



Stepping Out of the Echo Chamber

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Equally Well NZ



KIA ORA

From NZ I acknowledge the Traditional Custodians of the land on which we gather today, and pay my respects to elders past and present. I extend that respect to all Aboriginal and Torres Strait Islander peoples here today.



Equally Well 

LIVED EXPERIENCE

THE HOLY SH*T MOMENT !

Many people experiencing mental health and addiction issues die much earlier than the general population, with a two to three times greater risk of premature death (defined as dying before the age of 65).



THE OVERSHADOWING CHALLENGE

UNDERSTANDING OVERSHADOWING

Getting the care you deserve

REAL
ISSUE
DRAMA
PEOPLE
VOICES

SEE US

Equally Well 



Look beyond
the mental
health and
addiction
history.

See the person.

#EquallyWell
#SeeUs

SEE US

Equally Well 

Health Practitioner
Activation campaign
Media launch
Pilot
Pharmacy Guild NZ
Education
Tool kit
Instore badging



SEE US

Equally Well 

**Look beyond
the mental
health and
addiction
history.
See the person.**

**#EquallyWell
#SeeUs**

We learnt:

Micro communities have power



Beware the echo chamber





2024 Strategy

- Seek out micro communities and badge them SEE US
- Appoint a dedicated voice to manage them
- Activate existing communities into SEE US champions
- Close the gap between HP, consumers and community



WE ARE STEPPING OUT OF
THE ECHO CHAMBER
THANK YOU