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## **MEDIA RELEASE**

## Affirming Mental Health as a Pivotal Priority Issue in New Zealand

The Public Health Association of New Zealand resolutely reaffirms that mental health is a pressing and vital priority within our nation. Mental health knows no boundaries, affecting individuals across all demographics, including those in positions of high responsibility. Our commitment lies in promoting compassion, kindness, and mana-enhancing actions towards those challenged by mental health issues.

The impact of mental health has surged in recent times, necessitating collective action. We advocate for an inclusive, mana-enhancing approach that recognises mental health as an integral part of overall well-being. Eradicating stigma and discrimination is paramount to fostering a supportive environment for those facing mental health challenges.

We call upon policymakers, healthcare providers, employers, educators, and communities to support and promote this approach and continue to prioritise mental health support and accessible resources. Comprehensive investment at all stages of mental health need will support individuals and whānau to receive the care they need to lead fulfilling lives.

As the Public Health Association of New Zealand, we envision a society that empathises with and respects those challenged by mental health issues. Together, let us build a mentally healthy and thriving New Zealand, where all individuals can flourish and achieve their full potential.

For all media and communications requests or queries, please contact the Public Health Association of New Zealand at <a href="mailto:comms@pha.org.nz">comms@pha.org.nz</a>.