



NŌKU TE AO LIKE MINDS

Rautaki | Strategy 2021-2026

A social movement to uphold the mana and human rights
of people with experience of mental distress

Tū pakari, tū taha.
Ko te kotahitanga
o tō tātou kaupapa.
Nōku te Ao.

Stand proud. Stand alongside.
We are united by our purpose.
This is my world.

Te whakaara

Awakening

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 oho, kia toa, kia mataara!

Whakarongo 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 Nōku te Ao.

Ko te whaingā, kia mutu te toihanga me te poapoataunu ki ngā tāngata whaiora.

Ko te moemoeā, kia whakamanahia ngā tāngata whaiora.

Let there be life!

It is the spirit of Nōku te Ao.

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

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

Mihimihi

Acknowledgement

Ko Ranginui ki runga rawa.

Ko Papatūānuku e takoto ana ki raro.

Ko te hunga mate ki te hunga mate, haere, haere, haere atu rā.

Haere atu ki Hawaiki nui, ki Hawaiki roa, ki Hawaiki pāmamao.

Ko te hunga ora ki te hunga ora.

Kei ngā mana whenua o te ao.

Ngā mihi.

We honour and thank the kaumātua who have provided us with the whakaruruhau of shelter and safety; those who have passed on and the people who stand among us who have contributed to Nōku te Ao; the Te Rōpū Tangata Whenua for their ongoing leadership and guidance; the Like Minds Strategy Advisory Group and the Like Minds providers for their initial advice; the Ministry of Health for their strategic support; Te Hiringa Hauora Board and Kaiwhakahaere Matua; the Pacific Leadership Group; and the Mental Health Foundation of New Zealand for supporting the development of this document.

We would also like to acknowledge past Like Minds, Like Mine providers and champions who have led this programme over the past 25 years.

"Mate atu he tētē kura, ka haramai he tētē kura – We look to the past leadership to advance today's leaders into the future."

Foreword

Minister of Health



He Ara Oranga laid down the challenge to change things which improve the mental wellbeing of all in Aotearoa. It made clear that mental health in Aotearoa must take a human rights based approach involving modern approaches to care and treatment.

This Government is committed to making these changes to support mental wellbeing. I tautoko the Nōku te Ao: Like Minds programme as it addresses the lingering prejudice and discrimination that people with experience of mental distress face. By meeting these challenges with a social movement which upholds the mana and human rights of people with experience of mental distress – all of our lives will be improved.

To see broader social change and improve mental wellbeing, we need to go beyond the traditional remit of mental health services. I am particularly looking forward to seeing communities and whānau engaged in conversations about building and supporting mental wellbeing, not only in times of mental distress. Their involvement is a vital part of a national discussion to reconsider beliefs, evidence, and attitudes about mental health and risk. We can all ask ourselves what we can do to foster these goals for our society.

I am pleased to see Te Tiriti o Waitangi, kaupapa Māori principles, and a commitment to equity as foundations of the Nōku te Ao strategy. As Tāngata Tiriti, this Government is serious about addressing health inequalities for Tāngata Whenua. The goals of Nōku Te Ao are aligned with the changes that will be made as part of the Health and Disability System Review by this Government.

I look forward to seeing Nōku te Ao bear fruit and improve every New Zealander's life.

Hon. Andrew Little
Minister of Health

Foreword

Te rōpū tangata whenua

E ngā manukura o te motu nei, ngā tāngata wheako, me ngā ringa raupa, tēnā tātou katoa.

On behalf of Te Rōpū Tangata Whenua, it gives me great pleasure in supporting the Nōku te Ao Strategy 2021-2026. This strategy demonstrates the collaborative work done with tāngata whenua and the Crown. Specifically in achieving the vision of a nation where all people uphold the mana and human rights of people with experience of mental distress.

We recognise the mountain of work we need to do in order to address stigma and discrimination for Māori. Evidence shows one in five New Zealanders and one in four Pacific people experience mental distress. However, one in three Māori are effected by mental distress than non-Māori. They also make up 16 percent of the New Zealand population but are over-represented in mental health and addiction services by 28 percent.¹ These figures reveal the disparities between Māori and non-Māori, and in some case these are expanding. To that end, the chances of stigma and discrimination impacting on Māori with lived experiences of distress is extremely high. Particularly, across various settings such as employment and health.

Nōku te Ao draws a line in the sand and says we need to do better. By involving Māori as leaders from the outset, the strategy accentuates Te Tiriti o Waitangi, kaupapa Māori principles, mātauranga Māori, Te Ao Māori, and a commitment to equity.

Our rōpū are fortunate to be involved in the transformation of the strategy into what it is today. A strategy that celebrates diversity and also highlights the need to have the hard conversations.

I am looking forward to seeing Nōku te Ao flourish over the next five years.

Arawhetu Gray

Chair, on behalf of Te Rōpū Tāngata Whenua, for Nōku Te Ao



Whakapapa Background

The Like Minds, Like Mine Programme was established in 1997 by the Ministry of Health in response to the Mason Report². It was one of the first comprehensive 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 Addiction³ 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 attitudes⁴ and reduced experiences of discrimination⁵. 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^{4 6 7 8 9 10 11}. Māori are more likely than non-Māori to report discrimination in relation to personal safety and with the police⁴ and experience much higher rates of compulsory treatment and seclusion^{12 13}.

He ara hou

New directions

Nōku te Ao marks a new beginning grounded in Te Tiriti o Waitangi and equity to ensure we work with and for the people most affected by discrimination.

Nōku te Ao means the world is mine. In the Māori language, it is an expression of beauty and grace. Our new name, Nōku te Ao: Like Minds, recognises the pathway ahead and the history built up over 25 years of the Like Minds, Like Mine Programme.

Nōku te Ao is a social movement to end prejudice and discrimination, and increase inclusion for people with experience of mental distress. The programme focuses on people who are most affected by mental distress and discrimination, including Māori and Pacific communities.

While people with mental distress benefit from the programme, the main audiences are people and organisations that have the potential to exclude and discriminate, including health services and settings that have an impact on the employment of people with mental distress. However, people with mental distress have a major role in the leadership and delivery of the programme.

Nōku te Ao is a multi-level programme, based on kaupapa Māori principles, with national campaigns and communications, media monitoring and community-led social movement activities, education and social action grants.

The programme is grounded in Kaupapa Māori research and evaluation.



Te kaupapa

Why ending prejudice and discrimination matters

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.¹⁴

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 2014¹⁵.





Ngā tohu hiranga

Strategy summary



Moemoeā Vision

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

Te Whāinga Matua Mission

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

Ngā Putanga Outcomes

Equitable treatment by government and society
Law, policy and norms

Fair structures in organisations
Values, policies, procedures

Positive portrayals in public communications
Media, arts, academia

Inclusive behaviours in personal interactions
Whānau, friends, other contacts

Influential role-modelling by people with experience of mental distress
In all parts of society

Ngā Whāinga Tōmua Priorities

Embed kaupapa Maori principles
Programme governance, funding, delivery and evaluation.

Commit to equity
Priority for people most impacted by discrimination

Strengthen leadership and coordination
Te Hiringa Hauora leadership, partnerships and collaborative design

Build networks and capacity
Te Hiringa Hauora build capacity for all parts of programme

Strengthen research and evaluation
Understand the problem and what works to reduce it

Ngā Kaupapa Māori

Tino Rangatiratanga
Self-determination

Taonga Tuku Iho
Cultural validation

Mātauranga Māori
Knowledge and wisdom

Whānau
Family practices

Mana Tangata
Collective strength

Te Tūāpapa Foundations

Te Tiriti o Waitangi
Kāwanatanga, Rangatiratanga, Ōritetanga

Human rights
UN conventions and national laws

Lived experience movements
Including social model of disability

Intersectionality
Acknowledging interconnected strands of discrimination

Government policy
Wellbeing and equity

Best practice
Including power of contact

Te Raruraru Problem

People with mental distress continue to experience prejudice and discrimination leading to social exclusion

Moemoeā me ngā putanga

Vision and outcomes

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 in organisations.
- Positive portrayals in public communications.
- Inclusive behaviours in personal interactions.
- Influential role-modelling by people with experience of mental distress.

Tūāpapa Foundations

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. Nōku Te Ao is underpinned by the UN Convention on the Rights of Persons with Disabilities¹⁶ which protects the human rights of people with disabilities, including people with mental distress; the UN Declaration on the Rights of Indigenous People¹⁷ which protects the rights to self-determination and equality for indigenous people; and 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. Nōku Te Ao 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. Nōku Te Ao acknowledges intersectionality and gives priority to people with mental distress who experience discrimination in multiple areas of their lives, such as Māori and Pasifika¹⁸.

Government policy

Wellbeing and equity are currently policy drivers that 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 Framework¹⁹ and Wellbeing Budgets. The Government is also working to reduce health inequities – the avoidable outcome of uneven access to the resources needed to lead healthy lives^{20 21}.

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. A key evidence-based intervention is the power of contact – where people with the potential to exclude change their behaviour through equalising contact with people who experience mental distress.

Ngā whanonga pono Māori

Kaupapa Māori principles

Nōku te Ao is embedded in kaupapa Māori and will be led by the following transformative principles^{22 23}

Tino Rangatiratanga **Self-determination**

Asserts the right for Māori and non-Māori (ngā tāngata 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.

Mātauranga 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 te tangata and the need to work in mana enhancing ways in everything we do.

Ngā whāinga tōmua

Priorities



Embed kaupapa Māori principles

Māori, as Te Tiriti partner, will lead Nōku te Ao at all levels. The Programme will be steeped in te ao Māori – kawa, tikanga, te reo, mātauranga and kaupapa Māori principles. This will ensure there is no racism within Nōku te Ao and a clear focus on the human rights of Māori with mental distress.

Te Hiringa Hauora will ensure:

- Māori are partners with Te Hiringa Hauora to lead Nōku te Ao.
- Kaupapa Māori principles transform every aspect of Nōku te Ao.
- Te ao Māori is visible in Nōku te Ao campaigns and communications.
- Māori have equitable opportunities and resources to deliver Nōku te Ao.
- Non-Māori funded partners are supported to work within a Te Tiriti and kaupapa Māori approach
- Māori experience equitable outcomes from Nōku te Ao.



Commit to equity

Nōku te Ao commits to a strong focus on equity. People with severe mental distress tend to experience the worst discrimination. Mental distress disproportionately affects some population groups who also experience multiple forms of discrimination. The prevalence of mental distress among Māori is almost double that of non-Māori.²⁴

Te Hiringa Hauora will partner with priority populations of people with mental distress to:

- Understand their experiences of discrimination and aspirations for social inclusion
- Amplify their voices and use them to bring a new focus to the power of contact
- Ensure programme resources and outcomes benefit them.



Strengthen leadership and coordination

Te Hiringa Hauora will provide coordinated leadership, active communications and a sound structure that links the different activities and levels.

Te Hiringa Hauora will lead:

- The coordination of the different parts of the programme.
- National campaigns and communications.
- Policy work to address structural discrimination.
- Research to inform Nōku te Ao work
- Organisations of 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 individual and community projects.
- Nōku te Ao programme evaluation



Build networks and capacity

Building networks and capacity will enable the people involved in Nōku te Ao 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 for the social movement.
- Developing training, resources and best practice guidance for programme activities.



Strengthen research and evaluation

Nōku te Ao 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 research and evaluation planning with partners and stakeholders.
- Research projects to understand the problem, particularly for Māori.
- Kaupapa Māori approach to evaluation.
- The development of indigenous best practice knowledge.

Critical success factors

What success looks like

The following critical success factors have been selected because they are either fundamental to the success of Nōku Te Ao 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 Nōku te Ao.
2. **Kaupapa Māori** approach is embedded at all levels of Nōku te Ao.
3. **Commit to equity** Nōku te Ao commits to a strong focus on equity.
4. **Leadership** unifies diverse partners and coordinates multi-level activities.
5. **Collaboration** with partners enhances design, implementation, evaluation and improvements.
6. **A social movement** is mobilised.
7. **Research** and **evaluation** identify the key problems and assess the Nōku te Ao solutions.

Outcome success factors

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



Ngā tohutoro

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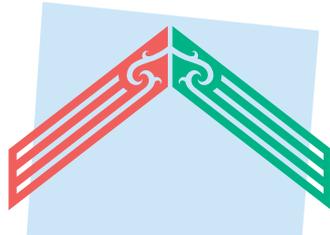
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Āpitihianga Tuatahi

Appendix One

Ngā waehanga Nōku te Ao | Nōku te Ao components



Leadership Te Hiringa Hauora

Programme governance
and advice

Programme
Management

Procurement and
contract management

Capacity building

National activities Te Hiringa Hauora

National communications
and campaigns

Social inclusion
awards

Structural discrimination
work

Community activities Contracted partners

Education

Social
movement

Media monitoring
and response

Social action
grants

Research/evaluation Contracted partners

Research
the problem

Investigate
best practice

Evaluate Like Minds
Programme

Priority benefit groups

People who are most affected by mental distress
and discrimination, including Māori and Pasifika



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