




2016

Aka Kōiua


LIVE MORE
AWESOME

EVALUATION



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Waka Hourua

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Acknowledgement

He hōnore
He korōria
He maungārongo ki te whenua
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On behalf of the Waka Hourua Māori and Pasifika Suicide Prevention Programme, Te Rau Matatini, I would like to acknowledge m3media and Live More Awesome for their commitment to their community. The resources provide greater tools and expression in dealing with mental health for our Rangatahi and Pasifika youth.



Angus Elkington

Te Kīwai Rangahau
(Research and Evaluation)
Te Rau Matatini

Key Messages

Waka Hourua

- Life can be challenging. It can seem like your failing at what you're expected to do. Be patient and compassionate with yourself, as you learn. There will be people who help you along the way, to grow into what and who you are.
- Being bullied hurts – whether on the inside or the outside. Keep yourself safe and reach out for help. You are responsible for only your actions and thoughts – no one else's. How you act and react is entirely up to you. Treat other people, the way you would like to be treated.
- Life is awesome even if you are in the hood. You should give back to your community, be proud of where you came from. Be strong in and of yourself, especially when life is difficult.
- It doesn't matter if you grow up in the hood. You are the master of your own destiny. Music, friends and family can help you get through the light and dark days.
- Dealing with relationships – break ups are hard and can put one through an emotional wringer. From the high of feeling loved and wanted one day, to the low of being depressed and sad the next day. Know that love is never straight forward, but that being loved and loving another is a very basic human need. Your first heartbreak is the most difficult. Don't change yourself just so someone may like or love you – it never works. As you experience relationships over your lifetime, you will grow and learn how to give and receive all types of love.

Background

Multimedia production company m3media and Live More Awesome (LMA) (<http://www.livemoreawesome.com>), jointly collaborated on the Waka Hourua Community Fund project: SpeakerBox- It's Time To Talk. The two entities are interested in developing tools and programmes to help people improve mental health.

M3media was the driver and lead on this project with LMA in a support role.



Figure 1: logo of m3media

Established in 2002, m3media works across multimedia platforms utilising digital media and technologies to develop and express indigenous voices and stories. Owned and operated by Mina Mathieson her philosophies are centred on proactive, conscious, and creative communication of indigenous expression, thereby engaging unique cultural voices that reflect their communities.



Figure 2: Logo of Live More Awesome

Live More Awesome is a registered New Zealand Charity determined to find better ways to help the people of New Zealand and the world deal with depression. The primary purpose of Live More Awesome was in the promoting of the programme. Established by Jimi Hunt and Dan Drupsteen in 2012, the purpose of Live More Awesome is to raise awareness for mental health, by reducing the stigmas surrounding it and to inspire people to ask for help. To achieve their mission of becoming the biggest and most effective depression initiative in the world, Jimi and Dan have implemented a two-part process:

1. Awareness: Getting depression talked about in mainstream media and society as much as possible to help reduce the stigma associated with it. Also to tell everyone that needs to hear it, that its ok to ask for help, and that there is help there if they need it.
2. Initiatives: to develop a series of programmes and tools to help as many people as we can to live more awesome lives and subsequently beat depression and improve the mental health of the nation.

For more information visit:

<https://www.facebook.com/livemoreawesome/home>

SpeakerBox - It's Time To Talk Project

Project Objectives

m3media wanted to use various creative and expressive outlets as an engagement space and modality that supported youth. These included the use of pop culture, storytelling, poetry, music, digital, comic books, animation, rap and rhyme, lyrics and dance. The SpeakerBox- It's Time to Talk project specifically focussed on rangatahi and Pasifika youth (15-25 years) to source and develop five contemporary, self-generated stories that explored issues in a healthy, expressive, and vibrant way.

The intent of this project was to use SpeakerBox- It's Time To Talk as a starting point for engagement and inspiration that can be integrated into existing and future community solutions and initiatives. The objectives for the project aimed to:

- Present mental health risk factors in a way that does not point the finger; is gentle and ultimately non-confrontational for youth
- integrated cultural solutions for youth by youth that draws on the inherent richness of Polynesian culture and worldview
- Increases self-esteem, a sense of belonging, strong cultural identity, hope, and a positive outlook through the medium of story telling
- Shares youth experiences through the lens of Rangatahi and Pasifika youth, in a positive way

The initiative aligns with the following objective of the Waka Hourua programme.

- Rangatahi suicide prevention appropriate on-line resources have been developed

The initiative aligns with Goal 3 (Safe, confident, and engaged Rangatahi) of the Waka Hourua Outcome Framework, specifically the pathways and indicators under Secondary Prevention: Targeting at risk individuals:

Pathways	Indicators
<ul style="list-style-type: none"> Support positive initiatives for rangatahi (culture, sport, learning, music) 	<ul style="list-style-type: none"> Rangatahi suicide prevention appropriate on-line resources have been developed Access to cultural activities to foster positive engagement for rangatahi with learning

This report prepared by Angus Elkington of the Te Kīwai Rangahau, Te Rau Matatini Research and Evaluation team provides a review of the SpeakerBox- It's Time To Talk project. This review summarises the findings of the evaluations undertaken during the initiative for the purpose of assessing the project effectiveness, numbers of participants, achievements, benefits, as well as a future focus. The overall focus of this review therefore was to assess the effectiveness of m3media and LMA to achieve the agreed goals and determine how the programmes implementation aligns to the overall intent and design; and what actually happened during its implementation (how much, how well, and is anybody better off).

Project Deliverables

Key Deliverables	Key Performance Standards	Status
1. Engage with the Rangatahi sector to gain input into foundation stories and style design of storyboards	Engaged with existing Rangatahi focus groups and organisations on a national level to gather research, insight and potential story lines for 5 x ideas to be developed into the SpeakerBox-It's Time To Talk series	Fully Achieved
2. Selection and sourcing of material for design of storyboards	Compile and select key story ideas for further development. Craft draft scripts and draft treatment options including music options. Review with youth advocates	Fully Achieved
3. Design and Creation Stage 1: Design	Collaborate with graphics designers and creative collectives to design and realise treatment ideas into storyboards. Ensure all information is factually accurate and appropriate clinical advice has been gained where necessary to ensure quality storyboards are designed	Fully Achieved
4. Design and Creation Stage 2: Production	Online Digital platform secured. Post production elements identified and produced music treatments	Fully Achieved
5. Creation and completion Stage 3: Publication	Music selected and sourced. Final post production completed. Clips uploaded to live website. Online links sent out to relevant providers, organisations and youth groups. Online marketing and promotion to support links availability. Participants/audience show increased knowledge of suicide prevention, intervention and postvention from resources produced.	Fully Achieved

Project Research And Development

Project Manager - Key Creative



Owner and managing director of m3media, Mina Mathieson (Te Atiawa, Ngāti Ruanui, Ngāti Mahuta, Ngāti Kinohaku) has incorporated into her personal and professional life a proactive philosophy of conscience and creative communication in indigenous storytelling. Since graduating from the NZ Broadcasting School Mina has spent the last 15 years in the broadcasting and moving image industry acquiring various transferable skills, knowledge, creative and technical expertise. Mina is a freelance producer, director, and editor who has produced and been involved in numerous television shows, short films and documentaries; for example, The Pā Boys, Marae DIY, Hawaiki, River Queen, and Te Kaea to name a few.

Figure 3: Photo of lead production manager, Mina Mathieson

Participants

Seven rangatahi participants were recruited to be a part of the project. These people were found during the research process in which Mina reached out to various organisation. Kiri Macdonald, Nepe-Apatu (Parent, Home School Teacher, Clinical Psychologist), Zion Tauamiti (Kia Piki Te Ora/youth worker), and Tipene Harmer (Musician and youth worker) were instrumental in making contact with their rangatahi base which resulted in the final shortlist of contributors. A total of nine participants volunteered, but only seven were short-listed for the five creative pieces.

Implementation

Research Phase

The research phase was conducted to achieve four main outcomes:

1. Identify and contact appropriate providers and sector personnel for Māori and Pasifika youth
2. Discuss and outline familiar creative rangatahi engagement models with appropriate providers
3. To get guidance and support on the requisite process of creative engagement with rangatahi
4. Identify appropriate new and or existing user-generated creative content for contribution to the project as well as ensuring appropriate and safe engagement with rangatahi when sourcing creative material about their innermost thoughts and expressions

Extensive outreach with youth organisations was conducted to communicate project aims to gain support and assistance in working with rangatahi and the development of the project.

Mental Health Foundation of New Zealand
Kia Piki Te Ora
Le Va

The Mental Health Foundation of New Zealand (MHF) agreed to provide access to their extensive networks, resources and research. This included a review and assessment of the story scripts during the pre-production phase to check coherence and safe messaging guidelines before proceeding further.

Kia Piki Te Ora (KPTO) also assisted with access to their networks and regional coordinators.

Five stories were selected once they had met and passed aims for messaging. With the assistance of Mental Health Foundation of New Zealand team, the DISCERN tool was applied to each short-listed piece to ascertain viability for project inclusion. Although approached, none of the generators/authors of the material chose to be involved further than agreeing to have their material involved in the project. The participants were also happy in the knowledge that their material would remain anonymous.

One contributor, with the support of her parent, was happy to view the final drafts of her material (poem adapted into a spoken word piece), however in general, contributors preferred to exit once their pieces had been selected. Following this, approaches were made to various artists (graphic designers, animators, visual artists, audio engineers, musicians etc) to contribute and be a part of the project. Along with services rendered, several pieces of work (music, loops) were given freely to be used for the project.

Development Phase

The development of the creative pieces followed an extensive process to ensure the objectives of the project were met. The following figure briefly identifies and describes the process undertaken to produce the creative pieces.

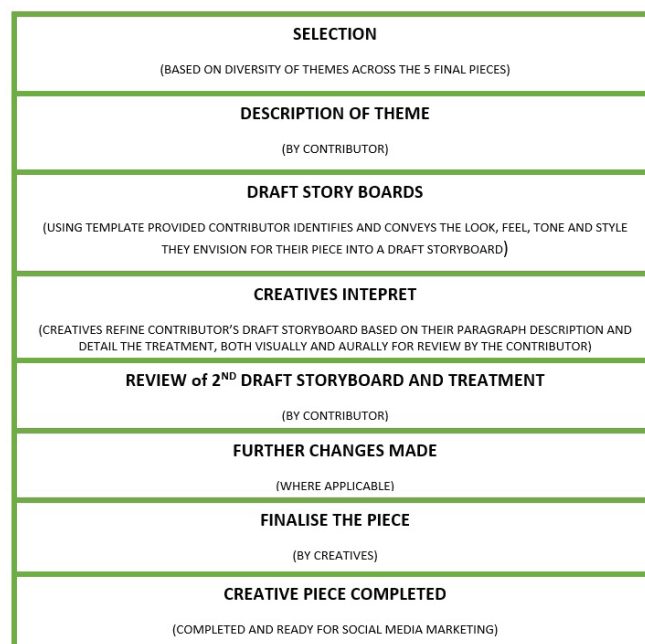


Figure 4: Flow chart of creative piece development

Recurring themes were identified for the story content during the research stage of development, these included: Bullying, rejection, failure, identity, blame, and shame. These themes were amended as needed, and it was decided that the final five creative pieces needed to represent a diverse range of themes and stories. Four major tools were involved in the development process of the creative pieces:

1. Concept
2. Storyboard drafts and notes
3. Treatment notes
4. DISCERN

Treatment Notes:

Along with lyrics and music (where applicable), participants were also asked to supply a descriptive paragraph about their creative pieces. This would assist the creative team in transforming the individual ideas into a working format and eventual finalised piece. While the description provided was often brief, it played an important role in conveying to the team, a fuller context of the author’s circumstance and intention when the material created.

In Figure 5 below, the blue notations represent the creative team who interpreted each author’s material.

SPEAKERBOX – IT’S TIME TO TALK FOR THE BEST

BACKGROUND NOTES TO TALENT

This acoustic track is about an unhealthy relationship a friend of the writer/singer had with a boy, and how they ended up going their separate ways as it was "For the best".

The writer/musician/vocalist is aged 17 and a first timer in recording with a very strong hand in songwriting.

FOR THE BEST	SAFETY & APPROPRIATENESS NOTES	TOTAL DUR 01'30"
<i>They don't see you as I do</i>		30 secs
<i>You act so different around everybody else</i>		
<i>Everyone but me</i>		
<i>I love it how you were my first</i>	LOOK TO KEEP THIS POINT AMBIGUOUS – I.E. FIRST WHAT? CRUSH, LOVE, INFATUATION, SEXUAL ENCOUNTER, REJECTION, OTHER?	
<i>But I wasn't yours</i>	WE DON'T KNOW AND THAT'S THE POINT! LET'S NOT IMPLY OR SUGGEST IT'S ONE OR THE OTHER	
<i>That's just what you do</i>		
<i>Is screw up and throw away like a paper</i>		1 min
<i>You parade around like everything's alright</i>		
<i>I want you back so insane I have to try</i>	SHOW HOW THIS IS A GOOD/GREAT THING – SELF AWARENESS AND PROCESSING THE HURT NOT AVOIDING IT AND LETTING IT BUILD UP TO LATER VENT IN UNHEALTHY WAYS/BEHAVIOURS	
<i>I feel this pain deep inside my chest</i>		
<i>My heart is gone well it's only for the best</i>		
<i>You stole it from me without my permission</i>		
<i>And no words will fix the inscription</i>		
<i>My heart is gone well it's only for the best</i>	SHOW A TANGIBLE AND VISUAL POSITIVE DECISION/RESPONSE BY KEY CHARACTER(S)	

Figure 5: Treatment notes from For the Best

Storyboard drafts and notes:

Following the finalisation of the concept for the creative pieces the story was detailed frame by frame, with accompanying details. This process is used to organise sequences to provide a previsualisation of the motion graphic, animation or picture. The storyboard is then used as a guide to put together the final piece.



The five creative pieces were then completed by the creative collective according to each of the reviewed storyboard drafts, notes and treatments.

Below are the names of the pieces and their themes portrayed:

	Creative Story	Theme
1	Behind Closed Curtains	Bullying
2	Cell Walls	Growing up around violence
3	My Life	Growing up around family violence, gangs, and deprivation
4	How we Do/ For the Love	Love for music and bringing people together
5	For the Best	Unhealthy relationships

Table 2: The participant’s creative pieces and themes

Review And Evaluation Phase

The selected pieces were evaluated using an assessment tool called DISCERN. Originating from the United Kingdom the DISCERN tool has since been adapted and widely used throughout the world. DISCERN is a brief questionnaire tool used to assess the quality of written information. It is designed to identify all aspects needed when considering a treatment choice, especially any areas of uncertainty (www.discern.org.uk). The implementation of this tool was necessary because the sector has had little exposure to therapeutic tools such as SpeakerBox – It’s Time To Talk. However, there were gaps in the use of the tool to comprehensively assess the creative pieces and to take into context, a consideration of the worldview of Polynesian youth.

SPEAKERBOX – IT’S TIME TO TALK

BEHIND CLOSED CURTAINS (poem)

Is the publication reliable?

1. Are the overall aims of this resource clear to the reader/viewer?

NO		PARTIALLY		YES
1	2	3	4	5
				Yes

HINT: Look for a clear indication at the beginning of the publication of:

- What it is about?
 - What it is meant to cover (and what topics are meant to be excluded)?
 - Who might find it useful?
- If the answer to Question 1 is 'No', go directly to Question 3

2. Does it achieve its aims?

NO		PARTIALLY		YES
1	2	3	4	5
				Yes

HINT: Consider whether the publication provides the information it aimed to as outlined in Question 1

3. Who is this resource targeted at? Māori and Pasifika Youth

Is it relevant to its target audience? *General Public?*

NO		PARTIALLY		YES
1	2	3	4	5
				Yes

HINT: Consider whether:

- The publication addresses the questions that readers might ask.
EG: *Does it support Te Ao Māori Views for whānau?*
- Recommendations and suggestions concerning options and choices are realistic or appropriate.

4. Is it clear what sources of expertise or information were used to compile the publication?

NO		PARTIALLY		YES
1	2	3	4	5
No				

HINT: Look for a means of checking the sources used such as a bibliography/reference list or the addresses of the experts or organisations quoted, or external links to the online sources.
- If not, is it made by community leaders etc.?

* Material reviewed is User-generated (Māori and Pasifika Youth)

5. Is it clear when the publication was produced?

NO		PARTIALLY		YES
1	2	3	4	5
No				

HINT: Look for date of publication (copyright date).

* Material supplied by m3media for editorial context and messaging

Figure 7: An excerpt from the DISCERN assessment tool

While the final phase and intention of the project was to publish the material online (refer Stage 3 contract deliverable), m3media felt it was necessary to convene a focus group to review and evaluate the merits of publishing online.

M3media gathered a cross-section of practitioners, providers, and programme designers from within the mental health and well-being sector. These evaluators had current working knowledge and practise with the ages of 13-25 age group. The evaluators were presented with a private working version of the proposed online material (the five creative pieces) and advised of the two social media platforms (Facebook and YouTube) that were intended to be used as a marketing and distribution outlet.

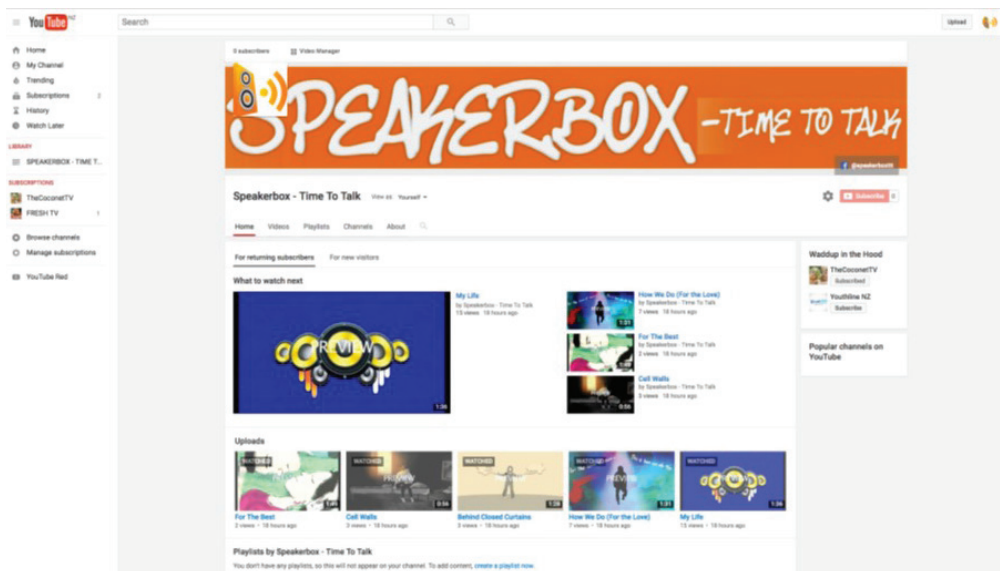


Figure 8: YouTube channel SpeakerBox – It’s Time To Talk



Figure 9: Facebook page SpeakerBox – It’s Time To Talk

The evaluators felt that the resource was great and engaging, however in its current shape and form, it should not be published live online until the following concerns have been addressed.

Messaging and implementation:

- Need for a clear “Call to Action”
- Practitioners/Providers need to understand what the key themes of the messages are.
- Supplying lyrics is necessary
- Inclusion of help links for the User and Provider
- For those who are hearing impaired, subtitles/closed captions would be necessary.
- Include a practical, plain English guide sheet. This should have information that is relevant to any Provider (lyrics, background to each message/theme/video, how to process what comes up for Youth, Teacher curriculum links etc.)

Online:

- Consider applying gamification principles to engage young people
- Carefully consider existing platforms versus purpose-built sites
- Curated content versus User-generated content (combination of both)
- Greater reflection of multi-cultural values/images/iconography

However, the 5 creative pieces were re-reviewed by Waka Hourua and it was decided that the videos were appropriate in their current form, and that the content would be made available on the Waka Hourua website in the coming months (<http://wakahourua.co.nz/>).

Future Focus

M3media is currently addressing the recommendations raised by the focus group as well as other possibilities to further develop SpeakerBox – It’s Time To Talk. Mina Mathieson is currently in discussion with multiple sector agencies including the Ministry of Māori Development, to consider options that include cross-sector investment.

Conclusion



The SpeakerBox – It’s Time To Talk project set about to provide a creative and expressive outlet for youth issues in a healthy and vibrant way, such as storytelling, poetry, music, digital, comic books, animation, rap and rhyme, lyrics and dance. Seven rangatahi were recruited to develop five creative contributions that addressed relevant and contemporary issues such as love of music, unhealthy relationships, bullying, growing up around violence, gangs and deprivation.



SPEAKERBOX-IT'S TIME TO TALK



.....
A Rangatahi based initiative that produced 5 contemporary animated stories as an initiative to decrease the risk of suicide, pre and post-vention.
.....

.....
Recurring themes such as Bullying, rejection, failure, identity, blame, and shame were identified. These themes were then expressed through outlets that engaged space and modality that supported youth.
.....



.....
7 Rangatahi were chosen to participate and submit creative pieces for the project.
.....

.....
The animated pieces were expressive and self-generated stories that explored issues in a healthy and vibrant way. This included the use of pop culture, storytelling, poetry, music, digital, comic books, animation, rap and rhyme, lyrics and dance.
.....



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