

Like Minds

Whakaitia te Whakawhiu i te Tangata

Journeys Towards Equality - NZ LEADS THE WAY

The Mental Health Commission recently launched "Journeys Towards Equality: Taking Stock of New Zealand's Efforts to Reduce Discrimination Against People with Experience of Mental Illness" at a function at Roar gallery in Wellington. This report indicates that NZ is a world leader in anti-discrimination activity.

The event also celebrated the signing of an interagency agreement by the Mental Health Commission, the Like Minds project, the Office for Disability Issues, and the Human Rights Commission to work together to eliminate discrimination.



Hon Ruth Dyson, Minister for Disability Issues with Bob Henare, Mental Health Commissioner and Chair of the Board of Capital & Coast Health.

with Like Minds and with the support of the Human Rights Commission and the Office for Disability Issues.

Discussions have already started to build a coordinated approach amongst these leaders in anti-discrimination work.

"We are looking at how to coordinate and resource the anti-discrimination work that needs to take place before the expiry of the Mental Health Commission in 2007", says Mental Health Commission Chair Ruth Harrison.

The first steps in establishing this cross-sector approach will come together in a national anti-discrimination plan. This plan will be broader in scope than previous Like Minds National Plans, and will outline the approach of all the agencies who have signed the agreement.

Hon Ruth Dyson, the Minister for Disability Issues, supported this approach at the Launch of "Journeys Towards Equality". She said:

"I am particularly pleased to see a whole of Government and whole of society response. We are increasingly aware that discrimination is not just a mental health issue; it is a public health issue, a human rights issue and a disability issue."

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Launch attendees watching Mahinarangi Tocker perform.



New MHC chair Ruth Harrison.

The report found that anti-discrimination work has grown enormously in the last decade, to the extent that it now makes sense to talk of a mental health anti-discrimination sector. Ten years ago there was no Mental Health Commission, Human Rights Act, Like Minds project or Office for Disability Issues, but now New Zealand has the laws and organisations to enable progress.

Liz Sayce from the UK Disability Rights Commission, who visited New Zealand in September 2004, was very impressed by the work that is being done here. She wrote in a preface to the report:

"Across the world people are learning from New Zealand's experience and will be waiting for

information on the next stage of the journey. The more we all understand, from evaluations, which approaches have most effect, the more we shall be able to drive out the discrimination that, for so many consumers, is harder to live with than the original mental health problem. And the closer we shall be to achieving societies that genuinely provide equal citizenship and participation for those amongst us who have a psychiatric diagnosis or history."

The stocktake indicated that, in moving forward, anti-discrimination activity would benefit from a co-ordinated approach. This has led to the inter-agency agreement for cooperation on mental health anti-discrimination issues, led by the Mental Health Commission in conjunction

Straight to the Point

Greetings to you all,

I write this editorial to you from the United Nations in New York, where I am a member of the New Zealand delegation negotiating the treaty for people with disabilities.

As I reflect on the experiences and process I have witnessed here, I am reminded of the outcomes of the Literature Review that Sarah Gordon completed for the Like Minds Project.



Chris Hansen

One of the outcomes, put simply, is that discriminatory attitudes and behaviour can be changed by three things: Education, Contact (with people with experience of mental illness), and Protest (instances of discrimination being actively challenged).

The discrimination survey Respect Costs Nothing, published in 2004, has shown without a doubt, that there are still numerous instances of discrimination experienced by those of us with experience of mental illness.

It is a timely, and sobering reminder that we still have a long way to go, and that there are still many deeply entrenched attitudes and behaviours which need to be challenged. In this project, we are endeavouring to do that on a number of levels. Establishing tangible and strategic links with the Office for Disability Issues, the Human Rights Commission and the Mental Health Commission is one such strategy.

The media group has been an example of enabling us to use all three strategies. Likewise, the 'Korowai Whaimana' human rights training enables and encourages us to take action in an effective way.

I am reminded, as I write this, of the challenges of climbing a mountain. Halfway up, one can look behind, and marvel at how far we have come. However, looking forward, we realise how far we have to go. I think it is important to do both, as hope is such a key element to recovery. The recovery we speak of in this context is not our own, individual recovery, but rather the recovery of our people – tangata motuhake – to their rightful role and position in our communities. It

is a recovery of attitudes and mindset amongst the wider community that causes them to see our value, to respect it, and to ensure that we have a place in our societies equal to that of all others.

As we all know, many ailments go unnoticed until they cause pain. Whilst I am not advocating violence of any description, I believe that we need to have the courage to confront and protest, and that only then will things become uncomfortable enough to create a vehicle for change. We are creating more vehicles to do this, and we need to continue.

I want to acknowledge many tangata motuhake who have worked hard to create that discomfort, have been prepared to be seen in the media, and in our communities, and those who have worked to support this process.

Kia kaha, kia toa, kia manawanui,

Arohanui

Chris Hansen

We welcome any comment, feedback or concerns and can be contacted at likemindsnag@yahoogroups.com, or Chris Hansen, 07 378 1172.

Chris Hansen and Te Wera Te Kotua Co-chairs, National Advisory Group to the Like Minds Project

Key Findings of "Journeys Towards Equality"

We spoke to Hilary Lapsley, one of the authors of the report, about the key findings from the stocktake:

Who is undertaking the work of mental health anti-discrimination?

The wide range of organisations involved in anti-discrimination surprised us. Their roles are diverse, and their reasons for undertaking the work range from legislative obligations to passionate commitment.

What kinds of anti-discrimination activities are happening?

Anti-discrimination activities include legislation, complaints resolution, service standards and monitoring, EEO programmes in workplaces, mass media campaigns, activities engaging with the media, workshops and other learning situations, protests, publications, story-telling, arts

and culture activities, research – the list goes on. As well as the formal programmes, anti-discrimination activities are happening through contact between service users/ tangata whaiora and service providers, families and whānau, agencies and the general public.



Hilary Lapsley with MHC Accounts Administrator, Mey Chan.

Are organisations doing enough?

National organisations with statutory obligations, or obligations in terms of their charters and constitutions, are mostly meeting their obligations, although of course more could be done.

More coordination and support for national NGOs, especially those with strong service user involvement, could increase impact and effectiveness. Professional associations need to do more work in this field.

Most importantly – in our view – providers of mental health services should do considerably better as a sector. Mental health services have tremendous opportunities, both through everyday work and special programmes, to combat stigma and discrimination. It would be good to see them all involved in this task in a lively and committed way.

Is their work making a difference?

Impact and effectiveness are hard to measure, but national surveys for Like Minds show that stigmatising and discriminatory attitudes are decreasing.

Workforce development is a key issue in 'making a difference. The anti-discrimination workforce has evolved informally and considerable training and development is needed before it becomes a solid, effective workforce.

From Freaks and Victims to Equal Citizens – Highlights of the World Mental Health Promotion Conference

From Freaks and Victims to Equal Citizens was the title of Liz Sayce's keynote address to the World Mental Health promotion Conference in Auckland last September. The Conference, opened by Carter Center patron Rosalynn Carter, aimed to promote mental health, and address and reduce negative experiences associated with mental illness. The conference was attended by delegates from New Zealand and abroad. Helen Gilbert reports on some of the highlights from this international conference held in Auckland.

Liz Sayce – From freaks and victims to equal citizens

Moving public perception of people with experience of mental illness from freaks and victims to equal citizens was the challenge discussed by Liz Sayce, leading British anti-discrimination campaigner and Director of the UK Disability Rights Commission, at the conference.

"How do you talk about mental illness without emphasising mental illness?" That was the paradox described by Liz Sayce in her presentation.

Speaking specifically about media, she said that the goal is to get media coverage that shows participation as equals. The image of the 'dangerous freak' still persists, but there has been some movement from what she described as 'axmen' to 'tragedy' – images used to show people with psychiatric disability as objects of hate or fear, now stories tend to portray

people as victims, and objects of pity.

"But even showing people as the tragic victims of discrimination isn't good enough," she said. Sayce noted that it is better to challenge specific myths, such as the myth of violence, and to emphasise the ways that people with experience of mental illness contribute to the communities they live in.

In Sayce's experience, stories that work are either about people who are contributing to society, or people who are prevented from contributing because of silly rules and stupid barriers.

Sayce is the author of a highly acclaimed book, "From Psychiatric Patient to Citizen". Her book looks at different ways of explaining and understanding mental illness and then evaluates how effective each approach is, when it comes to changing attitudes and behaviour towards people with experience of mental illness.



Plenary Session – The Media, Human Rights and Promotion and Prevention in Mental Health. L-R: Mrs Carter, Gerard Vaughan, Raymond Nairn and Liz Sayce.



Mrs Carter at the powhiri.

Gerard Vaughan – Like Minds project update

Following Sayce, Like Minds National Project Manager, Gerard Vaughan told the international audience about some key marketing issues that had been identified by Like Minds research.



Gerard Vaughan with Liz Sayce.

He said that research showed that people don't understand or connect with the language of 'rights', but they do understand the idea of 'fairness'. This has implications for how the mass media components of the Like Minds project should continue to develop, to change public attitudes and behaviour.

A further challenge for the project, according to Vaughan, is that people mostly don't recognise how people with experience of mental illness are treated unfairly. Nobody wants to be unfair, but people don't know which things they do are actually unfair.

Debbie Peterson, author of the Like Minds discrimination survey "Respect Costs Nothing" has noted that this report will help inform people about the multiple layers of unfairness that people with experience of mental illness are currently obliged to live with. ➤

Are they working well alongside others in the field?

Cooperation is increasing at central government level. There is more room for national collaboration in the NGO sector and professional bodies.

The strengthening of service user input at the national level should be a priority. And at the local level, there is room for more support for service user-led groups and increased coordination between Like Minds providers and mental health service providers, because each is responsible for anti-discrimination work in their own ways.

Are there gaps in the sector?

New Zealand has good central government infrastructure to address stigma and discrimination, although organisations taking a lead (such as the Mental Health Commission and Like Minds) are not permanent structures.

In terms of particular communities of interest, programmes have been developed specifically by and for Māori and Pacific communities, but attention has only recently been given to Asian communities. In terms of age groups, Like Minds targets young and mid-adult populations, not



Mahinarangi Tocker performing at the launch of Journeys Towards Equality.

older adults. Not much has been done to think through how particular communities of interest might deal with stigma and discrimination.

This report was co-authored by Bevan Yee, Mental Health Commission Policy Analyst and Hilary Lapsley, the Mental Health Commission's Research Director.

Copies of the full report are available on the MHC's website, www.mhc.govt.nz, or contact the Mental Health Commission, P O Box 12479, Thorndon, Wellington.

Workshops from Leading UK Experts

While in New Zealand for the World Mental Health Prevention conference, Liz Sayce and Rachel Perkins also facilitated a series of workshops covering reducing stigma and discrimination, employment and mental health issues, in Auckland, Hamilton, Wellington and Christchurch.

Frances Anderson, from the Mental Health Foundation in Christchurch, gives us an overview of the Christchurch workshop...

The old city council debating chamber seemed an apt location to bring together a diverse group of people for the South Island workshop. Participants included DHB staff, mental health service providers, supported employment agencies, Workbridge, Like Minds workers, consumer advocacy organisations and other interested individuals.



John Davison and Paul Tuliā from Comcare Supported Employment.

Many workshop participants were familiar with Liz's work around various approaches to reducing stigma and discrimination, but still enjoyed hearing it in person and one participant said "she [Liz] communicated the reasons for the strategies well and why there needs to be several strategies at a range of levels." Others also enjoyed Liz's critical analysis of different health models and what works.

Those who came to hear Liz talk about discrimination issues also found Rachel's employment discussion, and personal stories thought provoking and inspiring.

Rachel, the Clinical Director of Adult Mental Health Services at South West London and St George's Mental Health NMS Trust, told the group, "In my current position I am now my psychiatrist's boss."

One workshop participant from a DHB provider commented "a person with experience of mental illness who is in a position to influence a service is very inspiring and provided a lot of practical ideas for us."

"It's inspiring to see individuals [like Liz and Rachel] making a difference and seeing important issues like employment going to the top of the agenda. It affirms a person's own choice and that with the right support you can get back to work, even if you have been out of it for a long time" said a participant of the Christchurch workshop. A participant from Work and Income New Zealand also noted "we have been moving in this direction [putting employment on the agenda] for a while now so it's good to hear that we could work in with mental health services and vice versa."



Christchurch workshop participants.

A Christchurch attendee said it was an enjoyable day: "It's fantastic to see a consumer in a top position. The consumer movement aspires to this as the epitome of consumer participation".

Liz and Rachel also found the workshops, and their visit to New Zealand enjoyable. "We thoroughly enjoyed our time in New Zealand. It's great to see such a diverse range of people attend these workshops" says Liz. ➤

AWA HĪKOI

Te Oranganui Iwi Health and Ngā Tāngata o Te Ao Mārama ki Whanganui gave a presentation at the Like Minds, Like Mine National Provider Seminar about the making of Awa Hikoi, a documentary directed by Carter Center fellow Jim Marbrook. Manny Down, from Te Oranganui Iwi Health, recaps the presentation...



Ainsley Brunton during the filming of Awa Hikoi.

The focus of the presentation was showing Awa Hikoi and the involvement of the roopu, director and the planning of producing a national resource for people with experience of mental illness.



Tamatea's Cave.

Jim Marbrook directed and edited the thirty minute documentary "Awa Hikoi A River Journey" for Inside Out TVNZ viewed on TV One 24th October 2004.

This documentary focused on a recovery model of spiritual wellbeing in relationship to the environment for people who have experienced a mental illness.

Filmed in Whanganui on the Whanganui river a three day river journey was organised and planned by local tangata whaiora Ngā Tāngata o Te Ao Mārama ki Whanganui and the coordinator of the Like Mines projects from Te Oranganui Iwi Health and Public Health. The essence of the documentary identified another approach for Māori and others to process their recovery and healing physically and spiritually.

This presentation highlighted a consumer initiative working with media.

If you would like to get a copy of the documentary, contact Manny Down at Te Oranganui Iwi Health, (06) 348 0282 or email mdown@teoranganui.co.nz. ➤

2004 Like Minds National Provider Seminar

Hamilton was, once again, the destination for Like Minds groups and guests to meet for the annual National Provider Seminar from 1-3 December. All three days were packed with presentations, information sharing, good kai and a chance for people to meet new faces, catch up with others and even some karaoke!

The seminar got underway with a service user day hosted by the National Advisory Group. Highlights included updates on the

Speakers' Bureau and Service User Education Training, the Future of the NAG (National Advisory Group), the Human Rights Commission's Korowai Whaimana training and the media project. It was an opportunity for Māori and Pacific caucuses to meet and discuss what has been happening over the year and the outlook for 2005.

Another highlight of the day was the launch of the discrimination survey Respect Costs Nothing. Full story on pages 6-7.

"The service user day was attended by a diverse range of tangata motuhake involved with the project as providers, employees, consultants, and in many other roles.

The nature and future of tangata motuhake leadership and participation in the project was discussed, and flagged, as a topic for ongoing robust consultation" says National Advisory Group Co-Chair, Chris Hansen.

After the powhiri, day two got underway with Hilary Lapsley presenting findings from Journey's Towards Equality (full story on front page) and Like Minds National Project Manager, Gerard Vaughan's National Strategic Overview – Progress on National Plan and Future Plans for the Project.

Seminar participants had the choice of attending different presentation streams on Information and Research, Working with Partners and Allies, Education and Training

and Working with the Media.

Henare Harrison from Te Awa o Te Ora in Christchurch commented, "The information was good, the amount of time for discussion was good and it was well facilitated."

The split streams allowed people to attend the topics most relevant to their work and, although we didn't always run to time, gave providers from different parts of the country a chance to hear from others. Thank you to all the providers who gave updates on their work especially those who were rushed because of time constraints.

"I enjoyed the range of topics. It was good that both Kathy and I came to the conference because we

were able to attend the split sessions that were of interest" said Andrae Gold from the Public Health Unit in Marlborough.

In the Working with the Media stream, Te Oranganui Iwi Health and Ngā Tāngata o Te



Layton Toi from Northland Health presenting on Like Minds regional work.



A display from Hibiscus Health in Canterbury.

Ao Mārama ki Whanganui talked about their experience making the Awa Hikoi documentary with Carter Center fellow Jim Marbrook. See page 4 for this story.

The conference was a very busy three days and everyone had different highlights. Here are some comments from participants:

"I really liked the survey results and already have read the full copy. It was great to hear about working with different agencies too – Office for Disability Issues and the Human Rights Commission" says Barbara Hart from Serious Fun N Mind.

Donna Leatherby from Toiora - Healthy Lifestyles said, "I thought the amount of information provided was very interesting throughout the conference. I particularly enjoyed the Disability Strategy presentation by Jan Scown, and Asian presentation by Tess Liew. Very interesting information, presented in a fun and light hearted style. Within the parallel sessions I enjoyed Awa Hikoi – this is innovation for Maori at its best!"

Papers and Proceedings from the National Provider Seminar will be sent out to participants by the end of February. Copies will also be available on the Like Minds website. ➤



Richard Wallace, Fabian Ponga, Ainsley Brunton and Leona Taputoro.

Ground breaking discrimination survey launched

"All the time, left out of activities. They think it is too shameful to be seen with me, un-cool, lack of understanding, hurtful words, actions"

The findings of a national discrimination survey, the first to ask people with experience of a mental illness about the nature of any discrimination they experienced, was released at the Like Minds Like Mine National Provider Seminar on 1 December 2004.

The survey, conducted by Debbie Peterson of the Mental Health Foundation, found that people who have experienced mental illness have also often experienced discrimination in all these aspects of their lives.

"To do something about discrimination, we need to know more about it – where it occurs and how it affects those who are discriminated against. The survey shows that discrimination has left many people feeling socially excluded from many aspects of daily living", says Debbie.

785 people with experience of mental illness were asked to comment on their experiences of discrimination across a broad range of situations,

including employment; education and training; housing; mental health services and other health services; government agencies and local government services; banks, insurance companies and other financial institutions; sports clubs and other organised activities; parenting; friends and family; community harassment; and fear of discrimination.



Chris Hansen, Richard Wallace and Debbie Peterson at the launch.

Key Findings

"When I was working as a volunteer, I was offered a paid position. I then confided in the Manager that I had bipolar disorder. The next day she told me she was interviewing someone else for the job."

People reported discrimination in all aspects of their lives, including:

- Rejection by friends and family members was the most often reported form of discrimination (59%). It included being left out of activities, abusive language and being cut out of people's lives completely.
- Almost half of respondents (46%) said they had not done something for fear of being discriminated against. This included not applying for courses, and not going to a social club.
- 34% of respondents had been discriminated against while looking for a job and 31% had been discriminated against within a job. This

happened during application, interview and job offer stages, as well as some people losing their jobs, and being abused or rejected.

- 24% of respondents said they had been discriminated against as parents. Parent's ability to parent was unfairly judged and some lost custody of, or access to, their children.
- Discrimination, when it occurred several years ago, made a lasting impression and still impacts on people's lives today.
- The fear of discrimination (often based on past experience) is as incapacitating as discrimination itself.
- Disclosure of an experience of mental illness is an issue in all areas of life.
- People tend to believe and act on stereotypes of people with experience of mental illness as being incompetent or dangerous.

Discrimination Survey – Service User spokespeople share their experiences

Seulata Fui, from Pacific Trust Canterbury, was quick to raise a hand and volunteer her voice. "As a Pacific consumer I think it's time we came forward with our own perspectives instead of having others talk about us" she says.



Seulata at the Pacific Provider Fono, Oct 2004.

Pacific and Māori spokespeople were a specific focus given the survey's findings for these communities. Seulata was one of two Pacific spokespeople for the survey's launch.

When approached by a reporter at Christchurch daily paper, The Press, Seulata says she was rapt. "It's about time we got into the media in a positive way. Like Minds Like Mine has taken away the shame and lack of confidence I had. Initially, I was worried about

how the community would see my family but, since the story was published, all the feedback from the community including our church minister and school teachers have been positive and that took my worries away."

"I just want to do more work with the media now. I wish that Pacific media would pick up our stories, but it's their loss. It's all part of what we encounter. Maybe some of them still feel the shame, but a lot of our people live with mental illness and it's important we are heard. It's time for us to build a positive profile in the media. We've done the hard

work, so now we can go forward and build our public profile instead of hiding all the time."

"The media training was different to what I thought. I thought it would just be about the discrimination survey, but it was more about working with reporters and interviewers and how to get prepared for an interview. It's important



Seulata practicing interviewing techniques with Hoani Lambert from Huia Communications.

Discrimination Survey – sharing the results with the Government sector

As a part of the launch for the Discrimination survey, Debbie Peterson and Catherine Williams from the Mental Health Foundation's Wellington office provided pre-release briefings to over 15 central government agencies and a number of policy forums and provider hui.

The organisations briefed included:

- The Mental Health Directorate;
- Ministry of Justice;
- Human Rights Commission;
- Maori Health Directorate;
- Ministry for Social Development;
- Department of Labour;
- Child Youth and Family;
- The newly appointed Families Commission; and
- The combined Trade Unions.

They will continue to disseminate the findings to other agencies through out the year.

Catherine Williams, manager of the Like Minds Policy and Advocacy project, says: "The thinking behind this approach was to allow government departments the opportunity to discuss the report pre-launch – in particular those departments that had been identified in the report as having discriminatory practices, attitudes and behaviours

The response from government officials to the research was very positive. The briefings provided an opportunity to talk to agencies that we had not previously had contact with and to raise the profile of the anti-discrimination work the project is doing."



Catherine Williams, Gerard Vaughan, Chris Hansen, Richard Wallace, Te Wera Te Kotua and Debbie Peterson.



Te Wera Te Kotua, Richard Wallace, Gerard Vaughan, Chris Hansen, Debbie Peterson and Sue Baker.

Catherine says that they have also been conscious of the need to help agencies make the links between to their own work and key policy initiatives around discrimination.

"This has been important in giving some indication of where the survey could inform current policy work and future policy development. We were keen that the research be

linked to the agencies' own policy and research work programmes."

An added bonus, according to Catherine, was bringing something to the table that could provide some possible ways forward in addressing discrimination and people with experience of mental illness, across all aspects of people's lives.

"In some cases, it was the first time that some of the individuals we talked to had discussed the issue of discrimination."

A public seminar was held just after the launch in mid December 2004, in Wellington. Around 50-60 people attended from a number of non-government organisations around the Wellington region.

"We will continue to disseminate the findings from the research as widely as possible. We're planning to publish the research in a number of national and international journals and publications", says Catherine. ➤



Hoani Lambert, Helen Gilbert and Maria Glanville at the training session.

to know what you're talking about because the media can change the perspective, but if you know your messages you'll be alright. The training was really worthwhile."

Hoani Jeremy Lambert from Huia Communications, who helped to prepare the media spokespeople for the survey's launch, said:

"We are fortunate to have so many people within the project, who are willing to share their stories with the rest of the country. We often forget how much courage is involved in talking about personal experiences publicly."

Seulata's article was written by Louise Bleakley in the Press on 1 December 2004.



Media and launch attendees.

What's NEW

Respect Costs Nothing



A survey of discrimination experienced by people with a mental illness in New Zealand.

The survey is the first national survey of people with experience of a mental illness to investigate the nature of any discrimination experienced. It reveals discrimination in all aspects of lives from interaction with whānau, friends and health services, to people in the community and employment. Discrimination has left people feeling socially excluded from many aspects of daily living.

Respect Costs Nothing reports the findings from a survey of 785 people with experience of a mental illness carried out last year by the Mental Health Foundation to help shed some light on the nature of any discrimination happening.

The findings will be used to help improve understanding of how to address discrimination, and to guide the future direction of the Like Minds, Like Mine project to counter stigma and discrimination associated with mental illness.

You can download a copy of *Respect Costs Nothing* from www.mentalhealth.org.nz

New Chair for Mental Health Commission

The Mental Health Commission has recently appointed, Ruth Harrison as the new Chair. Ruth has joined MHC from her role as CEO of Workbridge. She has experience in governance and management positions in a range of sectors and has worked in the disability sector for more than 10 years.

Helen Gilbert also joins the Mental Health Commission. Her main areas of work will be



Hilary Lapsley and Ruth Harrison at the launch of *Journeys Towards Equality*.

anti-discrimination and working to reduce seclusion and the use of compulsory treatment. "I continue to be passionate about people with experience of mental illness/tangata whaiora, and hope that I can progress our cause in this role" she says.



Helen Gilbert

Journeys Towards Equality



This report, from the Mental Health Commission, describes and analyses all the major work in New Zealand to counter discrimination against people with experience of mental illness. Read more about it on the front page of this newsletter. Copies can also be downloaded from www.mhc.govt.nz

Māori and Pacific Resource Kits



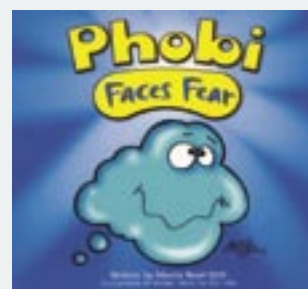
At last year's Māori hui and Pacific Fono the draft text for new Māori and Pacific Resource Kits was presented. Like the Orientation Kit, these kits bring Like Minds information relevant to each specific audience into a reference folder. The kits have information on working with Māori and Pacific media, who the relevant Like Minds providers are, case studies and audience specific Like Minds research and resources.

NEWS snippets

Phobi Faces Fear – new book helps children cope with phobias

Phobi is the central character of children's book *Phobi Faces Fear* written by Marcia Read, Chief Executive and founder of the Phobic Trust.

According to the Phobic Trust website, one in five children suffer from an anxiety disorder. *Phobi Faces Fear* is written to be read by an adult



and child together, creating a opportunity for both to discuss fears and situations that could create anxiety.

The book is created for children 4-10 years old and includes a CD featuring music by Tommy Fergusson.

For your copy contact Deimos Press, PO Box 33856, Takapuna, Auckland or email deimospress@xtra.co.nz, telephone Fiona Selby 027 2755944 or visit www.phobic.org.nz

Pacific Language Facts

Five new Pacific language fact sheets were released in February. The series, Mental Illness is Part of Our Community, talk generally about mental illness in Tongan, Samoan, Cook Island Māori, Niuean and Tokelaun.

Like Minds National Advisory Group Matua, Maria Glanville says "it's wonderful to finally have fact sheets in our own languages. The fact sheets will be a good discussion tool for families and Pacific communities. Changes in attitude and behaviour come from our leaders and elders who appreciate reading their own language."

Copies of the fact sheets can be ordered through Wickliffe, telephone 04 496 2277, free fax 0800 782 422, or email moh@wickliffe.co.nz



These kits will be completed by the end of April and will be sent out to Māori and Pacific Like Minds providers. A copy will also be available on www.likeminds.govt.nz for download at the end of April.

Carter Center Fellowships

The Carter Center is proud to be offering two Rosalynn Carter Fellowships for Mental Health Journalism to New Zealand journalists for 2005-2006.

This is the fifth year that the Like Minds project has been involved with the Carter Center Fellowships. Both the Like Minds project and the Carter Center have a shared kaupapa of countering discrimination associated with mental illness.

"There is tremendous potential for journalists to improve the public's understanding of mental health issues and to play a critical role in reducing stigma and discrimination against people with mental illness" says Former First Lady Rosalynn Carter.

High calibre proposals for mental health journalism projects focusing on mental health issues in New Zealand are sought by 26 April 2005. These fellowships are intended to be undertaken in the course of the recipient's usual employment and will be awarded to applicants with more than two years of professional journalism experience.

The New Zealand application brochure should be read in conjunction with the Rosalynn Carter Fellowships for Mental Health Journalism brochure. Both can be downloaded from the Like Minds website, www.likeminds.govt.nz or by contacting Charmaine Ngarimu at Huia Communications (04) 494 2499.



Taking the First Step

A guidebook for jobseekers. Taking the First Step has been written for the one in five jobseekers who have experience of mental health issues, and for people who work with them. The aim of the guidebook is to: inspire and encourage jobseekers; provide practical tips about employment rights; list services that can help in the greater Wellington area and discuss ways to deal with issues such as disclosure.

"It's really exciting to see the finished product, after about six months and a lot of collaborative effort to pull it all together" says Jude Ball from Regional Public Health and member of LEAP.

The guidebook has been written by the team at LEAP (Like Minds Employment Advocacy Project). LEAP is an employment rights initiative in the Wellington region, run with and for people who experience mental illness.

"We've been blown away by how much support we've had from so many organisations – from grassroots community groups' right through to government Ministries. People have been really enthusiastic about the guidebook and very willing to help and contribute. We really hope this is going to make a difference for people who are keen to get back to work, but maybe feel a bit daunted or unsure where to start," said Jude.

The guide book is available on the Like Minds website www.likeminds.govt.nz.



World Mental Health Conference, 14 September 2004

New Zealand's role in reducing stigma associated with mental health was publicly recognised by Carter Centre patron Rosalyn Carter during her visit in September last year.

Mrs Carter opened the World Mental Health Conference, which aimed to promote mental health, address and reduce negative experiences associated with mental illness. The conference was attended by delegates from New Zealand and abroad.

United Kingdom Disability Rights Commissioner, Liz Sayce and Like Minds, Like Mine Project National Project Manager, Gerard Vaughan spoke to One News about the World Mental Health Conference.

While acknowledging that change is part of a long-term plan, Gerard Vaughan told One News: "People have really picked up on that message, but also people have connected with the lives of those people and realised that like everyone they contribute to their community, their friends, and

I think it's also challenged a lot of the stereotypes and labels that people have about someone who might have experience of mental illness."

This is not the first time the Like Minds, Like Mine campaign has received international recognition for its work. Advertisements featuring famous New Zealanders have won praise and national marketing and peace awards.

UK Disability Rights Commissioner Liz Sayce says that a key message from the Like Minds project that resonates with most is that people with experience of mental illness can still contribute, participate and add value.

Ordering Like Minds Resources

A reminder that Huia Communications no longer manages the distribution of Like Minds resources. Remember to order Like Minds resources such as fact sheets, t-shirts and newsletters contact Wickliffe, telephone 04 496 2277, free fax 0800 782 422, or email moh@wickliffe.co.nz.

A service user perspective of recent mental health stories in the media

This is the first of a regular series of articles offering a service user perspective on recent coverage of mental health issues in the media. In this edition of Like Minds, Arana Pearson shares his views on the media coverage from Mental Health Awareness Week. Arana is the director of Keepwell, which provides consumer consultancy, facilitation and training. He is a musician and writer who became involved in the mental health sector after his own experiences using mental health services in New Zealand, and is a former Chairperson of the NAG.

From a mental health services perspective, media coverage of mental health issues is a two-edged sword. While positive media coverage is viewed as a highly beneficial communicator to the New Zealand population, so too are the risks of creating further stigmatising and discriminating press. These are the same issues for consumers working with the media. So let's look at the press releases from October – December 2004.

Mental Health Awareness Week dominates the October media coverage on mental health. Mental Health Commission consumer issues analyst, Alex Handiside, wrote an excellent resource paper outlining the key issues for awareness week theme from the perspective of the mental health consumer. The theme was to 'raise awareness of the relationship between physical and mental health for people with co-existing physical and mental health disorders'.

However most promotions in New Zealand missed the mark by aiming the media platform at a different topic – "Move your Mood". A local story on this mind-body theme was in the Otago Daily Times, where marathon runner/service user Jim King and team ran for a fundraiser from Christchurch to Dunedin. This was dedicated to the memory of consumer founder of the Otago manic-depressive support trust: Julia Christie. Other great local stories were reported, including Lina Samu's work with Whakari Ora respect awards; the Southland District Advisory Group Swansong workshop in Invercargill; Gavin Pike's story in the Rotorua Daily Post; the Otago Daily Times coverage of Arty Pants 04 awards by Arts Centre; and Nelson's Leader coverage of a Hikoi.

Of particular note was the New Plymouth story about local outrage at the thought of a supported accommodation facility being set up in the community. The NIMBY (not in my back yard) views aired in the



Arana Pearson

We need to keep asking the question: how does all this media affect the life of the average person who uses mental health services?

media appear to have stalled the development for the moment. The NIMBY phenomenon is familiar to many of us and the Ohope example of a few years ago is one such memory. While the example of NIMBY is disappointing, it demonstrates just how much more work there is to do. The ingredients are complex and need the involvement of mental health services, service users, the community, local government and Like Minds providers to make the most effective outcome.

Regarding television, "60 Minutes" ran exposure of Angie Eggerton and Gary Platz who both identify as experiencing schizophrenia in NZ. This was a courageous contribution to our television presence.

In the national news media, key issues reported include: ECT review leaked report; the USA anti-depressant drug warning prohibiting anti-depressant prescriptions to under 18 year olds (NZ doctors are ignoring the suicide warning); mental health service issues with crowded wards in Wellington; less residential alcohol and drug capacity with the closure of Hamner Hospital; the patient abuse claims in Porirua calling for psychiatric redress; and follow-up story of Rogue

Psychiatrist Lady Astor (who is really a man) found in Poland practicing Psychiatry.

Of particular note is coverage of Murray Deaker's book launch including his experience with bi-polar disorder. Murray was not part of any of our Government sponsored media projects, yet he found positive press and an interested readership. Perhaps this story was headlined in part through the fertile soil the Like Minds project has tilled over the past eight years and may be seen as a successful outcome of the project. However, for most of us who use mental health services, we are neither authors nor work in the public domain. We need to keep asking the question: how does all this media affect the life of the average person who uses mental health services?

You can contact Arana at Arana@keepwell.co.nz

Mad Media Stars Making an IMPACT

All over the country tangata whaiora people with experience of mental illness are getting their voices and their stories heard in mainstream media, as part of the Like Minds project.

“Our stories, our voices, our agenda – that’s the goal of the recently formed group,” according to Sue Harkin from Towards the Light.

“For too long mainstream media have focused on stories *about* us, but they didn’t talk *to* us. Other people like doctors, psychiatrists, academics, lawyers, police, families – everyone had a story to tell about us, and nobody thought to get our perspectives. We’re working to change that.”

The group has discovered that as they get more media coverage, other people with experience of mental illness are also willing to come forward and talk to media. More and more stories about people with experience of mental illness are appearing in media, told from the perspective of the individual – rather than the army of outsiders.

“We are experts by our experience”, said Sue. “We know an awful lot about mental illness and every day we build our knowledge and experience of recovery.”

Sue and others in the group have discovered that media can have a different agenda from people with experience of mental illness.

“It’s great being able to set our own media agenda too. Part of the problem is that, until the media talk to us directly, there’s a whole lot of issues they didn’t even know about – like the Frozen Fund, or the horrors of seclusion. The things that we wanted to see changed were not always the things that media wanted to focus on” she said.

Here’s just some of the achievements so far:

Gavin Pike who runs Mana Mental Health Services and is a member of the NAG was featured in an article *Rotorua Daily Post* about his journey though life and the way he has made recovery really work for him. Gavin was also the subject of a two-part radio programme, *Mana Tāngata*, (National Radio), about the way he has transformed his life.

Helen Gilbert did a live interview with Linda Clark on *National Radio* talking about the Psych Survivors Redress Coalition. The coalition advocates for survivors of the old residential institutions who want a safe and supportive process to have. We need to keep asking the question: how does all this media affect the life of the average person who uses

mental health services? their stories of abuse heard. She was quoted in the *NZ Herald* and *Dominion Post* and other newspapers around the country, as well as on Radio NZ News. **Sue Harkin** from Tauranga and **Chris Hansen** from Taupo were also interviewed by their local newspapers on this issue.

John Tovey of Central Potential and the Psych Survivors Redress Coalition has been on *Māori Television*, talking about abuse in the old institutions. John also initiated a story in the

Porirua News on biased and misleading anti-psychiatry displays in malls.

Susie Crooks and **Mary O’Hagan** were featured in a *Listener* article on the money belonging to psych survivors that is currently held by the Public Trust Office.



Susie Crooks



John Tovey

We know an awful lot about mental illness and every day we build our knowledge and experience of recovery.

For too long mainstream media have focused on stories *about* us, but they didn’t talk *to* us. Other people like doctors, psychiatrists, academics, lawyers, police, families – everyone had a story to tell about us, and nobody thought to get our perspectives. We’re working to change that.



Gavin Pike

Arana Pearson has had several media appearances in Wellington’s *Dominion Post* and on *National Radio* for his Mad Pride work.

Deb Christensen from the Auckland consumer network was on *Māori Television* talking about seclusion.

The television programme *60 Minutes* featured **Gary Platz** and **Angie Eggerton** talking about their experiences of mental illness. ➤

The Power of Contact

literature review shows how to get the best results from your training and presentations

Sarah Gordon from Case Consulting recently completed a literature review to assess the effectiveness of education and training as a strategy to counter stigma and discrimination associated with mental illness. Her conclusions provide some interesting insights into how to get results from your training and education initiatives...

The literature review indicates that, despite some positive results, education is only moderately successful and has been rated less successful than contact with people with experience of mental illness.

"The findings of the literature review show that people who have personal experience of mental illness need to be involved in all aspects of our work for it to be successful. The research will increasingly assist with the planning of how we do the work, particularly with facilitated workshops, education and training, working with the media and influencing policies" says Like Minds project manager Gerard Vaughan.

Research shows that contact has a significant positive impact on stigma and discrimination associated with mental illness. But contact is more than just meeting a person with experience of mental illness.

"Studies show that certain types of contact are more effective than other", says Sarah

"Contact works well when people have equal status, and when people have a chance to really get to know one another as a result of the contact.

"It also helps for people to share mutual goals, and for the contact to contradict negative stereotypes of people with mental illness."



Sarah Gordon

While the literature review indicates that education is less effective for reducing stigma and discrimination than contact, education can be a way of making positive contact.

For example, training and education programmes which incorporate key success factors for effective contact, such as Speakers Bureau, have reported positive results.

"It is really important that campaigns to counter stigma and discrimination support the development and delivery of this sort of education programme. Initiatives like Speakers Bureau* provide training and support for people with experience of mental illness to share their stories and establish meaningful contact," says Sarah.

For further information about the literature review, please contact Sarah Gordon at Case Consulting caseconsulting@paradose.net.nz or (04) 385 2103.

* The Speakers Bureau is a group of professional speakers with experience of mental illness. Using personal stories, speakers will talk about aspects of mental illness, including: the effects of mental illness; what helped them in their recovery; discrimination and stigma they have experienced as a result of their illness; maintaining personal well-being.

Contact works well when people have equal status, and when people have a chance to really get to know one another as a result of the contact.

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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.