How to Trust the Signs,
Trust your Gut & Ask R U OK?

Community Pack
R U OK? Day 2019

R U OK? Day is Thursday 12 September. It’s our national day of action dedicated to reminding everyone to ask, “Are you OK?” and to remember every day of the year to support people who may be struggling with life’s ups and downs.

R U OK? Day is an initiative of national suicide prevention charity R U OK? Our mission is to inspire and empower everyone to meaningfully connect with and support those around them.

This year in the build-up to R U OK? Day we’re encouraging everyone to Trust the Signs, Trust your Gut & Ask R U OK?

We want everyone to feel confident they know the signs someone might need support by listening to what they’re saying, seeing what they’re doing or knowing what’s going on in their life. Whenever they notice a change, no matter how small, we want them to trust their gut and start an R U OK? conversation.

This pack is full of tips, ideas and resources to get everyone in your community involved and ready to trust the signs and start a conversation that could change a life.

It’s time to ask R U OK? if you notice a change, no matter how small

**WHAT ARE THEY SAYING?**

Do they seem:
- Confused or irrational
- Moody
- Unable to switch off
- Concerned about the future
- Concerned they’re a burden
- Lonely or lacking self-esteem
- Concerned they’re trapped or in pain

**WHAT ARE THEY DOING?**

Are they:
- Experiencing mood swings
- Becoming withdrawn
- Changing their online behaviour
- Losing interest in what they used to love
- Unable to concentrate
- Less interested in their appearance and personal hygiene
- Behaving recklessly
- Changing their sleep patterns

**WHAT’S GOING ON IN THEIR LIFE?**

Are they experiencing:
- Relationship issues
- Major health issues
- Work pressure or constant stress
- Financial difficulty
- Loss of someone or something they care about
How to Ask:

1. **Ask R U OK?**
   - Pick the right time and place to start the conversation.
   - Mention specific things that have made you concerned for them, like “You seem less chatty than usual. How are you going?”

2. **Listen**
   - Take what they say seriously and don’t interrupt or rush the conversation.
   - Encourage them to explain: “How are you feeling about that” or “How long have you felt that way?”
   - Show that you’re listening by repeating back what you’ve heard (in your own words) and ask if you’ve understood them properly.

3. **Encourage action**
   - Help them think of next steps they could take to help them manage their situation.
   - If they’ve been down for more than 2 weeks, encourage them to see a health professional.
   - Be positive about the role of professionals in getting through tough times.

4. **Check in**
   - Schedule a reminder to call them in a couple of weeks. If they’re really struggling, follow up with them sooner.
   - Stay in touch and be there for them. Genuine care and concern can make a real difference.

**Activity ideas:**

- Make a ‘Trust the Signs’ pledge wall—set up a board where people can stick up their pledges to Trust the Signs, Trust their Gut & Ask R U OK? As pledges are added, this can encourage others to join in, and give you the opportunity to talk to them about what it’s important we look out for the people in our world who may be struggling with life.
- Host an event that brings your community together to learn the signs and how to ask R U OK?
- Create a Conversation Corner. Make a dedicated space where people can have meaningful conversations. You can either order an R U OK? bench or convert an existing bench into a space where everyone is encouraged to chat.
- Promote the R U OK? message via email, newsletters and message boards.
- Create a video that explains why everyone in your community should Trust the Signs, Trust their Gut and Ask R U OK?
- Get people who are passionate about R U OK? in your community to design an activity for the day.

Hosting an event?

Hosting an event is a great way to bring people together and share the R U OK? message. Register your R U OK? event with us and we’ll help by sending you a digital kit including posters, event ideas, and more.

Register your event at www.ruok.org.au/events

Find more conversation tips at ruok.org.au
Materials to download and print:

- How to Trust the Signs, Trust your Gut & Ask R U OK? guide
- Posters
- Screen saver
- Email signature
- TV Screen artwork
- Social media tiles
- Presentation

Download these materials at www.ruok.org.au/join-r-u-ok-day

Messages to share

General:

- In the build-up to R U OK? Day on Thursday 12 September, R U OK? are calling on Australians to trust the signs that someone might be struggling with life.
- When you notice a change, no matter how small, trust your gut, ask R U OK? and start a conversation that could change a life.
- When something’s going on in their life, or you notice a change in what they’re doing or saying, trust these signs and ask, “Are you OK?”
- Learn the signs and how to ask at www.ruok.org.au

Add a splash of yellow

Add a splash of yellow to your community and reinforce the power of a conversation at your event.

Check out R U OK?’s merchandise here: https://store.ruok.org.au
Social media:

- Any time you notice changes or just feel that something’s not quite right with a friend, neighbour or loved one to Trust the Signs, Trust your Gut & Ask R U OK? Learn the signs and how to ask at www.ruok.org.au #RUOK
- When you see the signs someone’s struggling, take the time to ask R U OK?, listen, encourage action and check in. Learn how at www.ruok.org.au #RUOK
- R U OK?Day is Thursday 12 September. Get involved and learn how to Trust the Signs, Trust your Gut & Ask R U OK? at www.ruok.org.au #RUOK
- We’re supporting R U OK?Day on Thursday 12 September because we believe conversations can change lives. This year we’re learning the signs that could indicate someone’s struggling with life and it’s time to ask R U OK? You can too! Visit www.ruok.org.au #RUOK

Template email and newsletter content

TRUST THE SIGNS, TRUST YOUR GUT & ASK R U OK?

Thursday 12 September is R U OK?Day – a day when we’re reminded to ask, “Are you OK?” and to remember every day of the year to support people who may be struggling with life’s ups and downs.

We know that regular meaningful conversations can make a difference. And you don’t have to be an expert to ask how someone’s going. Just a great mate and a good listener.

This year in the build-up to R U OK?Day we’re shining a light on the times we should be asking our friends, loved ones and members of our community this important question. We want everyone in our community to know that if something’s up with someone you know – there’s something going on in their life or you notice a change in what they’re doing or saying – it’s time to trust that gut instinct and ask them “Are you OK?”

To spread this message, we’ll be:

[If you are running an event or activity, you can include the information about it here].

R U OK? is a national charity dedicated to inspiring all of us to have regular, meaningful conversations to support anyone struggling with life.

You can learn more about the signs and how to ask R U OK? at www.ruok.org.au
Useful contacts for someone who’s not OK

Sometimes conversations are too big for workmates, friends and family. At these times, it can help to call upon these organisations:

- **Lifeline (24/7)**
  13 11 14
  lifeline.org.au

- **Suicide Call Back Service (24/7)**
  1300 659 467
  suicidecallbackservice.org.au

- **Beyond Blue (24/7)**
  1300 224 636
  beyondblue.org.au

- **Kids Helpline (24/7)**
  1800 55 1800
  kidshelpline.com.au

When sharing the R U OK? message we would encourage you to highlight these national helplines. Find more services and tools at ruok.org.au/findhelp

**For more information and resources:**

www.ruok.org.au

Facebook: /ruokday

Twitter: @ruokday

@ruokday

Other content ideas

Get someone who’s passionate about the R U OK? message to write a blog or newsletter article in the build-up to R U OK? Day.

They could talk about:

- The signs that could indicate someone’s struggling with life
- Share a story that shows how asking R U OK? can make a difference
- Reflect on the role everyone can play in helping someone navigate life’s ups and downs
- Discuss why they think we all need to **Trust the Signs, Trust your Gut & Ask R U OK?**
- Discuss how they think R U OK? is making a difference
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A conversation could change a life.
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