

The All Right? impact

All Right? is a social marketing wellbeing campaign focusing on the psychosocial recovery of Cantabrians following the devastating earthquakes of 2010 and 2011.

Why All Right?

International evidence tells us that:

- Disasters require public health responses that include multiple levels of intervention; including wellbeing support and population-wide education (Bonanno, Brewin, Kaniasty, & La Greca, 2010).
- Activities that provide wellbeing education for the affected population need to match the cultural context of the group (Norris, Friedman, & Watson, 2002).
- The best way to ensure this is to involve the community in evaluating its own need and determining which actions are most suitable (Norris et al., 2002).
- Ongoing consequences of disasters can lead to what has been called ‘the second disaster’, where the process of seeking help from the government and insurance agencies is associated with delays and disappointment for survivors. Feelings of helplessness and anger are common (Myers, 1994).
- Disputes with insurance companies and stress arising from repairing or rebuilding homes can contribute to people’s distress and mental health problems, and these issues can act as ‘secondary stressors’ that can have a direct impact on individual and community resilience and can delay people’s recovery (Lock et al., 2012).

Evidence-based messages

All Right? campaign messages are evidence-based and draw on concepts of flourishing, positive psychology, and the ‘Five ways to wellbeing’ (Aked, Marks, Cordon, & Thompson, 2010) as a framework. It uses local qualitative and quantitative research, stakeholder feedback, specialist advice and ongoing evaluation. The Five ways to wellbeing are:

- Connect / Me whakawhanaunga
- Give / Tukua
- Take notice / Me aro tonu
- Keep learning / Me ako tonu
- Be active / Me kori tonu

Some evaluation highlights

The *All Right?* campaign has helped many Cantabrians become more aware of their own mental health, and the actions they can take to improve it.

2016 Campaign Evaluation

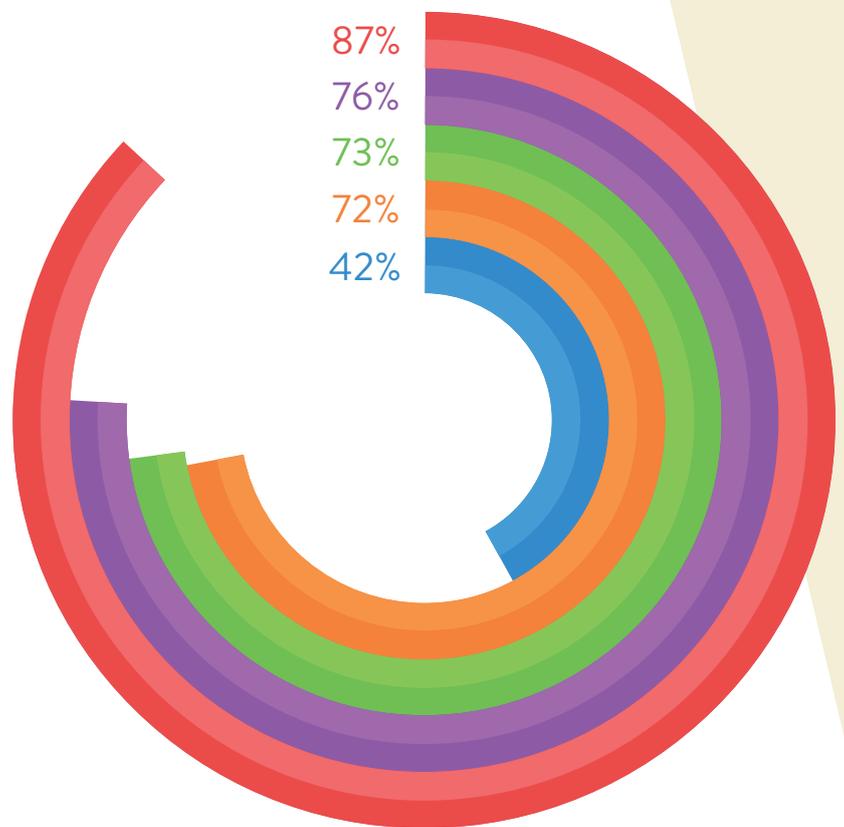
Sample: 478 Greater Christchurch Residents, representative of the population in terms of age, gender and location in accordance with the Census 2013.

- Research has shown that the average reach for health campaigns is 36–42% (Snyder and Hamilton 2002)

- A 10-year retrospective of research in health mass media campaigns suggested that exposure of 65% and above is considered high (Noar 2006).

Key quantitative results

Figure 1: Summary of 2016 key quantitative findings (478 responses)



Success factors

Here are just a few of the things interviewees had to say about the campaign.

“It’s the trusted voice of the collective wellbeing of Christchurch”

“..really hit on how people were feeling, and made it OK to talk about how you were feeling”

“..makes sure that people’s mental wellbeing and wellness is kept front of mind.”

“making connections with people, getting their korero, feedback into what was happening at every step of the way...”

“..Really innovative. I’m always amazed by the ideas that come out of the campaign...”

“..encourages people to really evaluate their own wellbeing”

“..good research that backed the aims of All Right? this meant that All Right? was a body that was very credible and an appropriate organisation to partner with.”

“something out there that was so readily easily accessible, we felt that people were caring about us”.

“There’s a lot of ‘feel good’ around All Right? images, people like them and they resonate with people.”

“..reaching Māori... visibility and Māori images in the city that are promoting positive images, cultural things that a lot of people in Canterbury were not familiar with...”

“It makes you stop and think, it’s not just me feeling this. But then I saw that they had a Pacific campaign and that is even better. ‘Cos a lot of our people don’t associate themselves or relate themselves to those messages unless they see like a Pacific theme.”

Further reading

Evaluation of a wellbeing campaign following a natural disaster in Christchurch, New Zealand

Kristi Calder, Lucy D'Aeth, Sue Turner, Ciaran Fox, and Annabel Begg
International Journal Of Mental Health Promotion Volume 18, Issue 4, 2016

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