

## OUR MISSION

This project will tackle the rise in children's mental illness by teaching our tamariki about their feelings at an early age, in schools. Northland studies show that learning to recognise and regulate emotions is one of three vital areas to improve wellbeing in children.

Informed by qualitative and quantitative research, our mission is to see primary school teachers throughout Northland New Zealand equipped to teach emotional literacy by 2024. This Project offers clubs and other districts the opportunity to make a positive, life-changing difference to the lives of children who have been statistically disadvantaged throughout Aotearoa's recent history.



## FIND OUT MORE



Rotary District 9910



[www.rotarydistrict9910.org](http://www.rotarydistrict9910.org)



[www.thinkandbe.me](http://www.thinkandbe.me)

*"Change what you think, and  
change what you do, and your  
feelings will change too"*

## CONTACT US

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## TE TAI TOKERAU TAMARIKI MENTAL WELLBEING PROJECT

Helping Northland Tamariki  
Think and Be Healthy for  
Good





## THE NEED

NZ suicide statistics are amongst the worst in the world, with Northland young peoples lives deemed higher risk. This project is a 'preventative measure' response to the urgent need to improve the mental health and well-being of our Northland tamariki, especially in the wake of Covid. Studies show that the prevalence of mental illness in 11-year-olds is almost 20%, rising to over 35% by the time children reach adulthood at 18 years. The Te Tai Tokerau Tamariki Mental Wellbeing Project will address this need by providing early intervention education.

*"There is an epidemic of mental illness in (rural) Northland" Dr. Lance O'Sullivan*

## THE PROJECT

The Think and Be Me program was founded by Cat Levine in response to the rise of mental illness in children and young people. Alongside a team of experts, she has created a program based on Cognitive Behavioural Therapy principles and, in turn, develop resilience and coping skills.

The program includes

- School Presentations
- Teacher Training
- Digital and Physical Resources

This program equips teachers with the knowledge and resources, to help children learn the emotional skills they'll need for a life of wellbeing.

- Managing Emotions
- Overcoming Anxiety
- Managing Anger
- Building Resilience



## GET INVOLVED

Support the future of our Northland tamariki by donating through your club or by personal donation.

Rotary District 9910 Project Account  
**ASB Bank 12-3109-0122080-03**

*for charity tax receipts:*

Rotary NZ World Community Service

**Account: 03 1702 0192208 01 reference 019**

Now is the time to address this fundamental humanitarian need. Northland NZ is the place to do it.

**TOGETHER WE WILL REACH**

**60 schools**

**9,000 children**

**450 teachers**



**SERVE TO  
CHANGE LIVES**