**Vision**

A world where we’re all connected and are protected from suicide.

**Mission**

To inspire and empower everyone to meaningfully connect with people around them and support anyone struggling with life.

**Goals**

**Knowledge**
- Boost confidence to meaningfully connect and ask about life’s ups and downs

- Educate people about the health benefits of connectedness.
- Encourage people to trust their gut when they think someone’s not ok.
- Help remove any fear surrounding asking the question.
- Educate people on how to navigate the conversation when someone says, “No, I’m not OK” using the 4 Steps: Ask, Listen, Encourage action and Check in.
- Work with industry leaders and stakeholders to engage workplaces and hard-to-reach audiences.
- Communicate to people of all backgrounds and ages.
- Create resources which are credible, useful, accessible and innovative.
- Promote national crisis intervention and mental health services for conversations too big for family and friends to handle alone.

**Intent**
- Nurture our sense of responsibility to regularly connect and support others

- Promote a culture of R U OK? every day
- Host a national day of action annually as a reminder to check in.
- Engage media to promote the value of connection and meaningful conversations.
- Deliver targeted campaigns outside of R U OK? Day.
- Equip people with the skills to have a conversation.
- Showcase key influencers who champion the power of conversations.
- Empower people from all backgrounds to share the individual and social benefits of meaningful conversations.
- Increase people’s willingness and confidence to reach out to someone who might be or is obviously troubled.

**Impact**
- Strengthen our sense of belonging because we know people are there for us

- Monitor and evaluate attitudes and supportive behaviours in response to our activities including how, when and where people are reaching out to offer support.
- Draw on the latest research related to belongingness and connection in suicide prevention to continuously improve and refine all activities.
- Increase the proportion of people who report a high sense of belonging.
- Increase the proportion of people who felt supported at a time when they weren’t ok.
- Share research, knowledge and insights with the mental health and suicide prevention sector to contribute to a national evidence base.

**Viability**
- Be relevant, strong and dynamic

- Build long-term capacity through financial sustainability, human capital, knowledge transfer and succession planning.
- Be effective, well-governed, transparent and accountable.
- Cultivate mutually-beneficial strategic partnerships which deliver shared value.
- Continually demonstrate the value and impact we’re having to all stakeholders.

**Role**

A national movement that enables and strengthens informal community care.

**Inputs**

- Research & evaluation
- Suicide prevention expertise
- Financial & pro bono partners
- Ambassadors & spokespeople
- Board influence & governance
- Marketing, communications & PR expertise
- Fundraising
- Policy & evidence

**Values**

Inclusive, Empowering, Compassionate, Courageous, Collaborative, Dynamic