



**LIKE MINDS, LIKE MINE®**  
Whakaitia te Whakawhiu i te Tangata

## Introduction to Like Minds, Like Mine and the Pūtea Hapori/Community Grants

### What is the Like Minds, Like Mine programme?

The [Like Minds, Like Mine](#) programme began in 1997, in response to the 1996 Mason Report. It was one of the first comprehensive national campaigns in the world to counter discrimination and prejudice against mental distress.

Over the years, Like Minds, Like Mine has delivered nationwide advertising campaigns, research, and community-funded programmes.

Read more about the history of Like Minds, Like Mine [here](#).

### Why do we need Like Minds, Like Mine?

Mental distress is a common part of life – one in five New Zealanders will experience mental distress each year, and over 50% will experience mental distress over their lifetime.

For people experiencing mental distress, one of the biggest barriers to participating in the normal activities of life is discrimination.

Despite positive changes in social attitudes towards mental distress over the last two decades, discrimination continues to limit the quality of life of people who experience mental distress in New Zealand. Prejudice and discrimination have deep roots that are present in every area of life and eliminating them requires a long-term commitment.

Like Minds, Like Mine has created some positive outcomes, but there is a long way to go to ensure that individuals and organisations demonstrate socially-inclusive attitudes and behaviours towards people who experience mental distress.

The Like Minds, Like Mine programme centres around these key concepts:

**1 The Power of Contact**, an evidence-based approach showing that equal contact between members of excluded groups and people who exclude reduces prejudice, discrimination and social exclusion. Effective contact requires equal status, the opportunity for individuals to get to know each other, information which challenges negative stereotypes, active co-operation and pursuit of a mutual goal. This approach has been shown to promote attitude change and is a very effective education tool.

**2 A Human Rights Approach** draws on the social model of disability, asserts the universal rights of people with mental distress to equality with other citizens, and to freedom from discrimination. The United Nations Convention on the Rights of Persons with Disabilities provides an international framework for the interpretation and protection of these rights for people who experience mental distress.

**3 The Social Model of Disability** asserts that people are disabled by barriers in society, not by their impairment or condition. The barriers can be physical (such as no ramp for a wheelchair user) or attitudinal (such as not offering someone a job because of their mental distress). Disabling barriers hinder people's equal participation in society.

**4 Social Inclusion** is the extent to which people are able to exercise their rights to participate, by choice, in the ordinary activities of their community. They have a personal identity aside from their distress, and are able to contribute to, and access the resources of their community.



## About the Like Minds, Like Mine Pūtea Hapori/Community Grants

In 2018, the Mental Health Foundation was contracted to run a small community grants programme for three years.

The aim of this grants programme was to expand the reach of Like Minds, Like Mine and its efforts against discrimination, and towards social inclusion, in local communities.

The first round of funding was distributed in September 2018, and 18 projects were selected.

Read more about the 2018 Grants projects and recipients [here](#).

## What are we looking for in project proposals in 2019?

In 2018, community grants were offered for between \$3,000-5,000.

In 2019, we are taking applications for any amount up to \$10,000. We have approximately \$100,000 in grants to distribute.

We are looking for projects that:

- **take the four Like Minds, Like Mine key concepts** (mentioned above) and translate them into local projects in the community (in particular, the [Power of Contact](#))
- **talk to people who have the potential to exclude or discriminate** against people with experiences of mental distress
- **help our key benefit audiences – Māori, Pasifika, young people, and people who experience severe mental distress** – by reducing discrimination against, and increasing social inclusion towards, their experiences with mental distress.

Projects must address the reducing of prejudice and discrimination for people with lived experience of mental illness/distress. We will be tight with our definition this round.

Applications that make the shortlist may be subjected to a final Skype or Teleconference call to decide on the outcome.

If you have any questions, please email [communitygrants@mentalhealth.org.nz](mailto:communitygrants@mentalhealth.org.nz)

