



Frequently Asked Questions

What is *All Right?*

All Right? was launched in February 2013 to help Canterbury's *people* recover from the psychosocial effects of the earthquakes and associated secondary stressors. Our core role is to support Cantabrians to think about and improve their mental health and wellbeing as the region recovers.

We've all been through a lot in Canterbury and there are lots of things about the recovery that cause frustration and stress. *All Right?* seeks to let people know that it's common to feel how they do, and that there are things you can do to boost your wellbeing.

All Right? also measures how well Cantabrians are doing through qualitative and quantitative research. This research is used to inform the campaign and is publicly available on allright.org.nz.

What is *All Right's* core message to Canterbury?

All Right's main message is that there are things we can all do to improve our wellbeing – even if we are stuck facing issues that are outside our control.

International research has found there are five ways we can improve wellbeing:

- *Connecting* with others
- *Giving* time and helping others
- *Learning* – using your mind, trying new things
- *Being active* – doing what we can
- *Taking notice* of the good things around us

One definition of wellbeing is 'feeling good and functioning well'. It has been well proven that people with good wellbeing are get more out of life and can cope with challenges better. Improving your wellbeing can be as simple as a moment stargazing, a trip to the park with the kids, a catch-up with mates and a little boogie round the kitchen. 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.

Who is the intended audience for the campaign?

Everyone in Canterbury. By providing reassurance and encouraging people to improve their wellbeing, it is hoped that the campaign will help prevent more acute problems from developing and reduce the number of people who require specialist support.

Who is behind *All Right?*

The *All Right?* campaign is a Healthy Christchurch project led by the Mental Health Foundation and the Canterbury District Health Board. Along the way we've received support from many organisations, including the Red Cross, CERA, the Ministry of Health, the

Ministry of Social Development, SKIP and the Waimakariri District and Christchurch City Councils.

Why are you doing this?

International research shows that addressing the psychosocial impact of recovery, through acknowledgement of the issues and promotion of strategies to care for ourselves and others, is effective in preventing more acute problems from developing. The *All Right?* team is also mindful of the opportunity to increase Cantabrians' understanding and experience of good mental health so we improve the region's wellbeing.

Where did the campaign originate?

In May 2011 the Prime Minister's Chief Science Advisor Professor Sir Peter Gluckman wrote a briefing paper on the psychosocial consequences of the Canterbury earthquakes.

The paper stated that the emotional effects of disaster can be as severe as the physical effects, and that there was value in communicating widely about the range of expected responses people could feel, and to explicitly recognise people's distress.

Four post disaster phases of recovery were described in Professor Gluckman's paper. After the initial 'heroic' and 'honeymoon' phases, a 'disillusionment or 'long recovery' phase will exist where people realize how long recovery will take and become angry and frustrated. The last phase is the emergence of a 'new normal'.

The paper highlighted that a comprehensive and effective psychosocial recovery programme is required to support the majority of the population who need some psychosocial support so that their own psychological resilience and coping mechanisms can come to the fore.

Without such a programme a greater number of people would require specialist support.

Professor Gluckman's paper informed the cross-government Greater Christchurch Psychosocial Committee's decision to ask Healthy Christchurch and the Mental Health Foundation to develop this social marketing wellbeing campaign.

What did All Right's initial research find?

Our initial round of research consisted of three phases: interviews with key informants (community leaders); qualitative research (focus groups); and quantitative research (800 people phone surveyed – 150 each in Selwyn and Waimakariri, 500 in Christchurch).

The results were released in April 2013.

It showed that there were large chunks of our population who were struggling and who would benefit from tools and support to improve their wellbeing.

Key qualitative findings

- There's been a 'double blow'. The stress and anxiety caused by dealing with insurance, repairs, and the agencies involved in the recovery has resulted in a 'double blow' which for many has proved more debilitating than the earthquakes. This is consistent with international research on 'secondary stressors' following major disaster events.
- The need for a more 'people-focused' recovery. There is a sense that people have been forgotten and that buildings are more important than people
- The most important supports for people are family and close friends, followed by the community.

Key quantitative findings

- 90% of respondents had made an insurance or EQC claim. By November 2012, 69% of these had not been settled.
- 83% value other people more since before the earthquakes.
- 64% feel guilty that others have been much more affected by the earthquakes.
- 64% do not believe that people outside Canterbury understand what Cantabrians are going through.

Overall the research painted a very complex picture of where people are with their wellbeing. On the one hand people are struggling with specifics – things like dealing with insurers and repairs. On the other there's a new found sense of hope and optimism for the future.

What if you're not all right?

The *All Right?* wellbeing campaign is the start of a conversation about wellbeing in Canterbury. 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 through the Canterbury Support Line 0800 777846.

How will *All Right?* know if it is making a difference?

Evaluation has been built into the project. Community and Public Health analysts are involved in a process evaluation which is running alongside the campaign. Cantabrians will also be asked about the *All Right?* campaign in future CERA Wellbeing Surveys.

Feedback from a stakeholder engagement evaluation indicated that the key success factors for the campaign are that it's based on local research, has been released in phases and regularly shares information and ideas. Another key success factor is that our stakeholders are actively involved in the recovery and deliver our wellbeing messages to the community.

Other metrics being used to evaluate the campaign include:

- Website and Facebook analytics and engagement
- The ordering of *All Right?* collateral
- The media profile
- How the use of the Canterbury Earthquake Support line 0800 777 846 is influenced by *All Right?* activity

How can I support All Right?

The best place to start is with your friends, workmates, neighbours and family – ask how they are feeling and how you can support their wellbeing? Just listening can make a big difference!

You can also share your ideas on what makes you feel all right at www.allright.org.nz or www.facebook.com/allrightnz

If you want to get in touch with someone at *All Right?* email hello@allright.org.nz

We also want the *All Right?* message to be shared widely throughout our community. We are seeking support to:

- Print and disseminate posters and postcards throughout the community.
- Align the campaign with community events (eg 'It's *All Right?* to dance' Body Festival'; 'It's *All Right?* to read' library week).

- Include '*All Right?*' collateral in internal and external organisation and community newsletters.

Posters and other collateral can be ordered for free from <http://www.cph.co.nz/Resources>