

Everyone belongs

wellby



Annual Report 2022

Background

Launched in 2021, Wellby is the Nelson Tasman community connectedness initiative that's helping the people of Nelson Tasman to better connect to their hapori/communities, improving their wellbeing.

Wellby does this in three simple ways...



Hosting Talking Cafés: Everyone is welcome for a cuppa and a relaxed chat with knowledgeable hosts who use the Found Directory to talk about what's going on in the community and what resources are available, starting other people's journey to connect with others.



Promoting the Found Directory: An easy-to-use searchable online directory of over 1,000 Nelson Tasman community groups, clubs, organisations and services.



Empowering Signposters: Signposters are caring community members who help reach those who are hard to reach. Informed about Talking Cafés and the Found Directory, Signposters inform people about how to access information to help improve their social connectedness.

Wellby is led by Volunteer Nelson and Age Concern Nelson Tasman and advised by a Steering Group with representatives from a diverse cross section of the community, including: Top of the South Neighbourhood Support, Multicultural Nelson Tasman, Pathways, Nelson Bays Primary Health, Nelson Marlborough Health, Nelson City Council, Tasman District Council and the Department of Internal Affairs Te Tari Taiwhenua.

**Wellby's mission: To enhance wellbeing
for you and your community by
supporting social connection**

2022 Wellby Achievements

At-a-glance



By Activity



Talking Cafés

Talking Cafés, while very simple in concept, are profound in the difference they can make to people's wellbeing.

Talking Cafés are hosted by two staff members from the community sector who are very knowledgeable about what services and groups are running in the community and they also frequently use the Found Directory to help guests find what they are looking for. Talking Café hosts create a casual, safe space for guests to 'ask me anything' about their needs.

Following are examples of how hosts have signposted guests:

- Helping a former refugee connect with a local volleyball group
- Signing up guests for Age Concern's 'Staying Safe Driving Course'
- Connecting guests with walking, yoga and other exercise groups to attend
- Sharing information about support groups for different illnesses
- Discussing volunteer opportunities in the community
- Encouraging guests to attend Signposter training
- Providing information about Nelson Marlborough Institute of Technology courses
- Sharing ideas around walking tracks and hikes in the area

Guests themselves will also share valuable and interesting information, such as the fact you can get AA insurance coverage for mobility scooters! Guests will sometimes connect with each other and 'buddy up' to give a new activity a go, which they would not have done alone, such as Waka Ama and walking.

Another need being met at the Talking Cafés is having a safe place to discuss and process current events and news, which is so helpful given the distressing events our community has experienced, such as Covid and the August 2022 adverse weather event. Guests also appreciate being able to talk about their own life struggles, such as interviewing for jobs as an older person, being isolated as a deaf person, depression, loneliness and other health issues. Some guests attend Talking Cafés as a safe and friendly place to practice their English skills. Since all sorts of people turn up to Talking Cafés, it is a great chance for guests to learn more about other cultures and hear stories they would not hear otherwise, such as various emigration experiences and how one guest received her moko/tattoo. This helps build understanding and appreciation of Nelson-Tasman's rich and diverse culture.

Caregivers and support persons will also bring guests to Talking Cafés, such as a woman with dementia who enjoyed her cuppa while being around other people and an older man supported by the Gateway Housing Trust.

Hosts provide a detailed report after each Talking Café about who attended and what guests are looking for. The Wellby team has been able to provide feedback to local organisations about unmet needs in the community, and as a result we've seen a new walking group formed and enquiries about a pop-up library meeting space now being made since the main library branch in Nelson has been closed. Wellby is becoming 'eyes and ears on the ground' for local agencies to find out about unmet needs and gaps in the community.

The Wellby team is delighted to now be hosting seven Talking Cafés per month at six different venues across the region in Nelson, Tahunanui, Stoke, Richmond, Motueka and Tapawera.

Two Talking Café 'regulars' volunteered to give video testimonials about their experiences, which can be viewed on [Wellby's YouTube page](#).



A Talking Café at McCashin's, June 2022

Finding a Sense of Belonging

Even though John had recently become a New Zealand citizen, he was just waiting to get his passport sorted before firming up plans to return back to the UK. John did not feel connected in the community of Nelson and believed it would be better for him to return to his place of birth for the next phase of retired life.

Recognising his need for more connection, John found his way to a Talking Café. After attending several and becoming a regular, he happily announced to the group one day that he recently noticed his desire to return to the UK did not exist anymore!

John said he used to be the person who would sit in the corner at parties, not wanting to interact with others. However, since attending the Talking Cafés he now finds himself ideally on a 'chair with wheels' so he can scoot around and chat with everyone present. He can hardly believe this transformation himself and attributes much of this to Wellby.

John said that it has lately become very apparent to him – **he is in fact home. He has community, friends and a village...he belongs.**

The belief that everyone belongs and that everyone should have a shot at the sense of wellbeing from belonging is at the core of Wellby.



Found Directory

At the heart of Wellby is the online [Found Directory](#) of over 1,000 Nelson Tasman community groups, clubs, organisations and services.

Found is an essential component of the Talking Cafés, where hosts will access the online directory on a tablet computer to help guests find what they are looking for in the community. Hosts actively used Found at 63% of this year's Talking Cafés, and when they are not accessing it directly, they promote Found to guests and give them information to take away.





Signposters

Wellby's Signposters are caring community members who help reach those who are hard to reach. Informed about Talking Cafés and the Found Directory, Signposters help friends, family, colleagues and neighbours find what they are looking for in their community, improving their social connectedness.

Signposters are an important component of improving social connection, as oftentimes the best people to pass on information about support aren't necessarily the professionals but people we know and trust, and this helps engage with hard-to-reach people.

The Wellby team approached Signposter training in two different ways: general public events that anyone can register for, and targeted events for specific groups and organisations that make natural Signposters.

Community members affiliated with at least 45 various rōpū/groups have now participated in Wellby's Signposter training, including those from the following diverse organisations and groups:

- Alheimers Nelson Tasman
- Aotearoa Latin American Community
- Cancer Society
- Citizens Advice Bureau
- Deaf Aotearoa
- Grey Power
- Ministry of Social Development
- Motueka Community Board
- Motueka Family Service Centre
- Motueka Senior Citizens Association
- Multicultural Council Nelson Tasman
- Nelson Bays Primary Health
- Nelson City Council
- Nelson Marlborough Institute of Technology
- Nelson Regional Development Agency
- Nelson Women's Centre
- NZ Red Cross
- Rotary Club of Whakatu
- St John
- SuperGrans
- Tapawera Connect
- Te Piki Oranga
- Te Whatu Ora Nelson Marlborough
- The Buzz
- Various local churches
- Victory Community Centre
- Workbridge

New Signposters

In 2022, the Wellby team held **12** Signposter events with **82** people attending.

The total number of people now trained to signpost and use the Found Directory is **270**.

The feedback we receive from people attending Signposter training events indicates that the curriculum is meeting our goals:

- 93% of attendees were satisfied with the training;
- 96% feel more knowledgeable about support and services available in the community as a result of the training; and
- 90% now feel confident about being able to signpost someone to support and services

Signposter training attendees say they particularly appreciate knowing about the research on loneliness and wellbeing, learning about the Found Directory and the many other great community resources available, and the concept of signposting people they encounter to Talking Cafés and Found.



New Signposters ready to help others connect

Strategic Planning

Wellby is supported by multiple stakeholders in the Nelson-Tasman community and a strategic planning meeting was convened in June to chart the course of the programme over the next few years.

Participants were highly engaged and contributed many exciting thoughts and ideas that informed the development of a three-year strategic plan which includes four key outcomes with supporting actions. An annual plan for 2023 was drafted after the strategic plan was finalised.

While the strategic plan is aspirational and fully implementing it will be dependent on funding, it does provide an important road map for the Wellby team to focus its resources and energy in a way that ensures support of the community's needs moving forward.

Key Outcomes

People and whānau/families improve their sense of wellbeing and connectivity within the community.

Community networks and collaboration are enhanced and strengthened.

Community-wide access to activities, groups and agencies is facilitated for people who are seeking more connection.

Wellby is recognised as an effective and inspiring service that is sustainably funded.



Strategic planning meeting participants, June 2022

Reaching Target Audiences

Another achievement of note is how the Wellby team developed multiple strategies to reach vulnerable and diverse hapori/communities. The first approach was to continue offering targeted Signposter training to organisations that interface with these community members, with an initial focus on Steering Group organisations. The Wellby team also put more effort into the promotion of general public Signposter training events to achieve the goal of 'Signposter saturation' at the community level, which helps reach those who are hard to reach.

Another approach was the establishment of three Talking Cafés at local libraries in Tahunanui, Richmond and Motueka, with library staff co-hosting. The team has learned that libraries can be more accessible to some vulnerable/diverse community members than café venues. Talking Cafés hosted by the Richmond Library are consistently the best attended with 24 guests at a recent one!

The Wellby team also trialed a Wellby quiz night team to be able to include people who work during the day and/or prefer an organised activity to socialise. For some people, the cost of a coffee might be a barrier, so the team created a Talking Café free drink voucher for Signposters and partner organisations to hand out to encourage people to attend, knowing they don't have to pay anything.

Additional strategies to reach target audiences included distributing Talking Café flyers via Food Bank boxes (with a focus on people who live alone) and Talking Café flyer drops in neighbourhoods close to Talking Café venues (e.g. walking distance) for people who do not have access to transport. These flyers drove record amounts of traffic to both the Wellby and Found Directory websites during the month of March.



In July Wellby placed a professionally designed 'wrap' around the weekly community newspapers that markedly increased Talking Café attendance for months afterwards:



The feeling of belonging and being socially connected is vital to people's wellbeing

There's a lot of support and great stuff going on in the Nelson Tasman community, but do you and others in your neighbourhood know about it? Read further about the three simple ways Wellby can help you better connect with others, and how others can better connect with their communities.

-  Talking Cafés
-  The Found Directory
-  Signposters



Everyone belongs

Connection/whanaungatanga is vital to community and personal wellbeing and growth.

Finally, a new [resources page](#) was added to Wellby's website for partner organisations to more easily promote the Found Directory, Talking Cafés and Signposter training to their members and constituents, and a new [stories page](#) as well where anyone can read more about the very inspiring work of Wellby.

Thank you very much to our partners and supporters

Project Partners



Project Supporters

Top of The South Neighbourhood Support
Multicultural Nelson Tasman
Whanake Youth
Nelson City Council
Tasman District Council
Ministry of Social Development

Nelson Bays Primary Health
Te Whatu Ora Nelson Marlborough
Rātā Foundation
Lottery Grants Board
Internal Affairs Te Tari Taiwhenua
The Care Foundation

