

# The Mental Health Foundation of New Zealand



Annual **Review** 2006



**The Mental Health Foundation describes mental health as –**

*The capacity to feel, think and act in ways that enhance our ability to enjoy life and respond to the challenges we face. It is a positive sense of emotional and spiritual wellbeing that respects the importance of culture, equity, social justice and personal dignity.*

**The Mental Health Foundation's definition of mental health promotion is –**

*Mental health promotion works to enable individuals, whanau, organisations and communities to improve and sustain their mental health and realise their full potential.*

our mission is

Making Mental Health  
**everybody's** business.

our values are

Fairness, Integrity  
**Respect**, Equity.

## report from the chair

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Ko te mihi tuatahi ki te atua ā tātou kaihanga, nāna i homai, nāna i tango i a ngā mea katoa. Nō reira ka mihi atu.

Ki ngā rau rangatira o ngā hau e whā, ka mihi atu ki a koutou, i ā koutou mana, reo me ngā rangatiratanga kei waenganui. Tēnā koutou, tēnā koutou, tēnā koutou katoa.

2006 has been a time of exciting growth and change for the Foundation with many new developments and projects.

Little of this would have been possible without the dedication and hard work of the Foundation's staff and our donors, supporters and Board members – thank you all so much for your ongoing commitment and support.

On behalf of the Board I would like to acknowledge and congratulate Judi Clements our Chief Executive for her amazing skill, talents, energy and leadership.

2006 has been a hard-working year for the Board of the Mental Health Foundation.

We completely reviewed and updated all the Mental Health Foundation's Governance Policies, which gave us a unique opportunity to re-consider and affirm all aspects of our governance role.

The Board led the development of the new Strategic Plan 2006 -2010, with its structure predicated on Te Pae Mahutonga, “the symbolic chart for mapping the dimensions of health promotion, including mental health promotion”, for this we acknowledge the original author Professor Mason Durie. We are proud to have been able to give continued practical application to this model – and the layout of this report is another example of this.

In 2006, the Board said farewell to Mike Spraggon, a long-standing member who gave his considerable expertise to the role of Chair of Finance, and also prior to my role as Chair had stepped into the breach as Chair of the Board. We also extend our farewells to Jacqui Graham who had been a member of the Board for several years and also had chaired our Fundraising Committee. We express our gratitude to both Mike and Jacqui, ngā mihi kōrua.

We are looking forward to implementing the three main outcomes identified in the new strategic plan, namely:

- 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.
- to reduce discrimination and increase equity and social inclusion through advocacy, education, policy and practice.
- to broaden and deepen our relationships to achieve maximum impact on the determinants of mental health.

*Materoa Mar*

Chair, Mental Health Foundation of New Zealand

## report from the chief executive

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*If you want to see change,  
then be the change you want to see.*

- Ghandi

2006 has been another busy year. Highlights include the completion of our new strategic plan for 2006 – 2010, the securing of two further contracts with the Ministry of Health for the National Depression Campaign and the Like Minds, Like Mine National Campaign.

Our intention of making mental health everybody's business is given further emphasis through our business plan as we work to reach a wider range of people with our information and resources and promote their capacity for self determination. Our commitment to challenging discrimination and increasing social inclusion has, and will continue to, drive our work regionally and nationally.

We have actively sought opportunities to raise our profile in order to reach more people with positive messages and gain their support.

We have given extra effort to integrating and making connections between all the strands of our work in mental health promotion, suicide prevention and promoting social inclusion. Similarly we have and will continue to seek ways of adding value through partnership and collaboration with other organisations and agencies.

Our achievements are made possible through the integrity of our governance, the commitment of our staff and the ongoing support of those listed in this review. I acknowledge and thank them all.

*Judi Clements*

Chief Executive, Mental Health Foundation of New Zealand

## governance

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### *Co-Patrons*

Sir Paul Reeves

Dr Peter McGeorge

### *Treasurer*

David Smythe

### *Chief Executive*

Judi Clements

### *Board Secretary*

Cherry Sonderer

### *Board Members*

Materoa Mar - *Chair*

Robyn Byers - *Deputy Chair*

Rangi Rangihika - *Deputy Chair*

Takutai Wikiriwhi - *Kaumatuā*

Valerie Bos

Deb Christensen

Bette Kill

Roimata Kirikiri

Hugh Norriss

Bernard Te Paa

Kirsty Wilkinson

Jacqui Graham - *retired*

*(last board meeting attended March 2006)*

Mike Spraggon - *retired*

*(last board meeting attended November 2006)*



## te pae mahutonga – the southern cross framework

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### *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 Māori. The tenets of Te Pae Mahutonga also clearly respect and accommodate working responsively with all cultures to secure autonomy and participation.



## ★mauri ora cultural identity

A secure cultural identity is closely related to good overall health and particularly mental health.

The Mental Health Foundation is committed to ensuring that Te Tiriti o Waitangi and its Articles are honoured, enacted, upheld and incorporated into our work.

In 2006, The Mental Health Foundation and Hapai te Hauora Tapui founded a partnership and established the *Kia Marama* project, to increase awareness of mental health and depression among Tāne Māori.

The *Manawaora o Ngā Taiohi* initiative established by the Mental Health Foundation and Te Tohu o Tū Trust in 2002, continued throughout 2006. The project helps young men to work through their needs by way of a wānanga / learning experience designed to help address physical, spiritual and emotional needs.

2006 also saw the development of an operational plan *He Oranga* to ensure a greater emphasis on, and responsiveness to Māori in all our work.

Throughout 2006 the Mental Health Foundation has developed further links and works with Pacific communities, particularly around suicide prevention.

Work in the Chinese community has largely focused on a project called *Kai Xin Xing Dong* which uses the Chinese media to disseminate key messages and information with the aim to reduce stigma & discrimination and raise awareness of mental health in Chinese communities.

*Kai Xin Xing Dong:*

*'Kai Xin' - being happy or opening your heart + 'Xing Dong'  
– Refers to an action = the happy action: I have a caring  
and loving heart towards you and I hope you have a caring  
and loving heart towards me.*

## ★toiora healthy lifestyles

### ***National Depression Initiative: Public Health Campaign***

A new national depression campaign was launched by Associate Minister of Health, the Honourable Jim Anderton, on 10 October 2006 – World Mental Health Day.

The Mental Health Foundation has been contracted by the Ministry of Health to coordinate the campaign, working closely with Draftfcb, Lifeline Auckland and Phoenix Research. The campaign aims to reduce the impact of depression on the lives of New Zealanders by encouraging people to recognise the signs and symptoms of depression and to seek help earlier. The campaign also supports health promotion work that protects people from experiencing depression.



TV advertising featuring former All Black John Kirwan speaking about his experience of depression is a prominent part of the campaign. A website, leaflets, posters, postcards and a free phone depression support line have been created to help support the campaign, and a high level of media coverage has been generated within the print and broadcast media about the campaign and its key messages.

Reports from Lifeline, showing that men and women are accessing the depression support line in almost equal numbers, demonstrates the overwhelming success that the campaign has had in reaching men.

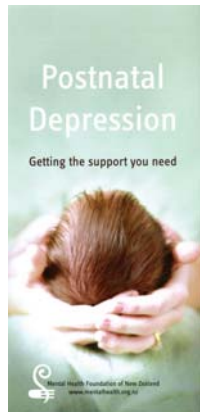
**7,698** NATIONAL DEPRESSION CAMPAIGN POSTCARDS DISTRIBUTED SINCE THE CAMPAIGN LAUNCH.

**50** NEWS MEDIA ITEMS ABOUT THE DEPRESSION CAMPAIGN IN THE FIRST TEN WEEKS AFTER LAUNCH.

***Out of the Blue/Kia Mārama***

The Mental Health Foundation and Hapai te Hauora Tapui came together in partnership to establish the Kia Mārama project as part of the *Out of the Blue* campaign.

The project, which is funded through a successful application to the ASB Charitable Trusts, involves developing an approach and a series of wānanga to increase awareness of depression and emotional literacy, and as a result increase whānau ora.



Another great collaboration for the Mental Health Foundation's *Out of the Blue* campaign was working alongside EGG Maternity to produce a leaflet about postnatal depression. With one in ten new mothers likely to experience postnatal depression, it is vital to raise awareness of this condition throughout New Zealand.

The leaflet is available from the Mental Health Foundation's Information and Resource Centre and can be found in EGG Maternity stores nationwide.

Another successful *Out of the Blue* resource has been our *Men and Depression* leaflet, which has been flying off the shelves since its publication.

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**25,028** MEN AND DEPRESSION LEAFLETS WERE DISTRIBUTED IN 2006.

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**7,341** POSTNATAL DEPRESSION LEAFLETS DISTRIBUTED IN THE FIRST TWO MONTHS AFTER LAUNCH.

***Suicide Prevention Information New Zealand (SPINZ)***

The Fourth Annual Suicide Prevention Symposium focused on understanding suicide behaviour. Held in Dunedin in November 2006, researchers and practitioners from suicide prevention, health, education and youth services joined together to share information and models of good practice.

More than 250 delegates from District Health Boards, trusts, charities, Government departments, colleges and universities, attended the two day symposium, which was opened by Associate Minister of Health, the Honourable Jim Anderton.

During 2006 SPINZ responded to nearly six hundred requests for information including –

- Requests for SPINZ information resources including resources for family and friends
- Assistance for tertiary student assignments

We also delivered 15 full day workshops and 28 presentations about suicide prevention to a broad range of stakeholders including Pacific and Māori, adolescent health and development organisations, universities and health organisations.

A review of the Mental Health Foundation's collection of research and information to reflect suicide prevention across all age groups was initiated in 2006. This will identify any unmet needs for information, providing the opportunity to increase the Foundation's resources.

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**35,405** RESOURCES WERE DISTRIBUTED BY SPINZ IN 2006. THAT'S NEARLY 8000 MORE RESOURCES THAN IN 2005.

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**413,870** HITS RECORDED ON THE SPINZ WEBSITE WWW.SPINZ.ORG.NZ IN 2006.



### **Mental Health Promotion**

#### NATIONAL MENTAL HEALTH PROMOTION HUI

“A holistic approach to mental health promotion – mind, body, spirit and physical activity” was the theme for the 2006 National Mental Health Promotion Hui, held in Palmerston North in May.

Organised by the Mental Health Foundation in partnership with Sport and Recreation New Zealand (SPARC), the Hui aimed to develop mental health promotion in Aotearoa, and encourage the sharing of existing knowledge and practice. More than 140 delegates attended including mental health promoters, social workers, school counsellors, teachers and mental health workers.

The conference included keynote speakers from the USA with Ann Rider and Linda Simpson from the *Recovery Empowerment Network* in Phoenix Arizona who came to discuss the North American perspective on recovery and mental health promotion. Other keynote speakers included Kellie-Ann Jolly from Vic Health in Australia, who discussed the relationship between physical activity and mental health, and John Raeburn, Associate Professor at the School of Population Medicine at Auckland University who spoke about the Bangkok Charter and its influence on the new era for mental health promotion.

Workshops focused on holistic approaches to mental health and mental health promotion. Sessions included student wellbeing in schools, spirituality and mental health promotion, healing holistically, suicide prevention, and MHF resources - *Lost Bag* and *Headspin*.

### MIDLANDS

In 2006 the Mental Health Foundation extended its commitment to the Midlands region with greater workforce capacity and more workshops, seminars, and ongoing professional support for agencies in mental health promotion.

### MENTAL HEALTH AWARENESS WEEK

‘Happiness: accept, belong, connect’ or ‘Ko te whanaungatanga te maioha’ was the theme of Mental Health Awareness Week which took place in October 2006.

More than one hundred events took place around the country, including a Wellness Health Expo and Mad Hatter’s party in Thames, a Hikoi/March in Kaikohe, and a “How happy are



you Wellington?” survey. Awareness week resources included reading lists, book reviews, a media kit, and short articles exploring the week’s key messages.

The Mental Health Foundation produced and distributed over 12,000 postcards, 5500 posters and 2500 balloons that featured a distinctive kohatu/stone, designed with the theme in mind.

*Te Tuhonohono o te tangata: One’s sense of belonging and connectedness. A place to stand which is right for you. You are accepted no matter what you have or who you are.*

*- Temairiki Williams, Regional Youth Development Worker at the Mental Health Foundation*

### **Working Well - Mentally Healthy Workplaces**

Working Well's key objective is supporting employers and managers to create more mentally healthy workplaces in New Zealand. Now in its fourth year of operation, membership has continued to grow at a positive pace, with a 10% increase in new members on last year's membership uptake.

New members in 2006 include a University, District Health Boards, Primary Health Organisations, hospices and private companies including manufacturers and utility companies. Working Well also won a large contract to deliver workshops to staff in a major government department, and an exciting workforce development project with a North Island District Health Board.

A new series of one hour Working Well workshops, designed to encourage employers to offer lunchtime learning sessions for employees, were established in 2006. These one hour workshops provide focused sessions on a variety topics including mood and physical activity, work life balance, stress and family, and work.



[www.workingwell.co.nz](http://www.workingwell.co.nz)

The Working Well toolkit, which is a practical guide packed full of resources and helpful tools to help employers build mentally healthy workplaces, is now available electronically and can be included on their company intranet, giving staff greater access to the information.

In addition to in-house training, Working Well's public seminars continued to attract attendees from a diverse range of industries, and a selection of one hour seminar topics are being developed for introduction next year.

*The things I found helpful were techniques to deal with conflicting issues in a polite and professional manner, and recognising the opportunity to raise issues that are not always given consideration. It was good to see I'm on the right track in identifying my triggers, and in acknowledging the importance of looking after myself.*

- Participant feedback from a Working Well seminar

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**125** WORKING WELL SEMINARS AND WORKSHOPS DELIVERED IN 2006.

### ***Like Minds, Like Mine Campaign***

Creating a nation that values and includes people with experience of mental illness is the key vision of the *Like Minds, Like Mine* campaign.

In 2006, the Mental Health Foundation increased its commitment to the Ministry of Health's stigma and discrimination campaign when it bid for and was awarded the new national Like Minds contract. The contract sees the Foundation providing strategic advice, public relations, communications and media support to the campaign, as well as administration and event management.

The Foundation continued to deliver workshops about discrimination to District Health Boards, social services, tertiary institutions and employers, developed research regarding the employment experiences of people with experience of mental illness, and enhanced our media monitoring services.

A project to establish New Zealand based *Mental Health Media Grants* was initiated in 2006 by the Mental Health Foundation and Like Minds, to replace the Carter Centre Fellowship awards for mental health journalism that were offered in New Zealand between 2001 – 2006. The aim of the new Mental Health Media Grants is to continue to encourage balanced and non discriminatory reporting of mental illness and provide the opportunity for individuals and groups to develop projects that promote positive messages about mental health.

This year *Vibe* – a youth action network for young adults with experience of mental distress – produced a vibrant mural challenging the way society views madness as being outside the 'norm'. The mural, which has a strong youth focus, is now part of Auckland University's art collection. Posters and postcards of the mural have been printed and distributed widely. *Vibe* is facilitated by Mental Health Foundation.



The Chinese Like Minds media project, *Kai Xin Xing Dong*, which uses Chinese media

to disseminate key messages, personal stories and information about mental illness to the Chinese community in Auckland to reduce associated stigma & discrimination, successfully completed its first phase in 2006.

Between September and November, nearly 20 articles and stories were written in the Chinese language, placed in Chinese newspapers, student newsletters and websites visited by the Chinese community.

Evaluation of the project indicates a need to continue and expand this work, both with the Chinese Community in Auckland and throughout the country, and with other migrant communities.

In 2006 the Foundation worked with a number of allies to promote social inclusion, including working with the Healthy Christchurch Network to develop a resource on how to support and strengthen social inclusion of people with experience of mental illness.

*Stigma: n. when people disapprove of something, especially when this is unfair*

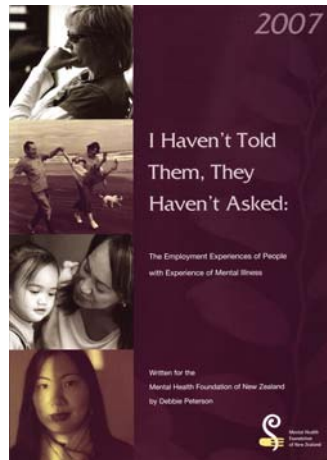
- Cambridge English Dictionary

*Discrimination: n. unfair treatment of a person, racial group, minority etc.; action based on prejudice*

- Collins English Dictionary

### Research

It was another busy year building on the survey *Respect Costs Nothing* published in 2004.



Research into employment and the issues that affect people with experience of mental illness has been a major piece of work. The research sought to understand the effect mental illness and its disclosure has on employment and how discrimination manifests.

A literature review on self stigma has also been completed as a precursor to an internalised stigma project.

*"I haven't told them, they haven't asked and I'm not aware that they know anybody that I know who knows ... because people with*

*mental illness obviously cope differently from others from time to time, they may suspect ... You do feel a little bit like, perhaps you're living a lie, but I'm not too guilty, I don't feel too guilty about that."*

- Quote from "I haven't told them, they haven't asked: The employment experiences of people with experience of mental illness".

### Advocacy

The Mental Health Advocacy Coalition (MHAC) chaired by the Mental Health Foundation is a unique body that represents all sectors and perspectives involved in mental health and addictions.

MHAC advocates for improved mental health services and develops policy advice on specific issues for the Ministry of Health. Key focus areas in 2006 were input to the action plan for the second New Zealand Mental Health and Addiction plan, Te Kokiri, and developing policy advice about primary care.

Another significant part of the Foundation's ongoing work is to encourage the media to promote positive messages around mental health and social inclusion. Improvements in our media monitoring mean we can respond to positive and negative coverage and seek opportunities to position ourselves within the media.

The Foundation's media profile continued to grow in 2006, as a result of our achievements and from our involvement in new high profile campaigns.

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OVER 170 PRINT MEDIA ARTICLES MENTIONED THE MENTAL HEALTH FOUNDATION IN 2006.

### Policy Development

The Mental Health Foundation was given the opportunity to work on and provide valuable input to a national project that focused on parents with experience of mental illness, led by Child Youth and Family with involvement from the Ministry of Health.

As part of the working group for this project, the Foundation developed a framework and service design for supporting parents with experience of mental illness, including parents with alcohol and drug problems.

In 2006 the Foundation provided policy advice on insurance guidelines and has been successful in opening up communication with some insurers. In addition we provided policy advice on the General Health Issues paper and worked with a government department on employment advice on flexible working hours.

## ★ mana whakahaere autonomy – self determination

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### **Resource and Information Centre**

The value of services offered by Mental Health Foundation's Information and Resource Centre was reflected in its increase in activity. In 2006, the Resource Centre –

- Responded to 1451 information requests (up from 1396 in 2005)
- Lent 897 items (743 in 2005)
- Had 166,000 hits recorded on the website (137,000 in 2005)
- Distributed 186,349 total resources (171,532 in 2005)

The great news is that in 2006 we were able to offer more free resources than ever before. The Foundation aims to provide quality information to people as and when they need it. Eliminating charges for resources helps to realise that aim.

New information resources, including National Depression Campaign resources and the new Post Natal Depression leaflet that the Foundation and EGG Maternity jointly produced have added hugely to the number of resources distributed.

A weekly bulletin with information on latest resources and information relevant to the mental health sector is now sent to over four hundred individuals throughout New Zealand.

*Thanks for your kind and friendly reception on my visits to the resource centre. Your professionalism is to be admired.*

*- Visitor to the Foundation's Resource and Information Centre*

*I would like you to know that I find your news letter particularly helpful. As a nurse educator, I find all sorts of interesting resources to use with staff, and for staff to use to enhance their interactions with clients in acute services.*

*Feedback about the weekly resource centre bulletin.*

### **Fundraising**

2006 has been an exciting year in the Fundraising area with an increase in staff as part of our strategy to support the long term growth and sustainability of the Foundation.

Following the initial success of the direct mail fundraising initiative in 2005, two more successful direct mailings were sent out in 2006, requesting donations to help the Foundation generate and provide free resources and information.

The quarterly *In Touch* fundraising newsletter has now been in publication for a year. Readership continues to grow, with nearly 2000 people currently receiving the newsletter.

In a recent fundraising venture the Mental Health Foundation has produced 50 donation boxes, which have been distributed to retail stores who are keen to raise awareness of mental health and support our cause.

In 2006 the Fundraising team worked with New Zealand design company Paris House to design messages for a unique range of wallets that were being sold to raise funds for the Foundation. The wallets featured 'I'm OK' messages, inspired by some of the feelings we all have everyday, but with the aim of challenging the stigma associated with mental illness.

Other fundraising initiatives that were of benefit to the Foundation included an art auction held by Auckland Medical Student Association, the sale of a discount voucher Entertainment Book, and proceeds from the sale of a thought provoking book that contains images of derelict New Zealand psychiatric hospitals and written memories from those who lived and worked in them.

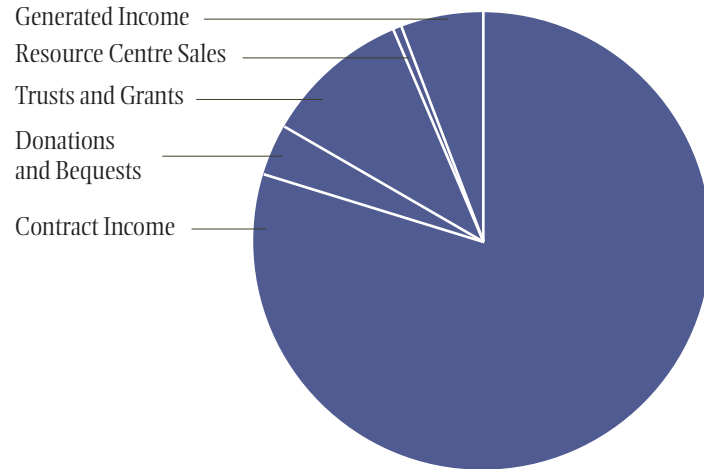
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THE FOUNDATION RECEIVED PROCEEDS FROM **A COW** SOLD BY A SUPPORTIVE FARMING FAMILY.

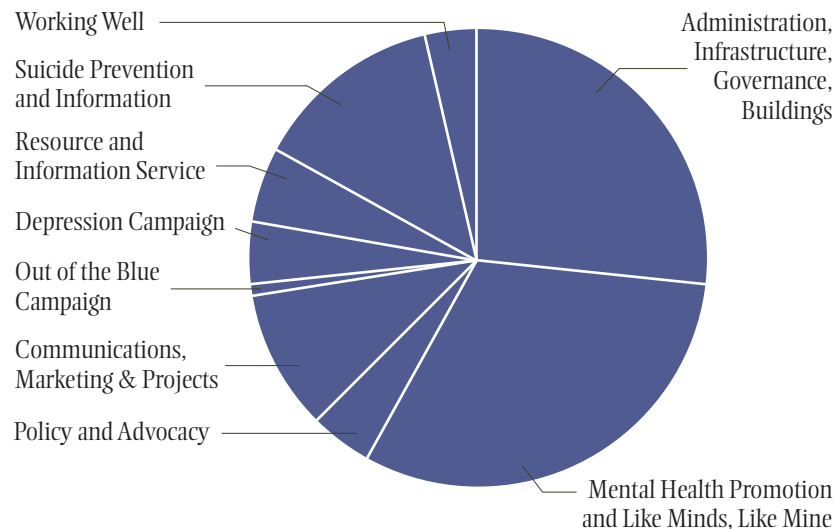


## finances

### How we raise our money



### How we spend our money



Figures from the 2005-06 financial year

## with thanks

### We gratefully acknowledge project grants, donations and bequests from:

- |  |   |
|--|---|
| Anonymous Trust  | Polmadie Charitable Trust   |
| ASB Community Trust                                      | Richmond Foundation   |
| Auckland Medical Students' Association                   | Sir John Logan Campbell Residuary Estate  |
| Bay Trust  | The Canterbury Community Trust  |
| Clare Goodwin (author of Shadows in Silence)             | The Community Trust of Southland  |
| Community Post   | The Sargood Bequest   |
| Community Trust of Mid and South Canterbury              | Trust Waikato   |
| Community Trust of Otago                                 | Turners and Growers Charitable Trust  |
| Corinna Jones of Richmastery                             | TVNZ Community Support Foundation,  |
| David Buisson (participant in the Windsor Half-Marathon) | and members of the public whose generosity allows us to continue our work. Your support really helps us in our work to improve the lives of people experiencing mental illness.   |
| Eastern and Central Community Trust                      | If you would like to learn more about how you can help raise funds for the Foundation or how to leave a bequest, please call us on 09 300 7032 or email: <a href="mailto:fundraising@mentalhealth.org.nz">fundraising@mentalhealth.org.nz</a> |
| Egg Maternity  |   |
| Elsie Steele Trust                                       |   |
| J R McKenzie Trust                                       |   |
| John Ilott Charitable Trust                              |   |
| Lottery Minister's Discretionary Fund                    |   |
| Ministry of Health                                       |   |
| NZ Lottery Grants Board                                  |   |
| Paris House  |   |
| Phyllis Campion Charitable Trust                         |   |

## websites

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### ***www.mentalhealth.org.nz***

The website of the Mental Health Foundation of New Zealand

### ***www.spinz.org.nz***

Suicide Prevention Information New Zealand – working to reduce suicide by providing high quality information

### ***www.workingwell.co.nz***

Working Well supports employers and managers to create more mentally healthy workplaces in New Zealand

### ***www.outoftheblue.org.nz***

A Mental Health Foundation campaign to raise awareness of depression

### ***www.mindnet.org.nz***

New Zealand's online mental health promotion and prevention newsletter

### ***www.depression.org.nz***

National Depression Campaign website – information resource

### ***www.likeminds.org.nz***

Like Minds, Like Mine – information on reducing stigma and discrimination associated with mental illness

### ***www.mediagrants.org.nz***

The New Zealand Mental Health Media Grants website

### ***www.vibecentral.org.nz***

Website of youth action network Vibe





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