

New Zealand Well-Being ZERO Suicide Initiative



**Presented By:
Hardwick Enterprises
& Sarah's Solutions**



Executive Summary

It would be irresponsible to suggest that this document contains a Silver Bullet capable of rendering New Zealand “suicide free”.

It would be equally irresponsible not to present this information, the success rate and the long-term ZERO Suicide outcomes.

Like all innovative strategies, this methodology has been subject to refinement since 2013 and will continue to maintain its elasticity to best serve the evolving needs of the people.

The purpose of this document is to raise awareness of the systems and processes being deployed in selected regions of New Zealand, in order to reduce and eventually eliminate Suicide related to Anxiety and Depression.



He aha te mea nui o te ao? He tangata!
What is the most important thing in the world? It is people!

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Keith Lightfoot is a published author, a Fellow of IT Professionals NZ and a Member of the New Zealand Association of Positive Psychology.

Keith has been delivering his message on Depression to audiences in New Zealand and the USA since 2013.

He speaks at high schools, management meetings, national conferences, in workplaces, to families and to friends.

Who Are You?



Sarah Searle qualified from Massey University with a BCom and has worked in education for over 20 years, primarily in Adult Literacy and Numeracy.

Sarah is a registered NZQA Materials Developer for Literacy and Numeracy resources.

She is renowned for her ability to create mutually beneficial business relationships and collaboration.



What Have You Achieved?

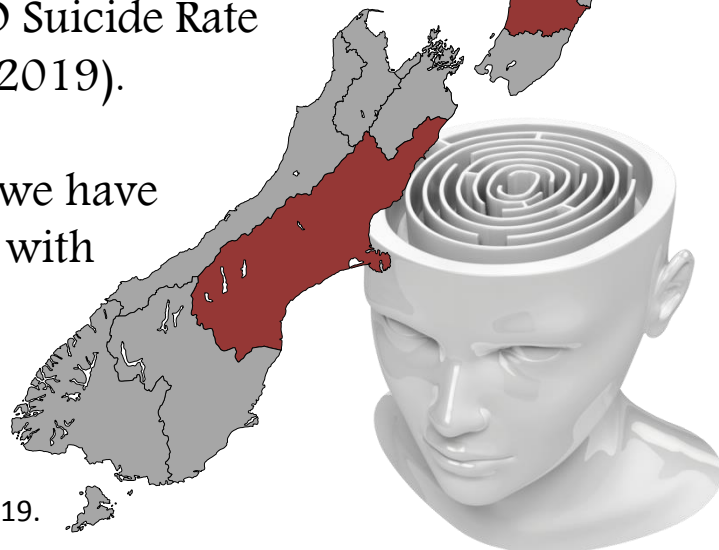
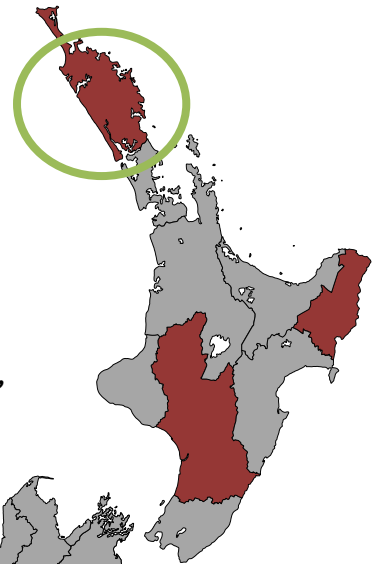
In March 2018 we implemented our methodology in a New Zealand town of 4,000 – 6,000 people (Refer Appendix).

Official *records show that prior to March 2018, the town was experiencing a Suicide Rate of 1 – 2 people per month (minimum), every month.

Official *records also show that since March 2018, no Suicides have been recorded in the town.
i.e. The town has achieved a ZERO Suicide Rate for twelve months (March 2018–2019).

In other regions of New Zealand, we have also achieved measurable success with people from all walks of life, nationalities and ages.

*Based on the official suicide figures we have received from Regional Authorities in 2018 and 2019.





How Does It Work?

Phase 1:

Energetic, accurate and interesting presentation to a general audience, workplace or school on Well-Being and Suicide.

The talk is deliberately provocative, passionate and purposeful. Attendees attest to being “woken up and informed for the first time” regarding their understanding of Anxiety, Depression and Suicide.

Each presentation is carefully crafted to provide maximum benefits to the intended audience. For many people this is enough to “change their life”, others need follow-up and ongoing support.

Phase 2:

A Workplace Mentorship and Communication process to maintain continuity and personal progress, and/or a Community Based programme.

Specific details of the methodology are proprietary.





Why Does It Work?

The methodology works because it uses simple language constructs, audience participation and because it addresses the fundamental building blocks of Well-Being and Mental-Health.

Anxiety and Depression is believed to be caused by multiple factors including Social Media, Stress, Bullying, Financial Concerns, Genes, Medication, Learned Helplessness and Chemical Imbalance.

Our process recognises and addresses all of the current belief structures and provides a way-forward for most people in the audience.

This seemingly simple methodology is the result of tens of thousands of hours of careful research and has been tested and refined since 2013.

Any intelligent fool can make things bigger and more complex. It takes a touch of genius and a lot of courage to move in the opposite direction.





Who Has Benefited?

Feedback From Attendees:

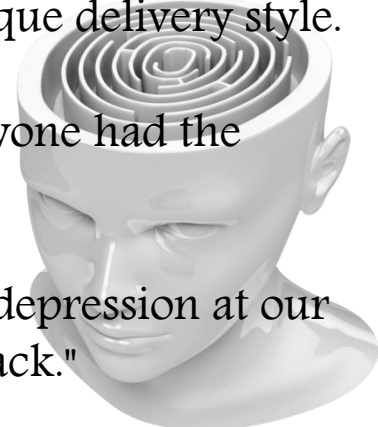
"We both came and after the discussion we both decided we did not want to become just another statistic on antidepressants and living a life of chaos."

"Just wanted to drop you a line to say thanks for the invitation to come along to your presentation last night. Although the topic itself was a hard-hitting one, I found so many inspirations throughout the talk to take home with me."

"Keith, you share your positive empowering messages with such passion and compassion in your entertainingly unique delivery style."

I enjoy every hour in your company and wish everyone had the blessing of experiencing you and your words.

Thank you for sharing your message on stress and depression at our workplace, we had an abundance of positive feedback."





What Next?

New Zealand has one of the highest suicide rates in the world and despite the current best efforts, the numbers are continuing to climb.

The Government is focused on Well-Being and has a stated objective of ZERO Suicides in this country.

According to our information, this methodology is the only system to successfully produce a long-term ZERO Suicide result in New Zealand (no suicides since March 2018).

We have developed a Nationwide strategy to teach, train, mentor and deliver the systems to the people of New Zealand.

Additional funding to implement this programme is very minimal due to our plan to utilise existing Government resources and personnel.

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Appendix

Frequently Asked Questions

1. Where did you achieve the ZERO Suicide rate?

- a) We presented three Depression/Suicide talks in Dargaville in March 2018, then established a free Community based support programme.

2. Why Dargaville?

- a) The Maori population is higher in Northlands and the Maori suicide rate is disproportionately represented in New Zealand. <https://goo.gl/Bcyu7z>
- b) Sarah Searle is based in Dargaville and able to deliver and monitor the ongoing Community Support programme.

3. Is this methodology duplicable?

- a) Yes, it is very duplicable in all parts of New Zealand with only minimal investment of time and money.

4. Why haven't I heard of this methodology?

- a) We needed to be sure that our systems and processes were robust, duplicable, well proven and effective across all age groups.
- b) There is a plethora of ideas, theories and solutions to address Depression and Suicide. We are working hard to get noticed above the noise.

References/Sources/Contact:

1. Annual Suicide Figures

- a) Office of the Chief Coroner, New Zealand: <https://goo.gl/3iMm1a>

2. New Zealand Suicide Rate

- a) Wikipedia/World Health Organisation: <https://goo.gl/4nuomN>
- b) Stuff/Ministry of Justice: <https://goo.gl/wg6G73>

3. International comparisons of health and wellbeing in adolescence and early adulthood

- a) NZ Herald/Nuffield Trust: <https://goo.gl/sYT27H>

4. What's behind New Zealand's shocking youth suicide rate?

- a) BBC: <https://goo.gl/s9iZPG>
- b) UNICEF Report: <https://goo.gl/D3xzvD>

5. Contact Information

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