

Kia whiti te rā, ka hihi, ka whakamana, te hā,  
te hē, kia whai kikokiko, kia puāwai te mauri.

# STRATEGIC APPROACH 2010 - 2015

# FOCUS ON FLOURISHING

Increasing proportions of the population are being diagnosed with mental disorders, even where social circumstances are improving. There are also many more stressors and strains on mental health generally relating to the increased pace and complexity of life.

However, flourishing, a measure of mental health that has been developed within the last decade, can be used to determine the level of positive mental health in populations.

When someone is flourishing they experience positive emotions, positive interest and engagement with the world around them, and meaning and purpose in their lives most of the time.

Evidence suggests that people who are flourishing are less at risk of physical and mental health problems and have better social relationships. To flourish is much more than just an absence of a diagnosis of a mental disorder. Flourishing requires certain positive qualities in one's life to be cultivated over time, and within conducive social and political environments. Studies indicate that in countries comparable to New

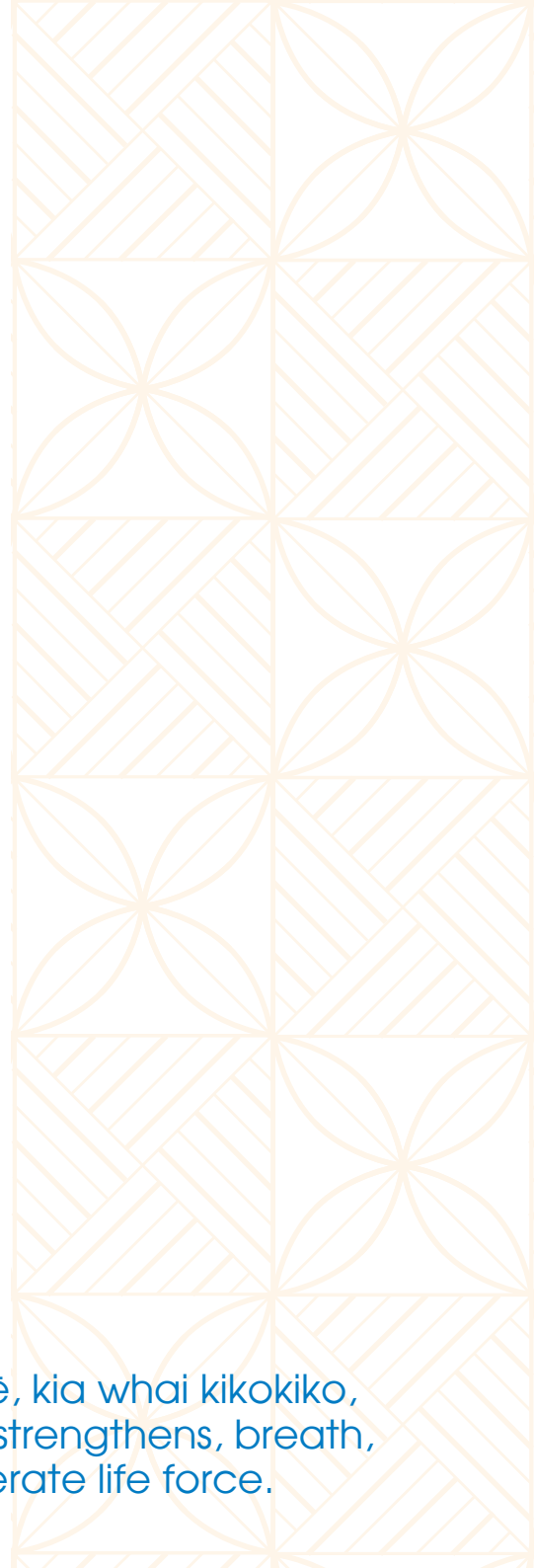
Zealand only a minority of the population is flourishing.

Flourishing through developing positive mental health is a challenge and benefit for all. It is equally relevant for those who have experienced mental distress / been diagnosed with a mental health problem, and can be equated with the concept of recovery.

The Mental Health Foundation intends to initiate activities and dialogue creatively at a national level, on the benefits of flourishing to our overall mental health, and how flourishing can be increased equitably across our population. We want to see flourishing included as a measure of progress, and from this be able to set targets to increase our collective mental wellbeing.

Many communities and individuals already flourishing will be our teachers along the way, complementing a growing number of international and local studies on positive mental health.

*Kia whiti te rā, ka hihi, ka whakamana, te hā, te hē, kia whai kikokiko, kia puāwai te mauri. As the sun shines, it warms, it strengthens, breath, energy, as sustenance for the body and to regenerate life force.*



# TE PAE MAHUTONGA

There is a strong synergy between flourishing and Te Pae Mahutonga.

Te Pae Mahutonga – The Southern Cross – is a symbolic chart for mapping the dimensions of health promotion, including mental health promotion. It was developed by Professor Sir Mason Durie in 2004 and covers both the internal and external determinants of positive mental health.

The Mental Health Foundation acknowledges the tremendous contribution made by Professor Sir Mason Durie in developing this framework. Te Pae Mahutonga will inform and guide the Foundation's strategic approach throughout the next five years.

Using an indigenous model helps give effect to our Te Tiriti o Waitangi policy in guiding our work with Māori. The tenets of Te Pae Mahutonga also clearly respect and accommodate working responsively with all cultures to secure autonomy and participation.



# ACTIVITIES & OUTCOMES

From 2010 to 2015 the Mental Health Foundation will focus on five key areas.

**1. Building the evidence for promoting positive mental health by drawing on international sources as well as New Zealand's specific research and unique experiences.**

ACTIVITIES	OUTCOMES
Publications	Better informed mental health promoters
Discussion papers and forums	Influence and improve the work of mental health service providers, Public Health Units, Primary Health Organisations, General Practitioners
Events / symposiums	Influence education providers

**2. Working with others – seeking partnerships and positive working relationships, internationally, nationally and locally within iwi, Non-Government Organisations, providers, Crown entities etc.**

ACTIVITIES	OUTCOMES
Joint / shared projects	Better informed communities
New initiatives based on best evidence	Local work stimulated to improve wellbeing and address stigma and discrimination
Work with prioritised groups	Broaden and deepen understanding and influence
Database of programmes and projects	Wider uptake of positive action
Support for and contribution to Whānau Ora	Whānau Ora equals flourishing for Māori

# ACTIVITIES & OUTCOMES

## 3. Working with and influencing national and local government to promote positive mental health opportunities for individuals and communities to flourish.

ACTIVITIES	OUTCOMES
Agreements / relationships to realise Whānau Ora	Individuals and whānau reaching their potential
Contribution into government ministries' policy and development	Incorporation of positive mental health
Policy and practice on determinants e.g. education, housing, social development	Health / wellbeing impact includes positive mental health
Partnership with local authorities	Long term plans influenced by positive mental health needs of communities

## 4. Influencing and involving the public to inform opinion and behaviour.

ACTIVITIES	OUTCOMES
Multimedia communications	Discussion / conversation in the media
Connections with media leaders	Discussion / conversation with the general public
Celebrity connections	Issues being debated
Publications accessible to the general public	Growing knowledge and interest from the public
Media for specific audiences and prioritised groups	Invitations to contribute

## 5. To deliver our strategic approach the Foundation will ensure a sustainable organisation.

ACTIVITIES	OUTCOMES
Greater emphasis on fundraising	Increased unrestricted income
New partners and contracts	Income from a wider range of sources
Workforce development	Skilled and competent workforce
Organisational development	Organisation fit for purpose

# A SOCIETY WHERE ALL PEOPLE FLOURISH

For over a century the focus on mental health in society has been on mental disorders, and either treating or preventing them – so much so that most people think about mental health only as a problem or something negative.

The time has come to think about mental health as a positive resource that can lead to individual and family and whānau resilience and improved social relationships, and allow us to respond effectively to the global challenges before us.

The Mental Health Foundation, a charitable trust established in 1977, promotes the mental health and wellbeing of New Zealanders, through a range of activities and relationships. Over the coming years the Foundation will focus on flourishing.



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