

Yellow Brick Road

Te Wahapūahoaho

**Supporting families
towards mental wellbeing**



Yellow Brick Road

Supporting Families Towards Mental Wellbeing

Our year in review

Annual Report 2023/2024

Yellow Brick Road

Chair's Report from Rachel Stevenson

Tēnā koutou, Tēnā koutou, Tēnā koutou katoa

It has been an immense pleasure for me to join the Yellow Brick Road Board of Directors this year. Moreover, I have great pride in now sharing the achievements of this committed and important charity. A charity that I knew to be crucial, but which I now know to be more deeply appreciated and needed by so many families and whānau struggling under the weight of mental health challenges in their families than I could have imagined.

I preface my report by acknowledging that the leadership of the Board this past year has not been mine alone. I was fortunate to join the Board under the committed leadership of Jacinda Cole who was ably supported by another long-standing member, Gary Sturgess.

From a Board perspective, it has been a year of quite marked change in the makeup of the Board. With some vacancies at the start of the year, we welcomed three new members. Sharleen Stirling, Hemi Smiler and Mike Hines, all of whom have brought different perspectives and skills. I joined the Board in January and took up the mantle of Chair from Jacinda in April. Gary completed a long and significant term in April and I thank him most sincerely.

I thank Jacinda for her great support of me, and for so capably chairing the Board over the previous year. The wisdom, experience and knowledge she shared was invaluable to me. I continue to enjoy and welcome Jacinda's ongoing assistance to me in her role of Deputy Chair.

A large part of the year has focused on establishing a clearer strategy. In particular, both Board and management raised the very real



Rachel Stevenson

concern that action needed to be taken to move Yellow Brick Road to a new level, particularly in regard to financial sustainability and security. I thank the Board and the management team for their work at the start of this financial year to get the ball rolling on what became a thorough and most satisfactory strategic planning process.

A full Board and management team planning meeting took place in March where our strategy was scrutinised and confirmed. Included was the intention to establish a stand-alone function with a focus on generating revenue streams outside of our contracts, enabling financial confidence and a level of independence. This strategic planning led to the establishment of a set of long-term goals that will see us realise our vision.

There is no question the goals we have set are lofty and ambitious. But we recognise that our success and the better mental health of so many New Zealanders rests on us achieving these aspirations.

It is not an easy time to set such goals and to grow and flourish. We face the ongoing challenges posed by cost-of-living struggles which impact not only on the families and whānau we support, but on the ability of funders to assist us. We are

working in a changing health system. We face greater scrutiny of the work we deliver.

However, none of that is deterring our organisation from focusing on our fundamental purpose and our vision, through the strategic areas we have defined. All of these challenges are things that we know we can meet head on.

This is testament to our team, led by Chief Executive John Moore whom I thank wholeheartedly. John has welcomed the challenge of setting in place a robust plan and driving the team forward. I eagerly anticipate hearing of the organisation's steps towards meeting our goals.

I am excited to think of the road ahead and the landscape to carve our path further is wide. I endorse the message our organisation conveys regarding the need to shift our paradigm of thinking around mental health support. Like John, I know our service will go some way towards relieving pressure on the demands for clinical services, as well as acting at the early intervention

end of the cycle. But it is a seismic shift to convey that we all have a role to play when it comes to helping people with mental health challenges. It's not just the realm of the clinician.

I sincerely thank the Yellow Brick Road staff for their ongoing commitment to delivery and to continuing to meet the changing needs of families.

I close with my deep thanks to those individuals and organisations who continue to support us financially. No matter how big or small those donations and grants are, any contribution is very welcome as well as encouraging to us. I particularly thank those organisations who continue to support us annually, such as the Robert Horton Memorial Trust. It is hard to mention everyone, but I would like to express our thanks to the trustees for their regular and invaluable contribution.

Rachel Stephenson



Deputy Chair's Report from Jacinda Cole

I am proud to have led Yellow Brick Road for much of the year before handing over to Rachel Stephenson, allowing me to take up the deputy role where I am thrilled to be able to support her with the experience and insights I have gathered over the last few years.

To start, I wish to sincerely thank Gary Sturgess who left the Board in April.

Gary was part of the foundational Board when Yellow Brick Road was established in 2019. His legacy will always be treasured. Gary was part of a board that built a bigger and stronger Supporting Families, rebranded the new entity, set it in motion and then steered it through a global pandemic, out the other side and helped put it on a journey down a new pathway and strategic direction.

Yellow Brick Road is an organisation that can only function well through great relationships, support, respect and kindness, across Board, staff and our whānau or clients. Gary is that person, who does all of that so well. Gary and I worked together as Chair and Deputy and I am very grateful for his support, moreover, his friendship. I have admired the great care he has shown for Board, staff and the stakeholders and the families we engage with. Thank you Gary.

The appointment of our new Board members was a privilege and the calibre of applicants was unprecedented. I believe this is largely due to the increasing understanding that our service is nothing short of critical. Our applicants, with their varied experience and skills in the sector, could all see how much of a difference family and whānau support can make. Too many great applicants was a great problem to have and we are delighted with the complementary skills that make up the Board.

I attribute some of this to the efforts John and the team have made to put Yellow Brick Road and its work on the public agenda and the increasing



Jacinda Cole

engagement with other leaders and players in the sector. As well, seeing mental health elevated to Ministerial level has helped, and we've been able to leverage off the concerns about resourcing the sector to convey our point of difference and being a legitimate, complementary service. Gradually, we are becoming better known and unquestionably respected.

In particular, I would like to thank all those who support Yellow Brick Road through their participation in our Regional Advisory Committees and Local Advisory Groups. It is heartening to see families who understand our work and have benefited from our support, continuing the relationship through sharing views and advocating for ongoing improvement through one or other of these groups.

During the year we set the ball rolling on better defining our worth and engaged a "Social Return on Investment" provider to analyse the value of our work. We look forward to the final report, but are encouraged at the time of writing. Measurement of our endeavours is crucial if we are to demonstrate what we all know – that family and whānau support goes a very long way. This report, alongside the new strategic plan helps formalise our direction.

I look forward to the year ahead and seeing our plans to meet our goals take further shape.

Jacinda Cole



CEO Report



John Moore

Last year I shared the views I had formed on the future of mental health services in New Zealand and the need for a fundamental paradigm shift to incorporate support beyond simply increasing clinical services to address the strain on the mental health sector.

The change that we are striving for in our mental health system is more revolution than evolution, but this seismic change won't happen overnight. Furthermore, it is a journey we need to take our sector on, not something we can do alone. We have established strong relationships with the Minister, government agencies and the wider mental health NGO sector. However, while we are succeeding in our mission to share our vision and invite other stakeholders onto our waka, these are turbulent times as we negotiate a health sector that is in the midst of significant change and financial strain.

Also critical to succeeding in our mission and entirely within our control, is using the resources we have to support as many people as possible, with high quality whānau support. We have, over the year, developed a more defined and focused strategic plan. This plan is built on a clear vision and mission and a focus on delivering quality services to whānau and diversifying and maximising income streams to become better masters of our own destiny.

I have valued the Board-led strategic review which has been a simple yet thorough process. I thank the Board members for their smart views, guidance and participation in this process.

I thank the management team for their invaluable contributions also, including generating the draft which served as the conversation piece and impetus for action. The enthusiasm to make fundamental change to get ahead is acknowledged and respected.

Many hours of work took place to finalise the strategy and subsequent medium to long-term plan.

As well as 'walking the walk' with our service delivery we are increasingly improving our skills at telling our story. We have had the opportunity to talk about whānau support on radio and in the press and increasingly, Yellow Brick Road and whānau support are in the conversation when it comes to mental health. Every time we speak to media, other professionals or the public, we see the penny drop. The growing presence that Yellow Brick Road has in the national mental health conversation comes down to the fact that what we do and what we say just makes sense.

It is important to note that we do not see ourselves as an alternative to clinical services. Our approach enhances these services and adds its own unique benefits. That benefit is about enabling families, the people that already prop up our mental health system, to better support their loved family members. With a little support from Yellow Brick Road they can do it with more resilience, capacity, knowledge and confidence.

We have also focused this year on understanding what we do best and ensuring that our work all over the country is consistent in quality while being responsive to the unique needs of our diverse communities. We are seeing programmes and approaches that have previously been regional-only becoming nationally delivered. We began the process of centralising our referral system. A huge success story over the past year was the opening of our new Rotorua-based

branch. It has been very exciting building a new service from scratch based on the knowledge gained from our work all over the motu.

I thank the Board members for their wisdom and commitment to supporting the team. I thank the staff of Yellow Brick Road who are working hard to provide families with whatever support is possible, to help their loved family member. Said one new staff member recently after a whānau session; “I was so happy when the family went away happy

too.” This is simple and heartwarming. Well done team.

I look forward to driving further strategies to meet our new strategic goals as the new year unfolds.

John Moore
Chief Executive Officer



Board of Directors and Governance

Chair

Rachel Stephenson (joined January 2024 and became Chair April 2024)

Jacinda Cole (Chair until April 2024 became Deputy Chair April 2024)

Board

Mike Hines (joined September 2023)

Sam Rodney-Hudson

Richard Skeates

Hemi Smiler (joined September 2023)

Sharleen Stirling (joined July 2023)

Gary Sturgess (Retired April 2024)

Denyse Wilcox

The Board meets monthly.

Audit and Finance Sub-committee

Mike Hines (Chair)

Jacinda Cole

Rachel Stephenson

John Moore

People and Culture Sub-Committee

Sam Rodney-Hudson

Rachel Stephenson

Denyse Wilcox

Fundraising Sub-Committee

Mike Hines

Sam Rodney-Hudson

Sharleen Stirling

Whānau Voice Sub-Committee

Jacinda Cole

Sam Rodney-Hudson

Richard Skeates

Sharleen Stirling

John Moore

Local and Regional Advisory Groups/Committees

We are an organisation whose roots and growth are embedded in “lived experience”. We continue under our mandate to draw on the advice and views of communities who have or are experiencing ongoing mental health challenges within their families.

Local Area Groups provide an opportunity for whānau to meet regularly and discuss regional issues and opportunities. Through their elected Regional Advisory Committee members, the feedback is shared with the Board of Directors to help inform strategy and operations as well as providing lived experience and real-life views that help Yellow Brick Road when advocating or making submissions in regard to mental health services.

Under the new strategy, whānau voice will be further bedded in as it is a core principle of how we do things.

Corporate Information

Registered office

423 Great North Road
Grey Lynn
Auckland 1021

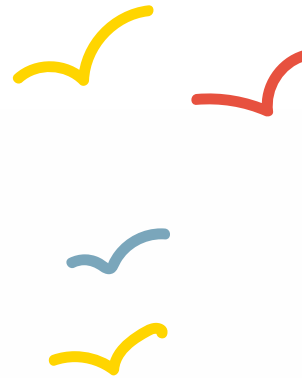
Website yellowbrickroad.org.nz

Bankers

ASB

Auditor

Crowe



Financial Walk-Through 2023/24 Financial Year

This financial year has been a consolidating year for Yellow Brick Road. It has produced consistent results as compared with the prior year. Revenue is up overall by \$383,000. This is primarily due to increased activity in our transitional housing programme, a merger acquisition transaction, and the addition of the new Health NZ, Te Whatu Ora Lakes contract.

Expenditure has increased also – by \$366,000. General cost of living increases, insurances and rents have all impacted. Personnel costs are stable and have only marginally increased year on year.

The focus on prudence remains an inherent focus for the Board and team. Going forward, it will become increasingly important to apply such prudence. Contracts and thus funding for service are increasingly contestable. The new strategic plan focuses on establishing a robust, separate arm of our organisation to generate alternative, sustainable streams of income.

Financial Year ending	30 June 2024	30 June 2023
Revenue	4,059,778	3,676,154
Expenditure	4,062,355	3,696,319
Net Surplus/deficit	(2,577)	(20,165)
Equity at end of year	363,330	365,737
Sustainable reserve	600,000	600,000
Total Equity	963,330	965,737





The Year in Review

Strategic Direction

Four years on from Yellow Brick Road's establishment as a national organisation, and after focusing since then on three priority areas designed to strengthen our core, it was timely to pursue a strategic planning process to secure our organisation's position and value on the mental health landscape. This began early in the financial year.

The Board and management agreed on a discussion level strategy and made it clear that achieving a sustainable financial position, better defining our service, incorporating a research and evidence lens, and measurement would all be key pillars of the work ahead. It was agreed some significant steps to generate new revenue streams would be necessary as would achieving reliable ongoing contracts.

With this in mind, a strategic planning process was undertaken and a new plan confirmed in March.

Included in the final document is the articulation of our strategic areas, namely "education, navigation and advocacy". This is a definite nod to our long-standing roots of fellowship and directly supporting families. It also reflects what we know families want from our service. As well, we have laid down the principles by which we work, namely whānau voice and cultural responsiveness.

Achieving our goals, particularly the need to become more sustainable and achieve a level of financial independence led to outlining a set of long-term goals which will drive our priorities for the next year or two. This includes significant work on establishing the means to fundraise and generate income, including setting this up at a governance and management level.

It is invaluable to management and the Board alike that we have a clear roadmap and can work together to implement this strategy.

Needless to say, there is a lot to do.

Data and Measurement

We are committed to ensuring all we do is measured and informed by accurate data or research.

Becoming "evidence-based" is a key strategic goal and is a shift that we need to make. This does not detract in any way from our core premise of meeting needs identified via whānau voice. But we do expect to form decisions based on sound evidence.

Our client management system, NOTED is now well and truly bedded in and our support workers appreciate a reliable system that is consistent across all offices. We are able to pull data easily to provide an accurate picture of our workflow. We look forward to enhancements and improvements to the system in time. Data is gold to us.

Our national Client Satisfaction Survey for 2023/24 has been completed and the results are reported below. This survey enables us to work with staff to make continuous improvements to the service.

Client Satisfaction Survey

Another year of monitoring our service delivery by surveying the families and whānau we support has elicited similar results to previous years, and a platform for improvement.

Highlights

Overall Satisfaction and Recommendation

Overall satisfaction and recommendation results remain high but with overall satisfaction showing a slight decline over time. 81% of clients rated the overall service they received as 'excellent' or 'very good' (compares to 85% in 2023 and 86% in 2022).

Similar to last year, 85% of clients were highly likely to recommend YBR's service (compares to 86% in 2023).



"Support when it seemed hopeless."

"They made me survive the most devastating and difficult time of my life."

"[Support worker] was amazing. I connected with her straight away. She was kind and caring and I found her honesty refreshing. She really did make a huge difference to me when I needed support. You could tell she was experienced and cared."

"I found the service wonderful. It felt like they had my back, and it gave me the confidence to continue facing the challenging situation."

"After several years of not knowing where I could get access help to support a neighbour said Yellow Brick Road could help. I was at the lowest point of my life and the service has been extremely invaluable."

Outcome Measures

Performance on outcome statements is stable and in line with 2023 results.

- ➔ Agreement remains highest that the support provided ‘is giving me the skills and knowledge I need to help support family members’ (82% of clients agreed, the same result as in 2023).

Agreement also remains high that the support received from YBR:

- ➔ Is having a positive impact on clients’ ability to manage the day-to-day challenges of supporting their family member (77% agreement, compared to 80% in 2023).
- ➔ Has given them the confidence to deal with other people or agencies involved in the support or treatment of their family member (75% agreement, the same result as in 2023).

Family/Whānau Support Workers

83% of clients were satisfied overall with the service they received from their family/whānau support worker (a touch lower than 85% in 2023 and 86% in 2022).

It is important to note, while ratings for aspects of our service remain strong, they do show a slight decreasing trend over time.

Services Accessed

The most common services accessed were one on one support (89% accessed) and information resources (79%). All other services were accessed by 4 in 10 or fewer clients.

Service Usefulness

Services rated most useful were our one-on-one support (85%) and information resources (75%).

Return on Investment

Increasingly, organisations such as ours need to demonstrate value for money for funders and we have welcomed this. Stretched services and scarce funding sources means accountability is a must. Evidence of value enables government and other funders to accurately target funds to achieve tangible outcomes.

We engaged specialist service Impact Lab to undertake an in-depth report into the benefits and outcomes of our service, with a dollar value attached. This thorough process has elicited promising results which will be published in due course.

We believe this report will provide the reassurance to existing and future funders that the service is not only sought and needed, but has real financial benefits to our communities.



Sector and Stakeholder Engagement

Building a wide range of relationships remains fundamental to us.

At a central government level, we have engaged with the Minister for Mental Health, Hon Matt Doocey. His appointment was warmly welcomed by the wider mental health sector and there is hope that it signals greater expectations of the health sector in regard to mental health funding and contracts. Certainly, the emphases articulated by the Minister are encouraging. In particular, we welcome his prioritisation of building wellbeing and resilience, and his understanding that clinical services alone are not the only solution. Rather, they are part of a bigger picture.

We have reached out to two of our sister agencies, Atareira and Able Minds, sharing views and looking towards achieving a single-entry point to whānau support services for New Zealanders.

We navigate ongoing change in the health sector, HealthNZ Te Whatu Ora in our mission to achieve robust and consistent contracts for service, if not a single contract – which is our ultimate aim.

We participate in regular monthly meetings hosted by the Ministry of Health Manatu Hauora – Lived Experience Hui, sharing family and whānau

perspectives. Our continued participation not only elicits invaluable views that contribute to our service, but enables us to raise our own profile and the voice of whānau.

We continue to engage with Carers NZ and participate as part of their executive committee.

At a local level, our managers engage with local providers, community groups and the health sector to generate referrals and build understanding of our work.

We have staff members allocated in two regions to engage onsite at hospitals, with HealthNZ. These roles are invaluable, enabling our staff to deliver support for whānau and advocate for their needs in the system, as well as generate referrals.

We also participated in a refresh of the “Let’s Get Real” framework with Te Pou. Te Pou is a national workforce centre for mental health, addiction and disability in New Zealand and the framework describes the values, attitudes, knowledge and skills needed for working effectively with people and whānau experiencing mental health and addiction challenges.

We continue to seek opportunities to convey our views via media. This year we have achieved opportunities to reach a national audience and are receiving positive feedback for our willingness to participate in stories on mental health. Media are fully understanding and respecting of the key messages we consistently deliver.



Whānau Voice

Whānau voice is fundamental to inform our work. We have made a commitment to defining this core principle further in our new strategic plan, and with it will come processes to collect and utilise input from whānau.

During the year we held a series of meetings with families and whānau around the motu to gather information and insights for our narrative report. We are looking forward to confirming a new and ongoing process for narrative reporting.

Local Area Groups and Regional Advisory Committee meetings continue in our regions, providing input to both operations and the Board.

With input from these groups, we participated in the review of the Health and Disability Commissioner Act 1994 and the Code of Health and Disability Services Consumers' Rights. We highlighted that consideration should be given to allowing family and whānau to make complaints and that it would be safe to do so and removing some of the barriers to making complaints. As well, we provided feedback on the Health Quality and Safety Commissions Code of Expectations, for health entities' engagement with whānau and families.

Service Delivery

Our staff have remained focused on the core business of Yellow Brick Road, helping families and whānau who are in a really challenging situation with a family member they care about. This is what our team come to work for each day.

We have grown our service, with the addition of a new contract with HealthNZ Lakes (Rotorua and Taupo). We welcomed two support workers to establish the service and have been delighted with the progress and look forward to further strengthening.

Our plan to centralise referrals via a "hub" is well underway. Ensuring trained staff receive referrals via one contact point and forward them on will help streamline and make sure families receive the most appropriate service.

At the very heart of what we do is direct support for families and whānau. Our research tells us that practical support on how to support a family member was most wanted, and then emotional support.

Programmes and resources to address specific mental health challenges and situations continue.



➔ **CUMI or Children Understanding Mental Illness**

This programme goes from strength to strength, with more of our staff being trained to deliver services to children using this resource that helps them understand what is going on for their family member who has mental illness.

➔ **Stepping Out For Women**

This course, which aims to give women the tools to support their family member, is greatly valued by the women who attend this free programme. More support workers have been trained and are able to deliver this.

➔ **WAVES**

This suicide post-vention programme, developed by Skylight Trust, for families who have lost a family member through suicide is being delivered in more locations by support workers trained to do so.

➔ **Family Connections**

This skill-based programme for families facing challenges around emotional dysregulation or borderline personality disorder continues and is well received by attendees.

➔ **FACTS (Family and Carers Training and Support Programme)**

This year we have continued delivery of this programme which is another that assists families where there is emotional dysregulation or borderline personality. It

is based on a programme from the Anna Freud Centre UK and was adapted for New Zealand.

➔ **Gaining Ground**

While the above-mentioned FACTS programme has been welcomed and appreciated by our families for some time, we have recognised the need for a more comprehensive and carefully tailored programme fit for New Zealanders. During the year, significant work was undertaken to develop a programme from scratch. It helps families increase their knowledge of emotional dysregulation and borderline personality disorder, while teaching skills they can use to create more positive interactions with their family member.

These include validation, boundaries, self-care and problem solving. It also enables connection between families experiencing similar challenges. We are excited to be rolling this out over 2024/25. We acknowledge Anna Freud Centre UK for allowing use of materials.

➔ **Support groups**

We continue to connect families with each other to enable peer support to occur. These can be tailored to need. For example, a men's group, carer's peer support and a group that meets to enjoy music together.



Demand and Numbers

After a full and complete year using NOTED, we can now provide a clear picture of our caseload, the numbers of families we support and how. This has been a game changer and invaluable going forward. We will continue to enhance NOTED to ensure we collect as much useful data as possible to further improve our service.

We support approximately 1,000 whānau at any one time. Over the year, we managed 2,589 cases of which 2,203 were new referrals.

Funding

Yellow Brick Road is a registered charity funded primarily by three means:

- ➔ Contracts for services with HealthNZ
- ➔ Grants from trusts and foundations
- ➔ Donations from individuals and businesses

The new strategic plan will enable further fundraising efforts to be undertaken, such as additional government contracts, sale of services and fundraising campaigns. This activity will occur in a “commercial arm” of the organisation, the governance and structure and resourcing of which will be worked through in the 2024/25 year.

In the meantime, our delivery of the Building Bridges course continues in Taranaki, generating funding for us from this mental health lived experience course for nursing students at Western Institute of Technology Taranaki. This is a win-win

as it is invaluable for the student nurses’ learning as well as generating income. It has potential in other locations and will be explored.

We continue to apply to a wide range of trusts and foundations for funding. We are focused on ensuring funds are sought for existing or new evidence-based programmes that are already in the planning. This ensures we continue to work tightly to our business plan.

Our deep thanks go out to the many whānau and individuals who give what they can to us in recognition of our mahi. Any amount is gratefully received.

We extend our thanks to the following:

Ministry of Health/Manatū Hauora

HealthNZ/Te Whatu Ora - Funding our mahi in:

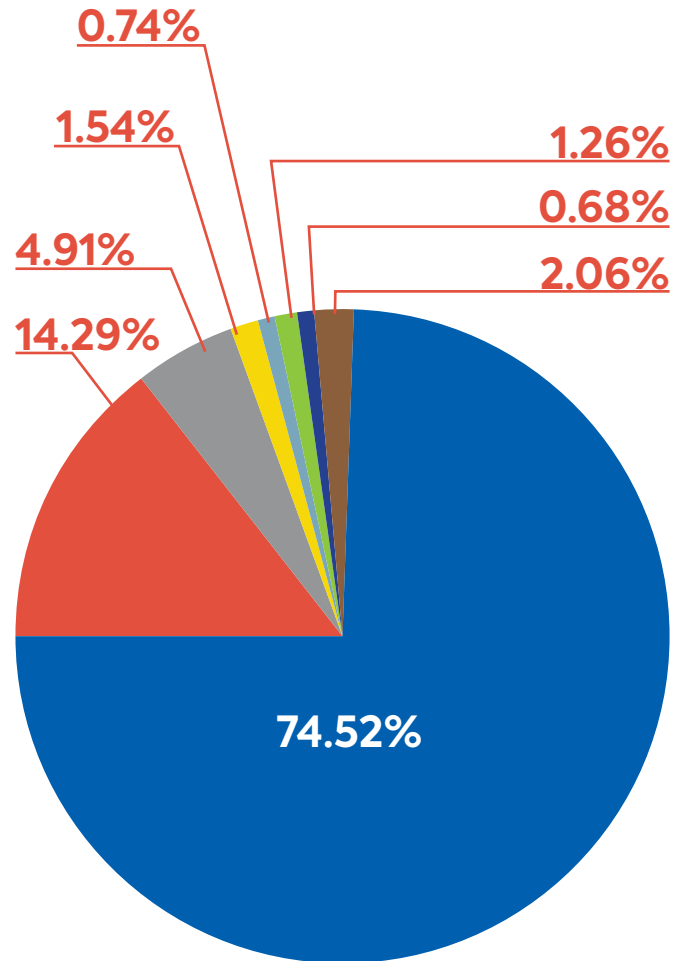
- ➔ Northland
- ➔ Auckland
- ➔ Waitemata
- ➔ Counties Manukau
- ➔ Waikato
- ➔ Lakes (Rotorua)
- ➔ Taranaki
- ➔ Wairarapa
- ➔ Nelson/Marlborough
- ➔ Canterbury

Ministry of Housing and Urban Development Te Tūāpapa Kura Kāinga

Trusts and Foundations

We also thank the following organisations who have generously supported us.

- ➔ Akarana Community Trust
- ➔ Aotearoa Gaming Trust
- ➔ Auckland Council
- ➔ Carterton District Council
- ➔ Dragon Community Trust Limited
- ➔ Eastern & Central Community Trust
- ➔ Four Winds Foundation
- ➔ Grassroots Trust
- ➔ Kiwi Gaming Trust
- ➔ Milestone Foundation
- ➔ Nikau Foundation
- ➔ Oxford Sports Trust
- ➔ Pub Charity Limited
- ➔ Public Trust
- ➔ Rano Community Trust
- ➔ Rata Foundation
- ➔ Taranaki Foundation
- ➔ The Care Foundation
- ➔ The Lion Foundation
- ➔ The Trusts Community Foundation
- ➔ TOI Foundation
- ➔ Trillian Ltd
- ➔ Trust House Foundation
- ➔ Trust Waikato



- Te Whatu Ora contracts
- Ministry of Housing and Urban Development
Te Tūāpapa Kura Kāinga
- Grants - Trusts and Foundations
- Merger Donation
- Ministry of Health / Manatū Hauora
- Other contract revenue
- Donations
- Other revenue



Te Wahapūahoaho

Supporting families
towards mental wellbeing

YBR STRATEGIC PLAN

MARCH 2024

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, via membership of Regional Advisory Committees and Local Area Groups.

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.

Our Service Delivery

Te Whare Tapa Whā

Taha wairua
Spiritual

Taha hinengaro
Mental and Emotional

Taha tinana
Physical



Taha whānau
Family and Social

Whenua
Land, Roots

It takes each of us to make a difference for all of us.

Whānau ora, is the foundation that inspires every aspect of our work.

Yellow Brick Road is a national organisation that specialises in providing support for whānau who have a loved family member experiencing mental health challenges.

After over 40 years of experience working with people around New Zealand, we know that if the family of someone experiencing mental distress is correctly supported and empowered, the path they walk leads to increased wellbeing for the whole whānau.

Every day we set out to ensure they feel listened to, supported, equipped and ultimately confident to overcome the challenges they face.



Te Wahapūahoaho

**Supporting families
towards mental wellbeing**

Contact Us:

0800 732 825

referrals@yellowbrickroad.org.nz

yellowbrickroad.org.nz