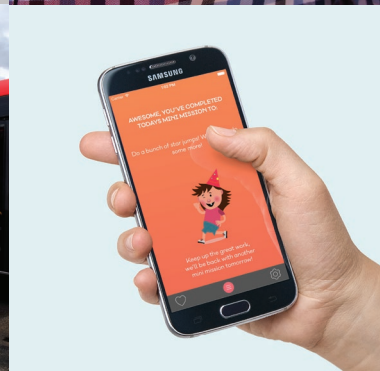


All Right?

RECIPE

The key ingredients of
Canterbury's wellbeing
campaign

Connection or
distraction?





About All Right?

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



considered All Right? messages to be helpful



said All Right? gave them ideas of things they can do to help themselves



said they'd done activities or things as a result of the All Right? campaign's messages.

Within New Zealand, All Right? is unique in promoting population-wide psychosocial wellbeing following a disaster. The campaign is led by the Canterbury District Health Board and the Mental Health Foundation of New Zealand, and sits within the Community in Mind Strategy (CERA 2014) for rebuilding health and wellbeing in Greater Christchurch.

Research on All Right? has continually demonstrated that the campaign is helping people in greater Christchurch to become more aware of their mental health, and the actions they can take to improve it.



Ingredients

- 01 — A clear mandate
- 02 — Ongoing funding
- 03 — Research and evaluation
- 04 — Established practice models and theories
- 05 — A diverse, multidisciplinary team
- 06 — A responsive, adaptable approach
- 07 — Community involvement and trust
- 08 — Tools to promote engagement
 - Relationships and partnerships
 - A creative approach
 - Targeted resources and collaboration

1. A clear mandate

The Greater Christchurch Psychosocial Committee¹ mandated the development of a city-wide wellbeing campaign after release of the Prime Minister's Chief Science Advisor's briefing paper on the likely psychosocial effects of the earthquakes in Canterbury and how to mitigate these.

"A comprehensive and effective psychosocial recovery programme needs to support the majority of the population who need some psychosocial support within the community (such as basic listening, information and community-led interventions) to allow their innate psychological resilience and coping mechanisms to come to the fore."

— PROFESSOR SIR PETER GLUCKMAN

Professor Gluckman's paper went on to state that insufficient attention to population psychosocial recovery could lead to increasing numbers needing specialist care (Gluckman, 2011).

Recovery literature suggests there are four stages people go through after a disaster.

1. The Heroic Phase
2. The Honeymoon Phase
3. The Disillusionment Phase
4. The Reconstruction Phase

All Right? was launched early in the disillusionment phase, when people often realise how long the recovery is going to take and start to feel frustrated, tired, overwhelmed, and a sense of grief.

¹The Greater Christchurch Psychosocial Committee was originally convened in September 2010 under the emergency legislation as a subgroup of the Welfare Advisory Group. Its purpose is to plan, deliver, coordinate, promote and monitor the psychosocial recovery and wellbeing of the population of greater Christchurch using a cross-sectoral model.

Some literature describes the post-disaster state in terms of adaptation to new circumstances as opposed to recovery or returning to normality. (Sepie, 2016).

As described by Calder et al. (2016), the desired outcome of psychosocial recovery intervention, in general, is to assist people and communities to regain a sense of control in what are very atypical circumstances; to facilitate people's ability to return to effective functioning and to assist them to make sense of their experience now and in the future.

Crucial to this is communicating with communities in ways that orient people to the reality of the situation in which they find themselves, clarifying what has happened and what is likely to happen in the short, medium and long term, and providing information that helps people to identify their strengths and resources and to use them to take action to assist their own and others' recovery (Mooney et al., 2011, in Calder et al., 2016).

Five key points about the psychological parameters of disaster have been proposed (Bonanno et al., 2010, in Calder et al., 2016):

- Disasters cause serious psychological harm in a minority of exposed individuals
- Disasters produce multiple patterns of outcome including psychological resilience, with a substantial proportion experiencing short-lived distress and going on to experience a relatively stable pattern of healthy functioning
- Disaster outcomes depend on a combination of risk and resilience factors
- Disasters put families and communities at risk and the stress of disasters can erode both interpersonal relationships and sense of community. Post-disaster social relations are important predictors of resilience
- The remote effects of a disaster in unexposed populations are generally limited and transient.

Secondary stressors can also have a direct impact on both an individual's and community's resilience. Secondary stressors can go on for years, are different for everyone, and can delay people's recovery – thus, they cannot be overlooked (Lock et al., 2012; Sepie, 2016).

Examples of secondary stressors include:

- Bureaucratic responses (including delays, hurdles, and processes)
- Prolonged period of aftershocks
- Road works and infrastructure repairs
- Insurance delays and complexities
- Disruption to employment and schools
- Economic stressors
- Displacement and housing stressors
- Family stressors
- Health-related stressors
- Loss of leisure and recreation facilities
- Loss of predictability, and frustrations in daily life
- Stressors relating to an individual's changing view of themselves and the world.

2. Ongoing funding

The majority of All Right's funding comes from the Ministry of Health. The arrangement for providing psychosocial support has evolved from an annual to a three-year funding path (to 2019).

As well as providing greater certainty, the three-year funding path has enabled All Right? to develop a more strategic approach to supporting mental health and wellbeing over the medium to long term.

In addition to funding from the Ministry of Health, All Right? has partnered with organisations such as the Red Cross and the Christchurch Earthquake Appeal Trust to resource specific projects.



3. Research and evaluation

Research identifying where people are at

In February 2013, prior to the public launch of All Right, qualitative and quantitative research was commissioned to identify the issues affecting Cantabrians following the earthquakes, and to gather baseline statistics on population wellbeing. This research informed the creation of the All Right? brand, which was tested with key stakeholders prior to its launch.

Fostering a research-based approach

The All Right? campaign's ongoing research programme enables the campaign to ensure it captures the unique authentic experiences of Cantabrians, in addition to monitoring emerging and pre-existing inequities. This research informs everything All Right? does – from raising awareness with community groups, organisations and businesses, to the campaign's look and feel and the creation of tools and messages that promote positive mental health and wellbeing.

Sharing research findings

All Right's willingness to share its research with Cantabrians has given residents an understanding of their collective wellbeing, and contributed to the campaign's success.

Research has been shared through short, accessible summaries via media releases, infographics and newsletters to stakeholders. The research is also published on the [All Right? website](https://allright.org.nz/all-right-website).

Reach and impact

In addition to in-depth focus groups investigating where people are at, the campaign uses quantitative research to gauge reach and impact. This enables the team to assess not just brand awareness but also how the campaign is influencing residents' wellbeing. Insights are used to inform future initiatives and channels.

Process evaluation

Vital insights have also come from the regular process evaluations completed by a public health analyst. These led, for example, to the development of separate tools for the campaign's key cultural audiences, which enhanced their feelings of inclusion and engagement.



4. Established practice models and theories

Mental health promotion

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 & Raeburn, 1998, p19). Guiding documents include the Ottawa Charter, The Perth Charter, and the Social Determinants of Mental Health.

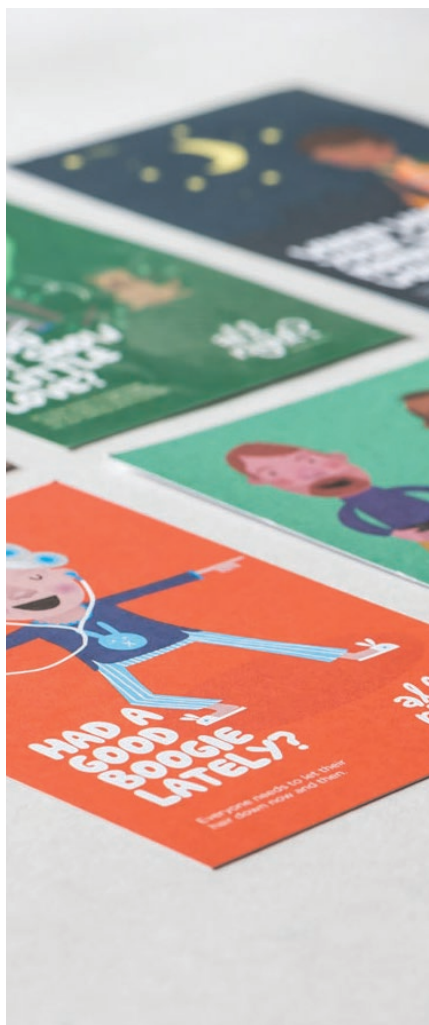
Five Ways To Wellbeing

Much of All Right?’s messaging has been based on the Five Ways To Wellbeing. The Five Ways were developed by the New Economics Foundation for the UK Government, and are a set of five simple, evidence-based actions which can improve wellbeing in everyday life.

The Five Ways are Keep Learning, Take Notice, Be Active, Give, and Connect. For more information on the Five Ways to Wellbeing visit the [Mental Health Foundation’s website](#).

Cultural models of health promotion

All Right? uses cultural models of health promotion to guide projects. These include Te Whare Tapa Whā, Te Pae Mahutonga, TUHA-NZ, and Fonofale.



5. A diverse, multidisciplinary team

Advisory group

This high level group was established at the beginning of the campaign and provides All Right? with strategic oversight and expert guidance. It is comprised of academics, social marketing experts, clinicians, and representatives from local iwi Ngai Tahu, and meets quarterly.

Creative agency

At the outset of the campaign discussions were held with several creative agencies about what a population wide psychosocial campaign could look like. Armed with the 2012 Taking the Pulse research, the selected creative agency developed the campaign’s question-based name and a unique concept for the brand.

Research and evaluation

All Right? contracts an independent market researcher. A public health analyst at Community and Public Health (a division of the CDHB) facilitates a process evaluation of the campaign.

Operations

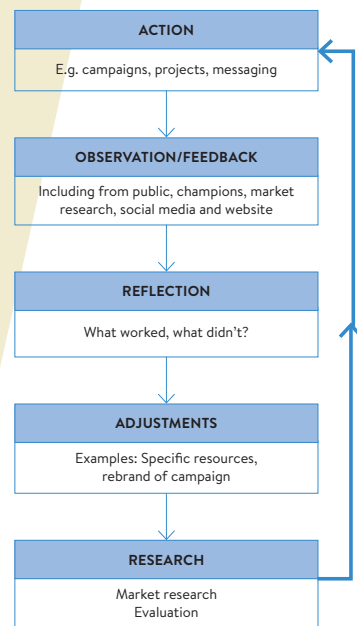
The operational arm of All Right? has continued to evolve as the campaign has matured. A Steering Group was established at the beginning of the campaign to oversee operations.

Originally comprised of people from the Mental Health Foundation and Community and Public Health, the group expanded to include representatives from the Red Cross, Waimakariri District Council and Christchurch City Council. Several of the members were already actively promoting wellbeing. The Steering Group was replaced by sub groups focused on marketing and communications, research, and stakeholder engagement.

The appointment of a full time campaign manager contributed to the creation of the current Operational Group. In addition to the campaign manager, this group includes a public health specialist, mental health promoters, communication advisors, and administration staff. As the need for the campaign has grown to respond to different population groups, the operational team has expanded to include mental health promoters for Māori, Pacific, and Culturally and Linguistically Diverse (CALD) communities, in addition to a family advisor.

6. A responsive, adaptable approach

All Right? uses an action/reflection method and fosters an environment where it is safe to disagree. The campaign has been bold and has taken risks, while being very responsive to feedback.



A key feedback method is the campaign's ongoing market research. This has enabled All Right? to develop resources for specific audiences. All Right? has also acted on advice from experts on the advisory group. This included refreshing the brand in 2016 to avoid the possibility of the brand becoming 'wallpaper'.

All Right? uses its Facebook page and website as platforms to directly engage with the Canterbury public. These platforms have been used to gather feedback and source wellbeing ideas, which have then been shared on posters, billboards and via other mediums. Providing an outlet for sharing people's own ideas has helped build positive engagement and mitigated the risk of All Right? being viewed as preachy.

Social media has also been a key platform for All Right? to communicate personal, nimble, and sensitive messages especially after large aftershocks, anniversaries, and other possibly upsetting events.

7. Community involvement and trust

Developing a trusted brand has taken time and come from working alongside and listening to the local community.

All Right? was launched two years after the February 2011 earthquake when the majority of people were starting to express feelings that reflected the characteristics of the 'disillusionment' phase. By using a conversational tone, not telling people how to feel or what to do, and by positioning itself as independent from other agencies, All Right? has become a trusted brand in the community.

While this trust is evident in greater Christchurch, All Right? is aware that their messages may not be suitable for use with other communities, or in the immediate aftermath of an event without local modifications.

As stated by Calder et al. (2016, p.230):
"To our knowledge, this campaign is unique in promoting population-wide psychosocial wellbeing following a disaster. The evaluation findings suggest that there would be value in the replication of locally modified campaigns elsewhere in New Zealand and following disasters in other nations economically similar to New Zealand."

"The two things that stand out from the campaign for me was seeing something along the lines of it's OK to feel overwhelmed some days, which made me feel relieved, not alone and a sense of our commonness of experience."

The other was the lack of logos and sponsor information, so I didn't feel condescended or dictated to. It was nice to think somebody was looking after the mental health side of things and recognising that there was a process to be lived through."

— CANTERBURY RESIDENT



8. Tools to promote engagement

“Good psychosocial interventions bring members into a close community of shared experiences, wisdom and validity.” (Sepie, 2016, p.25)

All Right? has become a powerful champion for wellbeing in Canterbury, helping normalise conversations around mental health.

A variety of tools and approaches are used by All Right? to encourage people to think about their own wellbeing.

These include:

- 8a. Relationships and partnerships
- 8b. A creative approach
- 8c. Targeted resources and collaboration



8a. Relationships and partnerships



All Right? works in partnership with a wide range of stakeholders, and over time has nurtured a strong and growing group of champions and advocates.

The All Right? Champions' Group play an integral part in the roll out of the campaign to workspaces and communities.

The Champions' Group consists of people who have spontaneously come forward advocating for wellbeing in their own workplace, including Inland Revenue, Statistics New Zealand, Ministry of Social Development, Red Cross, Westpac, Ara Institute of Canterbury, University of Canterbury, Lincoln University, Canterbury Resettlement Service, Christchurch City Council, Christchurch City Libraries, Plains FM, The Christchurch Migrant Centre, Pacific Trust, Te Pūtahitanga (the Whānau Ora Commissioning agency), and the Stronger Christchurch Infrastructure Rebuild Team.



8b. A creative approach

All Right? uses a range of creative and inclusive methods to communicate its messages, including 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.

All of the All Right? campaign's physical resources are available free of charge to people in Canterbury. However, to reach a wider audience, several of the campaign's latest resources are now available as digital tools – for example the campaign's App and Gift Generator. All Right? continues to make hard copies of resources where possible (e.g. whānau activity pack), to ensure they are accessible to all.

The All Right? campaign's resources have been popular with a range of audiences, including individuals, families, workplaces, schools, hospitals, and shops (even a Fish and Chip shop!).

Contributing to this success have been the bright colours of the resources, simple and fun messaging, and their interactivity (e.g. tear off compliment posters).

The campaign is cognisant that people are at different stages of the recovery, and the campaign's website has a range of articles to support people at different stages of the process, from practical tips following an aftershock, to character strengths questionnaires.



8c. Targeted resources and collaboration

A whole population health campaign does not mean a one size fits all approach. All Right? has developed several streams in an effort to reach a wider range of audiences.

All Right? supports the wellbeing of Māori, Pacific and Culturally and Linguistically Diverse (CALD) communities with culturally appropriate messaging and approaches, and by using appropriate models and frameworks.

The aim is to give people a sense of ownership of All Right? by working alongside them and empowering leaders to share the messages and tools in their own communities, boosting the wellbeing of individuals and their families.



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