

Māori response to National Depression Initiative campaign

Presentation by Phoenix Research to the SPINZ Conference

September 2009

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About Phoenix Research

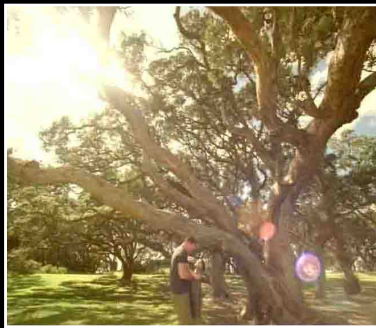
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About Phoenix Research

- 🌿 NZ owned company
- 🌿 Established 1986
- 🌿 Qualitative and quantitative research and evaluation studies
- 🌿 Very experienced research team, including experience in academic research
- 🌿 Māori, Pacific, Chinese and Indian researchers
- 🌿 High quality CATI, with emphasis on high response rates

Areas of work

- 🌿 Strong focus on social research
- 🌿 In mental health work on
 - 🌿 Like Minds, Like Mine (since it began)
 - 🌿 National Depression Initiative (since it began)
 - 🌿 Mental Health Literacy (since it began)
- 🌿 Other clients include
 - 🌿 Cervical and breast screening
 - 🌿 HPV vaccine
 - 🌿 Family violence
 - 🌿 Let's Beat Diabetes
 - 🌿 Plus range of other government, local government, NGO, tertiary sector clients



Māori research at Phoenix

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Māori research at Phoenix

- 🌿 Phoenix has had commitment to Māori research for more than 15 years
- 🌿 Managing Director, David Fougere, presented a paper on "Research by, for and among Māori" to the Market Research Society Conference in 1995
- 🌿 Māori researchers have been part of the Phoenix staff for most of the last 12 years
- 🌿 This is part of a commitment to develop the Māori research work force

Māori research at Phoenix

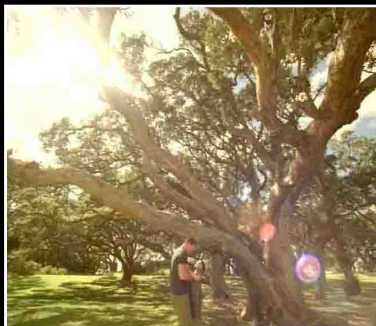
- 🌿 Jo Howearth - began as a CATI interviewer 10 years ago and has been supported and trained to now be a qualitative researcher
- 🌿 Previous Māori researcher, Shaun Akroyd, also began in the CATI centre and was with Phoenix for many years

Māori research at Phoenix

- ✿ Almost all the social research undertaken at Phoenix has a Māori component
- ✿ With qualitative research, Māori are almost always interviewed by a Māori researcher (the occasional exception is combined ethnicity groups)
- ✿ The qualitative analysis of the Māori findings is undertaken by the Māori researcher

Māori research at Phoenix

- With CATI surveys, we oversample for Māori, to give a large enough sample to undertake separate analysis for Māori – usually 250 or 300 out of total of 1000 interviews
- We have some Māori interviewers
- If Māori are called by a non-Māori interviewer, they are offered the option of being interviewed by a Māori interviewer if they wish



Māori results from surveys tracking National Depression Initiative campaign

(John Kirwan ads)










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The National Depression Initiative

- ✿ The National Depression Initiative (NDI) is funded as part of the Ministry of Health suicide prevention strategy
- ✿ The NDI objectives are
 - ✿ To strengthen individual, family and social factors that protect against depression; and
 - ✿ To improve community and professional responsiveness to depression

The National Depression Initiative

NDI strategies are:

-  Identify and build on opportunities to create a social and physical environment that protects people from depression.
-  **Encourage people to recognise and become more responsive to depression, including:**
 -  **The importance of early identification and intervention;**
 -  **Assisting people to recognise symptoms of depression in themselves and others;**
 -  **Encouraging people to seek appropriate help;**
 -  **Increasing awareness of effective interventions for depression, including self help strategies.**
-  Improve the capability of health professionals to respond appropriately to people seeking help with depression.
-  Support co-ordination mechanisms between public health, primary health care and mental health care services, consistent with the objectives of the National Depression Initiative.
-  Support the above with research, monitoring and evaluation.

Research to inform NDI feasibility

- 🌿 Phoenix Research prepared a feasibility report, which formed the basis of the NDI programme
- 🌿 This report was informed by
 - 🌿 A large environmental audit – over 100 stakeholder interviews, including Māori interviews undertaken by a Māori researcher (also Pacific and Asian)
 - 🌿 A limited literature review
 - 🌿 A national CATI survey

Campaign evaluation

- ✿ Undertook formative evaluation which entailed
 - ✿ Developing programme logic
 - ✿ Pretesting of ads
- ✿ Undertook benchmark survey just prior to campaign beginning in October 2006
- ✿ Undertook a tracking survey eight months later
- ✿ Third tracking survey another year after that, in May 2008

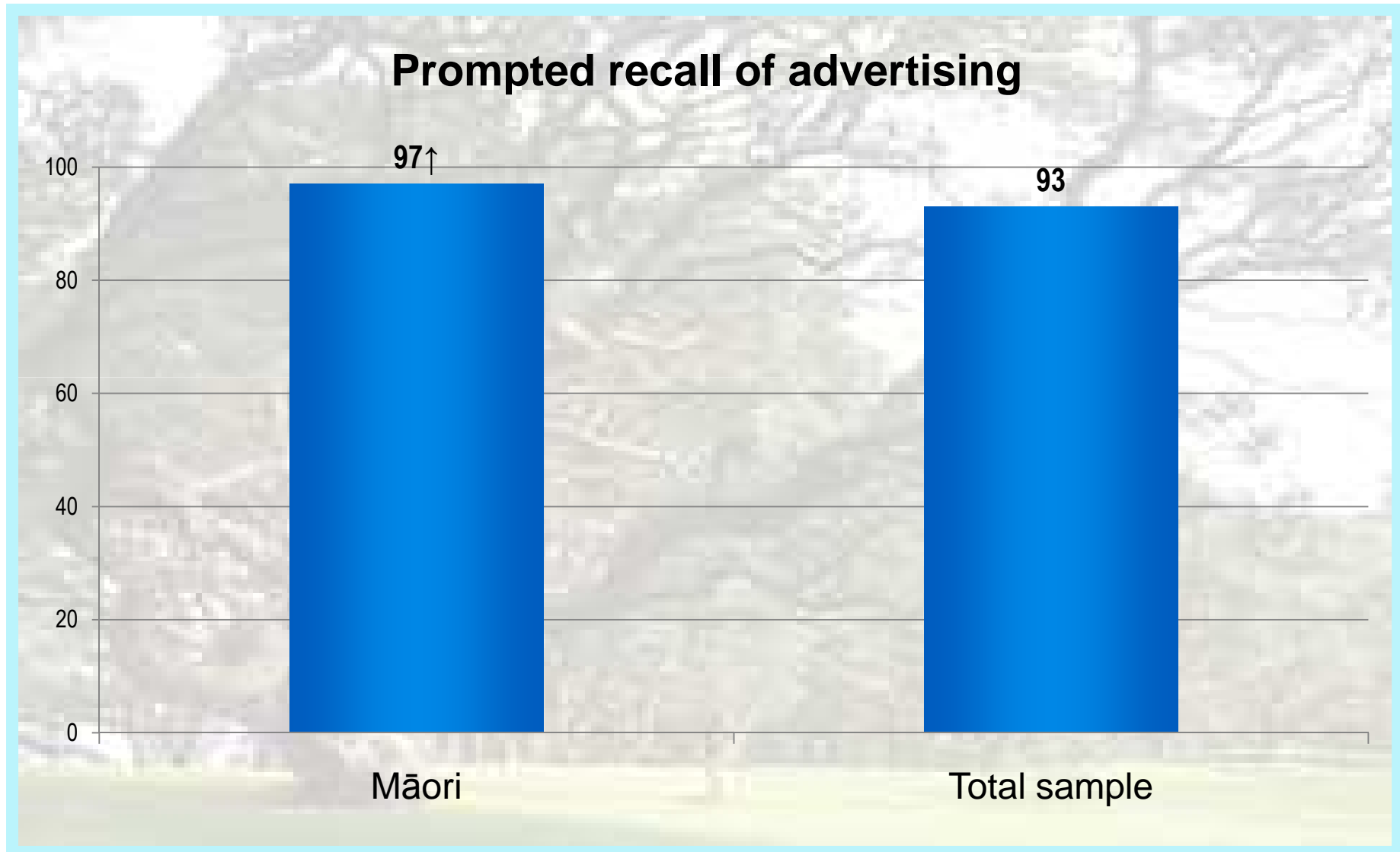
Tracking survey method

- 🌿 1000 CATI interviews
- 🌿 Randomly selected nationally
- 🌿 Males aged 16 to 44 years and females aged 16 to 64 years
- 🌿 Māori are a priority audience, so oversampling to obtain 300 Māori interviews
- 🌿 Some come from the General sample (selected from current phone numbers)
- 🌿 Most come from a Māori booster sample (selected from electoral roll data and then matched to phone numbers)

Tracking survey method

- 🌿 Weighted response rate of 76% for General and 87% for Māori (up to 15 calls to each number)
- 🌿 Data weighted for analysis, so that total sample data reflects NZ population

High Māori recall of ads



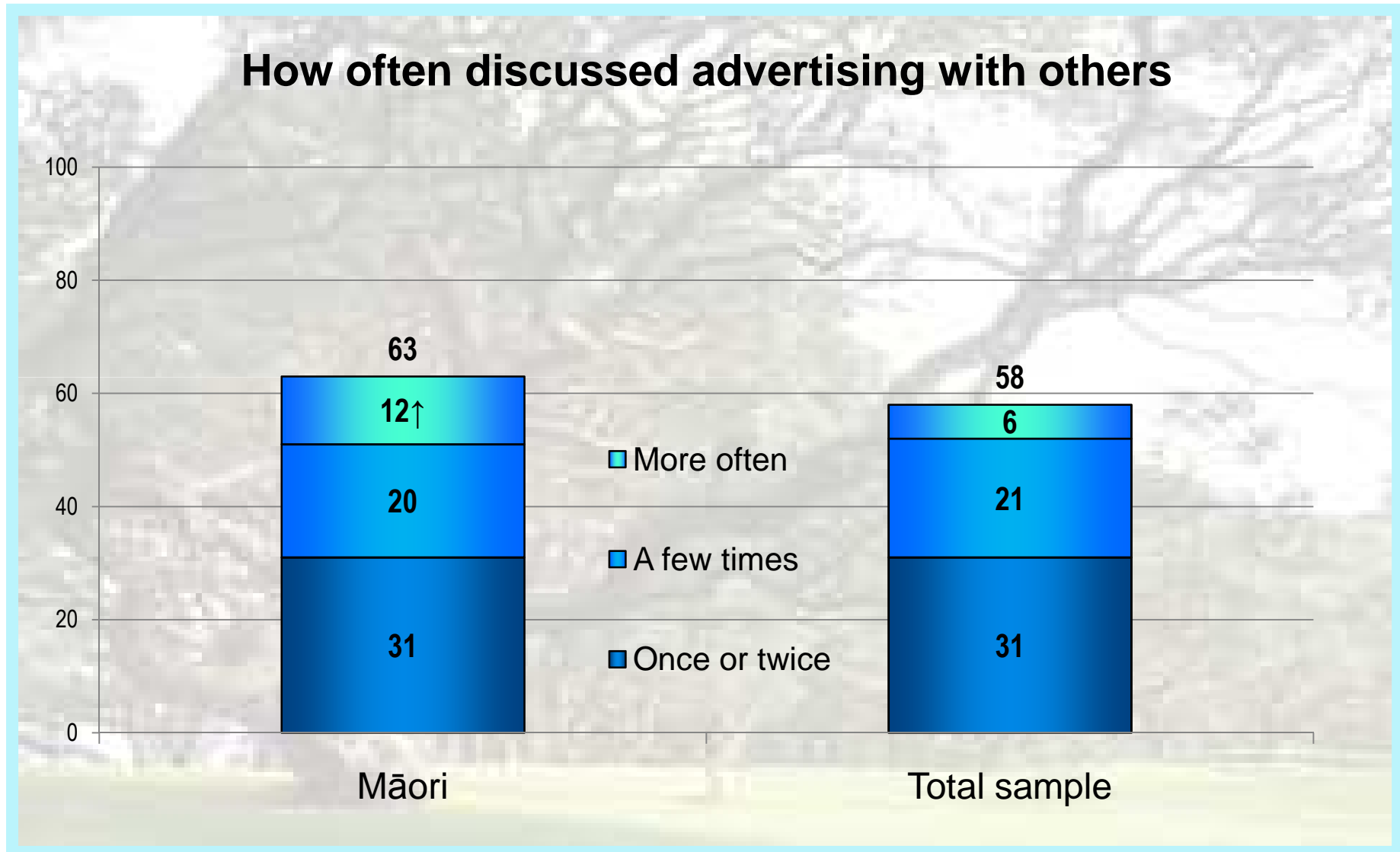
Positive response to ads

FEELINGS AND IMPRESSIONS ABOUT ADVERTISING (unprompted)	Māori (292) %	Total sample (947) %
Good ad/ well put/ effective/ gets the point across	28	30
Positive idea having a prominent person willing to talk openly about his depression	27	27
Condition that can affect anybody/ across the board/ affects more people than you realise	23	24
Increases public awareness (unspecified)/ educates public/ informative	18	21
Encourages people not to hide/ to seek help/ help is available	11↓	19
Increases public awareness re depression/ educates public/ informative	11	16
Will help others in the same position	11	9
The ad is very good/ fantastic	10	13

Good message recall

WHAT ADVERTISING IS TRYING TO TELL PEOPLE (unprompted)	Māori (292) %	Total sample (947) %
Seek help/ don't hide/ help is available	54	60
Depression can affect anybody/ all walks of life	30↑	24
It is ok to be depressed	20	19
Depression is quite common/ more common than you think	14	14
Making people aware of depression	15	17
Can be treated/ controlled	10	13
Talk about it/ be open about it	16	14
People who have depression need support	14	14
Don't treat people differently/ accept people with depression	15	18

High levels of discussion of ads



Small improvements in who would turn to

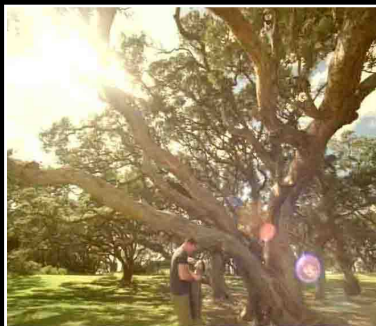
WHO LIKELY TO TURN TO IF EXPERIENCING DEPRESSION (unprompted)	TOTAL MENTIONS		CHANGE SINCE BENCHMARK	
	Māori (300) %	Total sample (1006) %	Māori %	Total sample %
At least one place to turn	92	94	+3	0
Family/ whanau/ friends	83	79	+2	+3
GP/ doctor/ someone else at doctors practice/ health service	51↓	64	+5	+1
Counsellor/ psychologist	9↓	15	-2	-1

Some larger improvements for sources of treatment/ assistance

ASSISTANCE OR TREATMENT FOR SOMEONE EXPERIENCING DEPRESSION (unprompted)	TOTAL MENTIONS		CHANGE SINCE BENCHMARK	
	Māori (300)	Total sample (1006)	Māori	Total sample
	%	%	%	%
At least one thing supportive	91	90	+5	+1
Support/ someone to talk to/ social contact	63↑	51	+11	+4
Doctors/ hospitals/ psychiatrists/ mental health service	31	34	-1	+6
Medication/ anti-depressants	31	36	+4	-6
Counselling/ psychotherapy/ psychological treatment	44	48	+13	+7
Self-help strategies	23	24	+2	+3

Mixed levels of improved attitudes

ATTITUDES RELATING TO DEPRESSION AND ITS TREATMENT		PERCENTAGE AGREEING/ DISAGREEING		CHANGE SINCE BENCHMARK	
		Māori (300) %	Total sample (1006) %	Māori %	Total sample %
It is important to recognise and act early on depression, rather than waiting:	<i>Agree</i>	94	92	+4	+2
If a close friend had depression I would be able to recognise the signs and symptoms:	<i>Agree</i>	50↓	58	+2	+9
I would be able to recognise if I had depression:	<i>Agree</i>	56↓	63	+3	+10
There are activities and other things that people with depression can do themselves to help overcome their depression:	<i>Agree</i>	67	70	-4	+2
I would like to know more about depression:	<i>Agree</i>	48	42	+2	+6
Depression is becoming a major health problem in New Zealand:	<i>Agree</i>	72	64	+9	+5
Depression can be successfully treated in ways that don't need medication:	<i>Agree</i>	74	69	+8	+9
Depression can be successfully treated with medication:	<i>Agree</i>	41	43	+9	0
People with depression just need to stop feeling sorry for themselves:	<i>Disagree</i>	69	71	+18	+8



Understanding why the ads are working for Māori

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Why are ads working for Māori

- 🌿 In other campaigns usually find Māori less likely to respond to ads that don't feature Māori
- 🌿 So why are these ads working?
- 🌿 Looked back to qualitative pre-test research
 - 🌿 Based on 50 interviews
 - 🌿 13 with Māori – both urban and rural
 - 🌿 Included some people with experience of depression

Pre-test findings for Māori

- ✿ Pre-test identified that ads appealed to both male and female Māori
- ✿ Campaign is centred on appeal of John Kirwan – he is held in high regard by Māori
- ✿ John has an essence and a presence which draws people to him, **regardless** of whether they recognise him as JK-AB or not
- ✿ The compelling attraction is his heart-felt HONESTY

"People trust him not just because he is John Kirwan... it's showing someone with depression in a positive light in that he's not hurting anyone and that people trust him... he's a role model"

(Māori female, 45-64 years, Person with experience of depression)

Importance of "harden up"

- ✿ A stand-out phrase in the whole campaign is "**harden up**" and the directive **NOT** to do so, and (by implication) **NOT** to say so
- ✿ People really pay attention
- ✿ "Harden up" cuts through for Māori
- ✿ For Māori the high regard in which John is held helps counter the "slacker" stigma (people displaying signs of depression perceived as "slackers")
- ✿ He also communicates to Māori that depression isn't something you just "get over"

Māori desire to support is strong

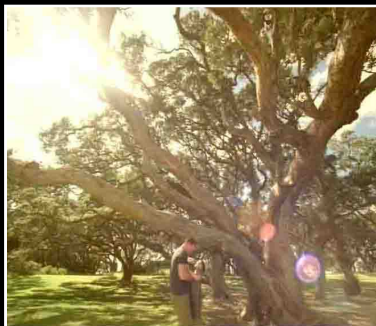
✿ Māori see JK as showing the strength of a person living with depression and having moved through depression. The campaign gives a strong sense that depression is manageable, you can recover.

"... little steps... (lead to) big steps, but it ain't gonna happen in a hurry..."

(Māori female, 25-44 years)

✿ People around individual can support them - for Māori the "whanau" aspect of the campaign has strong appeal

✿ Māori are very ready for more information on **how** to support



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