

Do good, better.

**Yellow
Brick
Road**

**Te Wahapūahoaho:
Supporting families
towards mental
wellbeing**

Yellow Brick Road
Family and Whānau Support
ImpactLab GoodMeasure Report
August 2024

ImpactLab
GoodMeasure Report
Wellington, New Zealand

Prepared for:
Yellow Brick Road

August 2024

ACKNOWLEDGMENTS

We would like to thank Jade Caulfield, Belinda Wells, and the Yellow Brick Road team who contributed to the preparation of this report by sharing their values, processes, evidence and experience.

Enquiries to:
ImpactLab
187 Featherston Street
Wellington
info@impactlab.co.nz



Simplifying social impact measurement

I had the privilege in public life to work with people who understood the need for positive change in the lives of those around them and worked hard to achieve it.

Our social services do a tremendous job of bringing positive change to our most deserving individuals and communities. These organisations are built by volunteers and community workers who dedicate their lives to helping others.

Social service workers can see the positive impact of their work. Children thriving, families united, jobseekers in new employment and people empowered to change their life course.

With more tools they could do more good. I want to help them by finding ways to make sure that effort is recognised, results are measurable and they can make decisions about how to do more good.

ImpactLab grew from a desire to make available to community organisations tools that use the power of public information and the latest technology, so these organisations can change more lives.

By measuring social change and positive outcomes, ImpactLab enables charities and social service providers to speak the language of funders, investors and governments.

It has been a pleasure to work with Yellow Brick Road to learn how this organisation changes lives throughout Northland and Auckland.

Calculating social value helps inform decision making and investment and enables you to do good, better.

Thank you for joining us on this journey.

A handwritten signature in black ink that reads "Bill English". The signature is fluid and cursive, written in a professional style.

Sir Bill English
ImpactLab Chairman

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GoodMeasure Summary

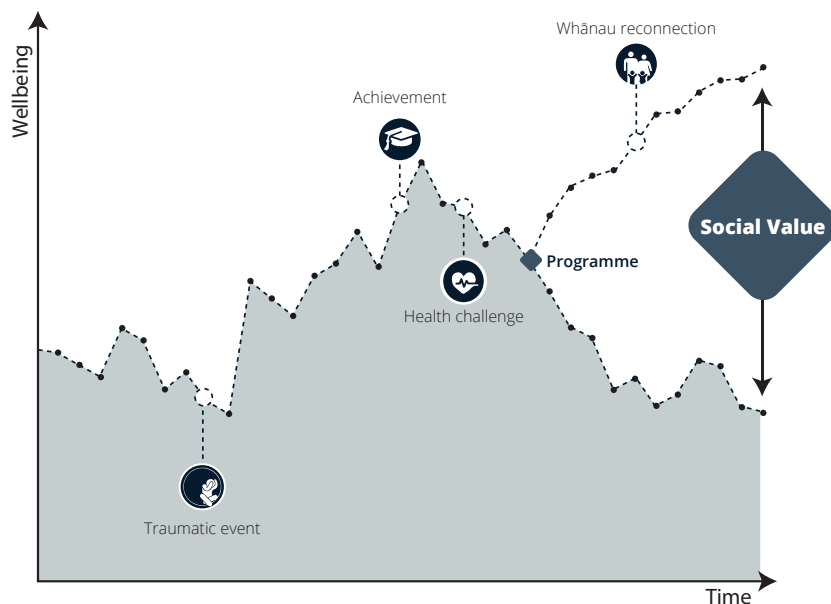
GoodMeasure connects decision makers with information they can act on to grow their social impact. It supports organisations to focus on investment that works for communities so that people can live the lives they choose.

Through the GoodMeasure journey ImpactLab supports our customers to understand their social value and empowers them to further understand their data, people and impact stories.

We use a standardised methodology that draws on publicly available data, academic research, and an organisation's own data, to estimate social value and a social return on investment (SROI).

Understanding social value

Social value is the social impact in dollar terms that a programme achieves for participants over their lifetime.



Throughout our lives, different events occur which impact our overall wellbeing trajectory. ImpactLab measures the impact on an individual's wellbeing across multiple domains when they're supported by a programme to make positive changes in their life.

We measure this impact in terms of both positive benefits (such as increased income) and avoided costs to government.

To calculate social value, we combine these impact values with

- ◆ Evidence from global literature about how effective a programme can be.
- ◆ The size of the opportunity for the people an organisation serves to achieve more positive outcomes.
- ◆ The number of people supported.

By combining these inputs, the social value calculation helps us understand how a programme or intervention helps change lives for the better. We combine the social value with cost information to calculate a programme's social return on investment.

GoodMeasure for Yellow Brick Road

Yellow Brick Road recognises that, for those experiencing mental health challenges and illnesses, the families and whānau are often their most significant support network. However, as they navigate the landscape of mental health and wellbeing, they have their own experiences and challenges that often go unrecognised and under resourced. Through their Family and Whānau Support service, Yellow Brick Road fills this gap by providing critical support to the families and whānau. Grounded in an empathetic and person-centred approach, Yellow Brick Road supports and builds families and whānau to promote their own wellbeing and in turn their loved one, by providing a range of education, navigation and advocacy services delivered through 1:1 support.

This GoodMeasure focuses on the 1:1 support provided through mahi of the Northern Region of Yellow Brick Road.

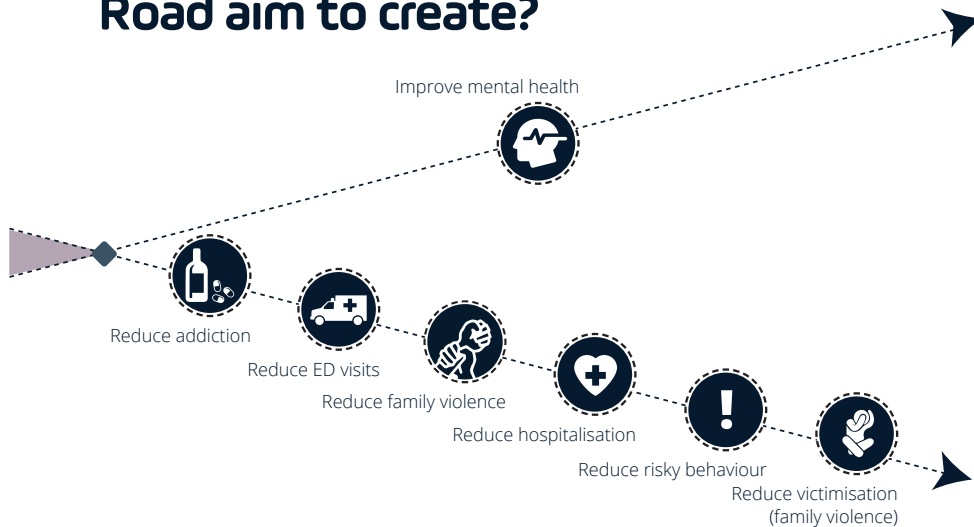
What does Yellow Brick Road do?

Yellow Brick Road provides education, navigation and advocacy services for the families and whānau of those who are experiencing mental health challenges (Tangata Whaiora). Through the Family and Whānau Support Service, Support Workers work closely with whānau to build their knowledge and skills to best support their loved one, connect them to the resources and supports that they need, and help them to authentically share their voice as they walk their path toward wellbeing.

Who does Yellow Brick Road serve?

Yellow Brick Road's Family and Whānau Support service provides wellbeing support to families and whānau who have a loved one experiencing mental health challenges.

What outcomes does Yellow Brick Road aim to create?



GoodMeasure outcomes

These outcomes directly contribute to this year's social value calculations.

- Improve mental health
- Reduce addiction
- Reduce emergency department visits
- Reduce family violence
- Reduce hospitalisation
- Reduce risky behaviour
- Reduce victimisation (family violence)

Additional outcomes

These outcomes do not directly contribute to this year's social value calculations.

- Improve Tangata Whaiora mental health symptomology
- Improve whānau cohesion
- Improve whānau communication, boundaries and self-care
- Increase mental healthcare access
- Increase whānau resilience
- Increase whānau support and understanding
- Reduce whānau dysfunction
- Reduce whānau stress

Yellow Brick Road Northern Region's Impact



Social value definition

Social value generated for each participant	\$3,534
Measurable benefits as proportion of programme cost	380%
Cost of the programme per participant	\$550 *

When we take into account the operating costs of Yellow Brick Road Northern Region, we can calculate the social return on investment that is generated for every dollar in the Whānau support service.



Every \$1 invested in Yellow Brick Road results in \$3.80 returned to NZ

(01 Apr 2023 - 31 Mar 2024)

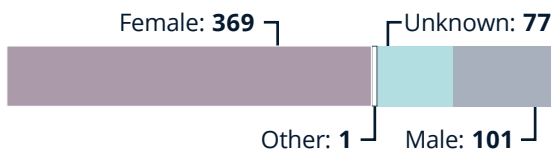
* Costs for this GoodMeasure were taken from June 2023 - June 2024. ImpactLab has assumed provided costs are representative of the Period in Scope.



Participants

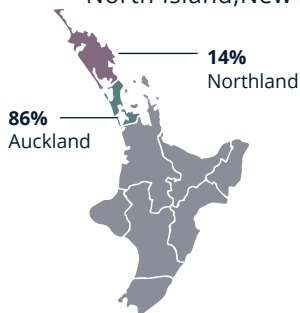
Participants	Total starting	Total engaging
Tangata whaiora	930	548
Whānau	930	548

Whānau Gender

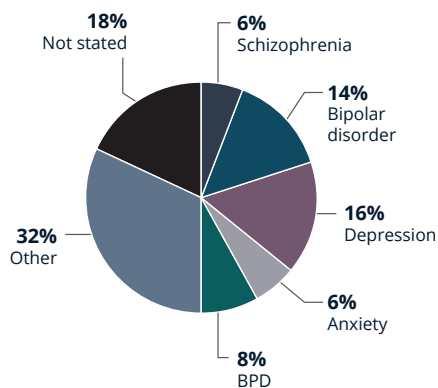


Location

North Island, New Zealand

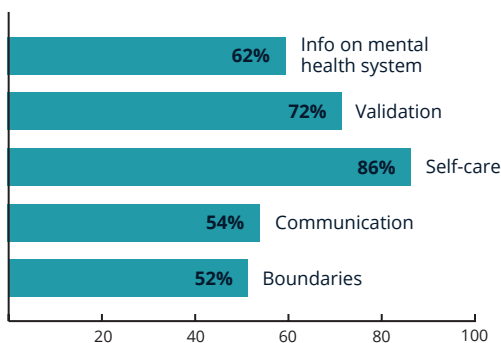


Diagnosis of Tangata Whaiora*



* Services and diagnosis data comes from a representative sample of 50 case notes

Services received by whānau*



*Services and diagnosis data comes from a representative sample of 50 case notes

Yellow Brick Road's people

Yellow Brick Road supports the whānau of those with poor mental health, better enabling them to support Tangata Whaiora and to face their own challenges with knowledge, confidence, and care for their own wellbeing.

When an individual experiences mental health challenges and poor mental wellbeing, the effects can ripple out to the individuals' whānau and friends. They themselves may feel powerless to support their loved one, overwhelmed by the situation, and may be struggling with their own wellbeing. Further, mental health challenges and mental healthcare can be complex and bewildering. Tangata Whaiora may have diagnoses like schizophrenia or borderline personality disorder, may be exhibiting challenging behaviours that the whānau have little knowledge about, or may be at-risk of harming themselves or others. These and other challenges can put immense strain on families and whānau and their relationships with each other and their Tangata Whaiora or loved family member.

To address these challenges, Yellow Brick Road's Family and Whānau Support service offers direct and personalised support to those who are supporting an unwell loved one. Their approach focuses on intensive 1:1 engagement where they seek to address the specific needs of the family or whānau regarding mental health education, system navigation, advocacy or self-care. Underpinned by the values of Manaakitanga, Whanaungatanga, Kotahitanga, Mana Motuhake, and Tumanako, Support Workers utilise their deep understanding of the diversity and nuances of mental wellbeing to create a safe and comfortable space where the experiences of the whānau are validated and respected.

By serving and empowering the whānau, Yellow Brick Road address a critical gap in mental healthcare services. Namely, the ability for families to be better equipped to care for their loved one. Through this approach, Support Workers equip whānau with a wide range of tools, knowledge, and strategies that they can take forward with them in their pursuit of wellbeing for themselves and their loved one, leading to healthier families and communities.

The change journey

Yellow Brick Road's Family and Whānau Support service provides personalised wellbeing support to the families and whānau of those experiencing mental wellbeing challenges. With a focus on education, navigation and advocacy, these services empower whānau to establish and follow their own path to wellbeing for themselves and their loved ones.

Seeking support: connecting to the service

Connecting to the service

Many contact Yellow Brick Road when the worry of emerging mental health challenges for a family member escalates and begins to negatively impact the wellbeing of the wider whānau, or during a moment of crisis or peak of concern with more worrying situations. Their Tangata Whaiora may be exhibiting new or rapidly worsening symptoms, or an inciting incident, such as a hospitalisation, or rapidly escalating stress in the home may prompt the whānau to reach out for support.

While most whānau self-refer, referral pathways are diverse and include services like GPs, counsellors, government agencies like Oranga Tamariki, or the police.

Referrals come through a single-entry point, are triaged by a trained mental health Support Worker. Then whānau are assigned a Support Worker, who will reach out to arrange a first meeting.

The first session

In this first hui, Support Workers create a space for family or whānau to share their story and build an understanding of what they wish to achieve through their engagement.

Emphasis is placed on building trust and rapport, especially as many whānau are experiencing considerable distress when they connect. Yellow Brick Road intentionally position themselves apart from clinical or medical services, fostering an environment of welcoming warmth and empathy. Through reflexive listening, open body language, validation, and empathy, Support Workers create the space for whānau to be comfortable and share their experiences and feelings.

This space is also used to obtain consent from the whānau, conduct a risk assessment, and agree what the focus will be for the remainder of the engagement.

1:1 support: empowerment through education, navigation, and advocacy

1:1 support

1:1 support provides whānau with practical assistance to meet their needs, no matter the level of complexity. Support is personalised, but broadly encompasses education, navigation, and advocacy.

Education

Many whānau have limited knowledge of how best to meet the needs of their Tangata Whaiora. Education, therefore, is central to the Family and Whānau Support service.

This education is diverse, covering topics like:

- Mental health symptoms and behaviours
- How to care for Tangata Whaiora, a loved family member
- Communication strategies, setting boundaries, emotional regulation and validation, and so on
- Acceptance and endorsing Tangata Whaiora agency.

Self-care is also a major area of educational focus as many families and whānau neglect their own wellbeing. Support Workers emphasise the importance of maintaining their wellbeing for their own sake, and to improve their ability to support their Tangata Whaiora.

Navigation

Many families and whānau have limited experience with mental healthcare systems and what to expect from them. Support Workers help them to plan their route through the mental healthcare system, providing information on what services are available and what their experiences may look like.

Advocacy

Support Workers support whānau to advocate for themselves during clinical meetings. Advocacy is focused on helping whānau to understand professional and clinical language, as well as building respect and positive regard for the whānau and their Tangata Whaiora across stakeholders. It also includes gathering family and whānau voices to affect change and improvements to mental health sector systems at both a local and national level. This in turn benefits a wider population.

Additional supports and ending the engagement

Additional programmes and peer support

Outside of the core 1:1 support, Yellow Brick Road offers a range of additional programmes and peer support groups, developed as Support Workers identify needs within their community and targeted to specific experiences or circumstances. In the scope of this GoodMeasure, these peer support groups are considered as referral pathways.

- Stepping Out for Women, or a support group for women needing to build their own confidence to support their family when there is the added stress of mental health challenges or who may be in financially precarious or abusive situations.
- Youth programmes, to build their understanding of mental illness and what their Tangata Whaiora (who may be a parent, sibling or other), is going through.
- Men's support groups, which create a space for men to share their experiences and the challenges of supporting a family member with mental health challenges.

Ending the engagement

Engagement with the Whānau Support service ends when the whānau feels ready.

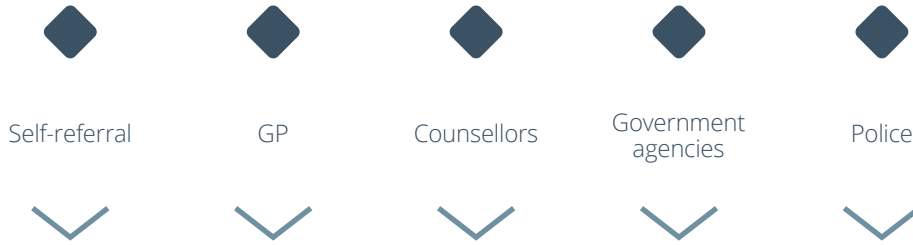
Success looks different to all whānau, however common features are when whānau and their Tangata Whaiora are confident in their knowledge and ability to navigate systems, have built their resilience, are focusing on self-care, are feeling better, and for some, are wanting to help other families and contribute in their community.

Although Yellow Brick Road has a recovery-focused model, they also recognise that full recovery is not always a viable end-goal. Wellbeing and thriving will look different in each circumstance, and Support Workers help families towards whatever version of success meets their unique circumstances.

Outcomes map

The outcomes that Yellow Brick Road aims to achieve and how these are reflected in the GoodMeasure calculation.

Referral channels



Client description

Yellow Brick Road's Family and Whānau Support service supports families and whānau who have a loved one experiencing mental health challenges.

Intervention structure



GoodMeasure outcomes

These outcomes directly contribute to this year's social value calculations.

- Improve mental health
- Reduce addiction
- Reduce emergency department visits
- Reduce family violence
- Reduce hospitalisation
- Reduce risky behaviour
- Reduce victimisation (family violence)

Additional outcomes

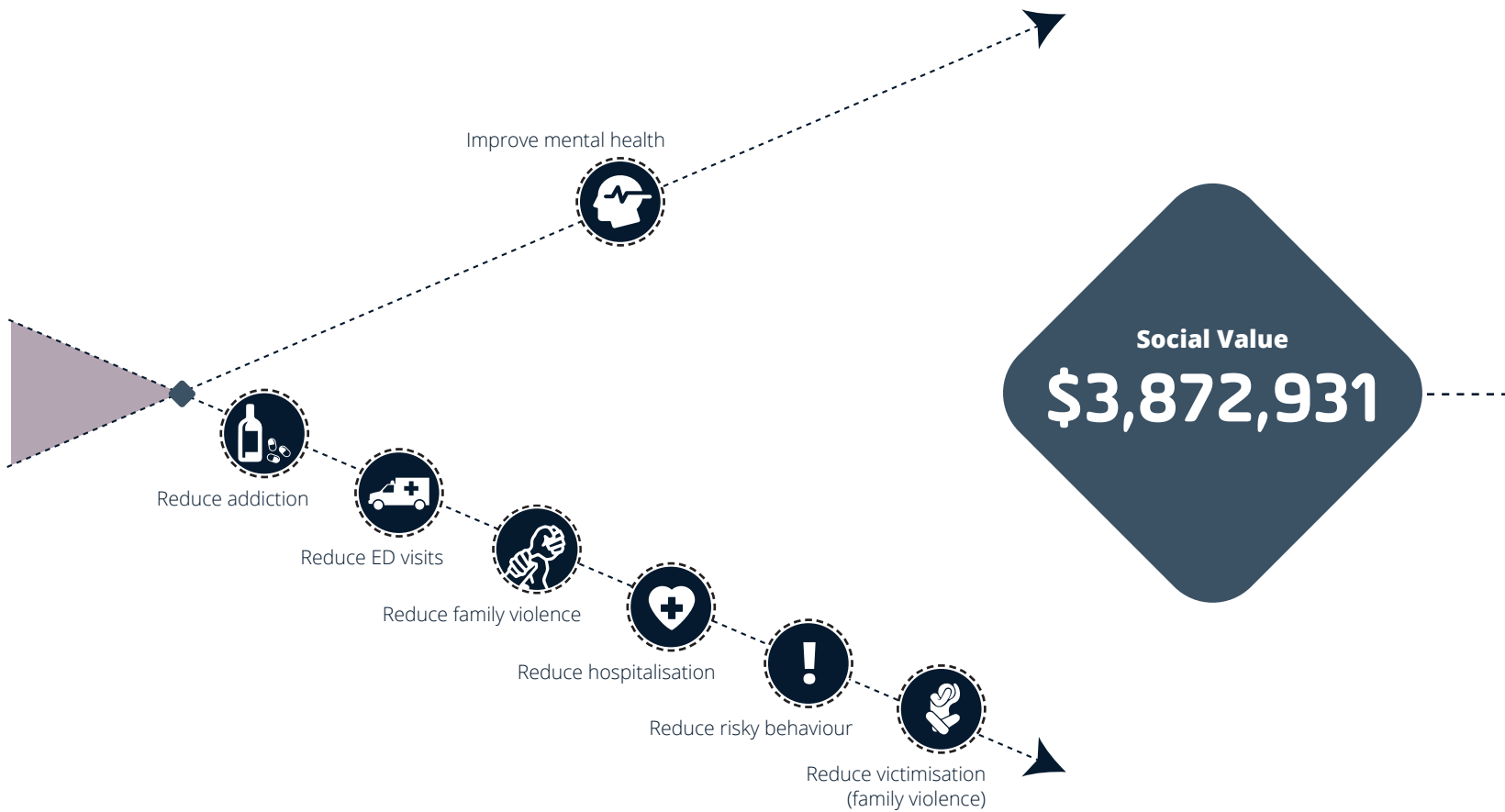
These outcomes do not directly contribute to this year's social value calculations.

- Improve Tangata Whaiora mental health symptomology
- Improve whānau cohesion
- Improve whānau communication, boundaries and self-care
- Increase mental healthcare access
- Increase whānau resilience
- Increase whānau support and understanding
- Reduce whānau dysfunction
- Reduce whānau stress

GoodMeasure results summary

Every year, Yellow Brick Road delivers \$3,872,931 of measurable good to society in New Zealand.

Yellow Brick Road real-world value is even greater than this, as some outcomes such as improved whānau cohesion cannot yet be directly quantified with available data.

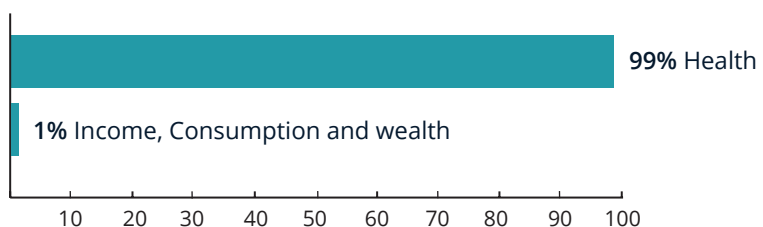


Social value breakdown

Yellow Brick Road creates social value across different aspects of people's lives.

This chart shows the breakdown of social value created according to the Living Standards Framework. Each domain highlights a different aspect of wellbeing.

Social value by domain (%)



When we consider the operating costs of Yellow Brick Road Northern Region, we can estimate the social return on investment that is generated for every dollar that is invested in the programme.

Social value generated for each participant:	\$3,534
Measurable benefits as proportion of programme cost:	380%
Cost of the programme per participant:	\$550*

** Costs for this GoodMeasure were taken from June 2023 – June 2024. ImpactLab has assumed provided costs are representative of the Period in Scope.*



This means that every dollar invested in Yellow Brick Road service delivers **\$3.80** of measurable good to New Zealand.

(01 Apr 2023 - 31 Mar 2024)

The Living Standards Framework is a practical application of national and international research around measuring wellbeing.

It was designed drawing from the Organisation for Economic Co-operation and Development's (OECD) internationally recognised approach, in consultation with domestic and international experts, and the NZ public.

Definitions

Income, Consumption and Wealth:

People's disposable income and saving for future needs.

Health: People's mental and physical health.

GoodFeatures

GoodFeatures are actionable insights drawn from literature. Research has connected these actions with positive outcomes for participants.

Use GoodFeatures to prompt discussion about your programme and service delivery compared to examples of effective practice from international literature.

◆ Whānau education

- The programme supports whānau to overcome stigma associated with mental illness. This may include challenging whānau perceptions of myths associated with mental illnesses, increasing their understanding of the causes, mechanisms, and behaviours of mental illnesses, and providing insight into the experiences of Tangata Whaiora.
 - The programme provides whānau with comprehensive education on mental health and illness, covering topics such as diagnoses and symptomologies, mental health care, and how to support Tangata Whaiora on the path to wellbeing.
 - The programme provides navigation and advocacy support to whānau to reduce access barriers in the mental healthcare system, promoting their knowledge of the mental health care seeking process, and minimising negative experiences within it.
 - The programme teaches families about the protective factors of positive social support for Tangata Whaiora and the harmful effects of negative social reactions and maladaptive treatment. To enable positive social support, the programme coaches whānau on conflict management, reducing criticism and emotional overinvolvement, and communication strategies.
-

◆ Family resilience and functioning

- The programme supports families to develop healthy coping habits. These may be developed through acceptance of the struggles facing Tangata Whaiora, reframing and redefining stressful events, and minimising reactivity.
 - The programme helps families to build their resilience and functioning through coaching cohesion and flexibility, problem-solving abilities, and positive communication skills.
 - The programme connects families to a range of peer support interventions that target specific contexts and scenarios. Through peer support interventions, families have space to share their experiences, learn from the experiences of others, and foster a sense of community.
 - The programme provides targeted support to meet the needs of those who play a caregiving role to Tangata Whaiora, and can connect caregivers of dependents to additional parenting programmes to best enable positive parenting behaviours and youth development trajectories.
-

◆ Tangata Whaiora wellbeing

- The programme differentiates between clinical recovery and personal recovery. Personal recovery does not focus on a cure; rather, it promotes positive changes within the deeply subjective domains of mental illness and helps Tangata Whaiora to develop meaning and purpose.
- The programme promotes the identity of Tangata Whaiora beyond illness and patienthood, fostering positive self-image and positive evaluations of their lives.
- The programme emphasises the value of self-care, compassion, and wellbeing support for both the whānau and the Tangata Whaiora, recognising that holistic wellbeing and hauora for the Tangata Whaiora is best enabled when the whānau is also able to pursue wellbeing and hauora for themselves.

References and further reading

In compiling our reading lists we consider a wide variety of topics, focusing on specific aspects of service delivery or outcome attainment. Here are a selection of readings that may be of interest.

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Appendix

Note:

Data and percentages throughout this report may have been rounded.

About ImpactLab

The team at ImpactLab share the goal of helping all organisations do good, better.

Our story

Our team at ImpactLab has seen the power of understanding social change. Our founders came together working in the public sector, where we led the development of new processes to link social value measurement with decision making. We believe that all organisations should be able to understand and improve their social impact. Our mission is to help impact creators and investors make decisions that change more lives.

Our team

To make better decisions, it's crucial to consider both the hard facts and the human stories that substantiate them. Our family of researchers, data scientists and statisticians are committed to combining powerful analytics with what you know works for your community.

Alongside expertise in data-driven decision making, our team brings a wealth of real-world experience. We are parents, teachers, volunteers and customers of social services.

Contact us



Key Terms

Below is a list of definitions of key terms contained in this report.

Amount invested

The dollar amount that has been invested in a specific programme, in New Zealand dollars.

Cost per person

The dollar amount invested in the programme divided by the number of people supported by the programme (including those who did not successfully complete it).

Domain

A domain is a way of dividing or filtering the subject and outcome material in your ImpactLab results. ImpactLab refer to domains as per the New Zealand Treasury's Living Standards Framework domains.

Population

The group of people supported by the programme, in terms of age, gender, and ethnicity.

Programmes

The services delivered by the provider for the amount invested.

Social ROI

This is the Social Return on Investment. It is calculated by comparing the social value generated by the programme to the amount invested in it.

Social Value

The social impact in dollar terms that the amount invested achieves for participants over their lifetime. The social value is calculated by combining impact values with a service delivery quality score, the size of the opportunity to support a population, and the number of people supported.

Attribution

Some data and information used in the Social ROI calculations is licensed under a Creative Commons Attribution 4.0 International (CC BY 4.0) Licence. It is attributed to the NZ Treasury.

Disclaimer

This disclaimer sets out important information about the scope of our (ImpactLab Limited) services. It should be read in conjunction with the contract that we have entered into with you (or your company/organisation) for our services, including the applicable terms and conditions.

We have endeavoured to ensure that all material and information on GoodMeasure, including all ROI calculations and impact numbers (together the information) is accurate and reliable. However, the Information is based on various sources, including information that you have provided to us, which we do not independently verify. Accordingly, we do not provide any representations or warranties in relation to any information, including any representations or warranties relating to the accuracy, adequacy, availability or completeness of the information or that it is suitable for your intended use. We do not provide advice or make any recommendations in relation to decisions, financial or otherwise, that you may make.

How we measure social value

Our consistent approach to measurement enables comparisons across wellbeing domains and over time.

Map programme dimensions

ImpactLab engages with providers to understand their people, their service and the outcomes they seek to achieve.

Clean and analyse data

ImpactLab uses the best of data about people's lives to understand what works, for whom, at what cost. We combine publicly available insights from the NZ Treasury, NZ Statistics and other sources. Impact values produced using Statistics NZ's Integrated Data Infrastructure are a particularly valuable resource. The IDI is a dataset containing information on every New Zealander about many areas of their lives – education, health, social welfare, employment and others. It's anonymised, so we can't identify anyone. This adds up to over 166 billion facts, for nine million New Zealanders (some have left the country, and some have passed on), for more than a generation of us.



Collect and synthesise literature

ImpactLab draws on the best academic impact literature from around the world. We access globally screened evidence from top universities and governments to estimate how impactful a programme can be. We also identify service delivery model features associated with the most effective programmes.

Calculate impact

Our algorithm combines New Zealanders' life experiences, with the wisdom about what works from the brightest minds across the world, with what we know about need in communities.

This combination of system level insights and grassroots know-how means we can consistently calculate the expected impact of a programme, and the social return on investment.

Map social value to frameworks

Because we start with individuals' experience, we can organise our insights into the relevant government and international frameworks. The New Zealand Treasury's Living Standards Framework (Living Standards Framework) is the Treasury's way of systematising wellbeing. It has four 'capitals' – social capital, financial and physical capital, human capital and natural capital. ImpactLab's GoodMeasure tool links the social value and return on investment created to domains within human capital.

We can also map social value and return on investment to the relevant OECD Sustainable Development Goals.

