



STARTING A COMMUNITY CONVERSATION ABOUT WELLBEING IN POST-EARTHQUAKE CHRISTCHURCH.



All Right? is a social marketing campaign designed to help Cantabrians think about our mental health and wellbeing and ways we can improve it.

Why is it needed?

There are lots of things about the recovery that cause frustration and stress. Acknowledging this, and providing simple tips that support people to boost their wellbeing, can reduce the likelihood of increased mental illness and help people to flourish.

PHASE 1: WE'RE JUST ASKING

It's normal to feel how you do

- We've all been through a lot and it's normal to feel a whole range of emotions.
- You can be everything from frustrated to stoked, even at the same time!



PHASE 2: WE'RE NOT PREACHING

There are things you can do to boost your wellbeing

- We need to make time to care for ourselves.
- This is not to trivialise the real pain that many are experiencing – it is to remind people that we can, and already do, take care of ourselves and each other in very simple ways.
- All based on the 5 winning ways to wellbeing: keep learning, be active, connect, give and take notice.



PHASE 3: CANTABRIANS TELLING THEIR OWN STORIES

People know what works for them

- We don't have a monopoly on well being!
- We want to provide a forum so people can share what works for them to boost their wellbeing.



WHY IT'S WORKING

It's local

- We're informed by local research – we are reflecting back the voices of Cantabrians!
- Made in Canterbury - for us, by us.
- A very consultative development process.

Phase 1: We're just asking

- The question mark is a crucial. All Right? is not a statement because there are many aspects of our lives as Cantabrians that are definitely not all right .
- We're not telling people to do or feel anything .
- However they're feeling is all right .

Phase 2 – We're not preaching

- Our messages are not rocket science - but they are proven to boost your wellbeing .
- Light hearted illustrations + use of question mark = not seen as directive .

Phase 3 – Cantabrians are telling the story

- Everyone has their own ideas on what makes them feel good.
- We're collecting people's ideas and sharing them with others.
- Having local people's ideas on bus shelters around the city is helping start a community conversation about wellbeing in Canterbury.



KNOWING WE'RE MAKING A DIFFERENCE

- Evaluation has been built into the project. We're also using market research, website analytics, and public feedback to ensure we're making a positive difference.

“ Thank you to everyone involved in this campaign :) Because of the wonderful flags I was prompted to get on the website and found I was able to access funded counselling. I have had five sessions and they have helped me ENORMOUSLY! YAY!!! Thank you thank you thank you!!!! I am now coping and dealing with things so much better than I had been :) Hugs x ”

- Rebecca

IT'S ALL RIGHT TO ASK FOR HELP

- When talking about how we're doing, it's all right to answer 'No, I'm really not all right at the moment!'
- It's definitely all right to ask for help, and free help and support is still available to all Cantabrians.

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facebook.com/allrightnz



Mental Health Foundation of New Zealand