



ADHD
New Zealand

Impact Statement
FY 2021 / 22



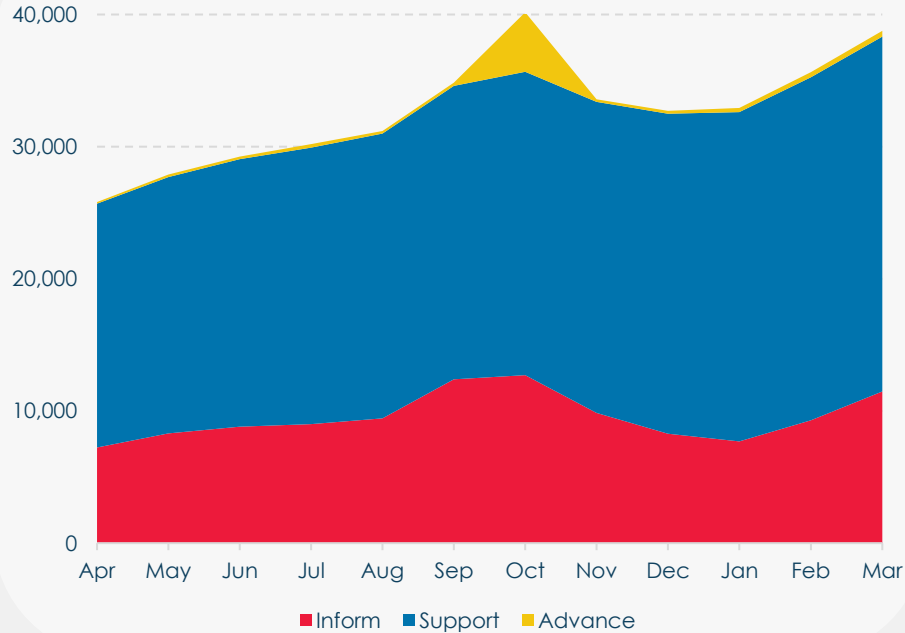
Our vision



Our impact

in the 12 months to 31 March 2022

Our community grew 24%



105

Participants across 3 online "Everyday with ADHD" parenting courses



32

Participants across 1 in-person "Everyday with ADHD" parenting course



4,325

Participants in our online-only annual awareness month



437

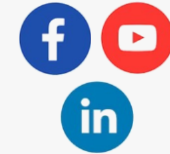
New financial and non-financial members



KiwiSport

40

Average participants enrolled in weekly basketball programme



26,508

ADHD NZ social group members, followers and subscribers



9,395

accessed adhd.org looking for healthcare professionals



+2,280

ADHD adult meetup members (support in Akld, Wgtn, Chch)



18

Wellington parent support attendees. Other support groups emerging elsewhere.



20

Junior participants in Wellington Lego club. Additional attendees on waitlist.



120

Junior participants in Wellington Minecraft club. Additional attendees on waitlist.

Since 2019: building our foundations



→ then we went out to our community and asked them what mattered...

Then we refined our strategy...



Why?

Our research showed:

- 24% of respondents agree their GP understood ADHD
- the average waiting time to get a diagnosis is c. 5 months, and
- 87% of respondents found barriers to getting support.

Our research showed:

- students with ADHD average 8-10% lower in literacy and numeracy; 2.7 times more likely to drop out before graduating
- teachers feedback about the difficulty in teaching children with ADHD, and
- parents are challenged with supporting their ADHD children.

Our research showed:

- lack of awareness regarding ADHD in the community, and
- adults with ADHD earn on average 33% less and have a 10% greater chance of unemployment.

ADHD NZ needs to:

- improve our understanding and knowledge of ADHD in NZ
- spark our community, and
- succeed financially and be adequately resourced.

ADHD New Zealand strategic impact framework



OPPORTUNITY

PARTICIPANTS

EVIDENCE

ACTIVITIES

OUTPUTS

OUTCOMES

IMPACT

What are the social issues we are responding to:

Who are the people upon whom you want to have an effect? Other stakeholders?

What does evidence say the best way is to respond

What will you do with participants? What activities / services will you provide?

What will happen to participants through doing those activities?

What are the short term outcomes? (anecdotal)

What are the medium term outcomes? (anecdotal)

What are the long term outcomes? (researched based)

What does our future look like?

Create positive outcomes, in all areas of the lives of the c. 6%, or 280,000, Kiwis who have ADHD.

Strategic response:

- 1. Strategic building blocks** focused on understanding ADHD in New Zealand; empowering our community and becoming financially viable.
- 2. Making it easier to get a diagnosis and support** focused on engaging with Government and the medical community to make it easier and faster to get a diagnosis
- 3. Students with ADHD are successful** through proactively working with the education sector to engage with students with ADHD.
- 4. Adults with ADHD are successful** through the celebration and acceptance of ADHD and providing meaningful support.

Adults and children who have been diagnosed with ADHD and their immediate/ extended family.

Other stakeholders:

- Adults and children who are yet to be diagnosed with ADHD and their immediate/ extended family.
- The medical profession, from GPs to medical specialist.
- Government and agencies who help to deliver support and advocacy for our community.
- The educationalists who help and support students with ADHD.

- 1. Provide support** to those with ADHD so they can achieve to their potential.
- 2. 'Normalise' ADHD** by increasing awareness, understanding and acceptance of ADHD in our community, educational facilities and workplaces.
- 3. undertake root cause analysis to understand the true impact of ADHD** in the community.

- 1. Our community:**
 - accelerate provision of support via self-service tools online
 - facilitate nationwide in-person and online support for adults via meetups
 - maintain basketball programme + Minecraft & Lego clubs for children
 - parent courses
 - Awareness Month
- 2. Key partnerships:**
 - media
 - govt portfolios
 - associations/groups within the Medical sector
- 3. Better understand:**
 - key issues of adults and [parents of] children with ADHD in NZ
 - DHBs' ADHD services
 - public health framework and how it compares internationally

- 1. Our community:**
 - 2,772 adults used self-screening tool online
 - 9,395 unique users of our directory
 - 812 adults/parents went to 71 meetup events around NZ
 - 26,289 on FB/LI
 - 571 enquiries via adhd.org.nz
 - 180 children went to basketball, Minecraft and/or Lego
 - 137 attended 6 sessions across 4 parent courses
 - 4,325 participants in Awareness Month
- 2. Key partnerships:**
 - 9x ADHD NZ media articles published
 - 54x articles in NZ media that talked about ADHD
 - connected with decision-makers in MoH/MoE; and in GP, Psychologist/ Psychiatrist asso.s
 - submissions to Stats NZ to incl. ADHD in 2023 Disability survey; and long-term insights consultation
- 3. Better understand:**
 - Survey of adults with ADHD (n=455)
 - Survey DHBs (Dec 2021)

- 1. Our community**
 - screened adults feel justified spending time and money in pursuing a diagnosis
 - adults and parents feel more confident
 - children can be themselves and have fun in a safe environment; parents can have a break
 - ADHD NZ is no longer an Aklid-focussed charity
- 2. Key partnerships**
 - Media educates NZ'rs about ADHD
 - ADHD NZ is the trusted and credible source for ADHD information in NZ
 - ADHD NZ understands systemic issues relating to diagnosis wait times/barriers to getting medication
- 3. Better understand**
 - research is a voice to key issues
 - data sourced to form baseline metrics
 - data informs future activities
 - monitoring in place to determine shift in key metrics

- 1. Our community**
 - ADHD community can easy access the support they need to lead fulfilling lives
 - more children achieve the needed education to pursue their future goals
 - family relationships are strengthened
- 2. Key partnerships**
 - continued growth of understanding and knowledge of ADHD
 - supporting govt. and agencies (i.e. MoH and MoE) aligned with the needs of our ADHD community
- 3. Better understand**
 - and refine steps to address needs of adults and children with ADHD
 - research shows our work is enabling those in our community to progress

- 1. Our community**
 - a thriving ADHD community, throughout NZ, is achieved with increased online and in-person support groups
 - more children are ready to pursue their dream careers when they leave school
 - More adults are able to manage ADHD in their employment
 - community relationships are strengthened
- 2. Key partnerships**
 - ADHD community feels more connected with their families and communities
 - educators support those with ADHD in their classes
 - issues relating to diagnosis are resolved
 - barriers to getting medication are resolved
- 3. Better understand**
 - research shows our work is enabling those in our community to progress.

Adults and children with ADHD:

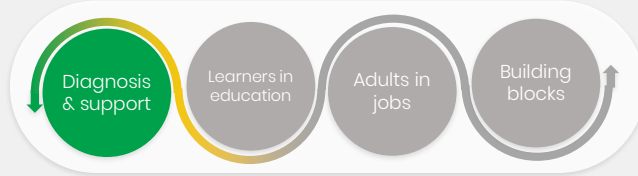
- are more resilient
- feel safe while being their authentic selves, and
- have a greater ability to learn, contribute and achieve.

By the end of FY 2023:



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24**

- avg. wait time for diagnosis is less than 9.5 months
- 40% GPs understand ADHD
- 50% or less say that affordability is not a barrier to getting a diagnosis
- 30% or less are aware they can get help
- 20% or less find getting a Special Authority difficult
- 30% or less find getting a prescription difficult
- workshops established to enable parents to navigate the education sector to ensure they can access additional support for their child.
- conversations about ADHD will become easier for adults who have been diagnosed with ADHD
- we will have:
 - the Ministries of Education and Health keeping relevant statistics about ADHD
 - 12 active ADHD meetup groups around New Zealand
 - generated \$250k income
 - decreased our reliance on grant income to 45%
 - 35 volunteers nationwide to support us in our activities.



2021 achievements:

- increased awareness of under-diagnosis in NZ
- understand historic diagnoses issues
- collaborated with medical associations to facilitate undertaking of barriers, and
- launch of new brochure range to help people identify ADHD characteristics.

2022 key deliverables:

- engage with the medical community to educate them on ADHD > in 5 years 70% of GPs understand ADHD, and
- proactively engage with Government and the Health sector to help make getting a diagnosis faster and more affordable for our community > in 5 years the average wait time to get a diagnosis across New Zealand will be 8 weeks.

01

GPs understand ADHD

In 5 yrs we will increase the number of GPs understanding ADHD from 24% to 70%.

02

Diagnosis wait time is c. 5 months

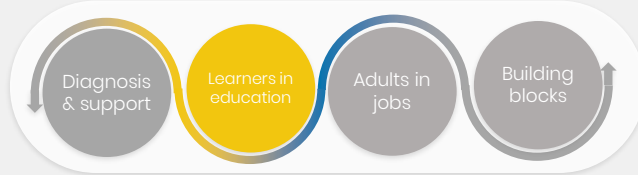
In 5 yrs the average wait time to get an assessment and diagnosis will be 8 wks.

03

Stakeholder engagement

Work with Government and medical associations to make getting a diagnosis faster and more affordable.





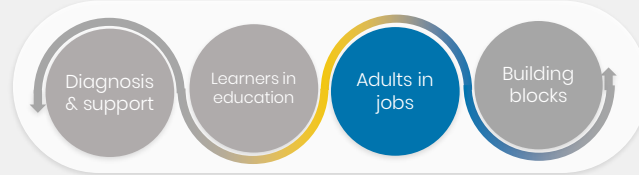
2021 achievements:

- four Everyday with ADHD parenting courses completed by 137 participants
- submission made to Statistics NZ to request that ADHD is included in this year's disability survey
- annual children survey
- special courses with Special Education (Auckland) launched, and
- focus groups with tertiary students and staff undertaken.

2022 key deliverables:

- complete development and deploy tertiary staff online learning modules
- develop online learning modules for secondary school staff, underpinned by webinars, and
- launch of new parent-centred support in dealing with the education sector.



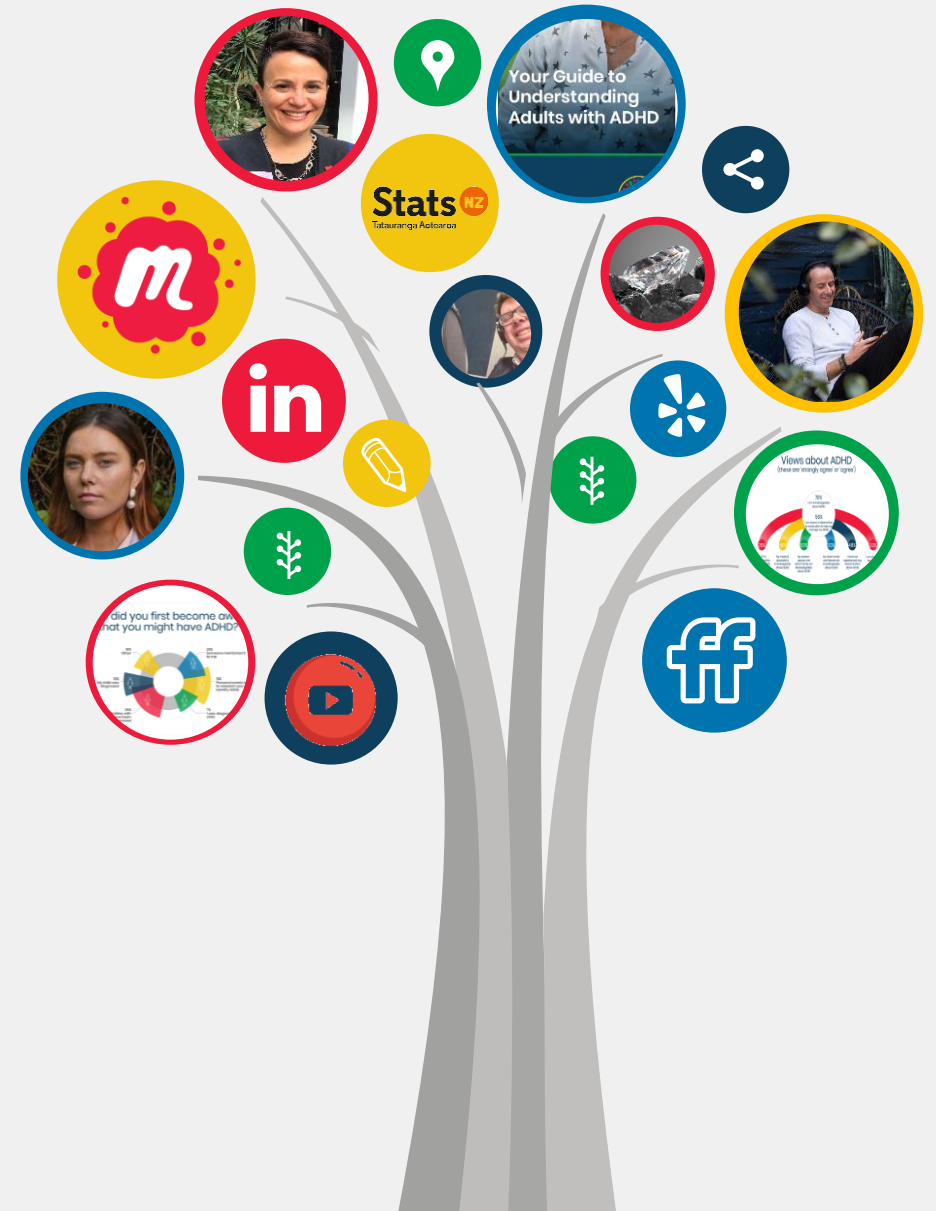


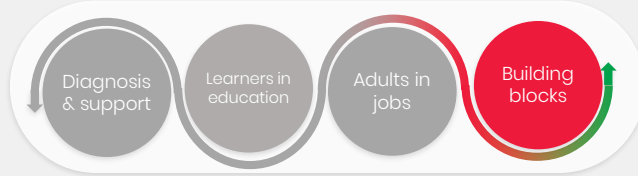
2021 achievements:

- conducted survey of adults with ADHD
- ongoing advocacy with the media for adults with ADHD
- ongoing meetups for adults with ADHD (nationwide), and
- submission made to Statistics NZ to request that ADHD is considered in their Long-term Insights Briefing.

2022 key deliverables:

- complete another survey of our ADHD adult community to understand:
 - where progress has been made, and
 - changes to requirements to inform future activities, and
- develop a product to sell to adults that provides initial support for them in managing ADHD in their daily lives.



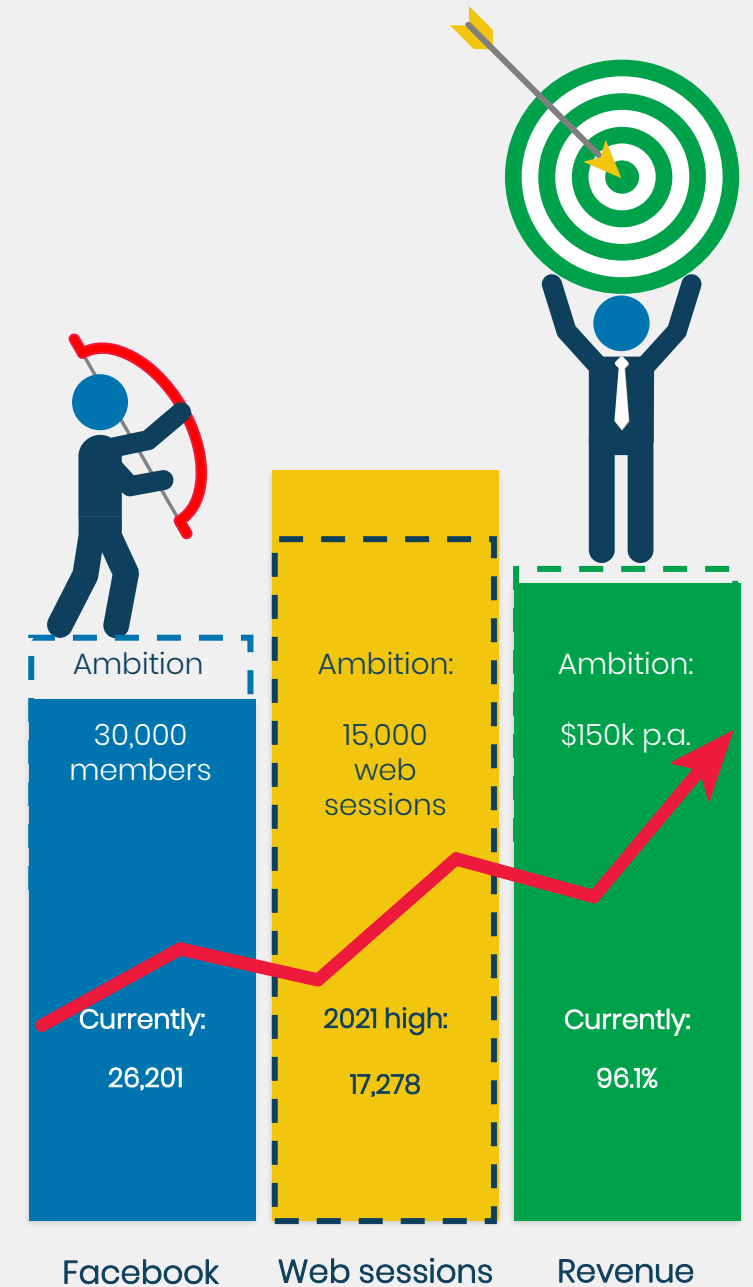


2021 achievements:

- revenue increased 13% year-on-year
 - donations +740%
 - membership +172%
- secured first-ever govt. contract
- established first ever CEO
- ongoing improvement in governance and risk management, and
- recognised by the Government as the voice of ADHD in New Zealand from an advocacy perspective.

2022 key deliverables:

- advise government and associated agencies on collecting data that enables everyone to make informed decisions about improving the lives of those living with ADHD.
- share more stories about ADHD, through media and online, with New Zealanders
- create core paid roles so the strategy can be delivered
- grow our team of volunteers nationwide and ensure we make best use of their skills, and
- create support groups in more cities across New Zealand.





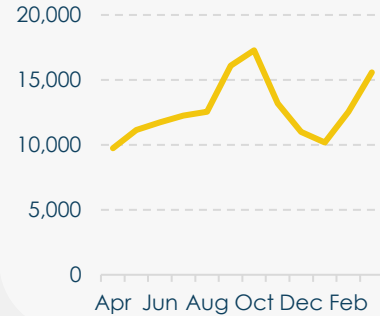
2021 achievements:

- website sessions up 77.5%
- Facebook members up 43.8%
- LinkedIn members up 450.0%
- established CRM system
 - membership lead generators in place, and
 - use data to discover/promote value.

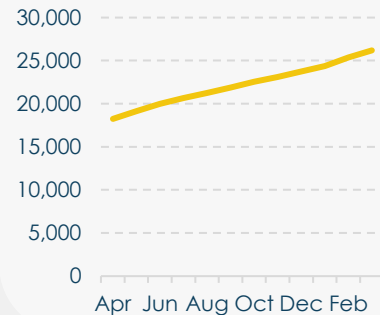
2022 key deliverables:

- web sessions target 25,000 per month, and
- further development of membership offering.

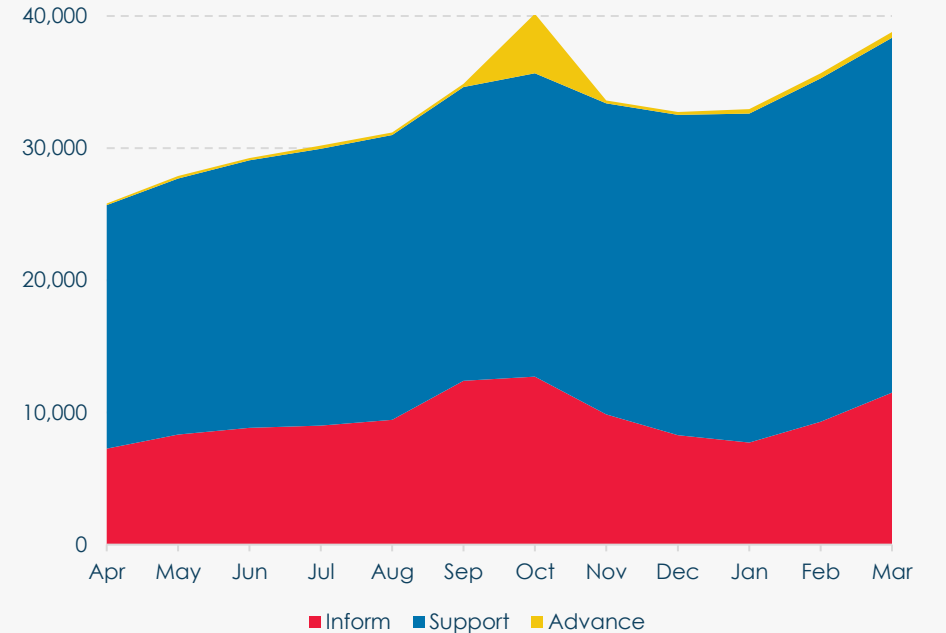
Web sessions up 77.5%



FB members up 43.8%



Our community grew 24%





2021 achievements

- established 5 research partners
- significant growth of strategic partnerships, and
- +50 media articles about ADHD (9 driven by ADHD NZ).

2022 key deliverables:

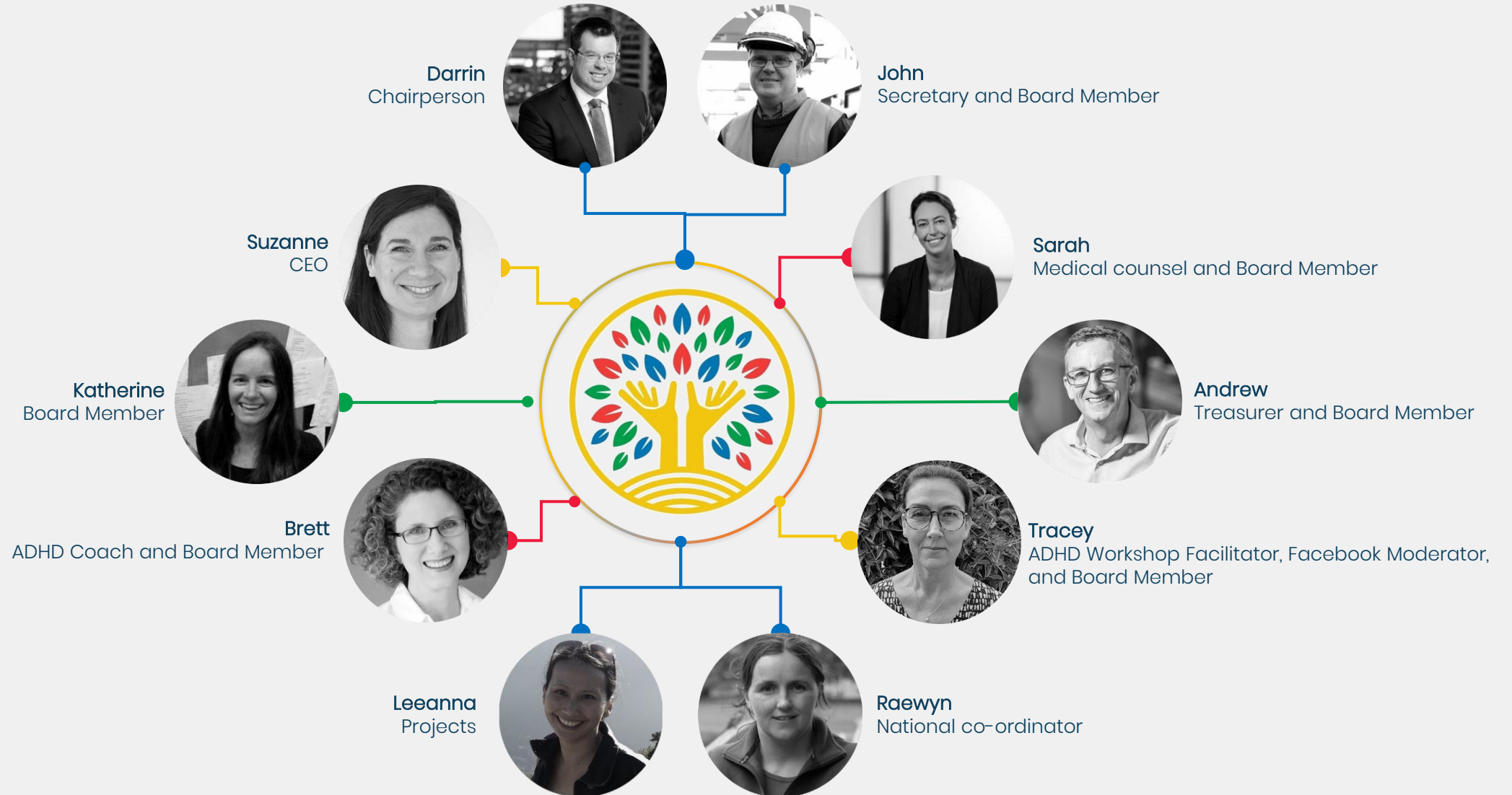
- 50 articles (online, paper, radio), and
- a front page story.



Thanks to our sponsors



Meet the team





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New Zealand

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