



Annual Report

Year Three Report of Sponsorship Funding Agreement

July 2022 to June 2023

Pause
Breathe
Smile



Brought to schools
by Southern Cross

Executive Summary

Thanks to Southern Cross sponsorship, together we have reached*

122K+ kids

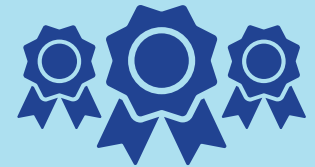


we have reached over 24% of total tamariki aged five to 12 since launch

425+ schools



8,375+ educators



* Since signing Sponsorship Funding Agreement - 7 Aug 2020 to 30 June 2023

The benefit we find is that children are able to verbalise what they are feeling. “Drop the Anchor” is heard in the playground and around the village. It is also displayed in our rooms. Also you will hear children tell others or talking aloud to themselves “pause, breathe and smile”. We have found it complements our programs nicely.

Since implementing the PBS programme at my school I have noticed a big improvement in anxiety levels among both teachers and students.

Hugely beneficial to fold back onto the resources and help our students to regulate and discuss their worries after the cyclone.

The class is loving it - also the parents are enjoying hearing about it from the children.

Purpose

The purpose of this report is to outline the impact and reach of the Pause Breathe Smile programme through the activities completed by Pause Breathe Smile Trust for the organisation's third financial year. The activities of the Trust are fully focussed on achieving its mission of "Creating a healthier New Zealand by equipping kiwi kids with mind health skills" and the outcomes of the Sponsorship Funding Agreement with Southern Cross.

This report provides annual (financial year 2022-23) and cumulative (2020-2023) results for the following key metrics agreed to in the SFA:

1. Number of children reached by the Wellbeing Programme
2. Number of Schools who have received Pause Breathe Smile training
3. Number of Educators trained

This report provides annual results for these additional metrics:

4. Number of eligible enquiries and conversions
5. Programme reach by region
6. Pause Breathe Smile PLD delivered by type

Along with these metrics, this report includes:

- Key Marketing and Communications actions and outcomes
- Summary of PLD delivered to other Education & Health Professionals outside schools (referred to as OATs – Other Approved Trainings)

Glossary of Terms and Acronyms

OAT	Other Approved Training: refers to the Trust training employees of other organisations in the Pause Breathe Smile programme who are not eligible schools, but who meet the criteria of being education, wellbeing and/or health professionals who regularly work with children aged 5-12 in professional employment contexts other than primary or intermediate schools, or who work alongside schools, and who are well positioned to share the Pause Breathe Smile programme with children who may benefit from it.
PBS	Pause Breathe Smile: refers to the wellbeing programme of eight lessons authored in 2012 by Grant Rix.
PBST	Pause Breathe Smile Trust: refers to the charitable organisation as opposed to the Pause Breathe Smile programme.
PLD	Professional Learning and Development: refers to the Trust's core business of providing Pause Breathe Smile training courses to eligible schools as defined under the terms of the Sponsorship Funding Agreement.
SFA	Sponsorship Funding Agreement: refers to the agreement between Southern Cross Hospitals Ltd, Pause Breathe Smile Charitable Trust, Mindfulness Education Group Ltd and the Mental Health Foundation of New Zealand relating to health and wellbeing programme for young New Zealanders.
Whaiwāhi Mauri Tau	refers to the title of the Pause Breathe Smile programme as contextualized within a Maturanga Māori framework and translated into Te Reo Māori.
4x1 multi-session course	refers to the Pause Breathe Smile Professional Learning and Development workshop delivered in an online format of four one-hour sessions over multiple weeks, as opposed to one full day workshop either in person or online.

Pause Breathe Smile Metrics Year Three Report

These key metrics show the reach of the Wellbeing Programme for 2022-2023 and result from the Groups of Activities of the PBST (Business As Usual; BAU). The key metrics represent the deliverables resulting from the Groups of Activities.

Table One: Key Metrics representing quarterly deliverables for Year 3 of SFA

	Number Children SCHOOLS	Number Children OATS	Total number children (SCHOOLS + OATS)	Number new schools	Number educators
Q1 Year 3 Estimated	4,020-5,360	500	4,020-5,360	15-20	285-380
Q1 Year 3 Actual	3,600	430	4,030	18	352
Q2 Year 3 Estimated	4,020-5,360	500	4,020-5,360	15-20	285-380
Q2 Year 3 Actual	2,814	390	3,204	11	169
Q3 Year 3 Estimated	8,040-13,400	500	8,040-13,400	30-50	570-950
Q3 Year 3 Actual	8,347	0	8,347	32	704
Q4 Year 3 Estimated	5,360-10,720	500	5,860-11,220	20-40	380-760
Q4 Year 3 Actual	10,172	625	10,797	41	661
Year 3 TOTALS	24,933	1,445	26,378 (5% reach)	102 (5% reach)	1,886

NOTES – Occasionally an OAT trainee may teach PBS to a child who already attends a PBS school; however, the positive impact of a child with higher mental health needs learning the same PBS mind health skills from more than one adult far outweighs any small potential double-up in numbers. Numbers of children reached through Kura Māori are included in the number of children reached through schools.

Table Two: Key Metrics across Years One to Three of SFA

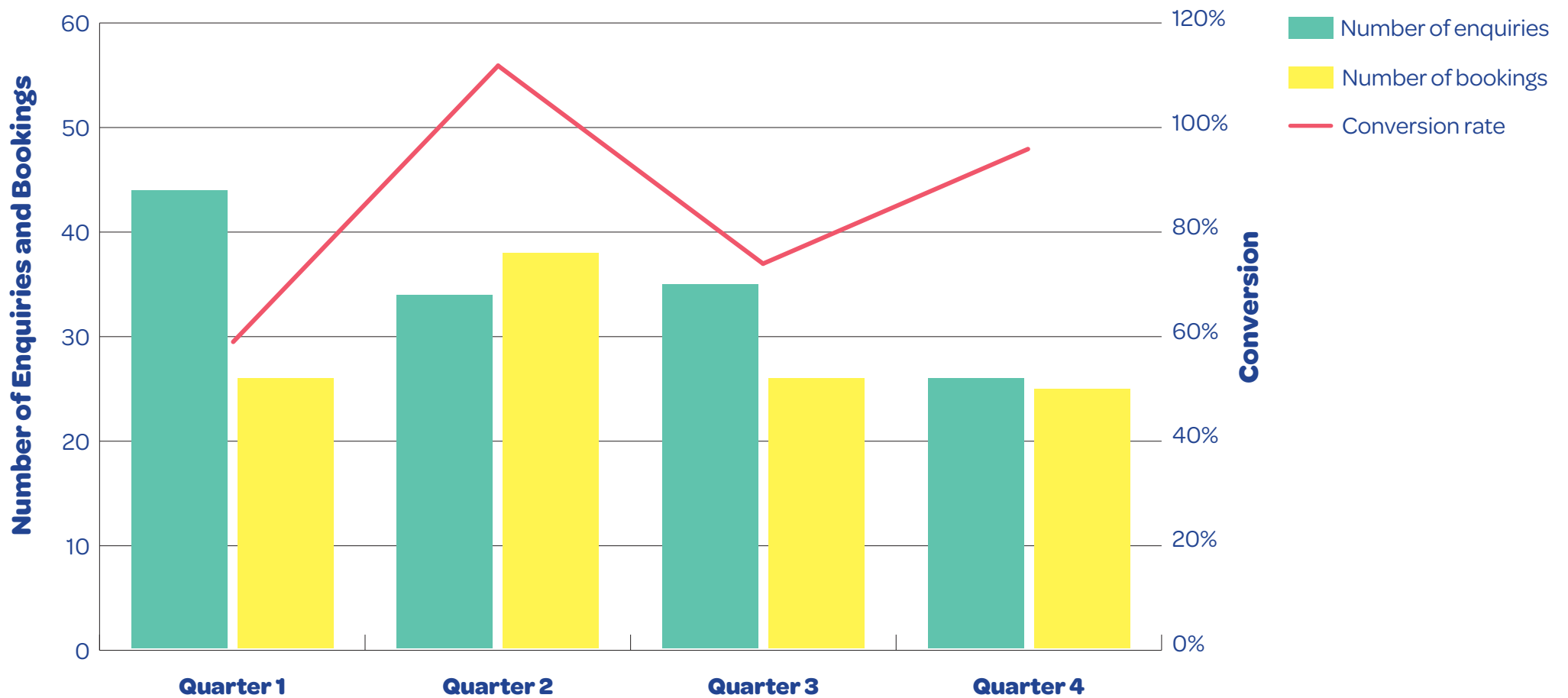
	Number of Children (from Schools & OATs)	Number of New Schools	Number of Educators
Year 1 Totals	46,200	184	3,153
Year 2 Totals	42,900	139	3,421
Year 3 Totals	26,378	102	1,802
2022 New Entrants from Schools trained in late 2020 & 2021*	6,368	n/a	n/a
Totals at end of Year 3 (SFA launch through June 30, 2023)	121,846 (24% reach)	425 (20.6% reach)	8,376

*New entrants from schools trained in late 2020 and 2021. Added as per SFA Clause 5.1 (b)(ii) "Once a school is running the PBS programme, any new entrants to that school will be included in the count for the subsequent years". Data source = Ministry of Education roll data from Education Counts website.

Pause Breathe Smile School Enquiries and Conversions

The overall conversion rate for Year 3 of the SFA was 83%.

Conversion was lower in Q1 due to the unusually high number of enquiries, which followed a much lower period of engagement while schools were challenged to cope with the acute impacts of Covid such as absences and staff shortages. Many of these Q1 enquiries were converted into bookings in Q2, hence the high conversion rate in Q2.

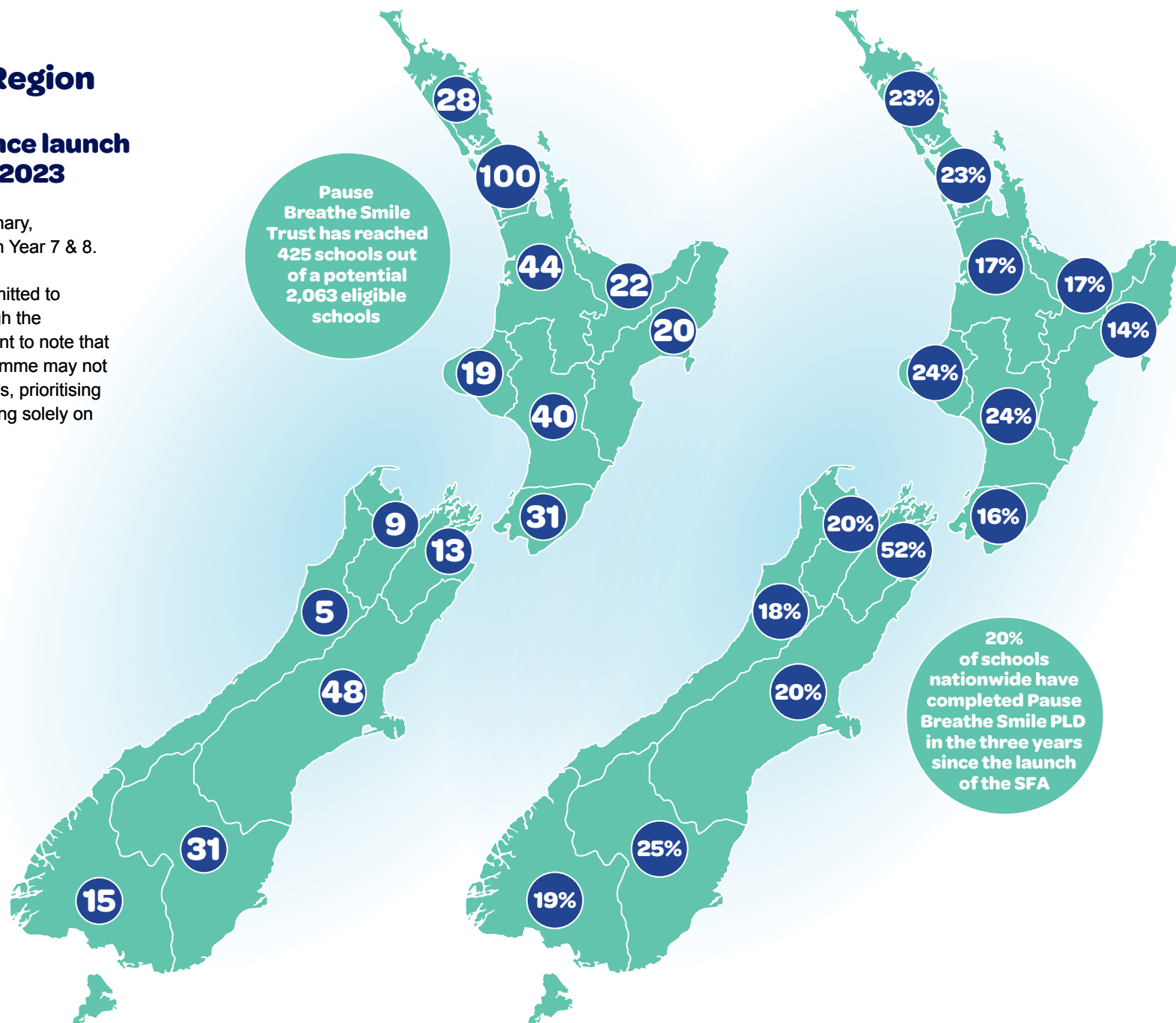


Programme Reach by Region

Consolidated total reach since launch of the SFA, Aug 2020 - June 2023

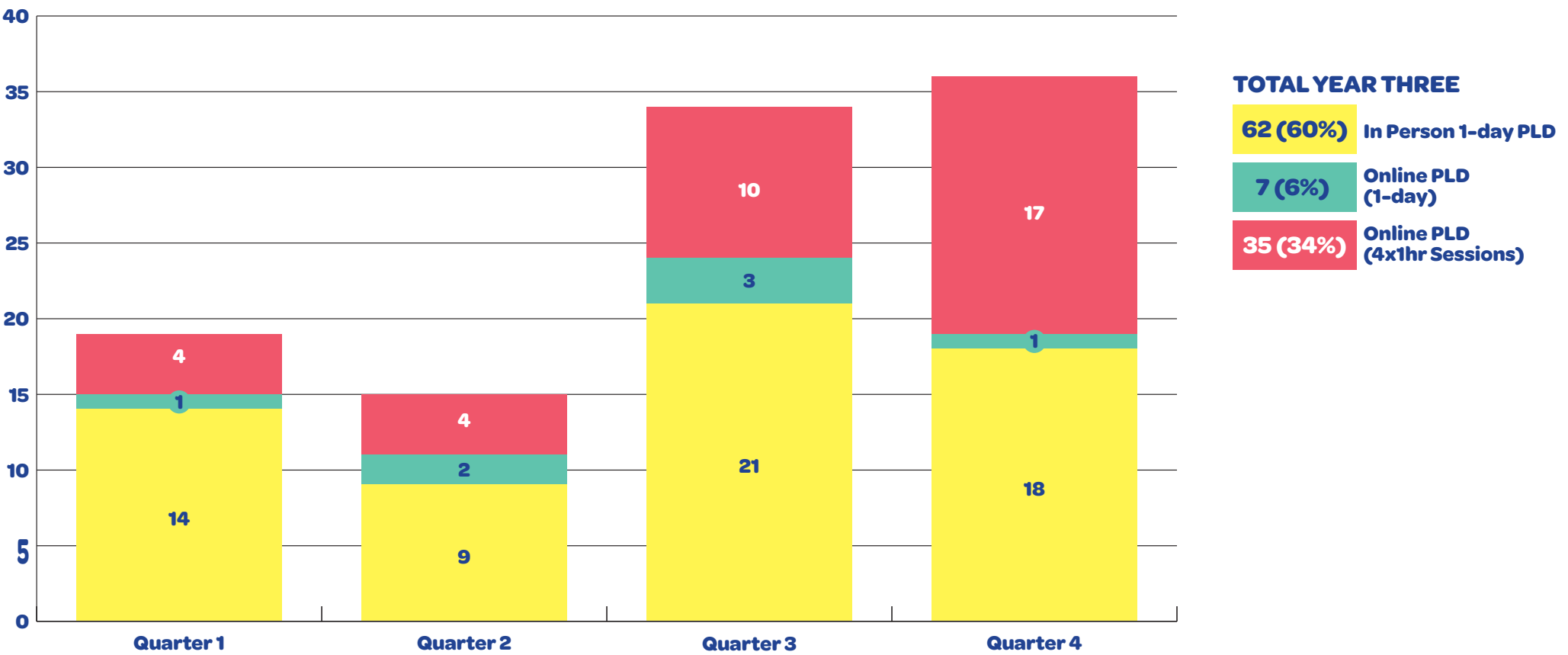
Eligible NZ schools include Contributing, Primary, Intermediate, Composite, and Secondary with Year 7 & 8.

While the Pause Breathe Smile Trust is committed to reaching as many children as possible through the partnership with Southern Cross, it is important to note that schools who have a high need for this programme may not always have a large school roll. In other words, prioritising high numbers alone creates the risk of focusing solely on large population areas to achieve targets.



PBS Professional Learning and Development (PLD) Delivery by Type

While there is an overall trend of schools choosing to train via the Trust's 4x1hr sessions online workshop format, 60% of all workshops delivered in Year 3 were still delivered in-person onsite at schools.



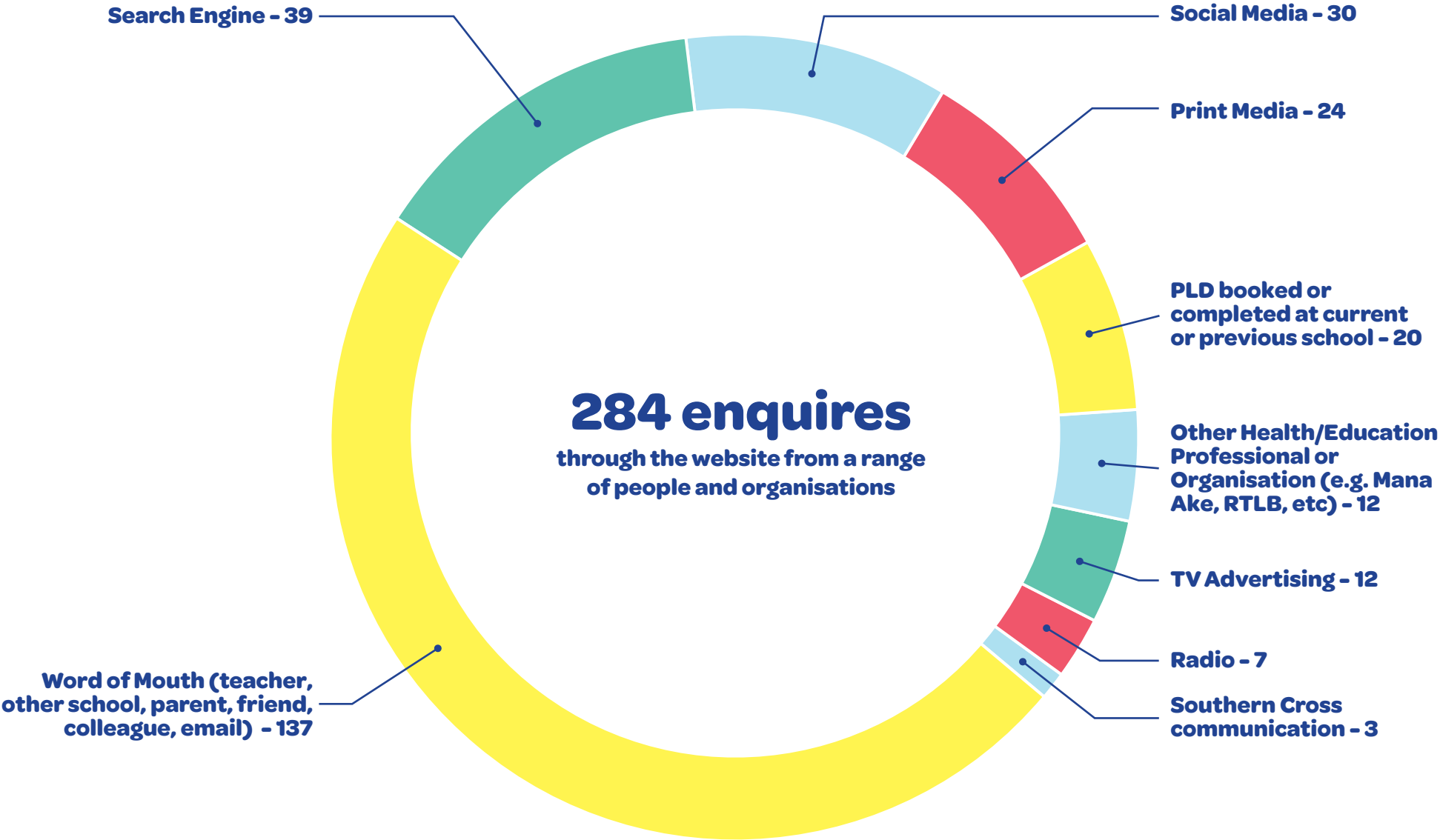
Marketing and Communications

These key metrics show the reach of the Wellbeing Programme for Financial Year 2022-2023 and result through the Groups of Activities of the PBST (Business As Usual; BAU). The key metrics represent the deliverables resulting from the Groups of Activities.

Marketing Objective	Actions	Y3 Activities
Increase awareness of PBS, PBS and Southern Cross funding to target customer	Campaign to raise awareness of PBS within target groups, highlight Southern Cross funding	<p>Implementation and completion of 'Value to Teachers' print campaign featuring five creative executions</p> <p>Case study published regarding Mindfulness for Boys, advertorial PBS wellbeing research and onboarding explainer</p> <p>PR outreach: 5x live or recorded interviews, 10x print interviews/profiles over and above SC outreach</p> <p>Print and distribution of 90,000 branded student learning journals</p> <p>Brochure and poster distribution through magazine insertion and direct mail out</p> <p>Collaboration with Mental Health Foundation on: Mindfulness Month 2022 & 2023, Sparklers newsletter and teacher engagements. Collaboration with Everyday Aotearoa events & EPIT educator groups to increase PBS visibility to target groups.</p> <p>Stakeholder e-newsletter engagement through PBS Stakeholder database to support SC campaign and PR initiatives.</p> <p>Introduced SC brand to PBS comms over and above PBS logo</p>
Make pathway to PLD easy and accessible and delight educators at all points of the customer journey	Ensuring trained schools become PBS advocates	<p>Revised design, flow and functionality to existing PBS website. Inclusion of dedicated SC funders page. About us page developed to show expertise within PBS team. New banner artwork & SC ad promotion.</p> <p>New resource pages bringing to life individual activities with ability to share externally, new audio released throughout the year to inspire and reignite PBS in longterm trained schools.</p> <p>83 attended first PBS Whakawhiti Kōrero in Sept, six Whakawhiti Kōrero sessions hosted in total with 540 RSVPs and more than 700 views over and above those in attendance</p> <p>Mindful movement and Whakawhiti kōrero video edits developed.</p> <p>App roadmap developed and project commenced.</p> <p>New onboarding video developed and uploaded in customer journey comms and the website.</p> <p>New School's Competition developed to engage both trained and non-trained schools. 50 entries with strong social media engagement.</p>

Marketing Objective	Actions	Y3 Activities
Create campaigns and resources to raise awareness of PBS within school environments	<p>Initiate brand awareness campaign to untrained (all) schools.</p> <p>Reinforce PBS branding within trained schools.</p>	<p>Engaged PR agency Mabel Maguire to support profile raising of PBS. Updated bios, developed outreach plan and updated PBS key messages re programme development.</p> <p>Photoshoots at Maungawhau School highlighting student learning journals</p> <p>Photoshoot accompanying TVC film crew for ongoing still photography use by PBS</p> <p>Developed brief and engaged agency to film PBS taster video</p> <p>Despatched PBS outdoor school signs to all trained schools.</p> <p>Developed e-flyer for schools to communicate Research findings with Whānau</p> <p>Review of all PBS schools to seek out fresh new hero schools, outreach proposal developed for these schools to engage and confirm status (43 potential)</p> <p>Printed and placed over 5,000 PBS Mindfulness Wellbeing competition posters throughout NZ schools</p>
Knowledgeable content development in collaboration with mindfulness facilitators and experts	<p>Collaboration working groups established to develop multiple streams of content</p>	<p>Collaboration with Mental Health Foundation and the Kindness Institute to bring to life Mindfulness month 2022 and 2023.</p> <p>Representation of PBS at the Mental Health Foundation Partner Hui & EPIT wellbeing work groups to develop collective messaging and understanding across agencies and entities working in youth mental health services for schools.</p> <p>Supporting Mindquip and SC to develop Wellbeing Research Year One report and Press Release</p> <p>Whaiwāhi Mauri Tau - Te reo Māori documents completed and printed for kura PLD training: Educator Handbook, Teaching Cards, Six directions video page. Published and printed te reo Student Learning Journals for trained kura</p> <p>Case study of Mindfulness for boys/men with Gavin Hughes</p> <p>Guided Mindfulness scripts & Beyond Lesson 8 content branded and available to Educators</p>

How our audience hear about us



Overview of Other Approved Trainings (OATs) completed in Year Three

Eight OAT trainings were completed in Year 3, reaching a total of 121 educators and 1,445 kids. PLD workshops were delivered mostly in a full-day online format. Organisations were primarily in the social services and education sectors, providing support for children with higher learning and mental health needs.

Organisations included 2 RTLB regional groups (Resource Teacher Learning & Behaviour specialists working in schools), 2 Mana Ake regional groups (targeted mental health support for primary/intermediate schools), special units within schools, and independent service providers.

Sample feedback from OAT training participants:

“The Straight Back Soft Belly has been well received by the students. They find this is an excellent way of calming themselves. We use this at the beginning and end of each session. The students recognise the red and green zones and are starting to be able to know when they are leaving the green zone and entering the red and what they can do about it. Also their work on gratitude has been beneficial, they have found that not everything is a negative experience.”

“Our students now have more of an understanding of how emotions affect them and have some strategies to help calm themselves.”

“They found the meditation recordings relaxing and calm, with one very energetic boy saying ‘I just want to nap here a little bit longer’ after it finished.”

“I have found that our students have been able to use the Pause, Breathe, Smile to avoid situations escalating. Therefore making them feel better about how they deal with challenging situations.”

“It has been great for providing staff with a structure to gain and maintain emotional wellbeing”.

