



Mental Health  
Foundation  
of New Zealand

*The Mental Health Foundation of New Zealand Strategic Plan 2006 – 2010*

# Making mental health everybody's business.





**MAURI ORA**  
Cultural Identity

**WAIORA**  
Environment

**WHAIORA**  
Participation in Society

**TOIORA**  
Healthy Lifestyles

**NGA MANUKURA**  
Effective Leadership

**MANA WHAKAHAERE**  
Autonomy

*Our Strategic Plan 2002 – 2006 stated that our vision was of a nation where “collectively and individually we recognise the importance of approaches that sustain and improve our mental health”. We have worked towards that vision over the last four years, developing and extending the reach of our work, consolidating some aspects, and identifying new opportunities.*

*We will build on past achievements while continuing to develop our core activities, by:*

- finding new ways to work in collaboration and partnership to achieve maximum impact in both policy and practice; and*
- reaching more people with positive messages, resources and information.*

*We will be outcome focused, purposeful about the actions we take, and clear about evaluating the difference we make.*

## MAKING MENTAL HEALTH EVERYBODY'S BUSINESS

The Mental Health Foundation wants mental health to be everybody's business. We want workplaces, communities, government structures, and policies that promote wellbeing, and that value diversity and recognise and build on people's strengths. We want people to be confident in the knowledge they have about how to safeguard and enhance their wellbeing. We want participation by all in a society where self-determination thrives and human rights are respected and promoted.

### Aspiration – Reaching for the Stars

We are a national (non-government) organisation and we want to make a vital contribution to the debate about what creates a mentally healthy country. We want to build the knowledge and skills to translate the debate into action – sustaining and enhancing the mental health of all people and communities in Aotearoa New Zealand.

### The Stars are Aligned

In the current environment there are opportunities to make real gains in the mental wealth of the country. National health strategies that once focused primarily on secondary and tertiary

service provision now firmly include health promotion. There is growing interest in whole of government approaches and intersectoral approaches that manage for outcomes. This can make an impact on the social determinants of health. The Like Minds mass media campaign has been successful in encouraging more people to talk about mental health generally and attitudes have become more positive.

### Te Tiriti o Waitangi

We have a commitment to Te Tiriti o Waitangi as the fundamental document of Aotearoa New Zealand. We strive to develop honourable relationships with Maori as tangata whenua of Aotearoa.

The ways in which we give effect to the Articles on Kawanatanga, Tino Rangatiratanga, and Oritetanga are contained in our Te Tiriti o Waitangi policy and our Maori Responsiveness Plan.

### Te Pae Mahutonga – The Southern Cross – A Framework For Action

Te Pae Mahutonga, the constellation of stars, is also the name given to a “symbolic chart for mapping the dimensions of health promotion including mental health promotion” developed by Professor Mason Durie. (Durie, 2004)

We have chosen Te Pae Mahutonga to both inform and represent our strategic thinking for the next five years. We acknowledge the tremendous contribution made by Professor Mason Durie in developing this framework. Te Pae Mahutonga has the breadth of action of other health promotion models, such as the Ottawa and Bangkok Charters, but also a depth of understanding developed in this country and a reflection of the particular circumstances and challenges we face as a nation. The strands describe a path from marginalisation to full citizenship but are equally applicable to ongoing positive developments. Employing an indigenous model helps give effect to our Te Tiriti o Waitangi policy in guiding our work with and for Maori. The tenets of Te Pae Mahutonga also clearly respect and accommodate working responsively with all cultures to secure autonomy and participation.

## WAYS OF WORKING - MANA WHAKAHAERE AND NGA MANUKURA

Nga Manukura and Mana Whakahaere symbolise ways of working that match with the values of the Mental Health Foundation, namely Equity, Respect, Integrity, and Fairness, and with effective health promotion.

Mana Whakahaere:  
Autonomy – Self Determination

*Health Promotion is the process of enabling people to increase control over their health and its determinants.*

*(Bangkok Charter 2005)*

The Mental Health Foundation strives to work with individuals and communities in ways that:

- increase access to information; and
- build capacity and opportunity for self determination of priorities, processes and structures.

### Mana Whakahaere Strategic Intentions 2006 - 2010

- That all our actions and activities will promote a sense of belonging and self determination.
- To strengthen our work with consumer led organisations and support workforce development and employment opportunities.
- To increase consumer/tangata whai ora leadership of anti- discrimination programmes.
- To develop networks of young people with experience of mental illness to challenge discrimination.
- To develop work on promoting older people's mental health.
- To increase the reach and availability of our information.
- To ensure our policies and practices recognise and value the diversity of the populations and communities we serve.

Nga Manukura:

Leadership – Advocacy, Community Engagement and Collaboration

To increase the self determination of individuals, families and communities, we have chosen a leadership approach which is collaborative, and we will develop potential where discrimination or marginalisation has prevented this.

Our aim is to enhance our own and others' ability to have an impact on the determinants of health, thereby improving mental health and wellbeing. We will partner or work collaboratively with other organisations and agencies.

### Nga Manukura Strategic Intentions 2006 - 2010

- To further develop mutually beneficial alliances with consumer/tangata whai ora organisations and human rights organisations to promote user choice and autonomy.
- To initiate debate around mental health issues including the language that we use.
- To advocate for culturally appropriate, accessible and responsive mental health services including at primary care level.
- To enhance the capability of Primary Health Organisations to utilise a mental health promotion approach (including for people with experience of mental illness).
- To strengthen relationships with local and regional government to improve the positive impact their work can have on mental health.
- To monitor the media and develop proactive messages and tactical responses to negative coverage.
- To develop programmes in mental health literacy.

## WAYS OF WORKING - MAURI ORA, WAIORA, WHAIORA AND TOIORA

### Mauri Ora:

#### Access to Te Ao Maori – Cultural Identity

A secure cultural identity is closely related to good overall health and particularly mental health. We will ensure our organisational structure, processes, programmes and information reflect the cultural identity of Maori as tangata whenua.

We will continue to expand our services and information so they are experienced as accessible, respectful, inclusive and relevant.

#### Mauri Ora Strategic Intentions 2006 - 2010

- To build and strengthen partnerships with iwi.
- To increase the cultural diversity and relevance of the resources and information we develop and distribute.
- To increase our knowledge and support of organisations working with Pacific communities, Asian communities, refugee communities and migrant communities.
- That our resources will reflect the diverse realities of people's lives.

### Waiora:

#### Environmental Protection – Social, Physical and Spiritual

Just as our physical environment impacts on our physical health, it also impacts on our mental health. The air we breathe, the water we drink and the buildings we live and work in, affect how we feel. The social environments that support us to express our values and incorporate meaning into our daily activities, also contribute to our wellbeing. In particular we acknowledge the:

*spiritual connection between Maori wellness and the environment.*

*(Ratima 2001)*

We aim to contribute to create a supportive social and physical environment and increase the awareness of the impact of our built environments on our mental health.

#### Waiora Strategic Intentions 2006 - 2010

- To establish relationships with organisations that work to sustain the natural environment.
- To engage with local authorities and others to increase awareness of the effects of urban environments on mental health and encourage good design.
- To strengthen the social environment for mental health promotion by further developing media relationships to communicate positive messages.
- To advocate for environments that promote spiritual meaning (in all forms) as a component of mental health and wellbeing.

### Whaiora/Te Oranga:

#### Participation in Society - Freedom from Discrimination

Our health is affected by many things, including the resources we have, access to the goods and services we need, and our ability to shape the way our institutions operate. Although we will promote social inclusion through positive actions, in order to reduce inequalities in health, the bulk of our efforts within this strand will be focused on eliminating discrimination and other factors that prevent full citizenship.

#### Whaiora/Te Oranga Strategic Intentions 2006 - 2010

- To strengthen the evidence about social determinants of mental health – particularly how all sectors can contribute.
- To investigate the scope for mental health promotion in criminal justice settings.
- To further develop work on older people's mental health.
- To promote services and approaches for people with experience of mental illness that support recovery and social inclusion.
- To develop policy and advocacy to examine and question the use of seclusion and compulsory treatment.
- To promote acceptance and challenge all forms of racism in policy and practice.

Toiora:

## Healthy Lifestyle and Choices

While the previous three strands focus primarily on structural issues, there are clearly things we as individuals can do to promote our own wellbeing. Through the provision of information, skill building programmes and modelling, the Mental Health Foundation offers support to individuals to enhance their own mental health.

### Toiora Strategic Intentions 2006 - 2010

- To develop individual confidence and competence in mental health promotion.
- To extend suicide prevention information work to all ages.
- To build on our depression awareness campaign in partnership with other organisations, particularly Maori and primary health organisations.
- To develop alliances with organisations that support families to enhance their ability to respond to their mental health needs.
- To promote discussion and develop understanding about the role of spirituality in mental health promotion and recovery.
- To increase the range of information and resources we have about spirituality, food, mood, exercise and mental wellbeing.

*While these are our main strategic intentions, we will remain open and flexible in order to:*

- *respond to important emerging issues;*
- *embrace new opportunities; and*
- *learn from further development in our thinking.*

## MANAGING FOR OUTCOMES

*The Mental Health Foundation will work on these strategic intentions over the next five years, developing annual operational plans to detail our actions and allocate our resources. Our Board will monitor progress against these intentions and we will publish achievements and progress in an annual report.*

*The outcomes we are seeking are to:*

- *reach a wider range of people and organisations with information and resources and work with them to develop capacity for autonomy and self determination.*
- *reduce discrimination and increase equity and social inclusion through advocacy, education, policy and practice.*
- *broaden and deepen our relationships to achieve maximum impact on the determinants of mental health.*



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