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ANAKO HE ITI HE POUNAMU
IT'S THE SIMPLE THINGS THAT BRING US JOY

ALL RIGHT?

REDISCOVER EVERYDAY WONDER
WHAIŌ NGĀ MIHAROTANGA O IA RĀ

ALL RIGHT?

I'M A DAD, HUSBAND, SON, BROTHER AND I LOVE DOING ALL THESE DIFFERENT THINGS THAT MAKE ME, ME.

- Kit, former pilot

ALL RIGHT? ALLRIGHT.ORG.NZ



WHAT WE'RE SEEING IS NO GREAT SURPRISE... AND IT'S NO TIME TO PANIC.

Dr Siouxsie Wiles

ALL RIGHT? ALLRIGHT.ORG.NZ



IT'S ALL RIGHT IF YOU'RE A TAD FRUSTRATED

A NEW CASE IS SOMETHING WE HOPED WE WOULDN'T GET BUT IT'S ALSO SOMETHING WE EXPECTED AND WE HAVE PLANNED FOR.

Dr. Ashley Bloomfield

ALL RIGHT? ALLRIGHT.ORG.NZ



IT'S ALL RIGHT IF YOU'RE JUST NOT FEELING IT TODAY

5 IN 6 WANT TO BE MORE HEALTH CONSCIOUS

ALL RIGHT? ALLRIGHT.ORG.NZ

IT'S ALL RIGHT IF YOU STILL FEEL NERVOUS AT TIMES

ALL RIGHT? ALLRIGHT.ORG.NZ

IT'S ALL RIGHT TO STAY AWAY FROM BUSY PLACES

ALL RIGHT? ALLRIGHT.ORG.NZ

IT'S ALL RIGHT IF YOU DON'T WANT TO CATCH THE BUS

ALL RIGHT? ALLRIGHT.ORG.NZ

IT'S KA PAI TO JUST KEEP SWIMMING

ANAKO HE ITI HE POUNAMU
IT'S THE SIMPLE THINGS WE REMEMBER

THANKS FOR PUTTING IN THE MAHI AUCKLAND!

ALL RIGHT? ALLRIGHT.ORG.NZ

SOCIAL CONNECTION & EMOTION

Maintaining relationships helps reduce anxiety and stress

WHAT WE'RE LOVING

- Sleeping in & cat cuddles
- Getting stuff done around the house
- No rushing around, more time

ALL RIGHT? GETTING THROUGH TOGETHER

WHAT WE'RE MISSING

- Time away from the kids & the husband
- Office banter, chit chat & work advice
- Hugs from my mates!

ALL RIGHT? GETTING THROUGH TOGETHER

GETTING THROUGH TOGETHER

WĀHIA & TĀHOU TE PĀKA TĀHĀKI

ALL RIGHT? Mental Health Foundation | HEALTH

Kia ora from ‘Getting Through Together’.

Getting Through Together – Whāia E Tātou Te Pae Tawhiti - is a national mental health and wellbeing campaign brought to you by Community and Public Health (a division of the Canterbury District Health Board), the Mental Health Foundation of New Zealand and Te Hiringa Hauora (Health Promotion Agency).

This campaign is helping New Zealanders get through the effects of the global Covid-19 pandemic – together. Our whakataukī, Whāia E Tātou Te Pae Tawhiti means we’re working together, as a nation, to pursue our future.

Getting Through Together is a campaign for you, developed by people who are living this right alongside you. We’re a small team made up of public health specialists, health promoters, Te Ao Māori experts, community engagement specialists, writers, strategists, digital whizzes, marketers, web developers, and educators.

We’re using our knowledge of wellbeing science and the expertise we’ve developed over many years to share the things we know are important to build and maintain mental health and wellbeing in the toughest of times. We’re counting on you to keep in touch with us and share what you know. Together, we’ll continue to learn what makes us feel good, what we’re finding tough, and how we can connect, move our bodies and look after each other.

Will you join us?

‘Getting Through Together’ is achieving some great results:¹

- Approximately 1 in 4 people recall the campaign and have done something about their wellbeing as a result.
- Among those who recall the campaign, the vast majority (94%) believe it is valuable to their community.
- Māori and Pasifika are likelier than other groups to also believe the campaign is valuable for their family and friends.

With findings like these, it is clear that the campaign is making a difference - and this is where you come in. We want more people to see it!

We’ll be on your TV, your radio, your social media, in your supermarkets and your pharmacies whenever we can.

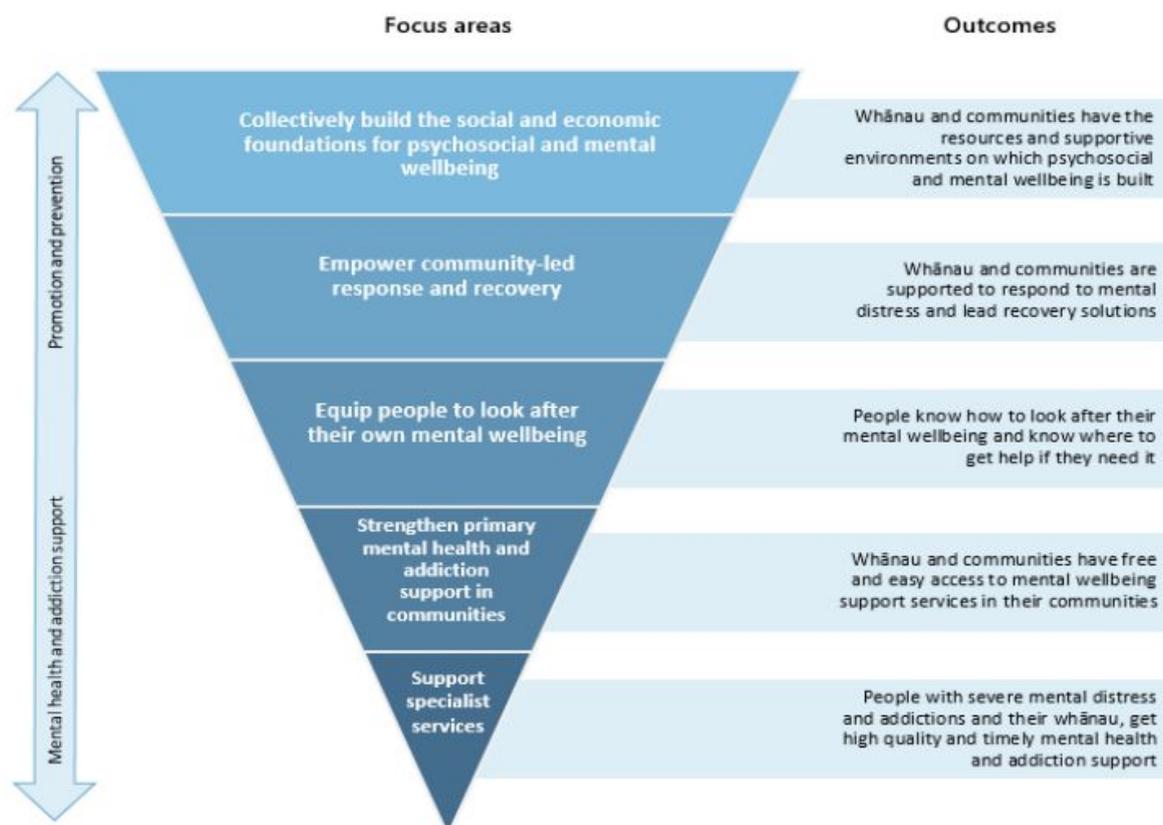
Ultimately however, our success comes down to having people in each and every community who can help us amplify our messages. You can follow us on [Facebook](#), [Instagram](#) and [Twitter](#), and share our content. You can subscribe to our regular updates and encourage others to do the same. You can order our print resources at our website (www.allright.org.nz). You might even have ideas for content that showcases how people are ‘Getting Through Together’ in your community or for events that bring the campaign to life.

You know your community best. Can you help find the best channels and the best way to connect people with the campaign - and help us get through together?

¹ New Zealand’s COVID-19 journey: Consumer attitudes & behaviour through the pandemic. Ipsos, October 2020

Context: Kia Kaha, Kia Māia, Kia Ora Aotearoa

'Getting Through Together' fits '[Kia Kaha, Kia Māia, Kia Ora Aotearoa](#),' the national psychosocial recovery plan. The goal of the plan is to, 'Protect and enhance people's mental wellbeing so that they can adapt and thrive after their lives have been disrupted by the COVID-19 pandemic.' This includes activities across five focus areas.



The way we set out to deliver these activities is key. Our activities align with best practice, recognising that everyone is an expert in their own wellbeing.

A comprehensive and effective psychosocial recovery programme needs to support the majority of the population who need some psychosocial support within the community (such as basic listening, information and community-led interventions) to allow their innate psychological resilience & coping mechanisms to come to the fore.

Professor Sir Peter Gluckman, May 2011 (former Prime Minister's Chief Science Advisor)

Our activities are mental health promotion activities, so they fit with the upper and middle focus areas in the diagram. Mental health promotion interventions are about promoting and sustaining wellbeing at individual/whānau, community and societal levels.

Getting Through Together campaign strategy

So, how does Getting Through Together work? How do we talk about its goals, approaches and values?

Relevant Health Promotion Strategies (Ottawa Charter for Health Promotion 1986):

Another way of thinking about the campaign's activities is in terms of health promotion more generally. The Ottawa Charter provides a useful framework for this. Our activities fall under the domains that:

- Create supportive environments
- Develop personal skills
- Strengthen community action

Getting Through Together campaign psychosocial objectives

We design our activities, messaging, and approach around three psychosocial objectives:

1. *Rangatiratanga* - Focusing on what we can control. Self-determination, agency, hauora literacy and skills.
2. *Ngākau aroha* - Empathy, kindness, kōtahitanga and manaakitanga. Recognition of the psychosocial impacts. Creating space for communities to feel seen and heard.
3. *Kaitiakitanga* - Social solidarity, collective responsibility and care. Cultivating a sense of safety and optimism. Celebrating our collective response and building resilience into the future.

These objectives are designed in response to the psychosocial impacts identified and anticipated through a variety of sources including current research, published literature, real-time community feedback, media and social media as well as *Kia Kaha, Kia Māia, Kia Ora Aotearoa – COVID-19 psychosocial and mental wellbeing recovery plan* (Ministry of Health 2020).

The objectives reflect key mental health promotion principles informed by the science of wellbeing and Te Ao Māori – they are strengths-focused and provide both strategic and tactical direction for social marketing approaches, using social norms etc. Because the campaign is focused on supporting and growing self-efficacy and emotional literacy it does not prioritise help-seeking messages, although information about relevant frontline services are included on the website and in some resources.

The values-based, bicultural construction of the objectives guides the development of all content, resources and messaging of Getting Through Together. These are what the campaign is aiming for.

Communication and messages

Here's a look at some of the messages and phrases that we've used in the campaign. Ultimately it's about encouraging people to think about how they're feeling, and what they can do right now to look after themselves and each other.

Phase 1: Encouraging connection and kindness

First ran 1 April – 15 April

The first phase of the campaign launched during the nation-wide lockdown. The main idea behind this phase was to highlight that there are simple things you can do to feel good, even when you are stuck at home. The campaign reminds people that we can, and already do, take care of ourselves and each other in very simple ways. Even when times are tough.

Key messages

Primary messages

There are three core messages underlying the work:

- Distance, not distant.
- Isolation, not isolated.
- Aroha from afar.

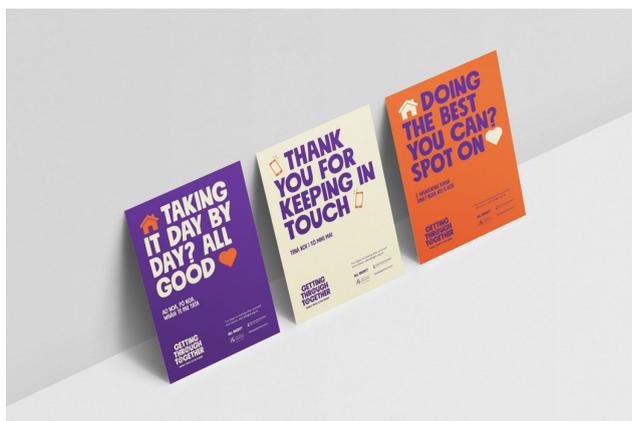
Secondary messages

Secondary messages will focus on reassuring people that it's all right to feel a range of emotions, and encourage kind actions and things we can do for ourselves and each other. Messages include:

- Thank you for keeping in touch.
- Finding fun with the kids? Legend!
- Biggest thanks for being kind.
- Doing the best you can? Spot on.
- Just ticking along? Ka pai.
- Taking it day by day? All good.

Resources and collateral

- [Encouragement posters](#)
- [Reassurance posters and postcards](#)
- [Reassurance digital resources](#) (email signatures, facebook covers, FB and Insta tiles, screensaver)
- [Hope and aroha digital resources](#) (email signatures, facebook covers, FB and Insta tiles, screensavers)
- [Aroha postcards](#)



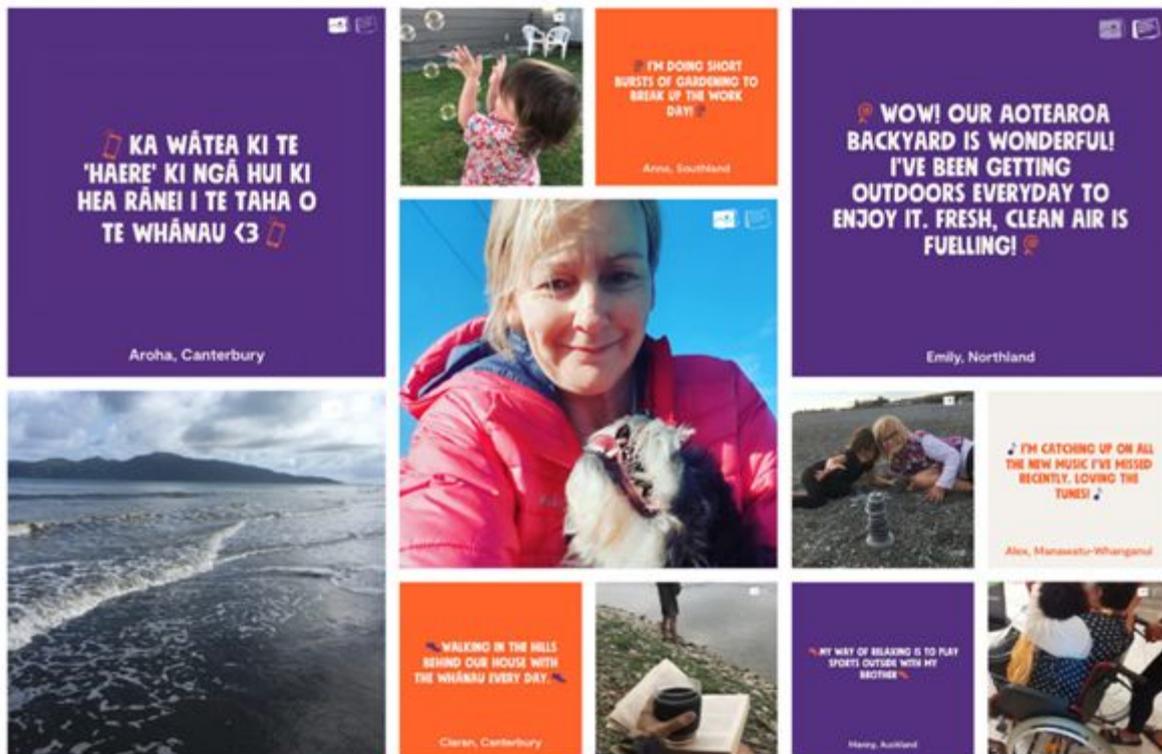
Phase 2: Getting (and keeping) the conversation going

First ran from 15 April

As the pandemic continued, the campaign was aware that it would become increasingly important that we support each other and share ideas, stories, tips, and encouragement. We also wanted to show how we're all experts in what makes us feel good.

This is when we utilised elements like social media and a digital living wall to create interactivity and ask questions related to the five ways, such as:

- What's something in your bubble you're super grateful for right now?
- What's something you've learnt during your time in your bubble?
- What are you most looking forward to when this rāhui is over?
- What's amazing about your view right now?



Phase 3: Reimagine Wellbeing Together He Tirohanga Anamata

First ran from late August to support Mental Health Awareness Week, 21- 27 September

When planning the next phase of the Getting Through Together campaign, the teams decided to link with a prominent mental health promotion campaign with similar timing - [Mental Health Awareness Week \(MHAW\)](#).

Getting Through Together and MHAW saw this campaign phase as an opportunity for reflection on the hardships of 2020 and a celebration of the wellbeing tools Kiwis now have in their kete as a result of Covid-19. MHAW built on Getting Through Together's psychosocial objectives by celebrating resiliency, how whānau have taken care of one another, strengthening our wellbeing through kaupapa Māori frameworks, connection and kindness.

Getting Through Together saw New Zealanders work hard to identify the tools they need to look after their own wellbeing as well as their whānau during difficult times. There was a heightened awareness and relevance of what wellbeing is for Kiwis – MHAW built on this momentum.



Key messages

Getting Through Together and MHAW share the following key messages and calls to action. You may wish to echo some of these in your own psychosocial messaging:

Primary

- This year hasn't been easy. If you're keen to hit the recharge button, join us for MHAW.
- MHAW is a great chance to build on the things we've been doing to look after ourselves, and to reimagine what wellbeing looks like, together.
- Whether it's taking some downtime, soaking up the mauri of the ocean, getting out for a hīkoi in the bush, taking notice of the beauty around us or building on the manaakitanga / kindness

that's helped us get through together – this year we've really tuned into the simple things that matter and that strengthen our hauora / wellbeing.

- MHAW is a reminder that we all have mental health, and that there are lots of simple things we can do to cope with life's ups and downs.
- Mental health and wellbeing is a taonga / treasure, something to look after so we can live fulfilling lives.
- When you look after your hauora / wellbeing, your whānau, friends, colleagues and communities are uplifted too.
- Mental health and wellbeing is a taonga / treasure, something to look after so we can live fulfilling lives.
- Te Whare Tapa Whā helps us to find ways to look after our taha wairua (spiritual health), taha tinana (physical health), taha hinengaro (emotional and mental health), taha whānau (family and friends).

Secondary

- Wellbeing is for everyone – it doesn't mean you have to change your whole life – the simplest things can make a big difference.
- The more we can do to help people build their wellbeing and improve their mental health, the better. This is not to trivialize 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 simple ways.
- All New Zealanders deserve to enjoy/experience good mental wellbeing.
- There are simple things you can do to help support friends, whānau and hoamahi/colleagues who are struggling with their mental wellbeing.

Resources and collateral

- [Poster set, A3 \(digital\) - Te Reo](#)
- [Poster set, A4 \(digital\) - English](#)
- [Workplace resource](#)
- [Other downloadable resources](#)

Phase 4 (THE LATEST!): It's the simple things that get us through.

Running 11 December to late January

On December 11 Getting Through Together released its Summer campaign. The purpose of the campaign is to remind people that even when times are tough, it's the simple things that bring us joy, and see us through – ahakoa he iti, he pounamu.

Key messages

Primary

The campaign's artwork focuses on these central messages:

- Anakoa he iti he pounamu
- It's the simple things that bring us joy
- It's the simple things we remember

Secondary

The past year hasn't been easy. Now more than ever, it's important for us to tune into the simple things that help us feel good and matter most.

- There can be lots of stresses at this time of year – ever growing 'to do' lists and financial and social pressures.
- Many of us seem to be placing increasingly high expectations on ourselves – to buy (and receive) amazing gifts, to share picture-perfect photos, and to be 'on point' when it comes to the latest trends.
- Chances are, if you're always looking for the 'next thing', you'll miss out on the moments that really matter.
- It's the simple things that stand out in our memories, years down the track.
- What moments bring you the greatest joy? Is it the trip to the beach with the whānau, having some quality time in nature, or having a bbq with friends?
- Doing more of things that really matter makes our lives happier and more memorable.
- The holiday season doesn't need to be an expensive black hole. As your own memories will attest to, the best things in life are free.
- If we still want to spend money on others or ourselves, the evidence is clear that experiences bring the most bang for our buck in terms of happiness and wellbeing.

Resources and collateral

- [Posters](#)
- Postcard featuring five ways to wellbeing [coming in January!]
- [Collecting Memories resource](#) for families to tick off free mini-adventures
- [Summer digital resources](#) (email signatures, facebook covers, FB and Insta tiles, screensaver)
- [DIY Kindness calendar](#) from Sparklers at Home



The resources are designed to give families who are struggling ideas for free, simple things they can do together over the summer. As well as bringing fun, these resources offer reassurance that even if there isn't money to spare, we can still create special moments together.

Printed versions of the postcard and Collecting Memories resource were distributed by NGOs and marae across New Zealand who provide Christmas food parcels to those in need. The printed resources will be available to order on our website in January.

'Above the line' activation

Advertisements featuring these messages have been placed through the following channels:

- Street Posters (from 28 December)
- Dairy Posters (from 14 December)
- Mai FM and Newstalk ZB (from 28 December)
- Digital (from 11 December)
- Audio/Spotify (from 21 December)

Social media activation

The main social media activation will be encouraging people to share photos of their special summer memories. The activation is designed to highlight that it's the simple things that stay in our memories the longest and matter most.

To support this activation influencers/celebrities are being asked to share a photo of a special summer memory.

In addition, everyone who submits a photo goes in the draw to have their photo turned into a piece of art by Ruby Alice Jones.

People can share their photo on the All Right? Facebook page or post their picture publicly with the hashtag #simplethingsnz

Links to additional resources and collateral

We have an overview of how people can champion Getting Through Together in their communities at this link - '[Share the campaign with your community.](#)'

Another great way to stay on top of the latest resources, collateral, and stories is to [subscribe to our eNewsletter](#) - and encourage others to do the same!

Here are some specific resources you may be interested in.

Sparklers and Sparklers at Home

If you work with primary schools or primary-aged children, you may be interested in the 'All Right?' project, [Sparklers](#). Sparklers is a free wellbeing toolkit for primary students, from new entrance right up to Year 8. It's backed by science, NZ research, and wellbeing specialists. There are more than sixty fun and simple activities to help tamariki learn all about their wellbeing, so they can manage big emotions, connect with others, draw on their strengths, and be ready for learning and their lives ahead.

If you work with parents/caregivers of children in years 1-8 (or are a parent/caregiver of children this age), then check out [Sparklers at Home](#). The resource was developed to make Sparklers an option for home use and to provide fun wellbeing activities for the whānau. There are even activities suitable for families in managed isolation/quarantine facilities.

Te Waioratanga

Connecting with our culture can really support our hauora and wellbeing. [Te Waioratanga](#) is the part of the 'All Right?' campaign devoted to celebrating te ao Māori with a focus on the traditional practices that support our wellbeing – from karakia and rongoa, to activities that connect us with our whānau, iwi and whakapapa. You can also find regular updates and ideas on the Te Waioratanga [Facebook page](#).

'All Right?' resources

At the 'All Right?' website, which also homes our 'Getting Through Together' material, you will find a wide range of resources that came from 'All Right?' in the years prior to 'Getting Through Together.' These include resources like the:

- [Compliments Poster](#). Tear off compliments make it easy and fun to share a kind word!
- He Waka Eke Noa [posters](#) and [postcard sets](#). These resources remind us that there are lots of things we can do to work through life's range of emotions, and we don't have to go it alone.
- [Maramataka calendar](#). Our Te Rātaka o te Marama highlights the connection between the moon and our wellbeing.
- [Five ways resources](#). The five ways are the simple actions that can help keep us well, boost our outlook, and help us build handy 'buffers' so we're able to adapt more quickly.



- [Emotions rollercoaster](#). The roller coaster portrays the wide range of feelings people experience. It's an excellent tool to check in with those around you.

More free resources are available at the [free resources](#) page.

We have two resources available for a cost:

- [Chitter Chatter](#). Pick up a Chitter Chatter today and help your kids foster the skills they need to manage BIG emotions, build empathy, and learn social skills.
- [Downtime Dice](#). Whether you're keen to boost team morale and productivity, or just bring a little bit of zen to your everyday life, Downtime dice are the perfect reminder to recharge and enjoy the things that really matter.



Further reading

If you're interested in theory and approach behind the 'All Right?' campaign, or interested in further developing effective wellbeing initiatives, check out [He Waka Ora](#).

He Waka Ora is designed to equip you with the info you need to plan and run effective wellbeing initiatives to reinforce the strength and resilience of the people in your community. As well as gaining practical tips, tools and insights, you'll get a sense of the core components that contributed to the success of the All Right? Campaign, a psychosocial campaign developed to support Cantabrians with their mental health and wellbeing following the devastating earthquakes of 2010 and 2011.

Activating the campaign

As you've seen, there are a lot of simple ways to engage with the campaign or activate it in your area - [signing up for the newsletter](#), sharing our content from [Facebook](#), [Instagram](#) and [Twitter](#) (or tagging us in yours!), [ordering resources](#) (and encouraging others to do the same!).

You might have your own ideas for media releases, newsletter content, events, or something else that would also promote psychosocial wellbeing.

Please get in touch if you have some feedback or an idea for a great story that will resonate with your local area.