

## **Like Minds, Like Mine finalist for prestigious advertising award**

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The Mental Health Foundation of New Zealand is delighted that the *Like Minds, Like Minds* advertising campaign is a finalist in the Sustained Success category of the 2008 CAANZ EFFIE® Awards.

The *Like Minds* programme, funded and led by the Ministry of Health, works to counter stigma and discrimination associated with mental illness. The advertising campaign is part of the wider *Like Minds* programme, which also involves many national and regional organisations engaging with their communities and spreading the *Like Minds* messages.

Judi Clements, Chief Executive of the Mental Health Foundation – a national and regional provider for the *Like Minds* programme – says, “We are delighted that the *Like Minds* advertising campaign is a finalist for this award. A positive change in attitudes has been seen since the *Like Minds* programme began and the sustained success of the advertising campaign has played an integral part in this. We congratulate everyone involved, especially the advertising agency DRAFTFCB, who have led the development of the campaign”

Over the past ten years, the focus of *Like Minds, Like Mine* has shifted from strategies to raise awareness to strategies intended to bring about changes in behaviour. The advertising campaign created by DRAFTFCB has evolved to reflect this. Television advertisements have featured a variety of everyday and well-known New Zealanders talking about their experiences, including Denise L’Estrange-Corbet, Mike Chunn, and John Kirwin.

The EFFIE awards are presented jointly by ANZA (Association of New Zealand Advertisers), TVNZ, and CAANZ (Communication Agencies Association of New Zealand). The Sustained Success category is sponsored by Fairfax Media. The awards event will be held at Sky City, Auckland on Thursday 9 October, 2008.

### **ENDS**

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**Additional information:**

*Like Minds, Like Mine* is a public health-funded project to counter the stigma of mental illness and the discrimination that people with experience of mental illness face everyday in the community. There are several national providers, including the Mental Health Foundation, and across New Zealand 26 regional providers undertake a wide variety of anti-discrimination activities.

For more information about *Like Minds, Like Mine* and to view the television advertisements visit [www.likeminds.org.nz](http://www.likeminds.org.nz).

For more information about the CAANZ awards visit <http://www.caanz.co.nz/v2/awards.asp>.