

# LIKE MINDS NŌKU TE AO

Programme to uphold the mana and human rights of people with experience of mental distress

## DRAFT STRATEGY 2020-2025

Tū pakari. Tū taha.

Ko te kōtahitanga ō tō tātou kaupapa.

Nōku te Ao.

Stand proud. Stand alongside.

We are united by our purpose.

This is our world.

## TE WHAKAARA

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Kia hiwa rā! Kia hiwa rā! Kia hiwa rā ki tēnei tuku! Kia hiwa ra ki tērā tuku! Kia whakapurua koe ki te toto – whakapurua tonu, whakapurua tonu. Kia hiwa rā! Kia hiwa rā!

Ki te tangi a te manu e karanga nei "Tui, tui. tuituia!"

Tuia i runga, tuia i raro, tuia i roto

Tuia i waho, tuia i te here tangata

Tihei mauri ora

Ko te kaupapa, ko Like Minds, Nōku te Ao

Ko te mihini, te whakamutunga o te toihanga, te poapoataunu ki ngā tangata whaiora

*To end prejudice and discrimination against people with experience of mental distress.*

Ko te moemoeā, te whakamana i ngā tangata katoa

*A nation where all people uphold the mana and human rights of people with experience of mental distress.*

## BACKGROUND | WHAKAPAPA

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The Like Minds Programme was established in 1997 by the Ministry of Health in response to the Mason Report<sup>1</sup>. It was one of the first comprehensive national campaigns in the world to counter the prejudice and discrimination associated with mental distress. The Programme has combined award-winning national television campaigns, other media and communication activities with community action and education.

Like Minds has thrived through the ongoing partnerships with people with lived experience of mental distress, and with Māori and with Pasifika communities. They have provided strategic advice, delivered community activities and have featured in the national campaigns.

The social environment has changed since Like Minds began. Mental health is now firmly on the agenda and people speak more freely about their experiences of depression and anxiety. However, the 2018 Government Inquiry into Mental Health and Addiction<sup>2</sup> indicated there is a long way to go, particularly for people who experience severe mental distress.

There is evidence that Like Minds has contributed to improvements in public attitudes<sup>3</sup> and reduced experiences of discrimination<sup>4</sup>. However, people with mental distress still experience discrimination, most commonly within their whānau and social networks; when finding and keeping work; and from services such as Work and Income, health services and the police<sup>4 5 6 7 8 9 10</sup>. Māori are more likely than non-Māori to report discrimination in relation to personal safety and with the police<sup>4</sup> and experience much higher rates of compulsory treatment and seclusion<sup>11 12</sup>.

## WHY ENDING PREJUDICE AND DISCRIMINATION MATTERS | HE AHA AI

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Mental distress is common but it disproportionately affects some population groups; the prevalence of mental distress among Māori is almost double that of non-Māori<sup>2</sup>.

Ending prejudice and discrimination against people with mental distress matters to everyone:

**For Māori** it is an expression of the special relationship between Māori and the Crown under Te Tiriti o Waitangi which guarantees the right of present and future generations of Māori to flourish in an inclusive world.

**For people with experience of mental distress** it means a greater sense of self-worth, better whānau and community connections, better employment prospects, a liveable income and a longer, healthier life.

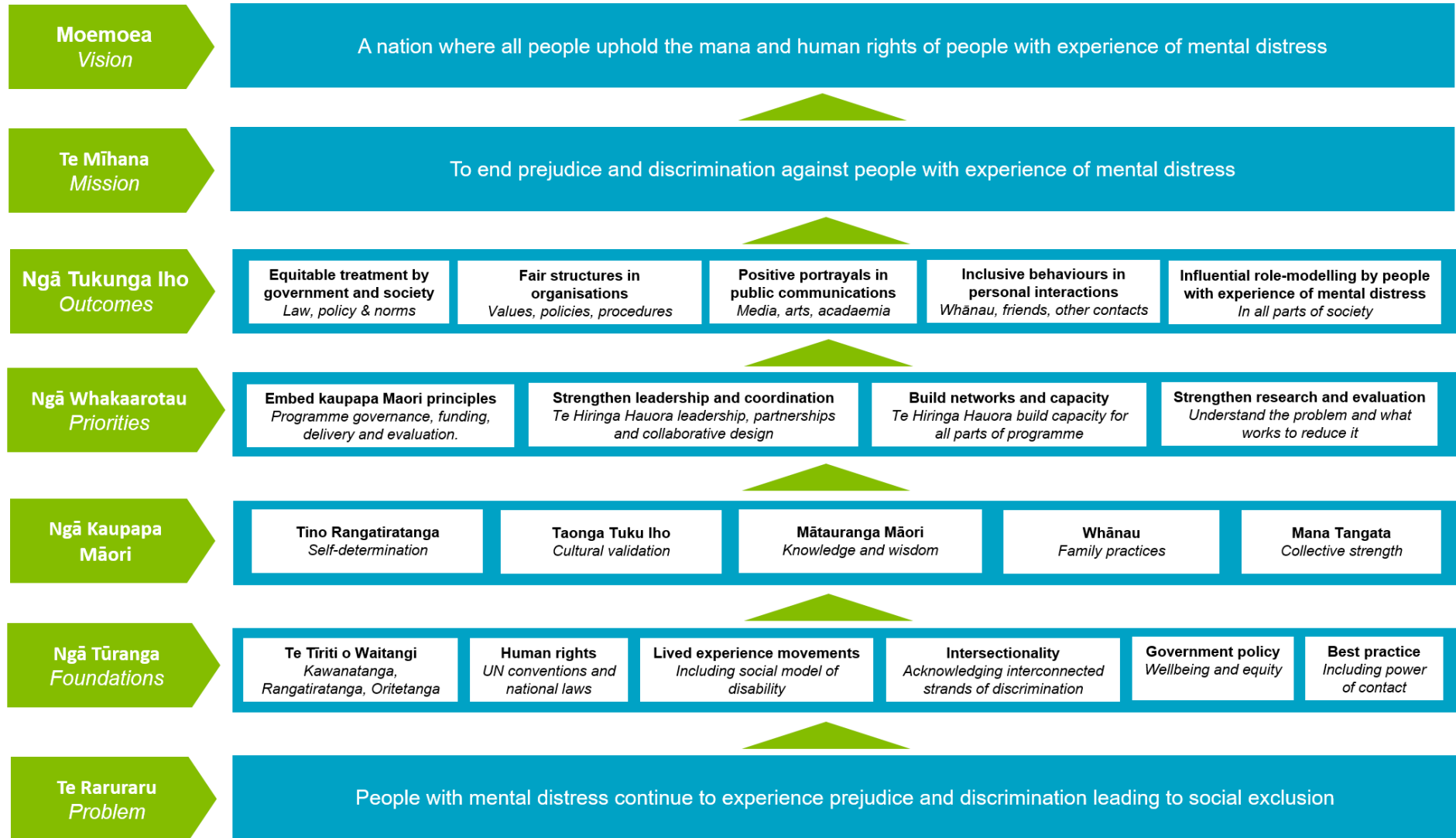
**For families and whānau** it eases their shame, grief, fear and pessimism, enabling them to include and value people with mental distress as members of their social group.

**For communities, educational settings and workplaces** it erases the ignorance, discomfort and fear that have led to the exclusion of people with mental distress from valued and contributing roles.

**For health and social services** it increases optimism and respect for people with mental distress and lessens the pressure for services to manage perceived risks on behalf of the community.

**For the whole of Aotearoa New Zealand** it contributes to a more just society and greater community wellbeing, and it will reduce the cost of serious mental distress to the community – five percent of GDP (\$12 billion) in 2014<sup>13</sup>.

# VISUAL SUMMARY OF STRATEGY | KITENGA RAUTAKI



## VISION AND OUTCOMES | MOEMOEĀ ME NGĀ TUKUNGA IHO

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### **Vision**

A nation where all people uphold the mana and human rights of people with experience of mental distress.

### **Mission**

To end prejudice and discrimination against people with experience of mental distress.

### **Outcomes**

The people of Aotearoa New Zealand uphold the mana and human rights of people with experience of mental distress through contributing to:

- Equitable treatment by government and society.
- Fair structures and in organisations.
- Positive portrayals in public communications.
- Inclusive behaviours in personal interactions.
- Influential role-modelling by people with experience of mental distress.

## FOUNDATIONS | NGĀ TŪRANGA

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### **Te Tiriti o Waitangi**

We model our work on the special relationship between Māori and the Crown under the three articles of Te Tiriti o Waitangi:

- Kāwanatanga (Governance): Māori have the right to govern their own direction and resources.
- Rangatiratanga (Self Determination): Māori have the right to lead and participate according to their worldview and Tikanga.
- Ōritetanga (Equity): Māori have the right to equal status and equitable outcomes.

### **Human rights**

Human rights recognise the inherent value of each person, based on principles of dignity, equality and mutual respect. Like Minds is underpinned by:

- The UN Convention on the Rights of Persons with Disabilities<sup>14</sup> which protects the human rights of people with disabilities, including people with mental distress.
- The UN Declaration on the Rights of Indigenous People<sup>15</sup> which protects the rights to self-determination and equality for indigenous people.
- Domestic human rights legislation such as the Human Rights Act which protects people from discrimination including people who experience mental distress.

### **Lived experience movements**

In the last 50 years the movement led by people with experience of mental distress has spearheaded work to end their discrimination. Like Minds has also been influenced by the broader disability movement's social model of disability, which defines disability as a process that happens when the dominant group creates barriers to equal participation by designing a world only for their way of being.

### **Intersectionality**

Intersectionality acknowledges that people who experience one form of discrimination may also experience other forms of discrimination which have a compounding negative impact on their lives. Like Minds acknowledges intersectionality and gives priority to people with mental distress who experience discrimination in multiple areas of their lives, such as Māori, **Pacific** Pasifika and other marginalised groups<sup>16</sup>.

## Government policy

Wellbeing and equity are currently policy drivers; they intersect with efforts to reduce prejudice and discrimination against people with mental distress as well as efforts to address colonisation and institutional racism:

- In 2019, the New Zealand Government introduced a wellbeing approach to policy and funding through The Treasury's Living Standards Framework<sup>17</sup> and Wellbeing Budgets.
- The Government is working to reduce health inequities - the avoidable outcome of uneven access to the resources needed to lead healthy lives<sup>18 19</sup>.

## Best practice

Over the years Like Minds, and similar programmes in other countries, have built up knowledge of best practice in reducing prejudice and discrimination. We will expand on this knowledge by developing best practice indigenous approaches. The main areas of evidence relate to the best explanatory models of mental distress to use in this kind of work, the best ways to structure programmes, and the most effective interventions.



## NGĀ KAUPAPA MĀORI

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Like Minds will be led by the following transformative kaupapa Māori principles<sup>20 21</sup>

### **Tino Rangatiratanga - Self-determination**

Asserts the right for Māori and non-Māori (ngā tangata katoa) to be self-determining in their cultural, political, economic and social aspirations..

### **Taonga Tuku Iho – Validation of cultural identity and aspirations**

Incorporates and normalises ngā kawa, te reo me ōna tikanga (Māori protocols, language and cultural practices) for the benefit of both Māori and non-Māori.

### **Matauranga Māori – Incorporation of knowledge and wisdom**

Acknowledges ways of acquiring and exchanging knowledge and wisdom that are either unique to Māori or preferred by Māori.

### **Whānau – Incorporation whānau structures and practices**

Acknowledges our responsibility to nurture and support a whānau culture and associated practices of connection and reciprocity.

### **Mana Tangata – Collective strength and balance**

Acknowledges the inherent power within tangata katoa and the need to work in mana enhancing ways in everything we do.

## PRIORITIES | NGĀ WHAKAAROTAU

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### **Embed kaupapa Māori principles**

Māori, as a Te Tiriti partner will be part of the Like Minds leadership and participate equitably. The Programme will be steeped in Te Ao Māori - kawa, tikanga, te reo and our kaupapa Māori principles. Māori will no longer be a priority group in a western response; kaupapa Māori principles will be the default lens through which the Programme responds to both Māori and non-Māori. This will end racism within Like Minds and ensure a more effective and acceptable focus on the human rights of Māori with mental distress.

Te Hiringa Hauora will ensure:

- Māori are partners with Te Hiringa Hauora on Like Minds Programme oversight.
- Te Hiringa Hauora ensures kaupapa Māori principles transform every aspect of Like Minds.
- Te Ao Māori is visible in Like Minds campaigns and communications.
- Māori have equitable opportunities and resources to deliver Like Minds.
- Māori experience equitable outcomes from Like Minds.

### **Strengthen leadership and coordination**

Like Minds will thrive through focusing its activities for priority benefit and in specific settings. Te Hiringa Hauora will provide coordinated leadership, active communications and a sound structure that links the different activities and levels.

Like Minds Nōku te Ao will benefit the people who are the most affected by prejudice and discrimination - people with severe mental distress and those affected by intersectional discrimination including:

- Māori
- Pasifika
- Asian communities
- Rainbow communities

Te Hiringa Hauora will lead:

- The coordination of the different parts of the Programme.
- National campaigns and communications.
- Policy work to address structural discrimination.
- Social inclusion awards.

Funded partners will deliver:

- A social movement to advocate the end of discrimination.
- Education in selected settings.
- Media grants, monitoring and response.
- Social action grants for individuals and communities.
- Like Minds programme evaluation

## **Build networks and capacity**

Building networks and capacity will enable the people involved in Like Minds to be well aligned to each other, take up opportunities to do the work and to deliver best practice.

We will achieve this through:

- Strengthening strategic relationships with other organisations to maximise reach and impact
- Building networks and momentum through the social movement.
- Developing excluders, bystanders and the excluded into upstanders.
- Developing training, resources and best practice guidance for Programme activities

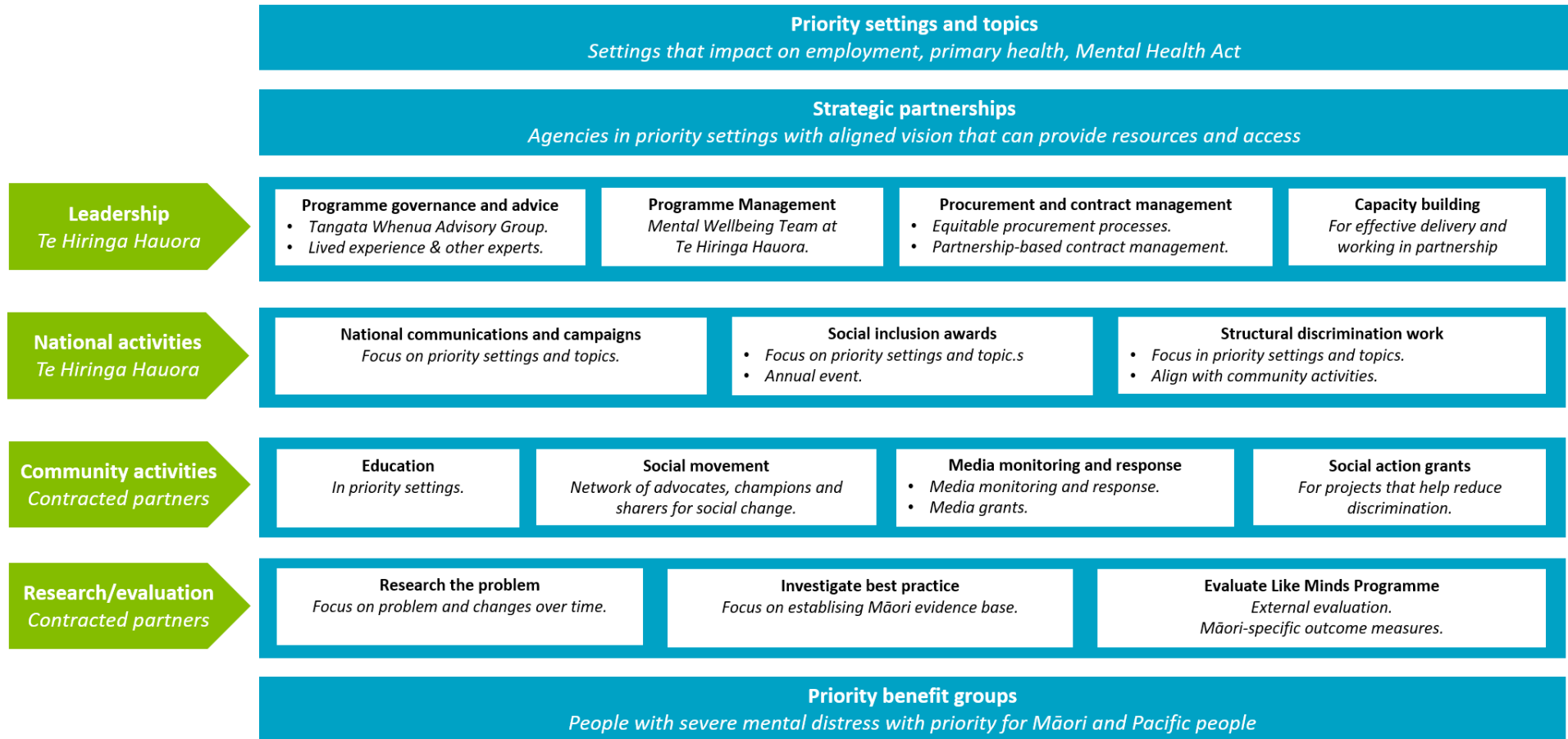
## **Strengthen research and evaluation**

Like Minds needs to be supported by robust planning as well as research to understand the problem and how it changes over time and evaluation help us understand if we are achieving the vision.

We will achieve this through:

- Collaborative planning with partners and stakeholders.
- An emphasis on kaupapa Māori approaches to research and evaluation.
- Research projects to understand the problem, particularly for Māori.
- A kaupapa Māori Programme evaluation.
- The development of indigenous best practice knowledge.

## LIKE MINDS COMPONENTS | NGĀ RINGA



## CRITICAL SUCCESS FACTORS | NGĀ PIKI

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The following critical success factors have been selected because they are either fundamental to the success of Like Minds or they need a new emphasis. These critical success factors will form the broad framework for the Programme evaluation.

### Process success factors

1. **The Foundations** are reflected through the whole of Like Minds.
2. **Kaupapa Māori** approach is embedded at all levels of Like Minds.
3. **Leadership** unifies diverse partners and coordinates multi-level activities.
4. **Collaboration** with partners enhances design, implementation, evaluation and improvements.
5. **A social movement** is mobilised.
6. **Research** and **evaluation** identify the key problems and assess the Like Minds solutions.

### Outcome success factors

7. **Public attitudes** to people with severe mental distress are improving.
8. **Experienced discrimination** among people with mental distress is reducing.
9. **Programme activities** are associated with sustained improvement in attitudes, behaviours or structures.
10. **Māori and other priority benefit groups** experience equitable improvements in social inclusion.

## ACKNOWLEDGEMENTS | NGĀ MIHIMIHI

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Ranginui ki runga rawa.

Papatuanuku ē takoto ana.

Ngā hunga mate o ngā hunga mate. Heare, haere atu rā. Haere atu ki Hawaiki nui, Hawaiki roa. Hawaiki pāmamao.

Ngā hunga ora o nga hunga ora.

Ngā manawhenua ō te ao.

Ngā mihi

We thank the kaumātua who have provided us with the whakaruruhau of shelter and safety; those who have passed on who have contributed to Like Minds; the people who stand among us who have contributed to Like Minds; the Ministry of Health for their strategic support; the Tangata Whenua Advisory Group for their ongoing leadership and guidance; Te Hiringa Hauora Board and Kaiwhakahaere Matua; and the Mental Health Foundation for supporting the development of this document.

We also thank:

- All 2014 to 2019 funded partners.
- The Pacific Leadership Group.
- Like Minds strategy advisory group.
- Multi Agency Group.
- Former Like Minds programme leads.
- Equally Well partners.
- Te Hiringa Hauora kaimahi
- The Lived Experience Knowledge Exchange Network

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