



# Complementary Services to existing wellbeing providers

Complementary Services funding is designed to improve wellbeing outcomes for people in rural communities, such as for those that are difficult to reach, Māori, young farm employees and farming mothers. The programme engages new service providers to deliver wellbeing and other support services.

## What is the purpose of the initiative?

This initiative is designed to provide additional support to rural communities and to complement services that already exist. Complementary Services funding may be used to provide support for a specific group that has unmet or additional needs; for example, partnering with Plunket to support farming mothers with young children.

The initiative aims to:

- improve rural community wellbeing;
- increase social resilience, such as through community events;
- strengthen community networks;
- provide opportunities for one-to-one peer support;
- improve access to professional wellbeing services.

## How many projects have already been funded?

Following two pilot projects in mid-2020, further funding has been made available in the 2020-21 financial year and the following two years. MPI is currently discussing ideas with potential social service providers and is welcoming funding proposals.

## What are the criteria for Complementary Services funding?

Complementary Service initiatives need to meet the following criteria:

- The project will help to build well connected and supportive rural communities, enhance wellbeing and the ability to adjust and respond positively to change.
- The service provider has proven capability to deliver the proposed service, including reporting in a timely manner.
- There is a key contact person who is prepared to act as the driver and champion for the project and the target community.
- The project supports groups that have unmet or additional wellbeing needs, with a focus on supporting rural Māori, young farm workers, farming mothers, immigrant workers and communities facing challenges that could lead to issues with mental wellbeing.
- Where possible, the service provider will engage with the local Rural Support Trust and other relevant providers to ensure that the project will complement other work in the region.
- The project builds relationships or connections and encourages collaboration with local, government or NGO support agencies to expand service delivery to remote and hard to reach rural communities where this otherwise might not happen.
- The specific work identified for MPI funding will not be funded through other means.

## What can the funding be used for?

Complementary Services funding can be used to cover costs associated with the co-ordination and delivery of activities and community events to promote mental wellbeing and resilience. This includes one-to-one peer support, referral to professional services, and administration and reporting on activities. The funding cannot be used for business-as-usual costs that would be incurred whether or not the project was running, or for gifts, capital items, or farming and household supplies and services.

## Can Complementary Services funding be used in areas that are covered by Rural Support Trusts?

Yes. The funding can be used to provide support for groups that have a need which can best be met by a targeted approach.

## CASE STUDY

### Rural mothers' initiative: Bay of Plenty

A pilot project in the Bay of Plenty and Lakes District is helping to support the wellbeing of rural mothers of young children.

Plunket has set up two rural neighbourhood groups after receiving a grant from the Ministry for Primary Industries in July 2020.

A further four groups are in the pipeline.

"We have mums who, after feeding calves, come straight to the groups. The initiative helps them get off the farm and reconnect," says Whānau Āwhina Plunket's Te Tai Raki community services manager Lisa Bardebis.

"It's been a saviour for a number of women living remotely on farms, providing an opportunity to socialise and much-needed support."

Local cross-agency commitment to transforming mental wellbeing outcomes for pregnant women living in rural communities in the Lakes District has been reinforced with Lakes District Health Board coming on board with the project.

These initiatives align with its mental health and addiction model of care - Te Ara Tauwhirota, especially promoting local service presence and easy access to support and connections for wellbeing.

It has contributed extra funding to widen the reach of the neighbourhood groups, increasing support for rural maternal mental health.

"This is a positive example of agencies working together to improve wellbeing outcomes for rural mums and helps build resilience in our wider rural communities," said MPI's director of Rural Communities and Farming Support Nick Story.

