

Like Minds

Whakaitia te Whakawhiu i te Tangata

'You Make The Difference'

'You make the difference' is the message behind a new series of Like Minds, Like Mine television advertisements that promote the importance of being a supportive friend to mates who experience mental illness.

The four new ads went to air in February and build on the series shown throughout 2000 and 2001 which featured prominent New Zealanders with experience of mental illness, including sportsman John Kirwan, music executive Mike Chunn, singer/songwriter Mahinarangi Tocker and designer Denise L'Estrange-Corbet.

Building on the first campaign, this year the people in the ads talk about their experiences and appear with their close mates, who are also household names in New Zealand – sportsman Michael Jones, musician

Dave Dobbyn, broadcaster Paul Holmes and film maker Don Selwyn.

Health Minister Annette King said the new ads model what research has shown – that supportive friends and colleagues can make a big difference to the lives and recovery of people with mental illness.

'Public response to the first set of ads was overwhelming,' said Mrs King. 'We received many calls and comments from people around the country who said the ads helped to bring mental illness out of the closet and had encouraged them and their families to talk more openly about their experience. I am confident the ads will strike a similar chord with viewers.'

She said that just like physical illness, recovery from mental illness does not happen in isolation. 'We look to family and friends for support and help. Friends trust and respect each other, they see a person – not an illness.'



'New Ads a MILESTONE' – Like Minds National Advisory Group

'For the first time in the history of this country we are seeing people with mental illness being portrayed on mainstream television as real people with real lives – rather than the 'dangerous psycho' stereotype that commonly prevails,' says Susie Crooks, chairperson of the Like Minds National Advisory Group.

Commenting on the new ads, Susie said they represented a major milestone for New Zealand. Susie heads the National Advisory Group, which gives expert advice to the Like Minds project and other national organisations seeking the guidance and involvement of people with experience of mental illness.

'People with experience of mental illness have had enough of being portrayed as one-dimensional characters to be feared, laughed at, or pitied. Mockery, discrimination and stigma persist despite scientific research



Susie Crooks

showing mental illness is like any other debilitating condition.'

Like the people in the ads, Susie said that one of the most important steps in recovery was having supportive friends, a job, and a family.

'Imagine how hard it would be to be well if these things are taken away. Yet, she says, that's exactly what happens for people with mental illness.

'Isolation, lack of purpose, poverty and a sense of waiting on the edge of life are often the consequence of severe mental illness. A safe and supportive centre was one of the single most important features of my own recovery. I have a home, which I love, in a small community where I feel accepted and comfortable. I have wonderful friends and am lucky enough to have a great job and fantastic colleagues.

'Whether someone is in a hospital – or, like the people in the ads, they are getting support and treatment within a community setting – a sense of belonging is essential to staying well.'

Susie says everyone should keep in mind that mental illness is not discerning; it can affect any person of any age, race, sex, income and family.

'At some point in your life, you or someone you love may be diagnosed with a mental illness. Remember that the support and respect of family, friends and colleagues can make a big difference to a person's recovery and life.'

0800 number in place again

Although it's still early days, Lifeline project manager Peter Webb says calls to the 0800 line have increased compared to those that came in during the first series of ads.

Pictured at right are Lifeline counsellors Steve Deakin and Bronwyn Reynolds.

'People want more information, they want to make comments about the ads and we are also dealing with people who are distressed and who want to talk about what is going on in their lives,' says Peter.

'My impression is that we are busier than last time. People with real issues are being motivated to ring us and we are pleased with the response so far.'

The 0800 free phone line operates 24 hours a day, 7 days a week for pre-recorded information, and offers access to a counsellor from midday to midnight, seven days a week.

The number is 0800 565-565.



Ads Make NZ the **Envy** of Other Countries

The Human Rights Commission has added its applause to the new TV ads, saying they will make New Zealand the envy of many countries overseas, 'which struggle to lift the silence and taboo surrounding mental illness'.

Human Rights Commissioner Warren Lindberg says it's the silence and shame of mental illness that perpetuates stereotypes and feeds discrimination, which can have a huge impact on a person's recovery and life.

'At the Commission we often hear how both the stigma and overt discrimination prevent people from recovering from their illness, and participating fully in their community,' he said.

Warren, who is also a former manager of the Like Minds project, said the ads showed how ordinary people – family members and friends – can support people with mental illness and contribute to their recovery.

'The ads put to rest many stereotypes of

people with mental illness – that they don't recover, are unreliable and don't make good neighbours or employees. Instead, they reflect people we know well who are successful, hold down jobs, raise families and contribute a great deal to society.'

The Human Rights Commission is the national institution for the protection and promotion of human rights. Under the Human Rights Act it is unlawful to discriminate against people due to disability, including mental illness.

Warren says the Commission dealt with a wide range of cases of unlawful discrimination against people with mental illness in the areas of education, employment and accommodation.



Warren Lindberg

'Yet most of us wouldn't think twice about offering someone like John Kirwan a job or rented accommodation. We hope employers, landlords, businesses, service providers, and educators hear the message of the ads – that supportive people can make a big difference to the lives and recovery of people with mental illness.

'We also hope they will be prompted by the ads to seek more information and increase their understanding of mental illness by contacting their local Like Minds provider.

'The Human Rights Commission congratulates all the people in the ads for sharing their experiences as friends and supporting an issue that touches the lives of 1 in 5 New Zealanders.'

The National Advisory Group is working with the Human Rights Commission to advise on human rights issues and mental health – more news in the next issue.

To contact your local Like Minds provider, go to www.likeminds.govt.nz.

Ready to listen and learn more

The success of the first series of Like Minds TV ads has shown a shift in public awareness of mental illness and prompted a demand for more information.

A year ago, when Phoenix Research measured what public attitudes were to mental illness, there were no surprises, says Like Minds project manager Gerard Vaughan.

'There was generally a low level of awareness about mental illness, it was seen as something scary, fearful and full of uncertainty. There was confusion about the difference between mental illness and intellectually disability. People had little knowledge of mental illness, and were unaware of how they discriminate. They didn't know what to do or how to act.'

Recent results now show more positive signs. 'The first ads helped bring mental illness out of the closet. People's awareness has been raised about the commonality of mental illness and that it can happen to anyone and that people can still succeed in their lives despite having mental illness.'

There are also indications that people are becoming more aware of discrimination.

I just remember the New Zealand celebrities saying something about everyone has been through mental illness. I think that a lot of people go through it in their own house, but it was the only thing I've ever seen to say that. It just made me realise that there is a lot of people out there who go through it and it's not a minor issue, it's a big one and there needs to be more help.

Comment from member of public

'So we still have some distance to go, but people are now ready to listen and learn more – and that's critical to our future work,' says Gerard. 'People want to know what mental illness is, what happens, how people's lives are affected, how they discriminate and ways they can be more supportive.'

'The research also reinforced what we know about the power of personal storytelling. It offers a direct one-to-one explanation, people stop and listen – not as voyeurs but because they want to learn more. John Kirwan's account struck a strong note,' Gerard says.

I'm not a rugby follower, but I knew he had a high profile and to me he looked normal in everyday life. I mean, he's as normal as I am – and then to see that he had had a mental illness, it's like as if I had a bad cold ... there's a treatment for it, you can get over it, and for some reason it just made me feel non-threatened. Yeah, non-threatened by it, I guess, is the word.

Comment from member of public

He's a family man, he goes down to the park with his children. That aspect for me really portrayed how okay it was. He was a Dad like my husband is a Dad to his children.

Comment from member of public

Gerard said the message 'you make the difference' also found favour with people involved in the pre-testing of the new ads, who described it as inclusive and making each one of us accountable for the recovery of people with mental illness. ➤

A Life-Changing Project

Working on the Like Minds project has an impact on your life – it's impossible for it not to. What's the journey been like for people with no previous experience of working in mental health or health promotion? We asked the team at advertising agency FCB what working on this project has meant for them ... personally and professionally.

Brian van den Hurk,
Senior account manager

'The first thing that has become apparent is how incredibly complex the issues involved are. This was highlighted recently when we briefed a new colleague on the project. From the terminology we used (which itself has changed) to the depth of issues discussed, our two-year involvement in the project has taught us about the various perspectives of mental illness and the challenges that we and others face in reducing discrimination.

Our agency staff have also been affected by our involvement. Many of us as individuals now look at our own or our family lives differently. While the stories remain personal, the outcome is the same ... we are more accepting of mental illness, we are more aware of discrimination and we are even more determined to reduce it.'



Brian van den Hurk (right) with project manager Gerard Vaughan and former FCB team member Theresa Kinnear at a project hui.

Jennifer Dell

'The biggest challenge for me working on the account was trying to understand how we (media and advertising) discriminate against people with mental illness (especially since I studied psychology and like to think I'm relatively PC!).

Then I had to do an in-house presentation and I spent a day looking up just about every website on mental illness – plus Janet Peters (mental health consultant and advisor to the project) talked me through some ideas.

It's all been very interesting, and I've learnt a lot and reconsidered some attitudes.' ➤

John Kirwan and Michael Jones

Two icons and two stories is what you get from the latest ads featuring dual rugby legends John Kirwan with his close pal Michael Jones.

I was clinically depressed but I like to call it "freaking out" because depression is such a word that people say "oh snap out of it", says 38-year-old Kirwan, who racked up 63 tests in a total of 96 appearances in the All Black jersey during his rugby career, successfully moved to league with the Auckland Warriors, and went on to coach at Super 12 level.

Married with three children, John has appeared in both phases of the Like Minds TV advertising, as well as the candid documentary *Sticks and Stones*. In the documentary he talks about the importance of having someone supportive and understanding to talk to.



'I feel so much better for the experience, yet I have to keep mentioning how hard it is "in there" ... if you ever come across anyone who opens up to you and tells you they are freaking out, then please be understanding.

'When people don't understand things, there's a natural part of human nature that says "well, let's push it away". I remember a really close friend of mine who said to me – because I wrote about it in my first book and called it the Black Dog which is what Winston Churchill called his depression – "is that dog on a leash?" And I said "yeah, it's on a leash at the moment. Don't worry". So it's just important

that you accept it and try to understand people who are suffering with it.'

In the ad, Michael Jones says he never personally noticed what John was going through. 'As a close mate I felt really guilty that I didn't recognise it. He went through something, and he was prepared to face up to

that demon, and that took guts and that took courage. I'll always respect him, admire him and love him for that.'

Good professional help was also a key part of John Kirwan's recovery. The key was finding someone trustworthy, who listened and was respectful.

'I tried to get help straight away, but the initial help wasn't fantastic, then I found someone who was really good and who simplified it for me. She said "well, you are a rugby player, what would happen if you trained five hours a day?" I said "I'd get an injury, probably pull a hamstring or something". And she said "well, that's what you've done with your brain, you've pulled a hamstring in the brain", so that simplified it for me.

'What gets you through? Love, family – communication is a big one. You've got to talk it through. It's terrible when you are "in there", but it's no big deal, it's pretty normal.' ➤



Michael Jones: 'He went through something ... and that took guts and that took courage.'

Mahinarangi Tocker and Don Selwyn

'When you have experience of mental illness, one of the most important things is having someone to talk to. Someone safe who will not judge, and who is able to allow you to moan and laugh and who is praising and critical as well,' says Mahinarangi Tocker.

In the latest series of Like Minds television ads, Mahinarangi appears with her whanaunga, good friend and film maker Don Selwyn.

She laughs when she recalls the first time she met him. 'Don and I grew up in Taumarunui. I first saw him in a local production of Oklahoma in the '60s. He played Judd, and when his character died on stage I was so into the show that I believed that he had died. Then I saw Don walking the streets the next day ... I was very afraid of him!

'I have attended some of his workshops and I ask his advice about things. I have much love and respect for him. He is encouraging of me and is able to share with me his kindnesses, without conditions and judgemental behaviour. What I value most about our friendship is trust.'

She says talking to a person whom you trust and feel safe with helps to put emotions and logic into perspective.

In the TV ads Don says Mahinarangi is not defined by her illness – she is a person first. 'It's not a big issue in terms of my relationship with her or her family or anyone else, and when it emerges we are in a position to handle it.

'She's much more aware of herself and her fallibilities and she allows us, in a way, to be honest about ourselves.'

Mahinarangi says that being involved in the

Like Minds advertising has been a positive experience for her.

'I feel freer now because others know ... being out as a person with mental illness is fantastic. I hadn't realised just how much of myself I was keeping a secret or hiding away. Anyway, there's a sense of freedom for me now about this. It's cool. And I feel very safe.'

Mahinarangi lives in Auckland with her daughter and partner and is regarded as one of New Zealand's foremost singers and composers.

Of Ngāti Raukawa, Ngāti Tūwharetoa, Ngāti Maniapoto, Jewish and Celtic ancestry, Mahinarangi has been writing music since she was eight – and with over 400 compositions to her credit is always in demand by others looking for original music.

She has worked extensively here and overseas, collaborating with artists such as Annie Crummer, Moana and the Moa Hunters and Hinewehi Mohi – to name a few.

Mahinarangi often gives her time to teaching vocal improvisation and performance confidence at schools and with mental health groups, kapa haka groups, adult literacy groups, and kura kaupapa Māori. She is also a New Zealand Registered General and Obstetric Nurse and is involved in Taumata Wāhine Māori, a Māori women's literary performance group. ➤



'When I grow up ...'

New Music for Like Minds Ads

The soulful sounds of Mahinarangi Tocker will be the new musical bed for the Like Minds television and radio advertising.

International commitments involving the popular tune 'You Gotta Be' by Desiree means the project is unable to continue to use the song behind its ad campaign, says project manager Gerard Vaughan.

'Despite this we are fortunate that a composition written by Bruce Lynch and sung by Mahinarangi is available as a fitting replacement. The song reflects the concept of new ads and the kaupapa of the project. Our thanks to both Bruce and Mahinarangi for their generosity.'

The as-yet-untitled song featured in the project's Sticks and Stones documentary.

***When I grow up I want to be a rock and roll star dancing round your living room,
And when I grow up I want to be an All Black, chasing, playing and running for you.
When I grow up I want to be a singer or an actor or a writer of something new.
You're never too old to cry, never too young to reason.***

***I want to be mad with courage, lost in living.
I want to be crazy with passion, find myself in everybody.***

***I want to be mad with courage, lost in living.
I want to be crazy with passion, find myself in everybody.***

When I grow up I just want to be me.

***I want to be me.
I want to be me.***



Mike Chunn and Dave Dobbyn

Mike Chunn counts himself as one of the lucky ones.

Mental illness to some people means you just can't hack it, you can't get your act together, you can't pull yourself together. I think that if your partner doesn't understand or doesn't want to deal with someone suffering a mental illness, it's like falling at the first hurdle – that person has to be there for you ... they have to be understanding and I've been very lucky in that respect.'

Mike, who is former bass player for legendary New Zealand groups Split Enz and Citizen Band, is now a music executive with APRA, the Australasian Performing Rights Association, which licenses copyright music to broadcasters and other major music users. He is also a board member of the New Zealand Phobic Trust in Auckland, a role which sees him help educate people about mental illnesses, especially anxiety and phobic disorders.



'I suffer from agoraphobia, which is a fear of being in a situation you can't get home from. A typical scenario for me in the early days

would have been going on a plane ... walking on the plane I would be susceptible to a panic attack. My subconscious would be saying "you are going to be in a situation you can't get out of, you can't get home"... total terror in the brain of believing you'll die.'

He describes his symptoms as 'having sweaty hands, all the signs of a massive adrenaline rush, the heart going double speed ... diarrhoea, vomiting – occasionally through fear. I had this thing that eating would bring on the attack so I basically stopped eating and went right down to eight and a half stone.

'It took me a good five to six years to realise it would only ever happen when I was away from Auckland.'

Fellow musician and good mate Dave Dobbyn, who appears in the latest ads with Mike, says that whenever they're around an elevator or in a high building somewhere, 'I'll be conscious of Michael's preclusion to freak out.

'As a friend of his, your respect goes up because you know what he has to deal with. It's almost become an advantage, the way he's turned it around. For someone to know there is a way to deal with it and they are not going to be branded or caste



in anyway – that's important,' says Dave.

Mike has had periods without agoraphobia, but it recurs and he says it needs to be managed with care.

'Agoraphobia left me one day in Sydney, which I put down to me writing about it in a book, the biography of Split Enz ... my secret was out. For seven years I had a normal life like everyone else, I was able to relish it ... now I've got it back again. But the beauty in having agoraphobia a second time around is that now I am doing everything I should have done in the first place – talking about it, I've gone to see a specialist and I am taking an appropriate drug programme ... at the moment I am leading a normal life.

'From having a mental illness and now understanding it ... feeling normal is a fantastic experience.' ➤

Whakaitia te Whakawhiu i te Tangata!

Iwi radio and youth radio are the mediums for the Māori phase two advertising campaign. Young celebrities Stacey Daniels and Quinton Hita offer their aroha, support and respect to whānau. And in the Māori language ads on iwi radio, Wharehuia Milroy and Katarina Mataira talk about appreciating the whole person, and supporting recovery to restore mana and mauri. Transcripts of both ads follow ...

Stacey & Quinton

Stacey: Hey Q,

Quinton: Hey Stacey, what's up?

Stacey: Have you seen Michael Jones on TV talking about John Kirwan, and how he'd been affected by mental illness?

Q: Yeah, I've seen it. And I think that's really cool too, because it's about time we realise that mental illness is exactly that – an illness. It's not something to be ashamed of. Did you know Stacey, that one in five of us will be affected by mental illness at some stage in our lives?

Stacey: Yep, and it makes you think ... people affected by mental illness are often left out, ignored, joked about and even bullied because of their illness. Nobody wants to be labelled, and words like 'psycho' and 'crazy' can be harder to deal with than the illness itself.

Q: You know, how much they suffer depends on us.

Stacey: Yeah ...

Q: Let's do something about it by offering our aroha, support and respect to all our friends and whānau out there affected by mental illness. The quicker we help them, the quicker they get better. Because we make the difference.

Whakaitia te Whakawhiu i te Tangata!

Iwi radio transcript (read by Katarina and Wharehuia)

'He aha te mea nui o te ao?'

Māku e kī atu, he tangata, he tangata, he tangata.'

Kaua tātau e whakaparahako, e whakateka ki te tangata e pāngia ana e te mate wairangi. Kaua e taunu i a rātau nā runga tonu i tō rātau āhua ā tinana. Koinā hoki te mate o nāianei. He whāiti te titiro ki te ao kikokiko, kua kore e titiro ki te taha wairua.

Mēnā tātau ka whaiwhakaaro atu ki te wairua, ki te whatumanawa o te tangata, kātahi tātau ka tino mātau ki te tino āhua o te tangata. Ōna painga, ōna āhuatanga katoa. Ka mutu, ka mātau anō hoki koe ki te āhua o te mate kai runga i a ia. Nā runga i tēnei ka mōhio koe me pēhea tō āwhina i a ia. Mēnā ka taea tēnei, kātahi ka tino hiki tōna mana, ka tipu hoki tōna mauri.

Koinei hoki te whāinga matua o te tangata e pēhia ana e te mate wairangi, ko te whakaora i a ia hei hiki anō i tōna mana, kia tipu hoki ai tōna mauri.

'Whakaitia te whakawhiu i te tangata.'

Provider Vox Pops

We asked some local Like Minds providers for feedback on the new ads. Here's what they said ...

'Excellent background of all clips, they are natural and are positive conversations in relation to caring for someone with a mental illness ... emphasises the ongoing support that is required to ensure those that have experience of mental illness are not excluded from day-to-day living and that mental illness is a curable illness, not a terminal illness. Would like to see more Māori involvement, especially from a whānau perspective.'

Carole Maraku and Hine Wharearere, Hinengaro Hauora, Whanganui

'The ads are well done and portray the experience of the illness and how their friends supported them in a way that makes them "real people". The inclusion of whānau is great, especially the kids, because that's giving a clear message that people with mental illness are not dangerous and it's safe for them to be around children. There is also a clear message too that they are our mums and dads and friends and whānau.'

Olive Lewis, Tangata Whai Ora Advisor, Turanga Health, Gisborne

'I thought the new ads were great. They really build on the last set, so people should retain a good memory of them. I liked the friendship aspect of them too, that brings home to people that it is their behaviour that can impact on the recovery or experience of their friends and family – people they know. I have also had very good feedback from my own friends and family, they almost always recall the ads and see them as sending an absolutely powerful and positive message.'

Arlene Foster, Serious Fun 'N Mind Trust, Bay of Plenty

'The ads have really been noticed within the first few days of screening and spontaneous comments have all been positive. People have really liked the inclusion of friends. Don Selwyn's words about Mahinarangi Tocker, 'she allows us, in a way, to be honest about ourselves' has particularly resonated with many people.'

Frances Anderson, Mental Health Foundation, Christchurch

'The new ads rock and roll and all the people involved are awesome. They are going to take the project to a new level of awareness – good job!'

Richard Egan, Mental Health Promoter, Public Health South

Pacific Radio Messages

A unique Like Minds radio campaign has hit the Pacific airwaves. Prominent Pacific people are endorsing the Like Minds kaupapa and spreading the messages of the new ads. Here's what they say ...

Lita Foliaki (Tongan language transcript)

Fakatuluo atu kiate kimoutolu kotoa pe 'oku me'a mai, ka tau tuku mu'a ha ki'i taimi ke tau vakai' ange 'e tau ngaahi to'onga fakakaukau kiate kinautolu 'oku mo'ua he faingata'ia faka'atamai. Ko e taha 'i he kakai 'e taha nima kotoa pe, kau ai hotau kainga Tonga 'oku nau mo'ua 'i he faingata'ia ni.

'Oku ou lave'i 'oku fu'u ta'e fe'unga 'a 'e tau fakafotunga kiate kinautolu. 'Oku tau sio lalo, 'oku tau manuki, 'oku tau lau ko e tautea pe ko e talatuki fakafamili. 'Oku ta'e fe'unga eni mo 'etau tui faka lotu pea mo e 'ilo 'o e saienisi. 'Ai mu'a 'etau to'onga ke fe'unga mo e ngaahi 'ilo 'o e kuonga.

'Oange 'a e faka'apa'apa kiate kinautolu 'oku faingata'ia faka'atamai. Ko 'enua mou'i fimalie pe ta'e fimalie 'oku fakafalala ia 'iate koe mo ho'o ngaahi to'onga.

Luamanuvao Winnie Laban (Pacific language transcript)

Talofa o au o Luamanuvao Winnie Laban ... o sina upu e uiga ile gasegase o le mafaufau. Oute mautinoa e le o lelei lo tatou

vaia ma le faia o nai tagata o tatou lava aiga ma nuu e mafatia ile gasegase o le mafaufau. O nisi o taimi tatou te talie ma tau faifai iai, ona o lo tatou manatu o latou ia ua atagia mai e fa'aletonu o latou mafaufau, pe o latou ia o tagata ua faamalaia ina. E faapefea ona maua mai ia ituaiga o uiga se fesoasoani mo latou?

E toatele o tatou lava tagata o loo afaina ile gasegase o le mafaufau ... ma e tatau lava ia tatou ona talia ma amanaia ia uso ma tuafafine ona o mai faigata o loo aafia ai. Ia manatua lelei e le na o le tagata ma'i e tatou te faaloalo iai, ae faapea ai ma lona aiga ma lona nuu.

E moni ai faasalalauga a le TV ... aua tatou te faamasino atu i ia uso a tagata, ae tatou lagolago ma fesoasoani iai, aua e faalagolago ia te oe le togafitia o lenei gasegase faigata.

Colin Tukuitonga (Niuean language transcript)

Fakalofa lahi atu.

Ko Colin Tukuitonga ne vagahau.

Fia manako au ke fai kupu gahoa hahaa ke he tau. Gagao he manamantuaga he tagata (mental illness).

Ne iloa e au nakai leveki fakamitaki e tautolu a lautolu ne moua he tau gagao kelea nai. Eke fakakelea mo e kai aalo he tokologa he tau tagata a lautolu. Iloa foci e au e tau manatu Niue ne pe he koe kai he tau aitu a lautolu ia.

Manamanatu fakamitaki ia ma tau matakainaga. Ko lautolu ko e tau tagata moua he tau gagao ti nakai lata a tautolu ke taute pihia a lautolu ia.

Tokologa e tau tagata Niue mo e tau tagata Atua Motu ne moua he tau matematekelea nei. Lali fakalahi ia ke lagomatai e tau tagata ne mo e aua neke eke fakakelea a lautolu ia. Ko koe

mo au ne maeke ke lagomatai he lautolu tau moui taki taha pihia foki mo e ha lautolu tau moui taki taha pihia foki mo e ha lautolu tau magafaoa.

Fakaaue iahi mahai.

Bill Teariki (Cook Island Transcript)

Kia orana tatou I te aroa maata o te Atua. Ko au teia ko to kotou taeake ko Bill Teariki. E ko toku tere ki runga i to tatou ratio marira no te tuatua atu no runga ite maki manako, ta tatou i akaranga ana e, e maki auo-o, me kare ra, e maki neneva, inara e te iti tangata kare tereira i tano.

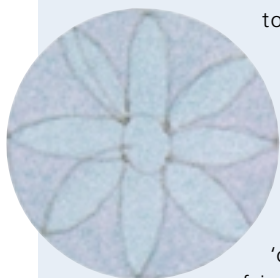
Kua marama tatou e, te no'o nei i roto i to tatou iti tangata ratou tei tu i teia maki, e kua kitea katoa ia mai e kare ratou e rapakau meitaki ia ana. Kua riro katoa teia, ei kata aviri – tuatua akakino – e te tu ta rotokaka e penei e mea taumaa ia e tona ai tupuna.

Ea'a i reira ta tatou ravenga ite tauturu atu. Auraka tatou kia akake i to tatou pirianga. Auraka to ratou maki, kia riro ei. akavaa-vaa – anga kia akangatei tei ia ratou i to ratou tu tangata. Kua riro katoa teia tu ei mea tumatetenga ki roto ite ngutuare e te iti tangata.

Kua aka ari ia mai I runga ite tv e, auraka tatou e kia akara ua I teia au taeake ito ratou maki.

Kia oronga atu tatou ite tauturu te ka rauka ia tatou.

Kia Orana – E Kia manuia.



Denise L'Estrange-Corbet and Paul Holmes



*Successful WORLD designer
Denise L'Estrange-Corbet says it's imperative
to have supportive friends when you have
experience of mental illness.*



Mental illness is no different from any other type of illness. You still need to be loved, supported, and cared for,' says the Auckland designer who 12 years ago, with her partner Francis Hooper, first opened a tiny fashion shop – WORLD on High Street.

Since then, they've shot to prominence and whirled New Zealand onto the international fashion circuit – creating a stir at London Fashion Week in 2000 and 2001.

Denise has been a long-time supporter of the Like Minds project, appearing at events like the 'Like Minds' Media Awards and fronting many requests for interviews with magazines and television.

She appears in the latest series of Like Minds television advertising with friend and broadcaster Paul Holmes.

They met each other in 1989 when WORLD was first beginning. 'Paul gave us a lot of time and showed a lot of interest in how we started our business and where we saw ourselves going in the future. He is an extremely intelligent and well-read person, someone who you

can talk to about anything and who will give you an honest answer,' says Denise.

Ask her what she values most about their friendship and she rates honesty as being most important.

'I personally find that the more successful and well known you become, the less people tend to be brutally honest with you. They say what they think you want to hear. Paul has always shot straight from the hip and we have had some very lively and funny times together. I also value my friends' confidentiality and Paul has always respected this.'

In the TV ads, Paul describes Denise as someone who hasn't been beaten by depression. 'It hasn't conquered her ... all I've ever seen about Denise is pure positive energy.'

'We are terribly judgemental of mental illness and we should not be because it's just an illness and the greatest thing we can do is talk about it. I understand her now, I just wish she'd told me ages ago.'➤

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LIKE MINDS, LIKE MINE

*The project to counter stigma
and discrimination associated with
mental illness is an initiative of
the Ministry of Health.*