



# ALL RIGHT? CAMPAIGN

Canterbury District Health Board, Mental Health Foundation

All Right? is a mental health promotion campaign aimed at supporting communities affected by the Canterbury earthquakes.

We draw on international research about disaster recovery and mental health promotion but make a point of doing our own research with local communities to find out how people are doing, how they nurture their own wellbeing and whether or not the campaign is working. All messages throughout the campaign are based on the 'five ways to wellbeing', which has a strong evidence base.

Those in Christchurch might have spotted our campaign on billboards, in newspapers, on noticeboards, on buses and bus stops and on badges on people's chests. They may have even heard us on the radio and seen us on Facebook.

Indeed, we have a wide level of awareness amongst Christchurch City residents. 66 per cent of our July 2014 survey participants recalled at least one element of our campaign, up from 51 per cent in July 2013. 89 per cent of these participants agreed (slightly or strongly) the messages were helpful. 48 per cent agreed our campaign made a difference to how they felt or what they chose to do in their daily lives.

Our research also informs the development of campaign resources. For example, our findings that 65 per cent of July 2014 survey respondents felt tired and 64 per cent were still grieving for losses caused by the earthquakes showed us that our messages should continue to remind people that it's normal to feel a range of emotions for several years after a disaster. This resulted in the Winter Survival Kit, which reminded people that "beating the winter blues is about more than just keeping warm". The kit used stickers to help people identify the small things they could do to prioritise and nurture their wellbeing through the winter months, such as visiting a library, having a good boogie or catching up with friends.

We've also discovered from our research that widespread weariness is resulting in fewer people taking part in physical exercise, which has consequences for mental and physical health. We therefore partnered with the Body Festival (dance festival), the Walking Festival and Summer Starter (fun run) to support people to engage in events which help them practice all five ways to wellbeing, including being active. Given the need for greater Christchurch residents to sustain themselves over the long recovery period, the focus for spring and summer 2014/15 was 'Take a Breather', reminding people to take opportunities to recharge their batteries in small ways over the warmer months.

Focus groups with Māori also inform the campaign. Throughout spring and summer 2014/2015 we promoted Te Matatini, the national kapa haka competition, hosted in Christchurch in March 2015. We emphasised the role of kapa haka and other aspects of tikanga in nurturing wellbeing and encouraged the whole city to learn about why this festival is so important to our recovery.

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