

Everyone belongs

wellby



Annual Report 2021

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# 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 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 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.

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

The project is led by Volunteer Nelson and Age Concern Nelson Tasman. Wellby is advised 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.

**Our aim is to enhance and strengthen human connections across Nelson Tasman. The feeling of belonging and being socially connected is vital to people's wellbeing.**

**— Dawn Gauthier | Project Manager, Wellby**

# STEERING GROUP REPORT

Wellby was successfully launched in July 2021 after a robust community-led design process.

The primary participants in the initial design phase were staff from Volunteer Nelson and Age Concern Nelson Tasman, members of Wellby’s Steering Group and other community stakeholders who all provided valuable input to the design of the service, such as curriculum for Signposter training and the format of the Talking Cafés.

The community-led design process for Wellby was a robust and rewarding endeavour that reinforced the Steering Group members’ recognition of the merits of the model being implemented, resulting in a strong and professional service, now recognised for its value by a wide range of community stakeholders.

After the launch, these relationships helped to spread the word about Wellby’s Signposter training and Talking Café events. The online Found Directory has been promoted at the Signposter training and Talking Cafés, raising the visibility of this important community resource.

The Wellby team went above and beyond to successfully meet all project milestones to deliver a much needed and inspiring new service for our community despite another Covid lockdown during the year.

We are pleased that a coalition of community organisations in Marlborough is now planning to roll out a similar initiative, which is affirming of Wellby’s approach and means even more community connectedness across Te Taihū.

We sincerely thank everyone who supported and participated in the first year of Wellby. We could not have created this valuable community service without your insightful contributions.



Wellby Steering Group members

# 2021 WELLBY ACHIEVEMENTS

## At-a-glance



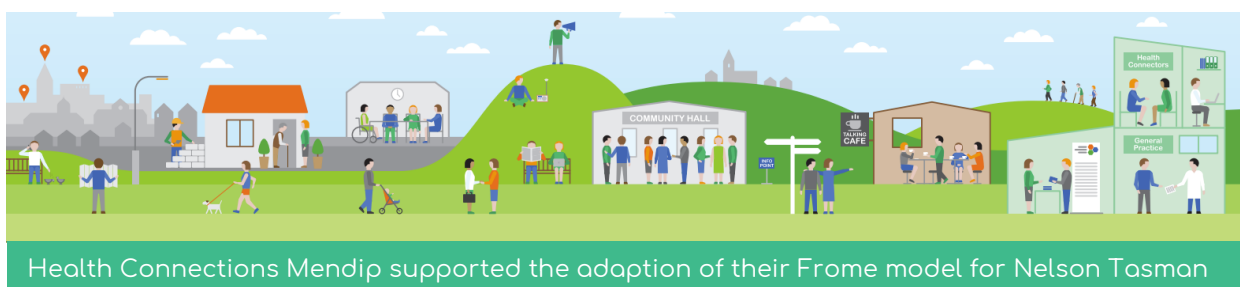
## By activity

### Project establishment and funding

- The partnership of Volunteer Nelson and Age Concern Nelson Tasman was formalised in a memorandum of understanding, with project funds and costs shared equally.
- Volunteer Nelson contracted a project manager who developed a project plan that included design and implementation phases.
- The project plan was approved by the Steering Group, which is made up of community stakeholders who provide advice to the management team.
- In recognition of the rich engagement Wellby provides between the community sector and primary health, a memorandum of understanding was signed with Nelson Bays Primary Health that formalises this collaboration.
- Wellby's management team have used the Lottery Covid Wellbeing fund to design and implement Wellby, and have now secured additional funds to make Wellby a sustainable social service.

### Service design

- Management team members attended three Zoom meetings with staff from the UK-based Health Connections Mendip who provided advice to help us adapt their inspirational 'Frome model' for the Nelson Tasman community.
- An initial conceptual model of the service and a project glossary were drafted to help clarify and define the initiative. The conceptual model and glossary underwent multiple revisions to capture and document agreements around the design of the service.



## Project development

- Development of the Signposter training curriculum commenced, adapting the materials from Mendip, UK to suit the Nelson Tasman community and New Zealand context.
- The management team attended several monitoring and evaluation workshops and developed a logic model for Wellby based on the Theory of Change.
- Consultation occurred with iwi via Te Kotahi Te Tauihu trust, which represents all local iwi.

### Signposting Can Be Simple

**John\* was catching up with his work mate Martin\* over coffee when Martin shared that he had just broken up with his girlfriend, the first one he had since his marriage ended the year prior.**

**Martin went on to express to John that he was feeling a bit worried now about becoming lonely, as he was finding it difficult to meet new people and 'get out there' to socialise.**

**John was concerned when he heard Martin say this and really wanted to help somehow, and it only took a moment for him to recognise that this was exactly the type of situation that his Wellby Signposter training was designed for.**

**He explained to Martin that the way he was feeling is quite normal for someone who just went through a major life transition. John handed Martin a Wellby card and told him about the Talking Cafés being held around the community as well as the online Found Directory of local community groups and services.**

**He encouraged Martin to check out both as they may be able to help him connect with new people - that's exactly what they are for.**

**Martin was very appreciative of this support and gladly took the information offered but now wanted to chat about sport, a more comfortable topic for him.**

**John was happy to switch topics as well, and he felt good about being able to give Martin some leads on how to find connection in his community.**

\* Names changed to protect privacy

## Branding and communications

- A professional marketing and PR firm was engaged to develop a brand, logo and marketing/communications plan. The new name 'Wellby' was adopted for the initiative, with the tagline 'Everyone Belongs.'
- Both a professional and a volunteer photographer were engaged to provide high-quality photos of 'real Nelsonians' to be used in project communications.
- All project messaging was captured in a single document to guide staff communication around Wellby. Brand guidelines were also produced to help protect the investment.
- Wellby collateral was designed and produced using the new brand, which included teardrop flags, pull-up banners and Wellby cards.
- User-centred requirements for Wellby's website were provided to a website designer who produced a beautiful site for the initiative after several iterations with the project team. A new Facebook page was also established for Wellby.
- Three email newsletters were sent to project stakeholders and Signposters to promote Wellby's offerings and continue spreading the word.



Photographs taken as part of the project rollout

It's the simple things  
that can help  
everyone connect to  
their community.

Screenshot of Wellby's website

## Project rollout

- Practice Talking Cafés and Signposter training events were held to identify and mitigate possible barriers and challenges.
- Wellby officially launched at an event on 31st July, World Friendship Day, with enthusiastic support from over 50 community stakeholders. The name 'Wellby' was blessed by Nelson City Council's Kaumātua and local media reported on the event.
- Once Signposter training and Talking Cafés were underway, further feedback from attendees was incorporated via an iterative design process.
- The Wellby team had to work hard to regain momentum after the August 2021 Covid lockdown.



Wellby's Management Team: Gordon Oldfield, Caroline Budge and Dawn Gauthier, and Nelson City Councillor Trudie Brand at the launch of Wellby



# TALKING CAFÉS

- The first Talking Cafés were underway in June.
- Attendance at the Talking Cafés was low after the Covid lockdown but has been steadily growing since, with regular events held at four locations around the region.
- Talking Cafés are advertised in local newspapers, radio stations and were featured in several popular local publications. Wellby signs were prominently displayed in the Covid vaccination centre, encouraging people to re-connect after the lockdown.

People are often curious about who might come along to a Wellby Talking Café. People hear about Talking Cafés in a number of ways; from a Signposter, an advert in the local newspaper or on the radio, or their healthcare practitioner. Many types of people find their way to a Talking Café.

As anticipated, Talking Café hosts report that recently retired people are often guests; people looking to meet others who also suddenly have more time on their hands and are frequently interested in volunteering. Talking Cafés have also hosted former refugees and people new to the Nelson area. The Found Directory (and help using it) is especially beneficial for these community members.

Some of the less expected guests included a couple who live aboard a boat and wanted to come ashore for a chat. Another guest was a man who runs a support group for men with Multiple Sclerosis who came along to connect with people, find out about the Found Directory and to help spread the word about his own group.

One quickly growing audience for Talking Cafés is people working from home – one guest, who works from home in IT, shared that he could end up feeling quite disconnected at times and appreciated the opportunity for a friendly face-to-face chat and cuppa during his work day.

Clearly, Talking Cafés appeal to a wide variety of people, which illustrates the common need we all have for social connection.

**Sometimes my shyness gets in the way of doing things I like.  
I was very surprised when I went to a Talking Café in Nelson  
to find a basketball team to join. With the help of the  
people there who were so helpful and friendly.**

**- Lee\*, former refugee living in Nelson**

\* Name changed to protect privacy



A Talking Café at the Nook, July 2021

## Wellby's Engagement with the Deaf Community

Wellby's very first Talking Café was also the best-attended one thus far. That's because several members of Nelson's Deaf community had learned about the event and were pleased to come along for an opportunity to connect and meet new people. At the Talking Café, they explained to the host (via a sign language interpreter) that they were noticing and feeling more isolation amongst the Deaf community, and appreciated this chance to mingle with other people looking for connection.

After enjoying the Talking Café so much and learning about the Found Directory and Signposters, the local facilitator for Deaf Aotearoa offered to interpret the Signposter training into NZ Sign Language and promote the event to her network.

The training went very well with seven attendees coming along from the Deaf Community. The facilitator noted, 'I think Wellby training will be great for the Deaf community as they can support NZ Sign Language users who most of the general population don't have language for.'

Afterwards, there was also a lively discussion about the idea of starting a new 'Talking Hands Café' event, which is under discussion now by the Deaf community. Wellby Talking Cafés are great opportunities for making connections!

# SIGNPOSTER TRAINING

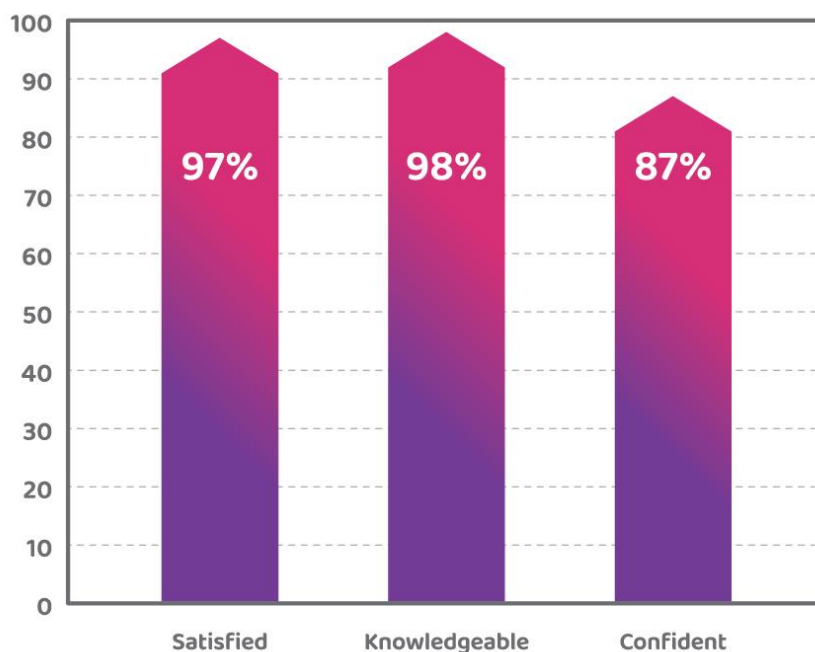
Along with Signposter training delivered to the general public, targeted Signposter training has also been delivered to key organisations and audiences, such as Nelson Bays Primary Health, Nelson City Council and Nelson Marlborough Health. There are now fifteen people delivering Signposter training around our community, who trained 187 people during 2021.

Attendance at the Signposter training events has been strong with very positive feedback from attendees:

- *I knew nothing about any of this so I found all the information so useful.*
- *Such a great programme and just knowing about it gives me confidence to help others.*
- *It's simple! It's not hard. Anyone can do this.*
- *I felt the presentation was extremely balanced with the right amount of info that gave solid background and ideal outcomes.*
- *Great initiative and good to know there is a way to direct people towards a safe place to explore how to connect in their community.*
- *Great reminder on the importance of social connection.*
- *[It was useful] learning about what support is available in Nelson so that I can apply this knowledge at work and in my private life.*

## Signposter training evaluation results

Feedback collected after the training showed that 97% of attendees were satisfied with the training; 98% felt more knowledgeable about support and services available in the community; 87% felt confident about being able to signpost someone.





Signposter training at The Habitat Hub, December 2021

## Found Directory

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

Originally produced as a printed directory, Found has been an integral resource for the Nelson Tasman community since 1980. Found went online in the early 2000's and the printed directory was eventually discontinued.

Two usability studies were carried out on Found's website in 2019 and 2020 to improve the overall user experience and make it fit for purpose for the Nelson Tasman community connectedness initiative. New features such as 'text a listing' were added to support signposting activities.

Signposters and Talking Café hosts now use Found to help link people to a service they require or a community group that will provide social connection.



## An Opportunity to Help and to Connect

I met Lauren\* at a garage sale at her neighbour's house.  
She was out walking her dog and getting fresh air.

We got to chatting and it wasn't long before Lauren shared that she had lost her husband just ten days before to an aggressive cancer. She had discovered he had died in his sleep, which was understandably traumatic.

I could tell it was helpful for her to talk, so I listened to how her husband was truly her soul mate. The two of them enjoyed spending all of their time together and she was now feeling bereft and very lonely. She admitted her close and loving marriage had not really required any other friendships.

Losing a life partner is a major life transition that can put many people at risk of feeling lonely. I expressed my sincere sympathy to her and asked if she might be interested in meeting new people and making connections at a Wellby Talking Café. Her eyes lit up a bit as I explained that Talking Cafés were launched because sometimes circumstances and life events can happen that may leave people feeling like they could use a bit of support to meet new people and connect to their community. It was comforting to her to know that how she was feeling was not at all unusual.

Feeling relieved she said she would very much enjoy coming to a Talking Café, so I pulled a Wellby card out of my wallet along with a free drink voucher. I looked up the next Talking Café on my phone and confirmed she was familiar with the location as I jotted down the details on the card.

As we parted ways I asked if I could give her a hug, which she happily received. It felt so good being able to help her, and it was so easy to signpost using the training and tools I received from Wellby.

*\* Name changed to protect privacy*

A word cloud of terms related to community support and connection. The words are arranged in a roughly circular shape, with 'meeting' and 'joining' at the top, 'Tasman' in the middle, and 'socialising' and 'conversations' at the bottom. Other words include 'whanaungatanga', 'connection', 'Wellby', 'Found', 'friendships', 'signposter', 'Nelson', 'manaakitanga', 'TalkingCafes', 'Whakatu', 'belonging', 'kinship', and '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

Nelson Bays Primary Health  
Nelson Marlborough Health  
Rata Foundation  
Lottery Grants Board  
Internal Affairs Te Tari Taiwhenua

