

[MP's name] See [this link](#) for titles and forms of address to use

[MP's portfolio] E.g., [political party name] Spokesperson for Mental Health / Minister of/for [department]

[MP's postal address or email address] See [this list for mental health spokespeople's addresses](#), while details for all MPs can be found [here](#)

Tēnā koe/Dear [MP's name],

Subject: What your party can do for mental health this election

My name is [your name] and I live in [name of your electorate or town/city].

[Optional: Add a relevant [personal story or experience](#), highlighting why mental health is important to you or your whānau, community, iwi, or hapū.

[Alternatively, share why mental health is important to you with data/information.

Example:] Mental health is Aotearoa New Zealand's number one health concern. In [a 2025 survey](#), over half (61%) of us named it the biggest health issue facing our population, ahead of cancer, obesity and heart disease.

This concern is understandable, as mental distress rates are steadily increasing each year, especially for young people. According to [the most recent NZ Health Survey](#), 14% of New Zealanders reported high or very high psychological distress last year – more than double the rate of a decade ago. In that same period, mental distress has tripled for young people, with 23% of 15- to 24-year-olds reporting high or very high levels of distress last year.

To address this issue, I would like to draw your attention to an action you could include in your party's mental health policy or manifesto this election:

[Ask what action(s) you want their party to take to improve mental health in Aotearoa New Zealand.] I am asking your party to commit to investing in mental wellbeing promotion, such as through scaling up national awareness raising campaigns, or localised initiatives in schools, kura, workplaces and communities.

[Explain why you want them to take this action, and the impact it will have. If possible, provide evidence to back up your claims, such as links to journal articles or news reports. You can also explain how the action relates to your own story or experience, or that of your whānau, community, iwi, or hapū (optional).] All of us have mental health, and just like our physical health, we need to look after it. To keep everyone mentally healthy, we need a population approach, including mental health promotion initiatives that enable people and communities to adopt skills and behaviours that enhance and protect their mental health.

[Evidence shows](#) that mental health promotion improves lives, prevents crises, relieves pressure on health services and saves money, with many initiatives showing return on investment after only a short period of time. [Promoting mentally healthy skills and behaviours is also shown](#) to positively impact other social outcomes, such as educational performance,

employment rates, productivity, and social inclusion, while preventing mental health prejudice and discrimination, workplace accidents, and bullying.

[Restate/sum up your ask.] I ask that your party commit to funding initiatives that give people tools to support their own mental health, and the mental health and wellbeing of their friends, whānau and family, before they need mental health services.

[Tell them where they can learn more.] You can learn more about mental wellbeing promotion, and other policy actions your party can take to deliver meaningful mental health and wellbeing outcomes, at mentalhealth.org.nz/resources/all-resources/what-works/.

Thank you for taking the time to read this letter/email. I look forward to your response.

Ngā mihi nui,

[Your name]

[Insert your address or other contact details, so they can send you a reply]