



MEDIA RELEASE

10 September 2020

STRONGER TOGETHER, THERE'S MORE TO SAY AFTER R U OK? R U OK?DAY 2020

R U OK? is asking all Australians to learn what to say if someone in their life says they are not OK.

'There's more to say after R U OK?', is the message for R U OK?Day 2020 (on Thursday 10 September) and will focus on building confidence and increased skills for people so they know how to navigate a conversation with someone in their life who might be struggling.

Steven Satour, Stronger Together Campaign Manager, R U OK? says looking out for your mob is more important than ever in 2020, as it has been a challenging year for everyone and circumstances have made it even more important for us to stay connected.

"The additional pressure COVID-19 has placed on our communities, the isolation, the load on our health workers means this message and looking out for one another is critical and so relevant in the lead up to R U OK?Day 2020," said Steven Satour.

"We know as a community we are Stronger Together. We know knowledge is culture and emotional wellness can be learned from our family members, so sharing resources, educating each other and providing guidance on what to say if someone answers they are not okay amongst our families is vital.

"For me, it's really about asking the question and being prepared to listen. As I've said before it's not always about fixing the problem right then and there. Being able to articulate your feelings and just have someone listen is a really powerful way to show your support," says Mr Satour.

Katherine Newton, CEO, R U OK? says that you don't have to be an expert to keep the conversation going and if you familiarise yourself with what to say after hearing 'No, I'm not OK' you can show genuine intent and genuinely help someone access appropriate support long before they're in crisis.

R U OK? is encouraged by its recent data that demonstrate Australians increasingly understand how important it is for them to reach out to those around them who might be struggling.

"Our latest evaluation measures show that most people feel confident they know how to have a conversation with someone who might be struggling with life but 31% of Australians lack confidence or are unsure how to have a conversation with someone who is not OK," says Ms Newton. "We want to help them learn what to say after R U OK? because a conversation could change someone's life."

This year R U OK?Day coincides with World Suicide Prevention Day which will further raise awareness of the scale of suicide globally and the role that each of us can play in prevention efforts.

"If you feel something's not quite the same with someone you know - perhaps you're aware of a significant life event they are experiencing right now or you notice a change in what they're saying or doing - take the time to genuinely ask them "Are you OK?"



“We want Australians to be confident in having a meaningful conversation and if someone says they’re not OK, make time to listen with an open mind, encourage action and regularly check in.”

‘There’s more to say after R U OK?’ Learn what to say next at www.ruok.org.au

- ENDS -

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Resources Available:

- Learn what to say next ruok.org.au/join-r-u-ok-day
- To view the *Stronger Together* resources, head to ruok.org.au/strongertogether

Available for interviews:

- Steven Satour, Campaign Manager - Stronger Together, R U OK?
- Dr Vanessa Lee, Director, Suicide Prevention Australia, University of Sydney and R U OK? Stronger Together Advisory Group

NOTES TO MEDIA:

R U OK?Day 2020

R U OK?Day is an annual national day of action; held on the second Thursday of September and a reminder that every day is a day to start a conversation. This year’s R U OK?Day is on Thursday 10 September 2020 with the theme, ‘there’s more to say after R U OK?’

R U OK?Day was launched in 2009 by founder and adman Gavin Larkin who tragically lost his father to suicide in 1995. Larkin (who died of Non-Hodgkin's lymphoma in 2011) wanted to spare other families the grief his family endured.

A spark of an idea has since become a national movement aimed at encouraging friends, families and workmates to ask the question of anyone they are worried about, in a genuine and meaningful way.

R U OK? is a national suicide prevention charity that aims to inspire and empower everyone to meaningfully connect with friends, family and colleagues who might be struggling with life.

As a health promotion organisation, R U OK? speaks to the help-giver by providing resources and tips so that when they notice changes or just feel that something’s not quite right with a friend, colleague, loved one, team mate or neighbour, they have the knowledge and confidence to start a conversation that could change a life. Conversation tips and crisis support contacts can be found at www.ruok.org.au