



## Key messages

### What is R U OK?

- A national suicide prevention charity dedicated to encouraging and empowering everyone to ask “are you ok?” of anyone struggling with life.
- Our vision is a world where we’re all connected and are protected from suicide.
- We’re privileged to work alongside other mental health and suicide prevention organisations to ensure those who are struggling find the care and support they need.

### R U OK?Day

- R U OK?Day is Thursday 14th September – a national reminder that we’ve all got what it takes to ask, “are you ok?” and support those struggling with life (held on the second Thursday of September each year)

### Where can people find help

- Sometimes conversations are too big for friends and family and professional support is needed. This is where mental health and suicide prevention service providers can help.
- Tips and numbers to call for extra support can be found at [ruok.org.au](http://ruok.org.au)

### Facts

- More than 3,000 Australians suicide each year. That’s about 8 people every day.
- In a national survey conducted R U OK? posed the question - just how likely are we as a nation to feel confident enough to ask, “are you ok,” of anyone we’re worried about.
- The good news is 70 per cent of respondents said they felt comfortable asking the question.
- For the third of us who don’t feel comfortable, the leading reasons include:
  - “I don’t know what to say”
  - “I wouldn’t want to make it worse”
  - “I’m worried they might get angry”
  - “I’m not an expert”
  - “It’s none of my business”
- To this end, R U OK? has sought expert advice to develop a four step strategy to guide people through a conversation.



## **2017 Campaign theme: ‘You’ve got what it takes’**

- We’ve all got what it takes to look out for one another and support those who may be struggling with life.
- For most of us, our eyes, ears and mouths are the resources we can use to support those around us.
- You’ve got what it takes to navigate a conversation when someone says “no, I’m not ok” by following these four steps:
  1. Ask R U OK?
  2. Listen
  3. Encourage action
  4. Check in

### **Calls to action:**

- This R U OK?Day, get to know R U OK?’s four steps so you can have a conversation that could change a life.
- Visit [ruok.org.au](http://ruok.org.au) for tips and advice to help you respond if someone says “no, I’m not ok”.

## **2017 Activation: ‘The Conversation Convoy’**

- Supporting one another and those struggling with life is something we all need to do.
- We’re on the road for 6 weeks, travelling 14,000KM and visiting 20 communities to show Australia that we’ve all got what it takes to support those struggling with life.
- The R U OK? Conversation Convoy aims to inspire every Aussie, no matter their location, to invest more time in the people around them and give them the skills, motivation and confidence to start a conversation with anyone they may be worried about.
- Sometimes, we can feel apprehensive or unprepared for a conversation where the person may say, “no I’m not ok.” And that’s ok.
- The Conversation Convoy will equip everyone we meet with the skills to navigate a conversation when someone says, “no, I’m not ok”. We’ll be sharing our journey and stories via [ruok.org.au](http://ruok.org.au)
- The Conversation Convoy will reinforce R U OK?’s 4 steps, the tool to navigate a conversation with someone you’re worried about:
  1. Ask R U OK?
  2. Listen
  3. Encourage action



#### 4. Check in

**Calls to action:**

- Join a Conversation Convoy event near you and learn the 4 steps to an R U OK? conversation. Find out where your nearest Convoy stop is at [ruok.org.au](http://ruok.org.au).
- If you can't join a Convo Convoy stop, host your own R U OK?Day event. Find out how at [ruok.org.au](http://ruok.org.au).