

## **Background**

It is anticipated that people's recovery from the September 2010 and February 2011 earthquakes will be a long process, with residents facing ongoing concerns which put pressure on their mental health. There is likely to be a long-term impact of the earthquakes on individual and community wellbeing in greater Christchurch. In order to prevent acute problems from developing, it can be effective to address the psychosocial impact of recovery at an early stage (ref).

Currently, an over-arching psycho-social campaign for the people of Christchurch is lacking (although there were psycho-social messaging campaigns immediately following the September 2010 and February 2011 earthquakes) (Healthy Christchurch 2012).

The Greater Christchurch Wellbeing Communication Campaign aims to use social marketing to increase the positive mental health and wellbeing of greater Christchurch residents. It has received some funding from the Ministry of Social Development and the Ministry of Health, and could potentially run for ten years. It is led by the Mental Health Foundation and Community and Public Health (Healthy Christchurch 2012).

The campaign is informed by market research, which identifies audience segments and their characteristics – and what influences or discourages them from undertaking behaviours that increase mental health and wellbeing. The four stages of the project include: the research phase (Aug-Sept 2012); strategy development (Oct-Nov 2012); project launch (Dec 2011-Feb 2012); implementation (Feb 2012 onwards) (Healthy Christchurch 2012).

## **Evaluation Objectives**

1. To assess the reach of the wellbeing message
2. To assess stakeholder engagement with the message

## **Evaluation Questions**

1. What has been the reach of the wellbeing message?
2. To what extent are stakeholders engaged with the message?

## **Key Stakeholders<sup>1</sup>**

CCC Strengthening Communities Team  
CERA Community Resilience

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<sup>1</sup> List of other stakeholders attached as appendix

Psycho-Social Sub Committee  
 Ngai Tahu  
 He Oranga Pounamu  
 CWPG  
 GPs (PHOs)  
 Evon Currie – Senior Managers Group  
 Advisory Group  
 Red Cross  
 SKIP  
 Plunket  
 Ministry of Social Development  
 Pacific Trust Canterbury  
 Ministry of Pacific Island Affairs  
 Community Board Chairs  
 Canterbury Youth Collective  
 MHAPS

### **Target Population**

The target population for the Greater Christchurch Wellbeing Communication Campaign is the people of Canterbury.

### **Evaluation Design**

The evaluation will use a mixed methods approach, with qualitative interviews supplemented by quantitative data collected from questions on existing surveys, such as the CERA wellbeing survey and the Opinions survey, and brief surveys with stakeholders.

<b>Indicators</b>	<b>Targets</b>	<b>Data source</b>	<b>Time-frame</b>	<b>Analysis</b>
1.The wellbeing message is common currency		Opinions survey / CERA survey (otherwise convenience sample)	March 2013  (baseline – Feb, FU – April)	Percent of population surveyed that recognises the wellbeing message  Impact of wellbeing message  (Including, for example,

				population recall of message, self reported change of behaviour resulting from message, self reported change of perception resulting from message)
2.Stakeholders are engaged in Wellbeing Campaign and		-Qualitative in-person interviews with all key stakeholders (phone interviews with other stakeholders)	February-April 2013	Level of engagement
3.Stakeholders are promoting the Wellbeing message	-Stakeholders incorporate campaign messages into their own promotion	-Survey of stakeholders	February-April 2013	Are stakeholders promoting wellbeing message? Are any other wellbeing messages being promoted? What is working for wellbeing campaign? What isn't working?

### References

Opinions Market Research Ltd. 2012. Proposal: Greater Christchurch Wellbeing Communication Campaign Research. Christchurch: Opinions Market Research Ltd

Healthy Christchurch. 2012. Healthy Christchurch positive mental health and wellbeing campaign: Communications and stakeholder engagement plan. Christchurch: Healthy Christchurch

**Appendix One: Other stakeholders**

Earthquake Support (Niki Goss)

CanCERN

MHERC

Canterbury Men's Centre

Combined Funders Group

Relationship Aotearoa

Health Promotion Agency

Residents Associations

One Voice

CALD Networks

Specialist Mental Health Services

Gapfiller/Greening the Rubble

Small business – Pegasus Arms/Alice in Videoland

Warmer Canterbury Group

Council of Social Services

Healthy Christchurch Signatories

Fletchers Hub (Lucy Hone)

Government Leaders Group

ACC

Chamber of Commerce (Lana)

Internal CPH/DHB

University Researchers