Yellow Brick Road

Te Wahapūahoaho

Supporting families towards mental wellbeing

YBR STRATEGIC PLAN
MARCH 2026–2028

Purpose

(Why are we here?)

We are here to support families and whānau who are supporting their family/whānau member with mental health challenges.

Family and whānau are often the best people to support family members with mental health challenges. We are here for families and whānau whenever that need arises.

Vision

(What is our dream?)

Families, whānau and communities are well supported, resourced and recognised for their role as New Zealand's most significant support network for people with mental health challenges.

Strategic Areas

We support families and whānau through education, navigation and advocacy.

Education

Building understanding with families and whānau:

- about mental illnesses and other mental health topics
- on how to support their family/whānau member
- how to prioritise taking care of themselves

Building mutual understanding with stakeholders.

Navigation

Co-steering families and whānau through the mental health sector and systems. Planning the best possible route for whānau as they travel the mental health pathway.

Advocacy for families and whānau.

- Sharing individual and collective whānau lived experience with any organisation, business or individual that can positively affect change for whānau.
- Supporting whānau to advocate for their family member or themselves when they are engaged with other professionals involved in the care of the family member.
- Achieving respect for whānau roles and their needs by stakeholders.
- Building universal positive regard for family and whānau.

Who are we here for?

We're here for all New Zealanders when their family or whānau member is experiencing mental health challenges.

- Mental health challenges do not discriminate demographically.
- We respect and incorporate Te Tiriti o Waitangi, ensuring principles are embedded in our mahi.
- Family and whānau can be more than immediate family/whānau. It is any individual or group that has concern for a person with mental health challenges in that group.
- We are here for family and whānau as they experience need. Our support is not limited by diagnosis or entry into the clinical system.
- Family or whānau concern for someone is enough for us to help.

How we do things

Whānau voice

Our organisation's ethos is to provide support according to what families and whānau tell us they need and what they're experiencing. We collect their views, concerns and ideas. This allows us to authentically share their voice with all who can affect change through policies, systems, legislation, services and communication.

Whānau voice includes:

- Gathering and commissioning research to better inform our service and ensure our work is evidence-based
- Monitoring and evaluation of all our services
- Policy development, based on research and data
- Stakeholder and community relations
- Government relations (including submissions)
- Incorporation of whānau voice in our governance through information, feedback and ideas collected via our estabished whānau voice function.

Culturally responsive

Our way in all that we do:

- We are respectful of the needs of all who seek our services and we respond in culturally appropriate ways.
- We work towards achieving equitable access and outcomes for Māori.

What we do

(Our functions and how we deliver on these strategic areas.)

Individualised family and whānau support

We provide support through one on one or family group meetings, phone calls or digital communication to provide tailored solutions or support.

Group support and "fellowship"

Our organisation is built on the principle of supporting one another or "fellowship". We coordinate and/or facilitate support groups where families and whānau can share lived experiences and support one another.

Programmes and courses

We provide a range of programmes and courses on different mental health topics for individuals, groups and the wider sector to foster understanding, and opportunities to learn ways of supporting family/whānau members and/or themselves.

Resources and information

We develop or access well-researched materials for families and whānau to build understanding of mental illnesses and challenges.

Influence

Our narrative or story is articulated to influence a wider societal shift where we build New Zealanders' views that many answers lie with whānau and wellbeing promotion.