



Lifeline Aotearoa provides the National Depression Initiative support services: *The Journal*, *The Depression Helpline* and *The Lowdown*.

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If you would like to share the innovative work you are doing in the area of depression please contact the NDI Relationship Manager:

**Kayte Godward**

E: [kayteg@lifeline.org.nz](mailto:kayteg@lifeline.org.nz)

P: 09 909 9216

Please feel free to pass this newsletter on to colleagues, friends and whanau.

## Raising awareness about depression support for Pacific People



Depression ads specifically targeting Pacific people are a first for the National Depression Initiative (NDI).

Draft FCB, Lifeline Aotearoa, as well as Fa'amatuainu Tino Pereira and Dr Monique Faleafa developed the ads and convened a special panel of key Pacific community leaders.

"Pacific people have high rates of mental illness but relatively low rates of access to services," says Monique. "It was important for us to get the balance between clinical and cultural perspectives on depression right, so that we can raise awareness effectively and encourage early access to help."

Fa'amatuainu Tino Pereira goes on, "The messaging about depression within the ads is very sensitive, particularly with the issues of tapu and sacred boundaries of individual, family and community."

The group decided an ad based on a conversation would work best, so they developed two longer length ads; a 60-second version (targeting the younger listener audience) playing throughout the day; and a longer 180-second version for the older listeners after 7pm.

The radio conversations were developed in Tongan, Samoan, Cook Island, Niuean, Fijian, Tokelauan and English.

"Articulating depression, particularly in specific languages, is not easy," says Monique.

"Our group of Pacific clinicians went

through the behavioural, cognitive, psycho-somatic, and affective descriptors and then compared them to more traditional Pacific perspectives which are much more holistic and not easily broken down into symptoms."

The ads include messages that:

- Depression is an illness like any other
- Help is available
- There are things you can do to help yourself
- It can be controlled and you can recover.

They also discuss how:

- All cultures are affected by depression
- Helping yourself recover will also help your family
- We always talk about ourselves and depression is something we should all talk about.

The ads run on Access Wellington Radio, NiuFM, and Planet FM. They started in September 2012 and another 3-week 'blitz' is planned from Monday 13 May 2013 until Sunday 2 June 2013.

**Listener's who would like help can call 0800 111 757.**

However, because the counsellors cannot speak all of the seven Pacific Island languages, callers can request a translator if they need one.



**LeVa**  
Pasifika within Te Pou

## Keeping healthy down in the shed



*A group of happy 'sheddies' enjoying each other's company and the benefits their Shed has brought to them.*

For the past five years Donald Pettitt and then Martin Cox from the Canterbury Men's Centre have been involved in promoting and supporting a very special organisation – MenzShed Aotearoa (thanks to sponsorship from Caritas [www.caritas.org.nz/](http://www.caritas.org.nz/)).

The name MenzShed – contrary to people's assumptions – refers to a group of men, rather than a building (although each group has the specific aim of setting up a workshop where they can meet).

The initiative originated in Australia in 2005 as a response to a need for a positive men's health programme and continuing education. Eleven years later Australia has 900 sheds with 100,000 men using them and has attracted \$4 million in government support. They are now an established part of the health infrastructure that supports programmes to improve men's health and wellbeing (read more: [www.mensheds.org.au/mens-shed-story](http://www.mensheds.org.au/mens-shed-story))

The focus on men's health is not as obvious in New Zealand. Instead each shed meet monthly to collaborate on community projects, work on individual projects, and talk about anything personal that might be bothering them. This keeps them together as a group and facilitates communication.

However, Martin has seen how valuable MenzShed can be in protecting older men's mental health. With the majority of MenzShed members over 55 years and often past

retirement age, most sheds will encourage their members to make contact with the right health professionals if they are experiencing any mental and/or physical health issues.

"Health professionals are also invited to give informational talks and basic health checks at sheds in the men's own environment where the informality makes for a more relaxed atmosphere," he says.

With 29 Sheds in five regions around New Zealand – Upper North Island, Central North Island, Lower North Island, Upper South Island and Lower South Island – and a further 15 yet to join the organization, this is an ideal place to reach men who may not be taking as much care of themselves as they should.

Martin has observed that because of Sir John Kirwan's NDI ads and his book, "JK has been a wonderful role model for many men and once sheds have cohesion as a group they open up and help to support each other."

"And it helps," Martin says, "that unlike local sports clubs, bars and pubs, they are alcohol and drug free spaces where men can feel more comfortable talking about emotional and personal issues."

Although the organisation is primarily 'manned' by volunteers, the aim for MenzShed Aotearoa in the next 12 months is to be fully established as an Incorporated Society.

## New connections: the NDI and the HPA

The Health Promotion Agency (HPA) is pleased to contribute to the delivery of the National Depression Initiative, which has had such a powerful impact on reducing the impact of depression on the lives of New Zealanders.

The objectives of the NDI make this public health initiative a natural fit for the HPA - which is a Crown entity that promotes health and wellbeing, and encourages healthy lifestyles.

The HPA was set up on 1 July 2012 through the merger of the Alcohol Advisory Council (ALAC) and the Health Sponsorship Council (HSC).

All the functions of ALAC and the HSC as well as their existing areas of work in alcohol, tobacco, gambling, nutrition and physical activity, sun safety and rheumatic fever are continuing within the HPA.

The HPA is also responsible for a number of health promotion initiatives – such as the NDI - that were previously delivered by the Ministry of Health.

For more information about our role or suggestions you may have about how we might work together, please contact Hannah Booth at [H.booth@hpa.org.nz](mailto:H.booth@hpa.org.nz).

If you would like to learn more about the HPA, visit our website, [www.hpa.org.nz](http://www.hpa.org.nz).



## Keeping healthy down in the shed... *continued*

After their 2013 conference they now have a nine-man executive, five of whom are regional representatives, supporting Sheds, promoting the establishment of new Sheds, and encouraging health and other initiatives within their regions.

Martin adds, "One of our executive portfolios will be health, with one person responsible for establishing health initiatives.

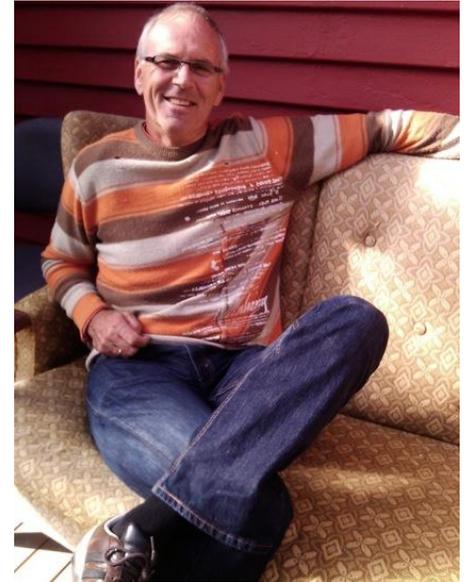
"We are particularly interested in the success of one Shed's policy where they require evidence of a prostate check within the past year when men apply for membership – and upon each anniversary of their joining," he says. "It sounds draconian, but they have already uncovered three men with cancer who are now looking good as their treatment progresses."

The organisation has also appointed a social researcher who is trying to secure a grant to specifically look at the mental and physical health benefits of NZ Men's Sheds over a 12-month period.

Her work follows in the footsteps of Australian researcher Professor Barry Golding, who proved that the Men's Shed environment improved mental health and wellbeing and showed that members of Sheds are far less susceptible to depression, suicide and social isolation than those in the equivalent age bracket who don't engage with Sheds on a regular basis.

**If you would like to find out more about Men's Sheds or start one in your community, contact:**

**Martin Cox** on [martin@canmen.org.nz](mailto:martin@canmen.org.nz)  
OR go to [www.menssheds.org.nz](http://www.menssheds.org.nz)



Martin Cox photograph by Donald Pettitte



## Take It From Us - Mental Health Radio Show Turns 20!

Mental health radio show, *Take It From Us*, celebrated 20 years of continuous broadcasting on Auckland community radio station PlanetFM last month. The milestone makes *Take It From Us* the longest serving mental health broadcaster in New Zealand.

Show host, Sheldon Brown from Framework [www.framework.org.nz/](http://www.framework.org.nz/) is a former newspaper journalist, and public relations consultant, who experienced depression and anxiety over several years of his corporate career.

Sheldon says hosting *Take It from Us* is a great privilege. "It's an opportunity to combine my interviewing skills and personal mental health experience to reveal some incredible recovery stories.

"I couldn't do this job without my personal experience, which provides me with some understanding and empathy towards the challenges of

mental distress - and how hard it can be for some guests to even get to the radio studio and do an interview.

"Having had that experience gives me credibility when I'm hosting the show and it means I'm more aware of what helps and what doesn't when addressing mental health, and generating mental



Host: Sheldon Brown

wealth," he says. When it comes to depression, Sheldon sees it as a universal issue.

"Depression isn't selective about who it impacts," he says. "Some of the most unlikely people surprise me with their struggles with depression, and what they've had to do to combat it. I just hope that people's personal stories and the strategies

they use to fight depression provide *Take it From Us* listeners with a belief that they can do the same."

Surveys confirm that listeners and supporters believe *Take It From Us* is doing its job by sharing stories about people with lived experience of mental distress, which help reduce stigma and discrimination and build an awareness of mental health generally.

The award-winning show has won recognition in the annual PlanetFM awards each year for the past six years; it has increased downloads on the PlanetFM website to more than 5000 over the past 12 months, and it now has a Facebook page.

Sheldon celebrated the show's 20<sup>th</sup> birthday by contacting all the former hosts for an overall 'mental health rap', and to tell some tales about the early days of the show.

**Continued on page 4**

## 'Take It From Us' Mental Health Radio Show Turns 20! *continued...*

**Listen Live:**

**What:** Take It From Us  
**When:** Tuesdays 12:30pm  
**Where:** PlanetFM104.6

**Check out recent broadcasts:**  
[www.planetaudio.org.nz/takeitfromus](http://www.planetaudio.org.nz/takeitfromus)



## Kia Piki te Ora and Māori Models of Health

**Mā te kōrero ka mōhio, Mā te mōhio ka mārama,  
Mā te mārama ka mātau, mā te mātau ka ora te iwi.**

*Through discussion we learn, through learning we are enlightened, through enlightenment we are empowered, through empowerment the wellbeing of the people is achieved.*

**Welcome to the second article in our series about Kia Piki te Ora. Our interview with Noradene Paniora continues on from the first article in the previous issue with Michael Naera.**

**Maori suicide prevention is of vital importance to Kia Piki and the NDI as both parties are committed to the National Suicide Prevention Strategic Plan 2006 – 2016 ([www.spinz.org.nz/page/29-new-zealand-suicide-prevention-strategy-2006-2016](http://www.spinz.org.nz/page/29-new-zealand-suicide-prevention-strategy-2006-2016))**

***“Kia Piki te Ora aims to support whanau, hapu, iwi and hapori Maori and communities to respond to suicide, acknowledge community leaders, mentors and champions, build community capacity and capabilities to support leadership and ownership in the kaupapa of Maori suicide prevention.”***

**Noradene Paniora**

**Noradene Paniora came to her role as a Kia Piki te Ora Coordinator at Raukura Hauora O Tainui knowing what it means to lose someone you love to suicide.**

When her older brother took his own life, she realised that the family had not seen the signs of change in her brother.

“The beautiful thing he has left behind is the learning,” she says. “I have been able to give a lot of heart to my role at Kia Piki because of my personal perspective.”

Noradene emphasises that the Kia Piki te Ora role is strategic.

“Kia Piki te Ora mahi ranges from gathering evidence of Māori suicide and prevention, influencing change in attitudes, processes, behaviours and policy as well as encouraging and assisting coordination of community development and action to help reduce risk of further suicides,” she says.

### **Holistic approach**

When talking about depression being a factor in Māori suicide statistics,

Noradene says from what she has learnt, through whānau kōrero and reignited through the Te Whakauruora training, there is more to it than appears from the outside.

“Māori wellness is very holistic in its approach,” she says. “We know there are many contributing factors that impact on one’s wellness, so there is a need to look at the whole picture not excluding historical trauma.

“What I like about the Whānau Ora framework is that its focus is to empower whānau as a whole rather than focusing on the individual family members and their issues.”

Noradene goes on, “When someone is presenting as being unwell, you need to find out whether there might be an imbalance in wairua, tinana, hinengaro or whānau.

“Māori models of health can support this process; Te Whare Tapa Whā, Te Pae Māhutonga, Te Wheke and more recently, The Right Shift Model Higgins, R. & Rewi, P. (2012) are some of the used, successful and relevant Maori models of health.

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## Kia Piki and Maori Models of Health... continued

“There are other good informative Maori tools like the AEIOU tool, the tihei wa mauri ora tool and more recently the Mauri –o-metre,” she says. “I also look forward to the Wairua-o-metre.”

“Along with human resources (whanau, hapu and iwi), visiting with natural resources and to kai and korero with Koro Taranaki (Maunga Taranaki), Tangaroa, Tane Mahuta, Tawhiri Matea, Papatuanuku - were taught to me as being of huge benefit to one’s wellbeing.”

In terms of supporting one’s wellness in modern times Noradene says she has learnt and understands that a lot of our time is directed away from the natural world and directed more to ‘the square world’.

“People spend too much time on big screen TVs, computers, iPads, cell phones and, of course, dollar bills to the detriment of their wellbeing,” she says.

“We are just too busy being busy and therefore miss the crucial and basic signs and calls for help.”

Maori Suicide Prevention requires a response that is firstly kanohi ki te kanohi, korero, created by whanau, hapu, iwi, hapori Maori and communities. It should be inclusive of youth, coordinated and collaborative, understood, practical, helpful, sustainable – but, most importantly, supported at all levels.



### Further points to note

1. There is a need to bridge the gap of understanding between young and old; to create an environment for discussion so that each generation can korero and understand the world we used to live in and the world we live in today.
2. Families who have experienced suicide are very vulnerable – they need support. They, and those around them, need to know that there should be no stigma or whakama around the whanau of the person who has committed suicide. Whanau need to be treated the same as if it was a natural death.
3. You don’t need to be an expert. If your whanau, say, do or present in a

way that is out of character – STOP! And **Korero**.



**For more information, please contact:**

Noradene Paniora,  
Kia Piki te Ora  
Coordinator - Maori  
Suicide Prevention  
Raukura Hauora O Tainui

**P:** 09 263 8040

**M:** 021 894 758

**E:** noradene.paniora@rauakura.com



Next issue of NDI UPDATE is due out in June/July 2013.

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