



IMPACT STORY
2013-15



LIFEHACK

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INTRODUCTION

About Lifehack

Lifehack was launched just over two years ago as a part of the [Prime Minister's Youth Mental Health Project](#), backed by the [Social Media Innovation Fund](#).

We realised the need for a different and diverse approach to the issues surrounding youth mental health in Aotearoa New Zealand. Our approach is to engage young people and those that work with them to lead and/or be involved in developing evidence-based interventions which improve youth wellbeing.

There is evidence that focusing on improving wellbeing is a highly effective factor in protecting against mental health challenges^{1,2}. A flourishing society requires investment in young people that focuses not only on minimising deficits and treating issues, but on building capability and skills that will enable rangatahi (young people) to be healthy, resilient and well-prepared for their lives despite the inevitable ups and downs.

Lifehack is a physical and conceptual space where people can come together to develop new approaches, projects and ventures, with young people's wellbeing at the centre of the process. It gathers people from diverse backgrounds, skill sets and geography. We empower young people and communities to develop solutions to the challenges they see around them. In essence, Lifehack has become a research and development ground for youth wellbeing interventions.

We are investing in the process of tackling complex problems and building the wellbeing of young people, because we know that the challenges facing young people and our society are dynamic and ever-changing. We're increasing/engendering people's capacity to tackle these problems, which is a stronger investment in the future.

1. Corey L. M. Keyes. "The Mental Health Continuum: From Languishing to Flourishing in Life". *Journal of Health and Social Behavior* 43.2 (2002): 207–222. - <http://bit.ly/1NgkZjp>

2. UK Faculty of Public Health - <http://bit.ly/1N9Zmit>

THEORY OF CHANGE

How Lifehack is improving youth mental health in Aotearoa



Lifehack believes that building a skilled community of young people and those that work with young people, will speed up the development of youth-centered mental health and wellbeing projects and deliver better outcomes.

Lifehack is reducing the social cost of poor mental health through a number of solutions built inside and outside of traditional health and social development institutions. We focus on preventative strategies of self care, informal community responses and primary care. This aligns with the approach suggested in *“Blueprint II: How things need to be”* by Mental Health Commission (2012) .

Statistics indicate that New Zealand spends around \$1 billion a year in mental health services alone; add to this the cost of unemployment, sickness benefits, imprisonment and physical illness and you have a huge cost to society. Recent World Health Organisation (WHO) research shows that depression will be the second leading cause of disease globally by 2020³.

New Zealand has a wide range of mental health services and mental health promotional activities. **Lifehack complements mental health services by enabling people to build evidence-based interventions which leverage technology to foster resilience and wellbeing.** Lifehack is a catalyst and convener for these projects, in addition Lifehack seeks to build capacity in 21st century leadership and co-design skills for those within the sector.

Working on youth wellbeing interventions goes beyond social cost reduction, however. Research from Fredrickson & Losada⁴ and Dunn & Dougherty⁵ shows that there are significant physical health outcomes (such as positive cardiovascular effects) as well as increases in employability, creativity, productivity, social inclusivity, social connections, skill adoption and resource accumulation when someone experiences positive emotions. These are all vital to 21st century work and employment, social cohesion and innovation, and therefore to the future of New Zealand society.

“A state of well-being in which every individual realizes his or her own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to her or his community.”

WORLD HEALTH ORGANISATION, 2010.

By upskilling a diverse network of young leaders around the country, and supporting them as they develop new evidence-based, user-centered initiatives, we will increase the efficacy and uptake of these projects and ventures.

This will result in more young people from underserved communities improving their mental health and wellbeing through participating in new and enhanced online and offline wellbeing interventions.

The diverse network of people, catalysed and supported by Lifehack, will continue generate projects which lead to an ongoing and systemic response to the dynamic challenges of youth mental health and wellbeing.

“The large, pervasive social problems yet to be solved are much more likely to be tackled by a community of people who are flourishing - feeling good and functioning well.”

CARSTEN GRIMM, University of Canterbury & Mental Health Foundation

3. According to the Ministry of Health <http://www.health.govt.nz/our-work/mental-health-and-addictions/mental-health>

4. Fredrickson BL, Losada MF. Positive Affect and the Complex Dynamics of Human Flourishing. *The American psychologist*. 2005;60(7):678-686. doi:10.1037/0003-066X.60.7.678.

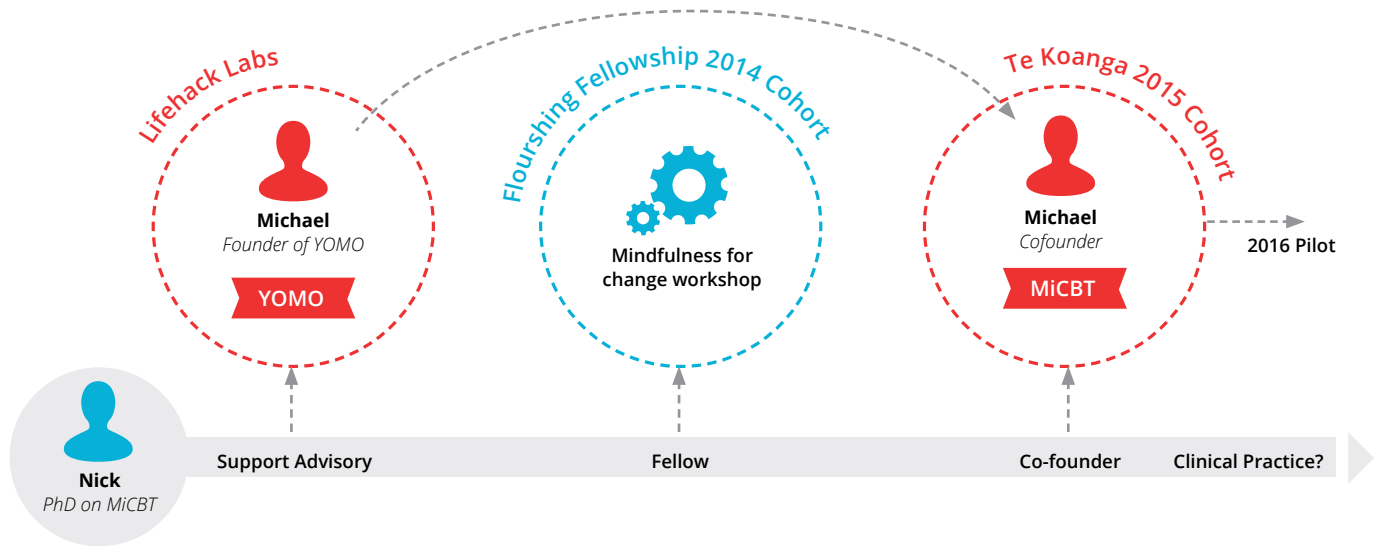
5. Dana S. Dunn and Sarah B. Dougherty (2008). *Flourishing: Mental Health as Living Life Well*. Journal of Social and Clinical Psychology: Vol. 27, No. 3, pp. 314-316.

STORIES OF CHANGE

Weaving between Lifehack's pathways to improve youth wellbeing

The Story of Nick

Building technology to improve outcomes for mental health services



Nick is working on a PhD in clinical psychology, and is studying the integration of mindfulness into the clinical practice of Cognitive Behavioural Therapy (MiCBT) which is used to help people suffering from depression and anxiety.

Nick first got involved with Lifehack through another of the Lifehack ventures (YOMO) as a consultant on the role of mindfulness in youth mental health and wellbeing.

A few months later, Nick applied for and joined the Flourishing Fellowship programme where he recognised the role of technology in his work as a clinical psychologist. He realised that if he worked in a clinical psychology practice he would only be able to interact with a limited number of people. He decided he wanted to develop an online therapy tool which would be accessible to anyone in need, could be used as a tool by psychologists.

Nick then applied for Te Kōanga, which supports people developing an idea into a first prototype over four weeks. He brought his professional networks, research and insights of Mindfulness-integrated CBT (MiCBT) into the programme with the intention of developing a companion app for psychologists.

He teamed up with his contact from YOMO, Michael (participant in Lifehack Labs) who was also interested in user-centred design and technology. They are currently working on the prototype of MiCBT, and have almost completed Te Kōanga. They have plans to continue development of the app, including a pilot with the [MiCBT Institute](#) and practicing psychologists.

The Story of “0800 What’s Up” by Barnardos

Scoping New Zealand’s first youth chat service

0800 What’s Up is the most accessed professional counselling service for children and young people in New Zealand. Aimed at 5-18 year olds, 0800 What’s Up was suffering over-demand for their services, with the primary contact method being a phone line. They receive a disproportionate level of demand from the Southland Region.

In May 2014, the 0800 What’s Up team from Barnardos joined the Lifehack Weekend in Southland to kick-start the creation of a new online chat service. 0800 What’s Up’s research was showing that young people generally prefer not to talk on the phone, and are much more comfortable with written digital communication like instant messaging. Online chat allows young people a one-on-one connection with a trained counsellor.

During the weekend, the project benefitted from a number of IT professionals working pro bono to understand their current system, provide recommendations for online chat systems (with special consideration for the important data privacy requirements) and create some concepts for more accessible, child-friendly content for their website.

In October 2014, 0800 What’s Up made its counselling more accessible to the children and teenagers they were trying to reach with the [launch of their Online Chat pilot](#). Five months later, 0800 What’s Up counsellors had completed over 1400 online chat sessions, and were looking at options of how to scale up the service.



The Story of “Team Beast”

Activating mental resilience in young Māori men

Beast began after three young women met at Lifehack Labs, and decided they wanted to develop mental wellbeing and resilience programmes. They were keen to develop a programme that could be run by rugby coaches in schools and was supported by technology, so they could reach young Māori men where they were most comfortable and open to change.

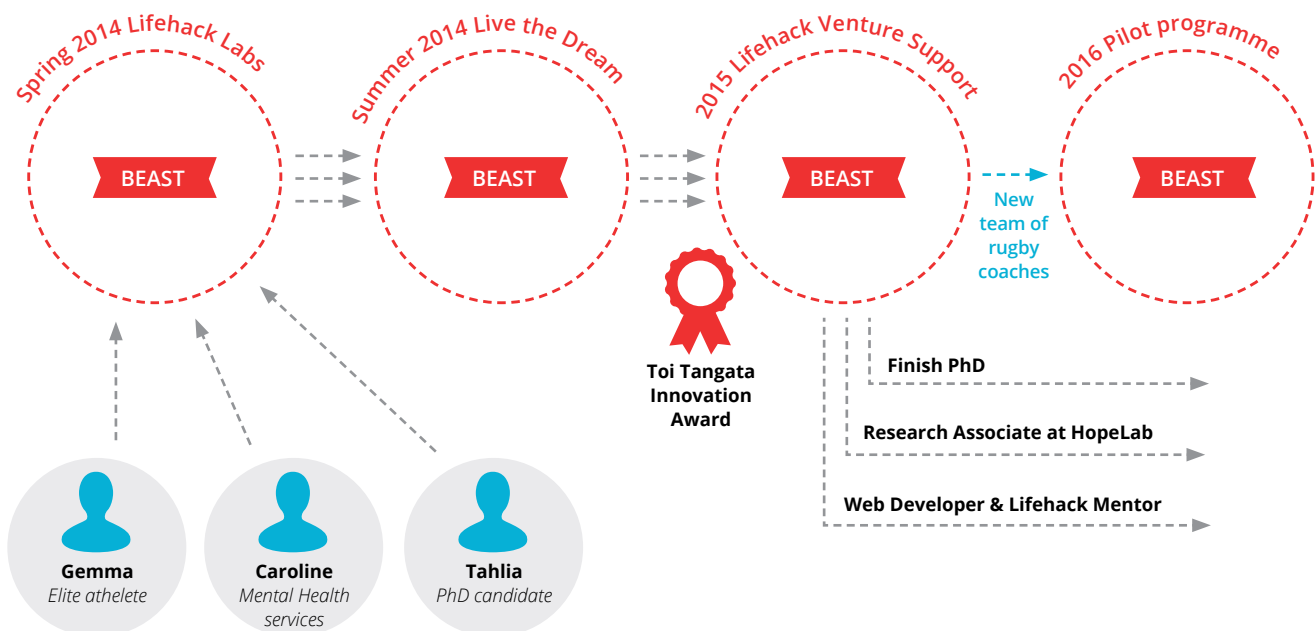
The team shared an interest in sports, although they worked in a variety of professional roles. Tahlia was writing her PhD on self-harm by rangatahi, Caroline worked for a DHB in mental health services and Gemma worked as a web developer and an elite athlete.

After Lifehack Labs, the team was successful in applying for a social enterprise accelerator programme called Live The Dream. When they finished this, Lifehack granted them a position on the Venture Support programme, leading to more capacity building, product development and business modelling coaching. The team also hosted their venture at a Lifehack weekend during which

others helped them with communications, designing programme modules and generating ideas for how to expand the project. The weekend provided energy, momentum, and most importantly networks and connections.

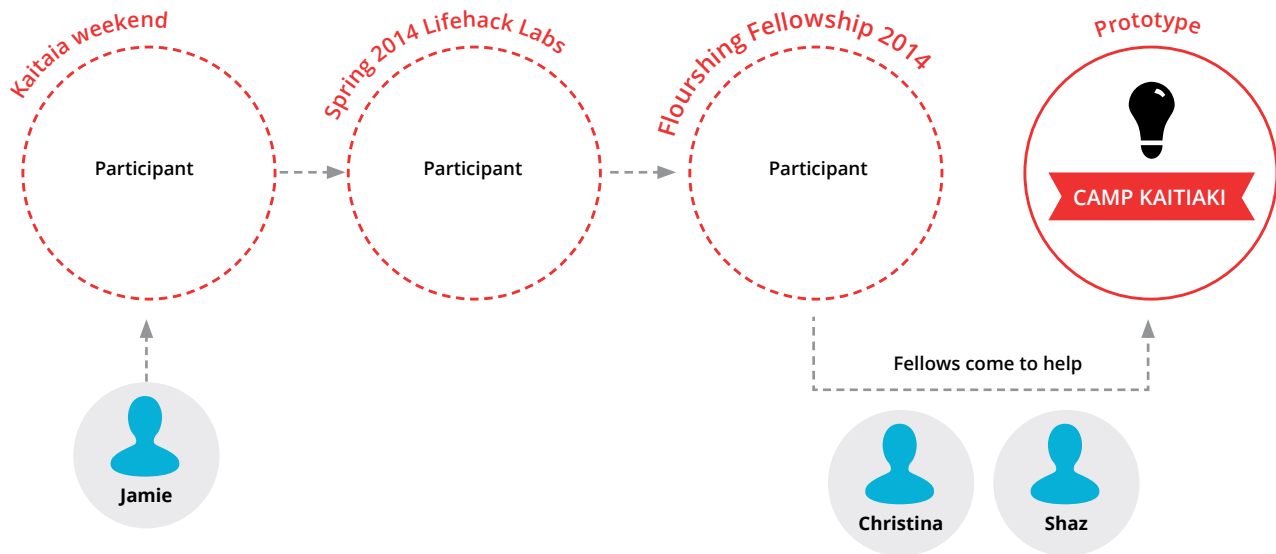
The team went to rugby tournaments, talked to coaches and sports psychology experts and wrote blog posts exploring how to adapt complex positive psychology theory into palatable digital content for young people. The team won an Innovation Award from [Toi Tangata](#) and through their networks they found rugby coaches who loved the idea. Caroline, Tahlia and Gemma have now handed Beast over to three Wellington Rugby coaches who will launch a pilot programme for young players in 2016.

Having passed Beast on, the three women who started it are working harder than ever to help build wellbeing in young people. Tahlia is finishing her PhD, Gemma has been active in the Lifehack community, and Caroline has just moved to San Francisco to become a Research Associate at [HopeLab](#), one of the world’s biggest youth wellbeing tech companies.



The Story of Jamie

Developing a youth wellbeing initiative for young teens in Kaitaia



Having experienced a turbulent childhood and teenage years, Jamie wanted to help young people but struggled to know how best to start. Through participating in a number of Lifehack's programmes, Jamie developed and now runs Kamp Kaitiaki for young women in Northland, to help them navigate the complexities of teenage life and improve their wellbeing.

Lifehack first met Jamie when she came to their Northland weekend on the Kaitaia marae. Initially unsure of how she could help, Jamie did interviews and research for a project on depression. She made great connections with others and at the end of the weekend (through waves of tears) said "I've been looking for something like this for ages, and finally I've found my people".

When Lifehack Labs was launched, Jamie was invited to apply. With great support from her whānau, she was able to be away from home for five weeks to take part in the programme. Her idea was to run programmes similar to the one she was on, to help girls in Northland build resilience. When Lifehack Labs finished, things

went quiet for a while, then the team heard that Jamie was working on the idea further through a social enterprise programme (run by Ākina Foundation) in the Far North. She was keen to set up a retreat for teenage girls and had ideas about how funding might work, but had few contacts, and was lacking the confidence and facilitation skills to make it happen.

When Lifehack launched its Flourishing Fellowship (which develops skills, capability and networks for wellbeing ambassadors), Jamie applied and was accepted. One month after it ended, her first Kamp Kaitiaki for 12 young Maori women was held in Kaitaia. Kamp Kaitiaki borrows from the Lifehack Fellowship format – five hui over three months – and focuses on creating culture, connections and wellbeing with each hui focused on one of the [5 Ways To Wellbeing](#). Two of the Lifehack Fellows and a member of the Lifehack core team helped run the first hui, and will be returning for the following hui to support Jamie and the teenage girls.

OUR IMPACT/OUTCOMES IN NUMBERS

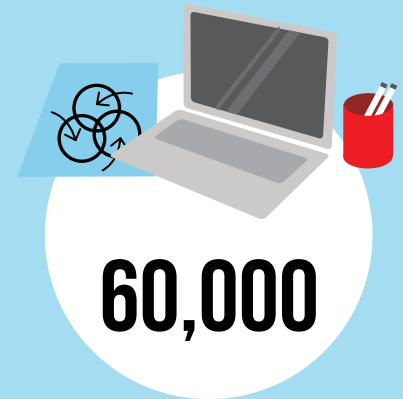
Demonstrating our Impact



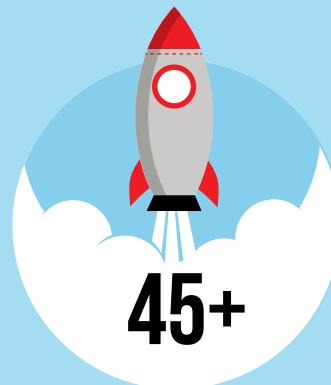
Engaged with over 450 people face-to-face through our programmes over the course of 2.5 years



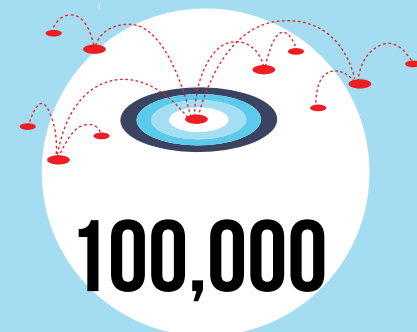
Engaged with over 6000 people online and offline



Over 60,000 hours of work completed by Lifehack community



45+ projects and ventures worked on by the Lifehack community



Over 100,000 people reached by Lifehack and the projects the Lifehack community was worked on

Our goals

GOAL: Lifehack's goal is to see all young people in Aotearoa Flourishing* by 2050

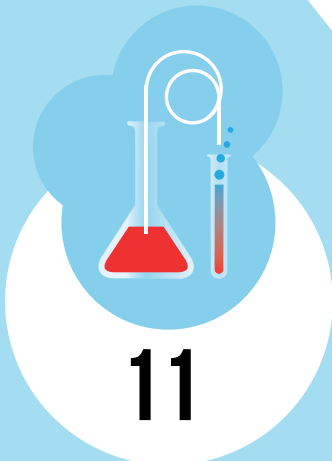
- 1 We believe that a community of people working on youth wellbeing together will get us there faster.
- 2 Emerging wellbeing science is showing us the ingredients for a Flourishing society, but it needs to be mobilised by a range of cross-disciplinary people and organisations.
- 3 We're building the capacity, increasing the motivation, and creating the opportunities for people, and catalysing action nationwide.



7 weekends in 2014 & 2015 in regional New Zealand (Canterbury, West Coast, Southland, Northland, Wellington, Nelson, Lower Hutt)

Over the next year, we will continue to build a community of people working on youth wellbeing to deepen our impact and make sure more new services are developed with young people. We will continue to develop new pathways for people inside organisations, and for entrepreneurs and innovators who are yet to work with us.

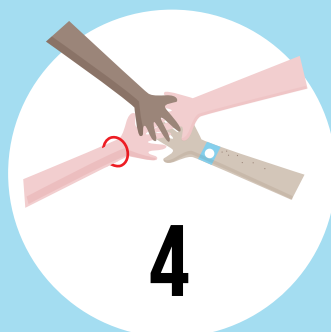
- 1 **Widening our reach & impact:** Lifehack has developed several successful initiatives which deliver youth wellbeing outcomes, as well as developing the capability, motivation and opportunity to work on new and exciting initiatives. 2016 will see us run a range of these initiatives again, improve them further, and extend their reach to new people and places.
- 2 **R&D ground for new approaches:** Lifehack is working at the cutting edge of community building and experience design. We have a range of hypotheses to test in 2016 and beyond, with some exciting partnerships in the pipeline with academia, corporates, and other design & social innovation networks.



11 different catalyst and support programmes developed by Lifehack



Six conference papers



Core team of four people

"Well really it has changed my life. I've increased my commitment to supporting those working with youth at risk in Upper Hutt and changed the entire scope of my work project which is looking at teenage girls' wellbeing."

FRAN MCEWEN, Health & Wellbeing Partnership Leader, Wellington City Council, Lifehack Flourishing Fellowship 2015



OUTCOMES

The enabling factors for youth wellbeing

During two years of operation Lifehack has focused on building the motivation, capacity and opportunity for people to work on youth wellbeing, and build an engaged community.

These factors are key to enabling more work on youth wellbeing in New Zealand.

With this community we:



1

Build capacity to improve individual and collective social resilience and provide them the tools to design for wellbeing with a human-centered approach.



2

Increase motivation to work on youth wellbeing outcomes.



3

Create opportunities for people to increase their impact and make change through individual, organisational and systems-level work.

Lifehack has three main functions:

1

Foster leadership capability and an active community of people working on youth wellbeing

2

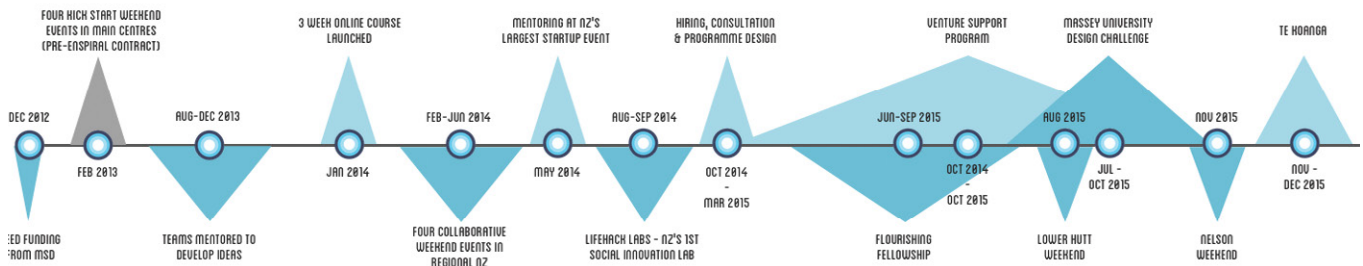
Support emerging youth wellbeing technology projects which will be implemented by communities

3

Youth engagement in partnership with other organisations

OUR INITIATIVES

How Lifehack Engages Communities To Create Change



Flourishing Fellowship

Lifehack's first fellowship programme brought together 22 people from around the country who are working directly and indirectly on youth wellbeing. Through an innovative programme of three residential hui, online modules and online communication platforms, the Fellows explored the latest in wellbeing science, human-centered design practice, ethics & safety, agile project management, technology and much more.

Evaluation of the programme has shown:

- 95% of the cohort reported their ability to apply their own wellbeing practices had improved as a result of participating in the programme
- 81% of Fellows now feel confident and knowledgeable about the power and potential of tech in their work with young people
- 85% of the cohort had started a new youth wellbeing project, or were now contributing their skills to an existing one
- 11 new youth wellbeing projects are in development by Flourishing Fellows, and more Fellows are lending their new skills to existing wellbeing initiatives

New connections were made by leaders from across the systems which young people interact with and rely on. The space we created for them to build trust and

capability is already enabling collaboration, mutual support and better coordination in the youth mental health and wellbeing sector.

"Never have I been in a space in my life where I truly feel I've found my feet. The effect that words of inspiration left by those before me and those walking beside me today have empowered me to believe in myself enough to attempt to achieve something that I previously lacked the confidence to lead. Self-doubt and other negative impacts can take its toll, what I've come to realise that this has lost most of its power over me. By surrounding myself with my role model tuakana in my Taipa-based roopu of Pa Harakeke, the encouragement of my Lifehack whanau both through labs and Flourishing Fellowship, [...] and Enspiral where a whole lot of meaningful inspiring mahi was born that unlocked the barriers I had from being my ultimate me!"

**JAMIE EMERY - Flourishing Fellow
& Lifehack Labs**

Lifehack Labs

In 2014 Lifehack invited 20 young people from across the country to a full-time, five-week, intensive residential programme known as a social innovation bootcamp. The programme focused on upskilling the participants in 21st century skills and techniques from design, innovation, entrepreneurship and wellbeing science. Participants formed teams and built their first prototypes of new youth wellbeing technology interventions.



Evaluation of the programme has shown increases across the cohort in:

- Launching projects and ventures; six created in 2014, two of which went into social enterprise accelerators
- Self-efficacy; increased confidence in themselves and increased motivation to get involved
- Personal understanding of wellbeing
- Networks and connections in the social enterprise & entrepreneurship community
- Greater confidence in social innovation, design thinking, entrepreneurship and navigating complex problems
- Readiness for senior positions in wellbeing organisations – Labs participants have gone into research, development & management roles in technology companies and mental health services

“Lifehack not only gave me the platform to take a leap of faith and explore how my current skills could make a difference, but it wrapped a community of like-minded people around me to create an amazing safety net of people who wouldn’t let me fail. That has been absolutely key in maintaining my direction and growing my professional skills, as well as my soft skills like resilience to stress and self awareness. I have found my curiosity is building to enter the unknown, fuzzy areas of social change and youth wellbeing more and more, and the opportunities seem to keep coming to make an impact with these new skills and confidence.”

MICHAEL SMITH – Labs 2014 Cohort, cofounder of YOMO, cofounder of MiCBT App & product manager of The Wellbeing Game

2014 Weekends & 2015 Weekends

The Lifehack Weekend format has been forging a path around regional areas from Southland to Northland, Canterbury to the West Coast, and Lower Hutt to Richmond. The weekends are catalysts for grassroots youth mental health & wellbeing initiatives to gain profile, harness creative talent and foster new connections and resources. They build the capability for collaboration and local impact.

Evaluation of the programme has shown:

- 20 projects supported across seven weekend event, with 117 participants
- Desire from participants for us to run more of these weekends in their regions
- 72% of participants reported new connections and networks
- 65% of participants reported new skills and knowledge about launching youth projects
- 70% of participants reported a better understanding about mental health & wellbeing

“What a brilliant concept, run by an extremely polished and passionate crew at Lifehack. There is a real sense that this is what the future of bridging the technology world with youth social services could look like – in doing so anything is possible! Thank you so very much for providing this experience, knowledge base and connections. The weekend was exceptional on so many levels!”

CAROLYN GIBBS – 0800 What’s Up/Barnardos Group – Southland Weekend Project Holder

Massey Design Challenge

In 2015 Lifehack teamed up with the School of Design at Massey University, to run a 12-week double paper with 3rd year design students focusing on designing responses to improve everyday wellbeing.

Evaluation of the programme has shown:

- Of 290 students across School of Design, 160 students in the Visual Design paper working closely with Lifehack
- Students compiled a number of innovative responses generating evidence-based responses based on 5 Ways to Wellbeing and Te Whare Tapa Whā. These projects focused on industrial design in regards to/ addressing housing, spatial design in regards to/ addressing physical activity amongst young people, and visual design which leveraged technology and print media to create interactive stories and experiences based on wellbeing principles for children
- Students indicated it was one of the hardest, yet most rewarding papers they have ever studied in three years of university
- A big part of the value of the challenge was for the students to build their own personal capacity for resilience and ability to flourish whilst going through a 12-week-process
- The Design Challenge received significant interest online from around the country, so we have committed to open sourcing the content and process for anyone to access the resources. We also believe there is the possibility to extend this programme into other universities and schools to directly reach young people who need this the most

"I loved the paper! I found I am more self aware with my mental health and wellbeing, and understood how important it was to focus on. My eventual project was built on my own experience and journey throughout the paper, as I found my own concepts of wellbeing both complemented and differed from the frameworks we were presented. I hope to do some more design for wellbeing in the future!"

STEPHANIE O'SHEA, Design Student,
Massey University

"The paper definitely had positive influences on me in that it gave you a broader awareness of yourself and the different areas one needs to tend to in order to have a healthy 'wellbeing:'"

WIREMU SMITH - Design Student,
Massey University

Venture Support

The Lifehack Venture Support programme grew out of the Lifehack Labs initiative in 2014 which got a range of new projects started, and drew together best practice tools and methods for executing these ideas to deliver the product/service and put it in the hands of users, as well as paying attention to ongoing financial sustainability.

Evaluation of the programme shows:

- Seven projects and ventures were supported across end of 2014-2015
- Venture Support was a critical success factor in all of the projects continuing their development
- Increased confidence across all teams in their ability to develop their projects products, services and business models
- Continued connection to the Lifehack community was a motivator, as well as a source of opportunities to gain more access to resources, networks and skilled volunteers

"Lifehack has helped me shift my efforts from solely working on the problem consequences in the mental health sector, to upstream prevention and new solutions. I attended Lifehack Labs as I was interested in what innovation in mental health sector looked like. Venture Support helped us continue with our project, Beast, and eventually find a home for it with the professional rugby coaching community."

CAROLINE FITZGERALD - Participant of
Lifehack Labs & Venture Support,
cofounder of Beast

Research Trip - International Youth Mental Health & Labs Community

In 2015 we had the opportunity to connect with a range of international practitioners whilst on a research trip focused around our invitation to run a workshop and speak at the International Association of Youth Mental Health Conference. We found a small but thriving community built around creating pathways for people to work on complex social problems such as poverty, youth employment, climate change and more.

Outcomes of the trip:

- Tapping into the international community has bolstered our practice and widened our understanding of our role of creating the enabling factors for people wanting to work on youth wellbeing
- We have begun to publish a range of resources to help support the New Zealand health sector to develop better products, services & programmes for young people
- We ran a hackathon co-designed with young Canadians, and presented a paper to the International Youth Mental Health community about our work in New Zealand

“We really enjoyed hearing more about what you all are doing and feel like there’s a ton we can learn from you (we’re already digging into the weekend format document, and it’s fantastic!)”

HANNAH CALHOON - Director, Blue Ridge Labs
@ Robin Hood Foundation, New York City

Māori Design Day Roundtable

The Roundtable drew together some of the brightest minds in New Zealand who are focused on embedding Tikanga Māori and taking inspiration from Te Ao Māori in their design practice. This enabled us to better design programmes with people from Māori backgrounds, and make new connections and networks to do better outreach.

Evaluation:

- Strong networks made with pioneers of design with strong Te Ao Māori influence
- Creating a more accessible application process for Māori people to join our Fellowship programme
- Build more tikanga Māori into our programmes to make them more accessible and empowering

“By attending the Māori Design Roundtable, I grew my confidence to build upon my existing knowledge to weave together concepts of Te Ao Māori and tikanga Māori into the form and practice of how we come together.”

TONI REID - Lifehack Core Team



Online Course

In early 2014 we began exploring the content we would use for Lifehack Labs later in the year, and created a short online course which would be delivered by email to a small number of people working on new youth wellbeing projects. The content would focus on articulating an idea and building people's capacity to execute it. The core content was curated from the entrepreneurship and innovation sector and was transcribed into a comprehensive series of modules.

Evaluation told us:

- The content was useful but the pace was a little fast
- Weekly coaching calls were useful to navigate questions within their context
- The projects mostly moved forward, but two out of four were stopped because of resource limitation while one joined our Canterbury Weekend to get more community input and energy

"The course is very helpful and interesting, and I appreciate your feedback a lot."

JANA SLADKA - Student Volunteer Army

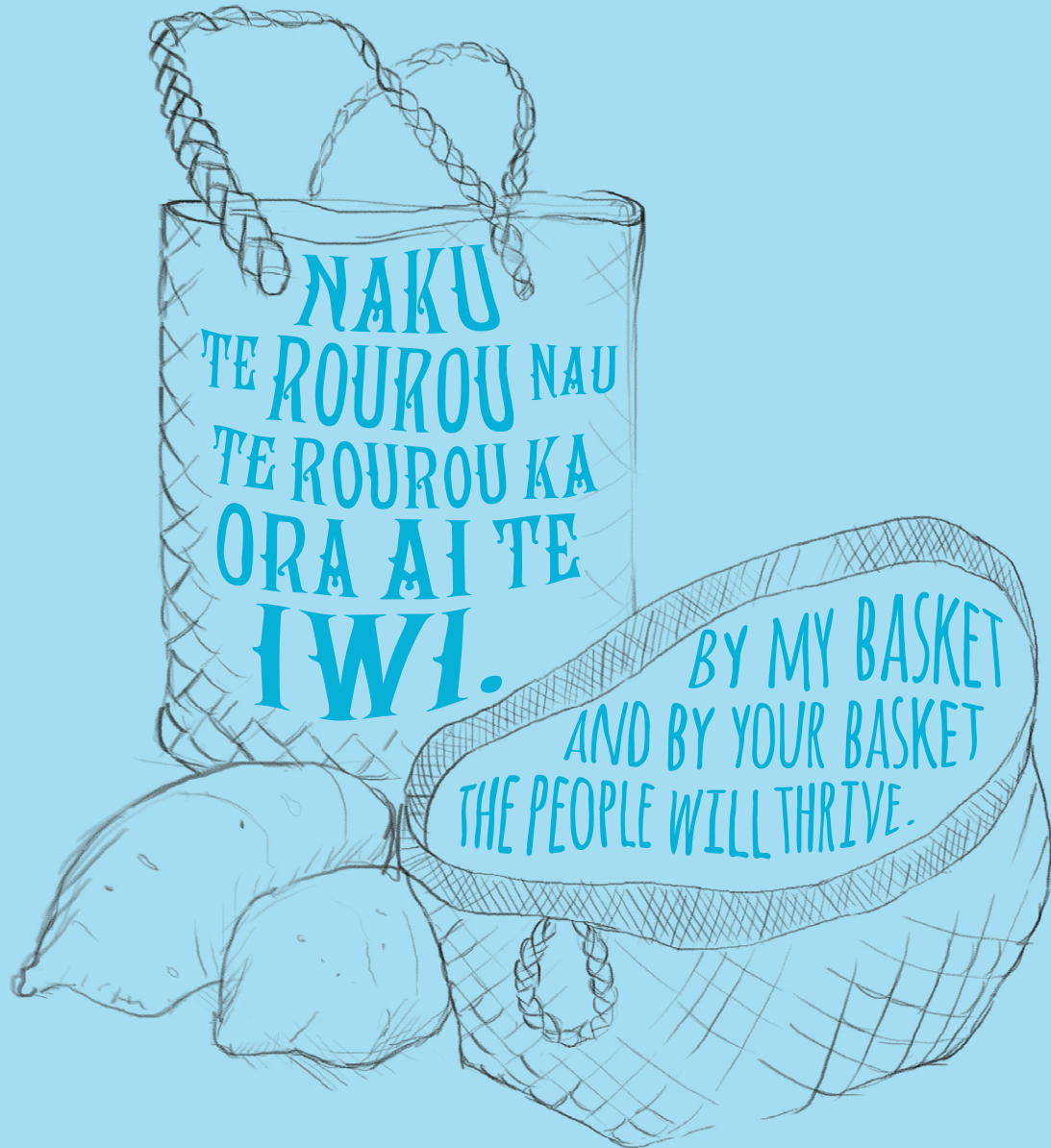
Youth Collaborative Hui

Lifehack is a way for us to engage with a lot of the youth practitioners from around the country. In 2014 and 2015, we shared what we learned through Lifehack at the Youth Collaborative Hui. Sharing insights about our work with young people (and those that work with young people), helps to spread more user-centered design thinking throughout the networks. For the 2016 Collaborative Hui our abstract entitled "Practical tools to enrich wellbeing in self and others" has been accepted for a workshop taking place on 8 April 2016.

What we have observed:

- The 2016 hui will focus on co-designing programmes with young people
- There is a strong commitment to wellbeing as a core focus of the hui







LIFEHACK



The Prime Minister's
**Youth Mental
Health Project**

FIND OUT MORE AT: LIFEHACKHQ.CO | FACEBOOK.COM/LIFEHACKHQ