actively support Cantabrians to look after their own wellbeing, to capture what we've learnt as a community over the past four years, and to provide ways the region can share this information with others - be it by assisting other global communities post-disaster, when in need, or simply by becoming a leader for wellbeing promotion in New Zealand.

The strategy identifies actions that will ensure the campaign can be sustainable during this transformative period, while continuing to be grounded in evidence and to inspire communities through a range of effective and innovative initiatives.

All Right's inception

All Right? is one of the programmes that sits within the Community in Mind Strategy (CERA 2014) for rebuilding health and wellbeing in Greater Christchurch.

Five years on from the first major event, the wellbeing of Cantabrians is still being compromised with 33% of the community still directly affected by unresolved insurance claims. The latest research carried out by *All Right?* showed a significant difference between the wellbeing of those with settled claims and those without (Taking the Pulse 2014 Opinions Market Research Company Ltd). Other secondary stressors - including ongoing infrastructure repairs, relocation, navigating broken roads and living in a damaged environment - continue to have an impact on the wellbeing of the whole population. This reflects international evidence which predicts that the psychosocial effects of a major disaster can last from 5-10 years.

The All Right? approach

All Right? uses a mental health promotion approach to support the wellbeing of the people of Canterbury. Mental health promotion is "the process of enhancing the capacity of individuals and communities to take control of their lives and improve their mental health while showing respect for culture, equity, social justice and personal dignity" (Joubert and Raeburn 1998).

All Right? has had a marked impact on Cantabrians. In July 2015, 69% of the greater Christchurch population was aware of the campaign, with 81% of those approving of the campaign's messages and 41% believing it has had an impact on them (*All Right?* Campaign Evaluation June 2015 Opinions Market research Ltd). The campaign has actively supported the Canterbury population through difficult times and continues to have a role to play in maintaining positive levels of wellbeing in the region.

The Sovereign wellbeing survey 2015 shows no difference in the average level of wellbeing between Cantabrians and the rest of New Zealand, indicating that the *All Right?* campaign and other social wellbeing initiatives are having a positive affect.

How will Cantabrians become champions of their own wellbeing?

1. Build the campaign
on evidence
2. Communicate, promote,
educate, advocate
3. Be locally owned
and driven
4. Make the most
of our resources

1. Build the campaign on evidence

The *All Right?* campaign will be based on evidence gathered through its own research, ensuring the unique authentic experiences of Cantabrians are captured. We will analyse research to monitor emerging and pre-existing inequity. These experiences and data will contribute to the campaign's look and feel, and key messages.

What does success by 2018 look like?

- The campaign's research-driven process is recognised nationally and internationally.
- The campaign appears in national and international media articles.
- The campaign receives invitations to national and international conferences.
- *All Right?* is cited in published articles.
- Elements of the campaign have been used to inform psychosocial responses to disaster recovery.

Action	Outcomes
We will undertake local research annually, both qualitative and quantitative, to inform the development of the campaign. This will include a specific focus on Maori, Pacific and CALD communities.	Cantabrians feel a sense of ownership and inclusion in the campaign. <i>All Right?</i> is trusted to comment on how Canterbury is doing.
We will update stakeholders about our research results on a regular basis.	Key stakeholders receive research results before they are released to media and the general public.
We will regularly publish the results of our research and evaluation in an accessible format e.g. on our website and through our newsletter.	Cantabrians receive information about our research and evaluation results in a timely fashion.
We will use the research as a tool for advocating for the wellbeing of Cantabrians, when appropriate.	The wellbeing of Cantabrians is prioritised.

2. Communicate, promote, educate, advocate

Messages will be distributed to vulnerable communities as well as the Greater Christchurch community using a wide variety of creative and inclusive methods. These will include advertising, public relations and media editorial, co-created content with partners, digital conversations, on the ground conversations, and activation in work places, at events and in particular communities. A provocative marketing, communications and health promotion strategy will be synthesised from local and international research.

What does success by 2018 look like?

- Awareness of the campaign has increased from 69% in July 2015 to 85% by July 2018.
- 55% of those who are aware of the campaign say the campaign has made a difference to their lives (up from 41% July 2015).

Action	Outcomes
We will use a range of multimedia communications tools to facilitate/encourage a public discussion about wellbeing.	There is a lively and engaging conversation about wellbeing in Canterbury.
We will support the public to create an environment of wellbeing: sharing information so people can learn about, explore and enhance their wellbeing.	The places where Cantabrians live, learn, work and play actively support wellbeing.
Our communications will be accessible and inclusive.	Cantabrians have easy access to the campaign's information and resources and actively use them in their own organisations and communities.
We will seek and create opportunities to advocate for wellbeing.	Wellbeing is on the agenda of influencers and policy makers.
We will support the wellbeing of Maori, Pacific and Culturally and Linguistically Diverse (CALD) communities with culturally appropriate messaging/ approaches and using appropriate models and frameworks.	Maori, Pacific and CALD communities feel a sense of ownership of <i>All Right?</i> and utilise the messages in their communities.

3. Be locally owned and driven

The campaign will seek genuine partnerships and employ diverse and open methods for engagement with the community. People recognise themselves in the *All Right?* campaign, and become active champions and advocates.

What does success by 2018 look like?

- 90% of stakeholders report satisfaction with their level of engagement with the campaign.
- Stakeholders report regularly using the messages and tools of the campaign to meet the needs of their communities and organisations.

Action	Outcomes
We will work in partnership with organisations, events and the general public to create their own wellbeing messages.	Positive mental health and wellbeing messages are regularly created by Canterbury organisations, events and the general public.
We will grow a 'champions group' of allies and partners from a diverse range of settings.	<i>All Right?</i> Champions promote wellbeing in a diverse range of settings.
We will regularly engage our stakeholders.	Stakeholders are aware of campaign developments and future plans.

4. Make the most of our resources

The campaign will manage capacity, resources and funding wisely. We will explore various ways to gather sufficient resource to transform and grow.

What does success by 2018 look like?

- A mixed-funding model is confidently in place for the next five years.
- Others report using the campaign's model for psychosocial recovery.

Action	Outcomes
We will develop a sustainability plan, including exploring alternative and innovative funding streams.	We have funding options to sustain the Campaign.
We will value our intellectual property and package it in a way that can be shared with other communities.	Other communities can learn from and access our know-how easily.
We will ensure dedicated resources drive the campaign.	Skilled and dedicated resources are retained by the campaign.
We will share our experience with the world.	<i>All Right?</i> is known as a best practice example of wellbeing empowerment post disaster in the world.
We will share the core transferable qualities of <i>All Right?</i> with partners and other communities in New Zealand.	A core model can be customised by other communities to support their specific needs.
We will operate in line with public health principles ¹ .	Stakeholders will have clarity about and understand the rationale for involvement in partnerships and actions.