

A summary of June 2020 All Right? campaign evaluation findings

This summary details the latest research into the reach (awareness) and impact of the All Right? campaign in greater Christchurch. It reports on research carried out in April-June 2020¹ and provides a comparison, where possible, to data collected in July 2013. The 2020 research was undertaken through phone interviews with a representative and randomly-selected sample of 380 Christchurch City residents aged 15 years and over, together with 120 residents of Waimakariri and Selwyn districts combined. In 2013, 400 Christchurch City residents were interviewed. Some comparisons have also been made to data that was collected in July 2019, when 400 Christchurch city residents were interviewed, together with 78 from Waimakariri and Selwyn districts combined. When the Waimakariri and Selwyn responses are included in the data analysis, in 2019 and 2020, this is referred to as greater Christchurch. Although the survey sought responses from a representative sample, the findings are not necessarily applicable to all individuals living in Christchurch. As such, the findings should be interpreted with some caution. Any changes noted are statistically significant at the 95% confidence level.

Key findings:

The reach of All Right? in Christchurch City had increased from just over half (51%) of those interviewed in 2013, to over ninety percent (92%) in 2020. Awareness and impact of All Right? was similar for both women and men. Women and men were equally likely to do activities as a result of what they had seen or heard in 2020, which was a change from 2019, when women were more likely than men to do activities as a result of what they had seen or heard.

All age groups had similar awareness of All Right?, however the impact of the campaign reduced with age, with the youngest respondents indicating the highest impact of the campaign. Of those who were aware of All Right?, over four-fifths (86%) of greater Christchurch respondents in 2020 agreed that it was helpful. Over forty percent (42%) had done activities as a result of All Right?. All Right? had maintained a consistently high impact. For example, in both 2013 and 2020 over four-fifths (89% in 2013, 86% in 2020) of greater Christchurch respondents who were aware of the campaign agreed that the All Right? messages were helpful.

Those who were aware of the campaign were more likely to agree that communicating about wellbeing was valuable than those who were not aware. Respondents who were aware of All Right? were more likely to agree that they had some knowledge on how to improve their own wellbeing (89%) compared to those who were not aware of the campaign (72%).

¹ New Zealand was in a national lockdown during part of the data collection timeframe, in response to the Covid-19 pandemic. The lockdown involved people staying at home other than for essential personal movement.

Almost three-quarters (74%) of greater Christchurch respondents were aware of the most recent All Right? campaign *Getting Through Together*².

Respondents reported that All Right? had encouraged conversations about wellbeing and had normalised experiencing a range of emotions. All Right? provided a regular reminder to manage wellbeing. Reminders to manage wellbeing often led to an action, for example being active; connecting with friends, family and communities; giving time; taking notice; and learning. Respondents believed that All Right? had reduced the stigma of mental illness in Canterbury which they viewed as useful for improving wellbeing.

Reach of the All Right? Campaign

- More respondents were aware of any All Right? advertising in or around Christchurch City in 2020 than in previous years (92% in 2020, 89% in 2019, 51% in 2013).
- Over four-fifths of respondents (91%) were aware of any All Right? advertising in greater Christchurch, in 2020.
- Almost three-quarters of respondents (74%) were aware of the most recent All Right? campaign *Getting Through Together*.
- Women and men had similar awareness of All Right? in 2020 (89% of men aware, 94% of women).
- All age groups had similar awareness of All Right? in 2020 (15-29 years, 91%; 30-59 years, 92%; 60 years and over, 91%), however the youngest age group (15-29 years) was more likely than the other age groups to be aware of All Right? on Facebook or Instagram.
- Of the 91% who were aware of the campaign in greater Christchurch in 2020, over half had seen All Right? on street posters (51%). About half had seen the campaign on bus stops (49%), billboards (48%), buses (47%), or television (47%). Over 40 percent had seen the campaign on Facebook (43%). About a third had seen or heard the campaign at GP surgeries (37%), libraries (34%), on the radio (33%), at Christchurch hospital (29%) or in newspapers (28%). A quarter of respondents had seen All Right? at workplaces (25%). About one-fifth had seen All Right? at schools (21%) or on Instagram (20%).

Impact of the All Right? campaign

Of the 91 percent of respondents who were aware of the All Right? campaign in greater Christchurch, in 2020:

- Over four-fifths agreed that the campaign messages were helpful (86% in 2020, 89% in 2013).
- About three-quarters agreed that the messages made them think about how they were feeling (72% in 2020, 77% in 2013).
- About two-thirds agreed that the All Right? messages gave them ideas of things they can do to help themselves (69% in 2020, 65% in 2013).

² *Getting Through Together* is a national mental health promotion response by All Right? to the COVID-19 pandemic. Canterbury District Health Board, Mental Health Foundation and Health Promotion Agency have worked together to develop and implement this campaign.

- Over 40 percent (41%) agreed that they had done activities or things as a result of what they had seen or heard of the All Right? campaign, compared to almost half (47%) in 2019.
- Almost half (49%) agreed that they valued the messages of the All Right? campaign personally, compared to over half (60%) in 2019.
- Over half (53%) agreed that they valued the messages of the All Right? campaign for their family, friends and workmates, compared to about two-thirds (65%) in 2019.
- Over three-quarters (76%) agreed that they valued the messages of the All Right? campaign for the Christchurch community, compared to four-fifths (89%) in 2019.
- Almost three-quarters (74%) agreed that they valued the messages of the All Right? campaign for New Zealanders, compared to four-fifths (80%) in 2019.
- Almost two-thirds (64%) agreed that the All Right? campaign made them more aware of looking after their mental wellbeing, compared to over two-thirds (77%) in 2019.
- Almost three-quarters (72%) agreed that the All Right? campaign made them more aware of looking after the mental wellbeing of family, friends and workmates, compared to over four-fifths (82%) in 2019.

Comparing those who had seen the All Right? campaign with those who hadn't

Respondents who had seen the All Right? campaign were more likely to agree that communicating about wellbeing was valuable:

- Over half (60%) of respondents who had seen the All Right? campaign agreed that they valued communicating about wellbeing personally, compared to over a third (40%) of respondents who had not seen the campaign.
- Over two-thirds (68%) of respondents who had seen the All Right? campaign agreed that they valued communicating about wellbeing for their friends, family and workmates, compared with about half (49%) of respondents who had not seen the campaign.
- Over four-fifths (83%) of respondents who had seen the All Right? campaign agreed that they valued communicating about wellbeing, compared to over half (60%) of respondents who had not seen the campaign.

Respondents who had seen the All Right? campaign were more likely to agree that they had some knowledge on how to improve their own wellbeing:

- Over half (60%) of respondents who had seen the All Right? campaign agreed that they valued communicating about wellbeing personally, compared to over a third (40%) of respondents who had not seen the campaign.
- Over four-fifths (89%) of respondents who had seen the All Right? campaign agreed that they knew some things that they could do to improve their wellbeing, compared to over two-thirds (72%) who had not seen the campaign.

Comparing the impact of the campaign by gender

The impact of the campaign appears to be similar for men and women. For example, of those respondents who were aware of the All Right? campaign:

- Over four-fifths of both women (89%) and men (83%) agreed that the All Right? campaign was helpful.
- About three-quarters of both women (75%) and men (68%) agreed that the All Right? campaign messages made them think about how they were feeling.

- Over a third of both women (43%) and men (40%) had done activities or things as a result of what they had seen or heard.

Men and women valued All Right? for them personally to a similar extent. However, women were more likely than men to report that All Right? messages were valuable for their family, friends, and workmates; for the Christchurch community; and for New Zealanders.

- Over half of both women (62%) and men (54%) valued All Right? for them personally.
- Over half of women (58%) reported that they valued All Right? for their family, friends and workmates compared to just under half of men (47%).

Comparing the impact of the campaign by age

The impact of the campaign varies by age, with decreasing impact with increasing age. For example, of those respondents who were aware of the All Right? campaign:

- Over 90 percent (97%) of 15-29 year olds and 30-59 year olds (86%) agreed that the All Right? campaign messages were helpful, compared to over three-quarters (77%) of those aged 60 years and over.
- Over four-fifths of 15-29 year olds (89%) agreed that the All Right? campaign messages made them think about how they were feeling, compared to about three-quarters of 30-59 year olds (74%) and about half (49%) of those aged 60 and over.
- Over four-fifths (85%) of 15-29 year olds, and almost three-quarters of 30-59 year olds (72%) agreed that the All Right? campaign messages gave them ideas of things they could do to help themselves or those around them to feel better, compared to half (50%) of those aged 60 years and over.
- About half of 15-29 year olds (54%) and 30-59 year olds (50%) agreed that they had done things as a result of what they had seen or heard, compared to almost a quarter (23%) of those aged 60 years and over.

Respondents were asked *What have you done differently to look after your wellbeing over the last six months as a result of All Right?*

Respondents reported that All Right? had encouraged them to talk about wellbeing and had normalised experiencing a range of emotions. A number of respondents reported that All Right? was a regular reminder to manage their wellbeing. Reminders to manage wellbeing often led to an action, for example, being active; connecting with friends, family and communities; giving time; taking notice; and learning.

All Right? encourages conversations about wellbeing

Respondents reported that All Right? had encouraged them to talk about wellbeing, including telling others around New Zealand about the All Right? campaign.

Trying to create an atmosphere where it is okay to talk about how you're feeling. (Female 30-59)

It is out there and it's accepted. It's okay to be down and to talk about it. (Female 30-59)

Maintaining connections with family and friends. It's ok to talk about how I really feel. (Female 30-59)

Yeah, I talked to other people, talking about mental wellbeing for school kids. Telling other people around the country about the All Right? campaign. (Female 30-59)

All Right? provided reassurance that it was all right to experience a range of emotions

Respondents reported that the messages that they found particularly helpful were those that provided reassurance that it was all right to experience a range of emotions.

The most useful message is that you know your mental health and wellbeing changes. So on some days it's not good and that's ok. (Female 30-59)

Take time to breathe or think about a situation, understand that it's ok to not feel good sometimes and just chill. (Female 15-29)

All Right? helped me to understand that it's normal to have ups and downs. (Female 30-59)

Remind myself it's okay to feel down sometimes. (Female 15-29)

It's a reminder of the support available and there is a normalising aspect to it that is helpful. It's just small reminders as you are going about your business. It reinforces what I already know. (Male 30-59)

All Right? was a regular reminder to manage wellbeing

Respondents identified that the highly-visible campaign was a reminder to manage their wellbeing.

I have suffered from depression for over 20 years. Sometimes when I have seen [All Right? messages] it has been when I have needed to and it helps a lot at those times, Stop and think, don't bottle things up, look for the positive in all situations... hard to do at first but it gets easier. (Male 30-59)

I already have mental health issues so it reminds me I am not alone and not to be so hard on myself. (Female 15-29)

Just a general cognisance that we're all struggling with stuff and to never pre-judge colleagues or friends. I experience anxiety but the presence of All Right? really shows it's a community-wide issue and you never know what someone might be going through privately. (Male 30-59)

Reminders to manage wellbeing often led to action

Be active – Respondents reported a number of activities that they did to be active, including walking, running, sport, cycling, and going to the gym.

Get active, I started running to improve my personal headspace. (Female 30-59)

I look at my physical and mental wellbeing and my family's as well. (Male 30-59)

Go for walks to get air and think. (Male 15-29)

Yeah, in the current situation I made a resolution to get out and have some exercise. (Male 60+)

I used to not exercise very often but now I understand it is very important. (Male 30-59)

I look after myself, I try to get out for a walk most days so I'm not sitting in the chair reading. (Female 60+)

I have been taking more time for myself, and exercising more. (Male 60+)

Exercise often makes a real difference. (Female 30-59)

Connect – Respondents reported a number of ways that they connected, including staying in touch with friends and family, in person and via technology.

Spend more time with my whanau and obviously there has a lot of time to do that in recent times. (Male 60+)

I miss meeting my friends for coffee but we keep in touch on messenger. (Female 60+)

I am more likely to take a little break and schedule a meet up with a friend or a boogie, like some of the posters I have seen suggest. (Female 15-29)

Socialise more, more time with my children, go out more. (Male 30-59)

Doing things a bit differently, being a little bit more sociable and not having to care what others think... (Male 15-29)

I'm reminded to think about these things. I see a reminder to 'Catch up with mates' and it prompts me to get in touch with a friend. (Male 30-59)

I'm more in touch with people and keep up morale at work. I text a friend for coffee and even photographed the All Right? poster to send to her. (Female 30-59)

Take notice - Respondents reported a number of ways that All Right? had encouraged taking notice. The All Right? messages reminded people to take notice of how they and others are feeling. Some respondents also reported practicing mindfulness, meditation, yoga, breathing exercises, and prayer. Respondents also reported taking notice by limiting screen time.

All Right? reminds me to check in with myself. (Female 15-29)

Be aware when I'm feeling low and knowing it will not stay that way. (Female 30-59)

More aware of different moods for me and those around me. (Male 30-59)

I am more aware of my mental wellbeing and how to recognise triggers. (Female 15-29)

More reflection about my own thoughts and feelings and correlating it with the external environment. Accepting that there are bad days and doing self-care. (Female 30-59)

I stop and think about whether I could do something for my wellbeing or to give ideas to others who might need it. (Female 30-59)

I'm already aware of my wellbeing but All Right? causes me to pause and reflect. (Female 30-59)

I try to look out for anyone who is not doing so well. The campaign raises awareness that others might not be doing so well. (Female 60+)

Talk to mates about my feelings and take frequent breaks from technology. (Male 30-59)

Keep learning - Respondents reported a number of ways that they kept learning, including learning a new hobby, reading, creative arts, belonging to clubs, travelling to new places, and studying. Often learning was articulated as “giving time to myself.”

I learnt to play bridge. I like to keep my mind active. (Female 60+)

I definitely take time out more often and have discovered that growing plants out in the garden is so relaxing and satisfying. (Female 60+)

I always give time to myself, read books... (Female 60+)

Do something creative. (Male 30-59)

One just stays positive. Probably had a couple of minutes of 'oh no I can't go anywhere' and then I had a rethink and said to myself 'I am on holiday - I have got plenty to do, crosswords, books to read, so I'm ok'. (Female 60+)

Focus my attention on improving myself in the best way I can, like taking free online courses, during the lockdown. (Female 15-29)

I've learnt how to dance. (Female 30-59)

Give – Respondents reported a number of ways that they give, including helping their family and friends, and others in their community. Respondents commented on the importance of being kind.

To help myself and others to be kind, to be happy sometimes and think of others. (Female 30-59)

I try to help others and myself and stay happy... I try to make others feel like they matter... (Male 15-29)

Respondents also identified that they had improved their diet/ stopped smoking/ reduced their alcohol intake/ listened to music/ gone to church/ gotten enough sleep.

Respondents were asked *As a result of All Right? what have you done differently to look after the wellbeing of family, friends and workmates?*

Respondents reported that as a result of All Right? they had engaged in more kōrero about wellbeing with family, friends and workmates, they had spent time really listening to how others were, and they had given compliments. Respondents reported that All Right? had encouraged conversations about wellbeing, which was viewed as reducing stigma of mental health issues. Respondents had shared information about mental health with others and encouraged others to seek help if needed. The All Right? messages were seen as reminders to connect with others and to be kind, which was seen as particularly important during lockdown.

Engaged in more kōrero with family, friends and workmates

All Right? messages were reminders to connect with others. Respondents had engaged in more kōrero about wellbeing with family, friends and workmates. Respondents reported that the campaign had encouraged them to spend more time with others.

Engaged in more kōrero around mental health with my friends and whānau. (Female 30-59)

Probably check on them more and talk to them more. The messages have been a reminder for me to do that. (Female 60+)

Ask them how they are, sharing stories and experiences and just listening if they have something to say or needed someone to talk to them. (Female 15-29)

I've done a lot more listening. I'm a lot more aware of other people's feelings. I listen to them rather than just giving out advice. (Female 30-59)

Tried to understand and be patient. Tried to encourage them to open up. Tried to help my husband understand more about mental wellbeing within his family... (Female 60+)

I think the All Right? messages just remind me to actually do it and check up on people. I also found they offered different ideas of things to do with or ways to approach people I know who aren't feeling so good. (Female 15-29)

Ask more questions that are different to 'are you alright' but mean the same thing. Check in with my LGBTQ+ friends more. (Female 15-29)

Connecting with people is especially important after lockdown. Get in touch with people whom I trust or feel good around. Give them a call, send them a message or organise to catch-up with them. (Male 30-59)

A number of respondents referred to the extra importance of connecting with others during lockdown and that All Right? had encouraged this, and kindness.

I talk to them and I try to meet them. Facetime and WhatsApp have been a blessing in the lockdown.
(Female 60+)

I think the campaign has meant you are more kind and gentle with people. Mostly at work it made a difference for me. It was an eye opener for me that some people are much less resilient than me.
(Female 60+)

Remind them that we're all in this together and the hard work we put in will achieve a great result.
(Male 30-59)

I think All Right? reinforces kindness messages. (Male 30-59)

I have sent messages on Facebook to those that I can't see and sent photos of where I have been walking. I have been keeping in touch on the phone with those who are isolated. (Female 60+)

Being more kind or aware of them. (Male 30-59)

Given compliments

A number of respondents had reported that they had given the All Right? compliments to friends and family.

More caring of people, more thoughtful. I gave mum a [All Right?] compliments card. (Male 15-29)

Compliments slips to affirm friends and family. (Female 30-59)

Spent time with them. Listened. Encouraged them to be positive. Given compliments. (Female 30-59)

Reducing stigma of mental health issues

Respondents reported that All Right? had encouraged conversations about wellbeing, which was viewed as reducing stigma of mental health issues. Respondents had shared information about mental health with others and encouraged others to seek help if needed.

Look out for signs of depression/stress etc. Letting them know they can talk to me about anything without judgement. (Female 15-29)

Tried to have more time for other people, being more aware of other people's feelings, more accepting that mental health is a health issue. Making it normal means that it doesn't have the same stigma attached to it. I try to look after myself so that I can look after other people. (Female 30-59)

Trying to create an atmosphere where it is okay to talk about how you're feeling. We're more likely to share stuff about farmers' mental health as we are farmers. (Female 30-59)

Being in contact, making sure that they are okay, and knowing that they can ask for help if needed. To acknowledge that it's okay to feel a bit down, not to be embarrassed and to ask for help if needed.
(Female 30-59)

Respondents were asked *How has All Right? been useful for wellbeing?*

The research indicates that All Right? campaign has been useful for wellbeing by providing constant reminders to look after wellbeing. Some respondents commented that this made them feel like someone cared about them. Respondents found the tips for improving wellbeing useful both for themselves and for helping others. Respondents believed that All Right? had reduced the stigma of mental illness in Canterbury, which they viewed as useful for improving their wellbeing. Respondents found the reassurance that it is all right to experience a range of emotions useful for their wellbeing. A number of respondents commented on the two most recent All Right? campaigns, the All Right? rainbow campaign and Getting Through Together and how they had felt supported by these specific campaigns.

Providing reminders to look after wellbeing

The All Right? campaign has been useful for wellbeing by providing constant reminders to look after wellbeing. Some respondents commented that this made them feel like someone cared about them.

All Right? provides regular little reminders that I need to pay attention to my wellbeing. I like the short, sharp reminders that reconnect me with me. I also use the slogans and resources when I am supporting others. (Female 30-59)

Raising consciousness of the importance of my own wellbeing and giving ideas about how I could support friends and family. Not just when there is a major event but all the time. (Female 30-59)

There have been times when I have been having a particularly blue day and I will be walking around town, thinking about things and all of a sudden stumble upon an 'All Right?' poster and it has made me stop and think and acknowledge my feelings. Check in with myself. It truly feels like 'a sign' sometimes. It also makes me proud to be in New Zealand and in Christchurch in a place where this is something that is a part of my local community... (Female 15-29)

When I felt sad, had a bad day, sometimes I would feel a bit depressed and I am in the bus or somewhere and suddenly I see the All Right signs pop up and that makes me think about myself a bit more and what I am feeling and like it's ok to feel like that and that it's going to be alright and that makes me feel like somebody is there for me. (Female 15-29)

Providing tips for improving wellbeing, for self and others

Respondents found the tips for improving wellbeing useful both for themselves and for helping others.

It has given me tips/ideas on getting through difficult times. (Female 15-29)

Reminds you to stop and take a breath. (Male 30-59)

Made me look at what I can do differently. (Male 15-29)

Good reminder of the things that you can do to help your mental wellbeing. (Female 30-59)

It is alright to feel different or be different. We had lots of fun with the compliments. It seems a little extravagant as the quality of items is amazing but really it is better to be extravagant. (Male 60+)

Just remembering about being connected to people, remembering to enjoy little things, and being active. It brings people to talk about being down openly, bringing communities together to look after people's wellbeing. Being there for each other. (Female 30-59)

Definitely the earthquakes, shootings... being more understanding of everyone's mental health. Being respectful of people's mental health. It has helped me to understand how closely physical and mental health are linked. The importance of exercise, eating well and sleeping well. (Female 30-59)

Reducing stigma of mental illness in Canterbury

Respondents believed that All Right? had reduced the stigma of mental illness in Canterbury, which they viewed as useful for improving wellbeing.

It has brought a smile to my face when I see the All Right? posters. It has given me ideas to approach others. It has reminded me it's ok to not be ok. All Right? has helped to remove the stigma around mental health in Canterbury. (Female 15-29)

I think that during the lockdown it has reminded me to take a walk at stressful times. I remember one slogan that says 'It's all right to ask for help', which I've done for myself and someone else. It helps to get over that stigma. (Female 30-59)

There is a lot more openness about mental health and vulnerability. Getting messages that it's ok to feel down sometimes is a good thing and you take it into your awareness. Makes you check yourself to see where you are on the scale of mental wellbeing and to see where the people you meet are in terms of their mental wellbeing. The All Right? campaign is a helpful, positive thing. These messages promote kindness. (Male 60+)

Reassurance that it is all right to experience a range of emotions

Respondents found the reassurance that it is all right to experience a range of emotions useful for their wellbeing.

Normalising ups and downs. It's ok to not be ok for periods of time. People who feel normalised in stressful events cope with it better as they don't feel so lonely. The idea that other people go through it too helps. (Female 30-59)

It has made me think differently on the mental wellbeing of myself and others and making it a less taboo subject. (Male 30-59)

All Right? rainbow campaign and Getting Through Together

A number of respondents commented on the two most recent All Right? campaigns, the All Right? rainbow campaign and Getting Through Together and how they had felt supported by these specific campaigns.

Being part of the rainbow community myself it feels really good to be recognised and supported. It feels good to know that our government recognises the rainbow community and the importance of mental health. Also good that they include the Maori and Pacifica communities in their campaign. (Female 30-59)

Getting Through Together campaign has made me more aware of other people and what they are going through and that we are all going through the same thing. (Female 60+)