

NATIONAL DEPRESSION  
INITIATIVE ADVERTISING  
CAMPAIGN

**INITIAL RESPONSE TO FIRST CAMPAIGN**

RESEARCH REPORT FOR

**MINISTRY OF HEALTH**

November 2006

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# 1 SUMMARY

- Seventy-eight percent of respondents had seen the NDI campaign featuring John Kirwan.
- Recall was higher among women (81% females, 74% males) and lower among youth (65% for 15 to 24 year olds).
- More Maori stated awareness (93%), while fewer Pacific and Asian did (50% Pacific, 26% Asian)<sup>1</sup>.
- Those with lower household income levels had similar recall to overall.
- When asked their feelings and impressions about the ads, the main responses were:
  - ♦ Good ad (25%)
  - ♦ Positive idea to advertise depression (24%)
  - ♦ Good having a prominent person/ admire him (21%)
  - ♦ Can affect anyone (18%)
  - ♦ Increases public awareness/ educates public (17%)
- The main messages recalled were:
  - ♦ Seek help/ help is available/ can be treated (41%)
  - ♦ Can affect anyone/ common (34%)
  - ♦ It is OK to be depressed/ no shame in asking for help (32%)

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<sup>1</sup>

There were only 23 Pacific and 27 Asian respondents, so these results need to be interpreted with caution.

## 2 DISCUSSION

The 78% recall of the campaign compares with 63% when Like Minds was first launched, 80% when the second phase of that campaign began and 75% when the third phase began. The level of advertising (TARPS) preceding the NDI measure was similar to that for the third phase Like Minds measure and less than for the second phase Like Minds measure.

Although NDI is a new campaign from the Ministry perspective, it is occurring in the context of the Like Minds campaign and in the public mind it is more likely to just be seen as an extension of the Like Minds campaign. The 78% level is therefore about what would have been expected. Having said that, it does take effective ads to maintain this level of recall when the topic of mental illness has now been featured in advertising for a number of years.

The high recall by Maori is positive, although Maori who participate in these omnibus studies sometimes show higher recall than Maori included in the more methodologically rigorous national tracking surveys.

While there are indications of lower recall by Pacific and particularly Asian peoples, the small sample numbers make it difficult to draw strong conclusions about these findings.

The lower recall among young people (65% compared with 78% overall) is consistent with the pre-testing identifying the John Kirwan ads as having lower appeal among young people. A similar pattern has also been evident in Like Minds. For example, when the recall for Phase 2 was 80%, among 15 to 19 year olds it was only 69%.

The consistently high recall across all household income groups indicates that the campaign has achieved its aim of succeeding in reaching the more deprived groups in our society.

The gender difference is consistent with Like Minds recall. For example the Phase 3 Like Minds recall for males was 69% and females 81%, which compares with 74% and 81% for NDI.

The responses to the campaign were very positive, including a strong positive response to the idea of advertising about depression.

There were three main messages being recalled. The most mentioned related to seeking help, that help is available, that depression can be treated. The 41% mention of this compares with 47% for the most recalled message in the third Like Minds campaign of give support/don't discriminate. Mention of the other two main messages was at similar levels as the third Like Minds measure for the same messages, indicating that this campaign is in part reinforcing Like Minds messages. These were that it can affect anyone (34% in NDI and 31% in Like Minds) and that there is no shame in asking for help, it is socially accepted (32% in NDI and 30% in Like Minds). What is positive about the message recall is that, although there is some commonality between the two campaigns, each has a distinct main message. For NDI it is about seeking help and for Like Minds it is about giving support and not discriminating.

There is good recall of the help seeking message among males, which is consistent with the higher than expected male response to the 0800 freephone service. As well as having lower recall of the ads, those youth who did recall them were less likely to recall the main message of seeking help and were more likely to not know what the messages were.

In terms of the components of the NDI strategy that the public health campaign is seeking to address, the advertising is clearly "encouraging people to seek help". The strategy talks of "appropriate" help and we cannot ascertain from the responses what sort of help people are envisaging seeking.

Likewise there is no indication that the advertising campaign to date is "increasing awareness of effective interventions for depression, including self-help strategies". However, the ad on self-help (surfing) has not yet been aired. The other ad that has not been to air yet relates to recognising symptoms, so we will need to wait and see the impact of these other two ads on the other components of the strategy: "The importance of early identification and intervention" and "assisting people to recognise symptoms of depression in themselves and others". There is however a lot of opportunity for the other parts of the NDI campaign to contribute to all four components of the strategy.

### 3 INTRODUCTION

The first phase of advertising for the new National Depression Initiative began on October 10, and ran until the week ending 28 October, 2006. This omnibus survey was undertaken between 8 and 12 November, to assess initial responses to the campaign featuring John Kirwan. A more thorough and rigorous tracking survey will be undertaken after the campaign has been running longer, but this study was a low cost option for obtaining some initial feedback to be sure the campaign was performing up to expectations and make sure no problems were arising in terms of inappropriate messages or public response to the campaign.

## 4 RESEARCH METHOD

This study was undertaken as part of a multi-client omnibus survey, which was undertaken from November 8 to 14, 2006. There were 616 persons aged 15 years and over interviewed from the campaign audience demographics, which included 204 fifteen to forty-four year olds males and 412 fifteen to sixty-five year old females. For analysis purposes the data were weighted to be representative of the New Zealand population by age, gender, region and number in household.

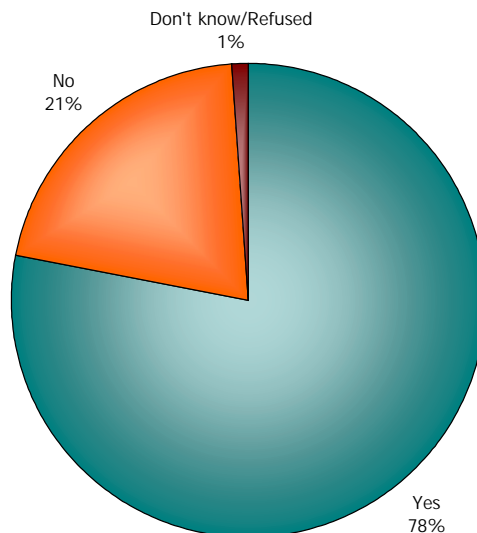
There were 79 Maori included in the sample, but only 23 Pacific peoples and 27 Asian peoples, so any data relating to these latter two groups needs to be interpreted with caution.

The sample was randomly selected from throughout New Zealand, from households listed in the White Pages. Gender and area quotas were imposed. Interviews were undertaken by telephone by AC Nielsen.

Market research omnibus studies such as this always have low response rates compared with the national tracking surveys that Phoenix Research undertakes. Response rate was 25%.

## 5 AWARENESS

Have you seen any advertising recently about depression? It features former All Black John Kirwan talking about his experience of depression and how to deal with it.



### KEY POINTS

- Overall, 78% of respondents had seen the NDI campaign featuring John Kirwan.
- A significantly higher proportion of women compared to men had seen it (81% females, 74% males).
- Fewer youth had seen the campaign (65% of 15 to 24 year olds). In the other age groups awareness ranged from 82% to 85%.
- More Maori stated awareness (93%) while fewer Pacific and Asian did (50% Pacific, 26% Asian)<sup>2</sup>.
- The awareness levels were more or less similar according to household income, though more in the highest income bracket (\$100K+) had seen the advertising campaign (88%).
- Aucklanders were less likely to have seen it (71%) and those from Wellington were more likely (90%). There were no differences between area type (metropolitan, provincial and rural).

Table 1. Seen any advertising about depression

	Total Sample	Male	Female
Unweighted Base	(616)	(204)	(412)
	%	%	%
Yes	78	74	81↑
No	21	26	17↓
Don't know/Refused	1	1	1

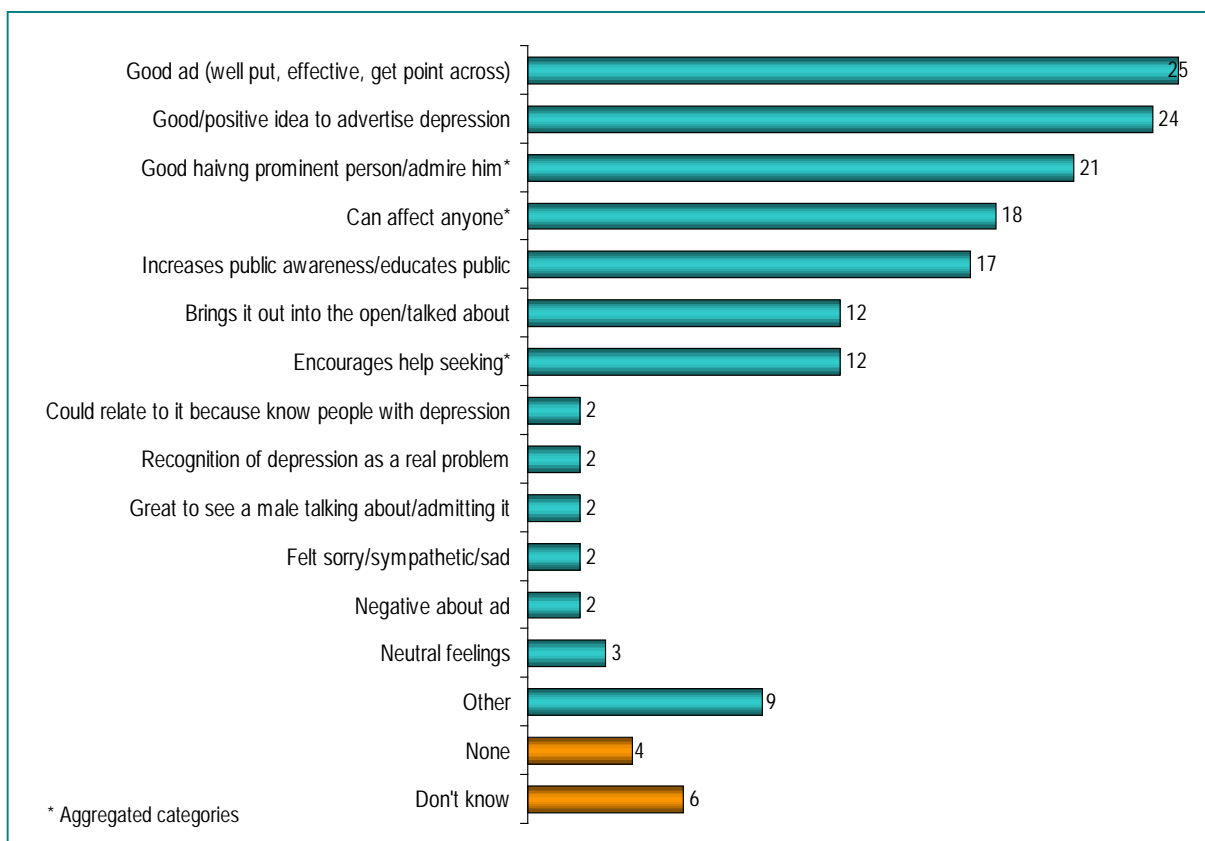
Note: Significant differences, denoted in this table by ↑ and ↓, compare Male and Female results

<sup>2</sup> There were only 23 Pacific and 27 Asian respondents, so these results need to be interpreted with caution.



## 6 FEELINGS AND IMPRESSIONS

### What were your feelings and impressions about this advertising?



### KEY POINTS

- More females than males felt the advertising 'brings depression out into the open' (15% females, 7% males), it 'encourages people not to hide/to seek help' (9%, 3%) and it's 'great to see a male talking about/admitting it' (3%, 0%).
- More men than women mentioned something negative about the advertising (5% males, 0% females), had neutral feelings (6%, 1%) or responded with a 'don't know' (11%, 4%).
- Fewer youth mentioned that it was a 'positive idea having a prominent person willing to talk openly about his depression/admire him' (9%, 13% total sample).
- The base sizes for the Pacific and Asian groups were too small to report results for. There were no differences in the feelings and impressions of Maori and people overall.
- A significantly higher proportion of people with up to \$40,000 total household income felt the advertising 'encourages people not to hide/to seek help/help is available' (14%, 7% total sample).
- Fewer respondents in the lowest total household income bracket (<\$20K) made mention of 'condition that can affect anybody/across the board/affects more people than you realise' (6%, 13% total sample). This was an impression which increased in mention as household income increased.
- Older people with no children at home were more likely to mention that the advertising 'encourages help seeking' (22%, 12% total sample).

**Table 2. Feelings and impressions about the advertising**

(Based on people who had seen the advertising. The categories that were formed by grouping other categories are shown in bold with the individual items that formed them listed under them in normal font. The categories that did not get grouped are also shown in bold.)

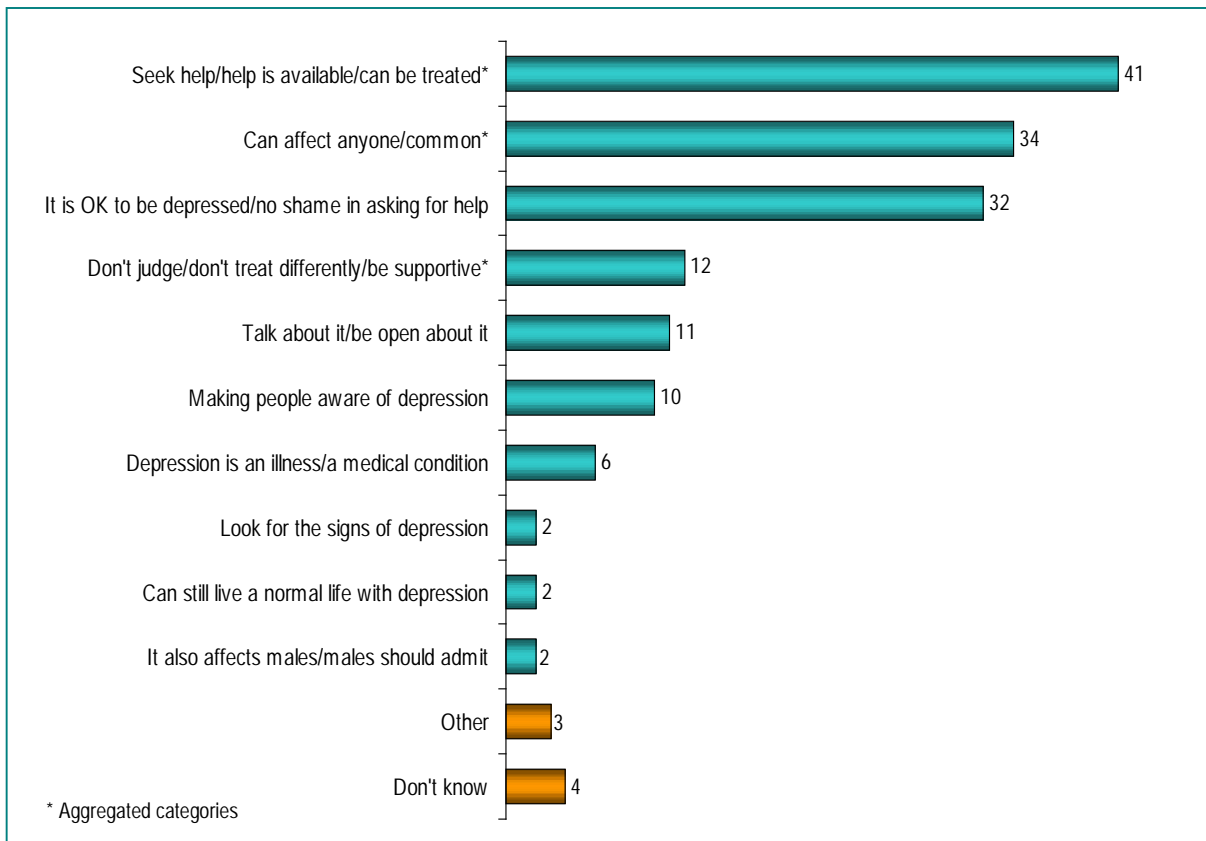
<b>Unweighted Base</b>	<b>Total Sample (499)</b>	<b>Male (157)</b>	<b>Female (342)</b>
	<b>%</b>	<b>%</b>	<b>%</b>
<b>Good ad (well put, effective, gets point across)</b>	<b>25</b>	<b>25</b>	<b>25</b>
<b>Good/positive idea to advertise depression</b>	<b>24</b>	<b>20</b>	<b>27</b>
<b>Good having prominent person/Admire him</b>	<b>21</b>	<b>17</b>	<b>22</b>
Positive idea having a prominent person willing to talk openly about his depression	13	12	14
Admire him/his courage in speaking publicly	9	6	10
<b>Can affect anyone</b>	<b>18</b>	<b>16</b>	<b>19</b>
Condition that can affect anybody/across the board/affects more people than you realise (surprised to learn he suffers from depression)	13	12	14
Normalises it	5	3	6
Gives credibility to the topic, situation	1	2	1
<b>Increases public awareness/educates public/informative</b>	<b>17</b>	<b>13</b>	<b>19</b>
<b>Brings it out into the open/talked about</b>	<b>12</b>	<b>7</b>	<b>15↑</b>
<b>Encourages help seeking</b>	<b>12</b>	<b>10</b>	<b>14</b>
Encourages people not to hide/to seek help/help is available	7	3	9↑
Will help others in the same situation	5	5	5
Can be controlled/people can get through it	1	1	2
Will give people hope	1	1	1
<b>Could relate to it because know people with depression (friend, family member, myself suffer)</b>	<b>2</b>	<b>2</b>	<b>2</b>
<b>Recognition of depression as a real problem</b>	<b>2</b>	<b>3</b>	<b>2</b>
<b>Great to see a male talking about/admitting it</b>	<b>2</b>	<b>0</b>	<b>3↑</b>
<b>Felt sorry/sympathetic/sad</b>	<b>2</b>	<b>1</b>	<b>3</b>
<b>Negative about ad (has been shown too often, did not understand the message, do not relate to John Kirwan)</b>	<b>2</b>	<b>5</b>	<b>0↓</b>
<b>Neutral feelings</b>	<b>3</b>	<b>6</b>	<b>1↓</b>
<b>Other</b>	<b>9</b>	<b>11</b>	<b>6</b>
<b>None</b>	<b>4</b>	<b>3</b>	<b>5</b>
<b>Don't know</b>	<b>6</b>	<b>11</b>	<b>4↓</b>

Note: Significant differences, denoted in this table by ↑ and ↓, compare Male and Female results

## 7 MESSAGE

### What do you feel this advertising was trying to tell people?

(Based on people who had seen the advertising)



### KEY POINTS

- More men than women thought the advertising was trying to tell people to 'seek help/don't hide' (33% males, 22% females, 26% total sample).
- More women than men mentioned the message that someone 'can still live a normal life with depression' (3% females, 0% males).
- More youth did not know what the ads were trying to tell people (11% 15-24, 4% total sample).
- Youth made less mention of 'seek help/don't hide' (12%, compared with 33% for 25-44 years and 26% for the total sample).
- There were no differences between Maori and the target population overall.
- Mention of 'making people aware of depression' decreased as total household income increased (16% <\$40K, 10% total sample).
- A significantly higher proportion of single people said the ads tell people to 'seek help/help is available/can be treated' (58%, 41% total sample).
- A significantly higher proportion of young people with no children at home said the ads tell people 'not to judge/treat differently/be supportive' (23%, 12% total sample).
- There were no significant differences in the messages recalled by people living in different areas.

Table 3. Message of the advertising

	Total Sample	Male	Female
Unweighted Base	(499)	(157)	(342)
	%	%	%
<b>Seek help/help is available/can be treated</b>	<b>41</b>	<b>46</b>	<b>38</b>
Seek help/don't hide	26	33	22↓
Help is available	13	13	13
Depression can be treated/fixed	5	4	6
There is hope	1	1	1
<b>Can affect anyone/common</b>	<b>34</b>	<b>34</b>	<b>33</b>
Depression can affect anybody/all walks of life	24	25	24
Depression is quite common/more common than you think	11	9	12
<b>It is OK to be depressed/no shame in asking for help/no stigma attached</b>	<b>32</b>	<b>28</b>	<b>34</b>
<b>Don't judge/don't treat differently/be supportive</b>	<b>12</b>	<b>10</b>	<b>13</b>
People who have depression need support/don't say "toughen up"	5	3	7
Don't treat people differently	4	5	4
Don't be judgmental	3	2	4
<b>Talk about it/be open about it</b>	<b>11</b>	<b>11</b>	<b>10</b>
<b>Making people aware of depression</b>	<b>10</b>	<b>9</b>	<b>11</b>
<b>Depression is an illness/a medical condition</b>	<b>6</b>	<b>4</b>	<b>6</b>
<b>Look for the signs of depression</b>	<b>2</b>	<b>1</b>	<b>2</b>
<b>Can still live a normal life with depression</b>	<b>2</b>	<b>0</b>	<b>3↑</b>
<b>It also affects males/males should admit/talk about it</b>	<b>2</b>	<b>2</b>	<b>2</b>
<b>Other</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>None</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Don't know</b>	<b>4</b>	<b>5</b>	<b>4</b>

Note: Significant differences, denoted in this table by ↑ and ↓, compare Male and Female results