

Psychosocial Update 3 March 2023

Update from the National Mental Wellbeing and Psychosocial Co-Leads

All Sorts Campaign activities overview

As of 1 March 2023

Product	Details		Channels	Targeted Population
Wellbeing tips and contacts flyers	Over 20,000 flyers have been sent to Hawke's Bay and Gisborne. A further 20,000 flyers have been printed. 10,000 of these arrived in Tairāwhiti on Friday 24 Feb. Hawke's Bay received 12,000 last week also. The flyer contains wellbeing messages and contacts.		Delivered by hand	Those who have been isolated by damage to their transport systems.
Commercials	The multimedia campaign will be underpinned by Te Whatu Ora key All Sorts messages: normalising and validating all sorts of emotions and reactions people may be experiencing during difficult times and reminding them of all sorts of ways they can look after their wellbeing.		Commercial radio, iwi radio, social media tiles	Geo-targeting the general population in areas affected by Cyclone Gabrielle and other severe weather events.
allsorts.org	The website is constantly being updated.		Online	
Video	Work is underway to produce a television commercial and social media video to increase awareness of the wellbeing services available and that it is ok, not to be ok.		Television and social media	This would be much broader than targeted advertising, but also higher profile.
Radio	Radio campaign started on 20 February and will run through to 5 March			

Product	Details	Channels	Targeted Population
	targeting Auckland, Hawke's Bay and Northland		
Print campaign	Full and quarter page ads with local papers in Hawke's Bay, Gisborne, Taranaki, Wairarapa, Auckland, Coromandel, Dargaville, Mangawhai, Northland, Otago, Ruatoria, Whakatane and Whitianga		

Key messages and links for other agencies

1. Multimedia campaign updated for severe weather event through All Sorts web page: <https://allsorts.org.nz/looking-after-yourself-and-your-loved-ones-in-the-aftermath-of-a-natural-disaster>
2. Psychosocial Cyclone fact sheet distributed and currently being translated for priority populations impacted and accessible versions created (see images below)
3. The following information is being updated to reflect impacts of the Cyclone and severe weather, but at this stage provides some key information in a range of languages and accessible forms: <https://www.health.govt.nz/your-health/healthy-living/emergency-management/mental-health-advice-coping-after-traumatic-event>
4. Also sharing other agencies resources such as Ministry of Education e.g. resources for children and young people
5. There is a wellbeing section in the All-of-Government fact sheets which includes relevant resources which has been updated to reflect psychosocial response [Cyclone-Gabrielle-AoG-factsheet V.6-TCG.pdf](#)

Feeling all sorts of emotions is normal in difficult times.

Going through a natural disaster can be stressful and scary, and right now, you may be feeling anxious, overwhelmed, tired, angry, hōhā, sad, or something else entirely. However you're feeling, it's perfectly normal. If you can, take things day by day or hour by hour, and remember you're doing the best you can.

Everyone responds differently in these situations and at their own pace. You could also be experiencing a range of physical reactions – feeling shaky, queasy, having no appetite, or struggling to concentrate. This is all completely normal and understandable.

Unexpected and scary events can also make us feel like we have little control. Regaining a sense of control in little ways can make us feel a lot better and help us look after ourselves and our loved ones. Here are some tips you might find helpful:



- Share your thoughts and feelings with whānau, friends, colleagues, neighbours, or others who have been through the same experience. If you need some extra support and have phone or internet reception, reach out to a helpline to talk with a trained counsellor. Check the back side of this leaflet for more details.
- Maintain simple routines wherever you can – going to bed at the same time every day, planning meals, setting aside time for the kids, or whatever works for you.
- Self-care may seem trivial when you're dealing with the effects of a natural disaster, but taking good care of your taha tinana (physical health) and taha hinengaro (mental health) is key when times are tough. As much as you can, do the little things that make you feel good, like exercising, reading, listening to music, or spending time with loved ones.
- Limit how much time you spend on social media or checking the news. Take time to rest when you need to.
- If you're able to, find something constructive to do. Shifting your focus to 'practical stuff' within your ability to control (like looking after others or checking in on neighbours) can help ease your stress levels.
- If you need to, reach out to a nurse or doctor at your local general practice.
- Be patient with yourself. You will find a sense of balance and peacefulness again, at your own pace.

Kei roto i te pōuri, te marama e whiti ana. Through perseverance and hope, we will overcome.

Free support is at hand.

If you think someone you know needs further tautoko/support, or if you need support yourself, it's okay, there is help available – no one should go through a tough time alone.

In case of an emergency, call 111.

For more tips and support, go to allsorts.org.nz.

Free helplines

- Need to talk? – Call or text **1737** any time for support from a trained counsellor
- The Depression Helpline – Call **0800 111 757** or text **4202** to talk to a trained counsellor about how you are feeling or to ask any questions
- Youthline – Call **0800 376 633**, text **234**, email talk@youthline.co.nz, or go to youthline.co.nz for an online chat
- The Lowdown – Text **5626** for support to help young people recognise and understand depression or anxiety
- Healthline – Call **0800 611 116** for health advice and information
- Alcohol Drug Helpline – Call **0800 787 797** to speak with a trained counsellor

Free wellbeing apps

You can download the Groov and Headstrong wellbeing apps for free for Android and Apple phones. You can find them in your Google Play or Apple App Store.

Rural Support Trusts

A local Rural Support Trust (RST) is a great place to access free and confidential support and advice. This nationwide network, run by local people, helps farming families and rural communities.

RSTs have facilitators trained to recognise issues with mental health and wellbeing. They can also put you in touch with services including health information or financial support.

You can give them a call to talk through your options. Call **0800 787 254 (0800 RURAL HELP)** to arrange a free and confidential chat at a place that suits you, or visit rural-support.org.nz

Farmstrong

Farmstrong is a nationwide wellbeing programme for the rural community. Their aim is to help you live well to farm well. On their website you can find a range of resources to help you manage your wellbeing. Visit farmstrong.co.nz

