

RightByYou
by Neami National

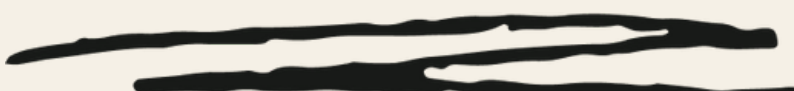


Community Campaign Toolkit

RightByYou is a youth peer-to-peer suicide prevention website designed by and for young people. It supports young people who want to help their friends experiencing a mental health crisis.

Young people identified they wanted instantly accessible information to empower them to safely engage and support a friend who is showing suicidal signs online. RightByYou promotes Australia's leading best-practice youth suicide prevention resources. The website aims to build young people's confidence in identifying warning signs, initiating important conversations and referring friends to help.

This campaign toolkit aims to provide young people, communities, families, schools and organisations key resources to be able to self promote and share RightByYou to their communities. Resources include printable posters & flyers, stickers files and information on how to utilize and share RightByYou on social media.



How to get involved...

1. Share the RightByYou message:

- **Talk about RightByYou**

Our two-line pitch about RightByYou for you to share with others is:

RightByYou is an online platform designed by and for young people (12-25) who want to help a friend expressing suicidal concerns online. It promotes leading evidenced-based suicide prevention resources to empower young people to identify warning signs, initiate important conversations, and refer friends to help.

- **Share flyers, posters and/or stickers**

Print out RightByYou QR posters & stickers to hang and share around your school, workplace or community club.

Downloaded stickers can be printed at your local print shop at your own cost.



Link to flyer



Link to poster



Link to stickers

• Download and share our Social Media Tiles

Post a supporter tile on your social media channels to encourage your community visit the RightByYou website. You can get creative on your TikTok or Instagram story and create a "how to use the RBY website" video. Use the hashtag **#RightByYou**, **#RBY**, **#Neami** & **#NeamiNational**.

If you are using hashtags, you can always include others to help us spread the RightByYou message far and wide. We suggest: **#youthmentalhealth**, **#mentalhealth**, **#wellbeing**, **#selfcare**, **#ruokay**, **#thinkmental** or **#strongspiritstrongmind**

Suggested captions you can use:

- Worried about your friend's online posts? We can help. Learn more at rightbyyou.org.au
- An act of care could help a friend in need. Learn more at rightbyyou.org.au

Best practice is to include helplines in your captions, when posting about mental health, we suggest:

- Kids Helpline: 1800 55 1800
- Lifeline: 13 11 14



Link to social media tiles.



Link to social media story.

2. Educate and learn:

• Familiarise yourself with the RightByYou website

Educate yourself and others by spending time on the RightByYou website. The content has been led by young people and in partnership with leading Australian youth mental health services to provide the most relevant information for young people.

Visit rightbyyou.org.au to get started.

• Communicate safely around suicide

It's important to learn how to communicate safely about suicide.

Visit **Roses in the Ocean's** "[Talking About Suicide Language Guide](#)" & **Orygen's** [#chatsafe guidelines](#) for tools and tips to communicating safely about suicide.

• Share statistics on young people and suicide

Did you know that "Suicide is the leading cause of death among Australians aged 15–24"¹ and "Research identifies most young people experiencing suicidality do not seek help from mental health services and are more likely to seek help from peers".²

We suggest reviewing the latest literature relating to young people and suicide to help educate yourself and others.

More leading statistics and facts around Australian Suicide Prevention can be found at [Suicide Prevention Australia's Stats and Facts page](#).

We appreciate your support.

Together we can support young people support to their friends showing suicidal concern online.

For more information please contact: rightbyyou@neaminational.org.au

1."Suicide is the leading cause of death among Australians aged 15–24" - Australian Institute of Health and Welfare 2023 <https://www.aihw.gov.au/suicide-self-harm-monitoring/data/populations-age-groups/suicide-among-young-people>
2.Clarke, A. M., Kuosmanen, T., & Barry, M. M. (2015). A systematic review of online youth mental health promotion and prevention interventions. *Journal of youth and adolescence*, 44(1), 90–113.