





Strategic Road Map 2021-2024

- **Vision**

A world where we're all connected and are protected from suicide.
- **Mission**

To inspire and empower everyone to meaningfully connect with those in their world and lend support when they are struggling with life.
- **Role**

A national movement that builds capacity through conversations and connections.
- **Values**

Inclusive, empowering, compassionate, collaborative and agile.





Outcomes

Understanding **mental health and their role in suicide prevention**

- People recognise the signs that someone is struggling with life
- People feel confident to reach out and have a conversation with someone who is struggling with life
- People feel they can influence feelings of belonging and alleviate a sense of burdensomeness, hopelessness and isolation in their friends, family or colleagues
- People have supportive attitudes towards people who are struggling with life
- Develop resources that are relevant, appropriate and accessible for all Australians
- Create resources for culturally and linguistically diverse communities
- Contribute to stigma reduction.

People are meaningfully connecting

- People are reaching out to someone who is struggling with life
- People have a strong sense of connection and belonging
- Work with industry leaders and stakeholders to engage workplaces
- Work at risk populations and communities to stimulate engagement
- Host an annual national day of action
- Promote a culture of R U OK? every day
- Deliver targeted campaigns
- Continuously improve by drawing on the latest suicide prevention research related to belonging and connection.

People can support anyone who is struggling with life

- People from all walks of life are asking, listening, encouraging action and checking in with someone who is struggling with life
- Monitor and evaluate attitudes and supportive behaviours in response to our activities including how, when and where people are reaching out to offer support
- Strengthen informal support networks by building community capacity.

People are seeking help and feeling supported

- People feel supported by those around them when they're not OK
- Promote national crisis intervention and mental health services for conversations too big for family and friends to handle alone
- People connect with others or support services when something is troubling them
- Share research, knowledge and insights with the mental health and suicide prevention sector to contribute to a national evidence base.