**Wellby Messaging Guidelines**

Promoting a Talking Café or writing about Wellby in your newsletter? Wellby’s best messages are collected into this single document for you to easily write about Wellby.

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**WELLBY MESSAGING**

**Strapline**

Everyone belongs

**Extended Straplines**

* It’s the simple things that can help everyone connect to their community.
* Wellby helps Nelson Tasman people feel the sense of wellbeing that belonging creates.
* In a few simple ways, Wellby helps people belong.

**Elevator pitch**

Wellby is a community-led initiative that’s helping the people of Nelson Tasman to better connect to their communities and improve their wellbeing. Wellby does this simply – by hosting relaxed Talking Cafés; by promoting the Found Directory; and empowering members of the public to become Signposters, who help point people to the information they need to socially connect.

**Extended elevator pitch**

Wellby is a community-led initiative that’s helping the people of Nelson Tasman to better connect to their communities and improve their wellbeing.

Wellby does this in three simple ways...

* Hosting Talking Cafés: Everyone is welcome for a cuppa and a relaxed chat with 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 trained to use the Found Directory, Signposters inform friends, family, colleagues and neighbours about how to access services and information that might help them find what they are looking for in their community, improving their social connectedness.

**GENERAL MESSAGING**

**Primary Messages**

* 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.
* We don’t want people to say “If only I had known about that” we want people to say “I know that there is something out there for you”
* All of us can help others connect, it’s simple.

**Secondary Messages**

* 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. The feeling of belonging is important to the person being helped and also to the person who is helping.
* Connection / whanaungatanga is vital to community and personal wellbeing and growth.

**TALKING CAFÉS**

Wellby Talking Cafés welcome everyone for a relaxed cuppa and can start someone’s journey to connect with others who enjoy the same things, or to services they need. Using the Found Directory, hosts talk about what’s going on in the community and what resources are available, starting other people’s journey to connect with others.

* You can pop in for a quick chat and a cuppa or stay for a longer conversation with friendly people.
* Learn about the vast array of organisations, groups and support available in your area.
* There is no need to register, just turn up on the day. Absolutely everyone is welcome. Tea and coffee provided (depending on venue).
* Talking Cafés are held in a number of locations, right across the Nelson Tasman region.
* They are an opportunity to talk face-to-face with people and find out what they are looking for.
* They are a great opportunity for making connections.

**SIGNPOSTERS**

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

* With Wellby’s short training sessions, it is easy to be a Signposter and help someone feel connected.
* By paying it forward, you help people feel part of their wider community. Along the way, you’re bound to feel a greater sense of belonging too.
* As a Signposter, you’re not expected to know everything. You can use the Found Directory to search, on the behalf of others who cannot, for relevant service organisations, community groups and resources that can support them.
* It’s as simple as signposting, or pointing them in the right direction.
* Anyone and everyone can be a Signposter.
* Come along and be inspired by how simple it is to help others find connection.

**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.org.nz

* The Found Directory is an easy-to-use searchable online directory of over 1,000 Nelson Tasman community groups, clubs, organisations and services.
* Find it: Search for a group, club, organisation or service using the search function, or by region and interest area.
* Get Found: Community organisations that meet the criteria can list on the directory for free.

**PROJECT BACKGROUND**

Wellby's approach is inspired by a very successful model first developed in Mendip, UK and has been adapted for our Nelson Tasman community.

The project is led by Volunteer Nelson and Age Concern Nelson Tasman. Wellby is governed by a steering group with representatives from a diverse cross section of the community, including: Top of the South Neighbourhood Support, Whanake Youth, Multicultural Nelson-Tasman, Nelson Bays Primary Health, Nelson Marlborough Health, Nelson City Council, Tasman District Council and the Department of Internal Affairs Te Tari Taiwhenua.

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