



Toolkit



www.hellohowareyou.info



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1. About Hello, How Are You?

Who are Mental Health Ireland?

Mental Health Ireland is the longest established Mental Health Charity in Ireland, founded in 1966. The aim of Mental Health Ireland is to promote mental health and wellbeing for all and to support people with lived experience of mental health challenges in their recovery.

Our Head Office team are based in Dún Laoghaire in Co. Dublin and we have 10 Development Officers across the country who link with our network of Mental Health Associations, as well as volunteers and community groups. Mental Health Ireland are also the employer of people working in recovery education and peer led community services across the country. We work very closely with the HSE and the Office of Mental Health Engagement and Recovery. We work with a range of partners in the statutory, community, voluntary and corporate sectors in Ireland, Europe and Internationally.

OUR MISSION is to promote and enhance mental health and wellbeing and work to create a national culture where we are all respected and supported in our recovery & wellbeing when our mental health is challenged.

OUR VISION is for an Ireland where mental health is valued and supported as an essential part of everyone's health so that individuals, friends & family, and communities can thrive.

Why Mental Health Ireland and the Hello, How Are You? campaign

Mental Health Ireland is a leading provider of mental health promotion in Ireland. Mental Health Promotion is a core priority area of our Strategy 2022-2024 ***Mental Health For All: Hope, Strength & Action***, which states that we build mental health awareness and understanding through campaigns, training programmes, resources and information. **Hello, How Are You?** is a powerful mental health promotion campaign which supports people to confidently connect with others and have open conversations about mental health and wellbeing. The campaign also supports empowerment through the provision of reliable information on mental health support services and signposting which can encourage early help seeking.

What is the Hello, How Are You? campaign?

Hello, How Are You? is a campaign about connection and engaging in open conversations about mental health. The campaign asks individuals, communities, workplaces, friends & family to **say Hello and ask the question 'How Are You?'** in a meaningful way. Asking this small question and having one conversation can make a real difference in someone's life. Creating, maintaining and staying connected with others helps tackle loneliness, creates a sense of belonging and purpose and builds relationships.

You don't need to be an expert to have a meaningful conversation. By using the **HELLO Steps** you can feel supported in asking the question. Let's make saying **Hello** and asking **How Are You?** an everyday question that keeps us connected.

H: Hello E: Engage L: Listen L: Learn O: Options



Expected outcomes of the campaign:

- Improve awareness & understanding of mental health
- Grow confidence in starting, and normalising conversations about mental health
- Reduce loneliness and enhance connections for people
- Increase signposting to services
- Create a greater sense of community
- Lead to earlier help-seeking / help-finding

History of the campaign

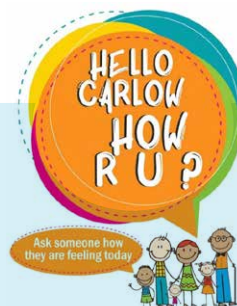
This campaign was started by Carlow Mental Health Association in 2015 as **Hello Carlow How R U?** Inspired by Australia's **R U OK?** Day (est. 2009). Carlow developed a framework which is a five-step guide to saying **HELLO** and asking the question **How Are you?** Having run the campaign locally, Carlow Mental Health Association were invited to share this Mental Health Promotion campaign at a Mental Health Ireland Conference in 2018. Following this, Mayo Mental Health Fair introduced the campaign in 2019 and consequently made a proposal to Mental Health Ireland that this should be a nationally run campaign. Meath and Westmeath also introduced the **Hello How R U?** campaigns in 2021.

In July 2021 Mental Health Ireland set up a Coproduction group made up of people with lived experience from across Ireland, representatives of Mental Health Associations and relevant organisations, to work to develop this campaign to bring it to the national stage. Coproduction is a strengths-based process that incorporates the end user as an equal participant from the very beginning and throughout the process of planning, development, delivery and evaluation. This group have worked tirelessly to develop a comprehensive resource toolkit, that includes a website, securing additional funding, created clear branding, marketing plans and training supports.

Carlow Mental Health Association shared the concept of Hello, How Are you? campaign at a Mental Health Ireland conference.

2015

Carlow Mental Health Association created the 'Hello Carlow How R U?' campaign and rolled it out for the first time.



2018



The campaign was introduced into Meath and Westmeath

Mental Health Ireland began its journey of developing it as a national campaign.

2019



Mayo Mental Health Fair introduced the campaign in Mayo for the first time and made a proposal that this campaign become national.

2021

2022



April 7th, 2022
First National Hello, How Are You? Day

Impacts of the Campaign

Hello, How Are You?

was started in Carlow in 2015 and since then has been introduced in Mayo, Meath and Westmeath. 2022 is the first year the campaign is being rolled out nationally, but saying **Hello** and asking **How Are You?** has already proven to make a difference.

This is what some people who have been involved in the campaign to date have said...

“ I tried this with a friend, I knew she wasn't feeling great. I asked slowly and asked again and just listened. She needed help so I gave her the right information to get help. ”



“ It is really inspiring to see volunteers talk so openly about mental health problems. The **Hello, How R U?** conversation has encouraged me to seek help for my own difficulties. ”

“ Sometimes, reaching out and taking someone's hand is the beginning of a journey. ”

“ The **Hello, How Are You?** campaign helped us to feel connected to others and the connection really helped to give us all a lift. ”

“ I never gave it much thought, now I ask and listen. I have changed the way I say HELLO. ”

“ Thanks for having us on board - our volunteers particularly enjoyed having T-shirts & stickers to offer support. Everyone seemed a little happier yesterday & we noticed a lot more people having a chat with one another & reading the leaflets you provided. ”

“ This campaign is more important than ever, please get involved. ”



***Read some helpful facts and statistics about the importance of saying Hello, How Are You? in the Appendices**

Meet the Team

Developing **Hello, How Are You?** as a national campaign has been a team effort. A National **Hello, How Are You?** Coproduction Group came together to plan the campaign in July 2021. The group also formed working groups and met regularly to make this campaign a reality.

The Coproduction Group has included the following people:

Eva Capasso	Mental Health Promotion Officer, Jigsaw
Jennifer Chipa	Volunteer, Cavan
Finola Colgan	Development Officer, Mental Health Ireland
Polly Connors	Traveller Community Health Programme, Wexford Local Development
Mary Cummins	Mental Health Promotion Officer, Mental Health Ireland
Shauna Diamond	Family Resource Centre Mental Health Promotion Project
Jo Donohoe	Mental Health Promotion Manager, Mental Health Ireland
Aishling Duff	Mental Health Engagement and Recovery
Miffy Hoad	Development Officer, Mental Health Ireland
Teresa Keane	Development Officer, Mental Health Ireland
Fiona Keogh	Director of Policy and Research Mental Health Ireland
Georgina Lawless	Acting Communication and Fundraising Manager, Mental Health Ireland
Sharon Maxwell	Ennis Mental Health Association
Sinead McDermot	Roscommon Mental Health Association
Nicola Morley	Development Officer, Mental Health Ireland
Valerie O Flaherty	Traveller Community Health Programme, Wexford Local Development
Anthony O Reardon	Ringsend Men's Shed, Dublin
John Paul Payne	Carlow Pride Festival
Sonia Rennicks	Head of Education, Training & E-Mental Health, Mental Health Ireland
Martin Rogan	CEO, Mental Health Ireland
Sushil Teji	Board Member, Mental Health Ireland

The Campaign has also been supported by other staff within Mental Health Ireland:

Catherin Brogan, Deputy CEO

Cian Doherty, Marketing and Comms Officer

Carmen Bryce, Communication and Fundraising Manager

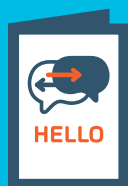
The **Development Officer Team**: **Gina Delaney**, **Claire Flynn**, **Bill Vaughan**, **Noeleen Wills**, and **Caroline Brogan**

Thanks to **Louise Fitzgerald** at **Wise Eyes Creative** who listened to the coproduction team and reflected this in the graphic design of the campaign.

2. Resources

Here are some of the resources we have developed to support you in rolling out the **Hello, How Are You?** campaign in your home, workplace, school or community.

Conversation Card



Mental Health Ireland has developed a **Conversation Card** to be used as the main framework of the campaign. This card includes the **HELLO Steps** and has information on national supports available. These cards will be available during the campaign.



Toolkit

We have also developed an extensive **Toolkit** to support groups to run the campaign locally and to start conversations in their communities, school, workplaces and homes.



Training Module

A 2.5 hour **Training Module** has been coproduced for workplaces and communities to enable participants to use the **Hello, How Are You?** campaign to support the mental health and wellbeing of their friends, families, workplaces and communities.



Merchandise

Our merchandise and templates for posters etc. can be purchased or downloaded on our website:
www.hellohowareyou.info

HELLO Steps



We have coproduced the **HELLO Steps** to support people to ask the question **How Are You?**



[Download The Steps in English](#)



[Download The Steps in Irish and other languages](#)

STEP 1





STEP 1



- Say hello
- Ask the person if they would like a chat
- Remember, it's OK if they say no, the person may not be ready to talk
- If they say yes, find a quiet spot to talk
- Bear in mind they may take up your invitation another time

STEP 2





STEP 2



- Engage with the person
- Make some eye contact or whatever feels comfortable (shoulder to shoulder might be best)
- Be as open as possible to the conversation
- Ask questions that are open and don't require just yes/no answers



[Download The Steps in English](#)



[Download The Steps in Irish and other languages](#)

STEP 3



STEP 3



LISTEN

- Use words and body language that lets the person know you are listening
- Reduce distraction as much as possible (turn off phones, TV etc.)
- Let the person speak and lead the conversation
- Remember, you aren't expected to have all the answers
- Try not to react too much to what is being said



STEP 4



STEP 4



LEARN

- Try to look at things from the other person's perspective
- Ask what has worked in the past
- Trust that the person is the expert on themselves and what works for them



[Download The Steps
in English](#)



[Download The Steps
in Irish and other languages](#)

STEP 5



[Download The Steps in English](#)



[Download The Steps in Irish and other languages](#)

STEP 5

OPTIONS

- What next?
- Give the person time to talk through options
- Support the person to identify their next step
- Let them know that there are supports available, if needed.
(Information can be found on the *Hello How Are You Conversation Card* and website: www.hellohowareyou.info)
- Check in to make sure the person is OK to end the conversation
- Make sure to look after yourself following the conversation

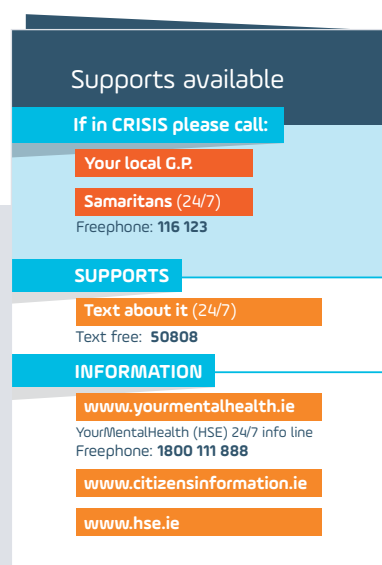


Hello, How Are You? Conversation Cards

These **Conversation Cards** can connect people to supports that are available, if needed. More supports can be found on Mental Health Ireland's Website: www.mentalhealthireland.ie



Front of
Conversation
Card



Back of
Conversation
Card



[Download The Conversation Card in English](#)



[Download The Conversation Card in Irish and other languages](#)

3 Running an Event

A Step-by-step guide to running a Hello, How Are You? event

Our 5-Step Guidance Document will help you to initiate, plan, execute, deliver and evaluate your local **Hello, How Are You?** event, particularly if you are working with other groups or in a partnership.

There are a number of ways to roll out this campaign. For example: it could be a coffee morning, a fun run/walk, information stands at a reception or college, a virtual social media event, a fair, or something linked to an existing event. All ideas are welcome as long as they connect people and offer opportunities to start conversations. Please note, the resources, budget and funding required will vary depending on the events run.



STEP 1

Discover



Engage with people locally about the Hello, How Are You? campaign and see if there is an appetite to run an event to mark the day.

- Build interest and chat to potential partners, groups, communities, individuals and funders about the campaign.
- There is scope to work with numerous other diverse agencies and stakeholders e.g. local Mental Health Association, Family Resource Centre, local Suicide Prevention Officers, local authorities, residents associations, development groups, Connecting For Life Groups, people with lived experiences and family members, peer workers, recovery educators, minority groups, direct provision groups, HSE, LGBTQI+ groups, local businesses, sponsors, local media and existing groups or committees.
- If you are organising an event in partnership, try to have a strong representation of different people with a broad range of skills around the table.



STEP 2

Develop

Build a working group and learn more about the campaign

- Get familiar with the campaign **Toolkit** and the resources available.
- Discuss campaign ideas with your group.
- Become familiar with national and local mental health supports and services – check out Mental Health Ireland’s Supports for more details: www.mentalhealthireland.ie/support
- Communicate with Mental Health Ireland
Email: support@hellohowareyou.info to get in contact.
- Consider if you would like to take part in the **Hello, How Are You? 2.5 Hour Training Workshop**.



STEP 3

Decide

Plan and build your Hello, How Are You? event

- Decide the type of **event you are going to run** (see Appendices).
- Register your interest in running a **Hello, How Are You?** event on the campaign website www.hellohowareyou.info (once registered you will have access to all resources).
- You may wish to develop an event plan to establish timelines, identify sources of funding and budgets. Consider if setting SMART (Specific, Measurable, Achievable, Realistic and Timed) objectives would assist in the planning, implementation and evaluation of your event.
- Budget and funding can vary depending on the type and size of the event you are hosting (see Appendices).
- Decide and confirm the venue where the event will take place. Additional funding may be needed for venue hire e.g. marquees, community centre, etc.
- Consider if you need volunteers. Your local Volunteer Centre can be a great support for recruiting volunteers.
- Order **Hello, How Are You? Conversation Cards** and merchandise packs through the **Hello How Are you** website. Download the suite of free graphics and resources. If investing in additional merchandise download templates from the website and discuss with a local printing company.
- As a group decide how to promote and advertise the event in your area, for example: through flyers, posters, press releases, radio interview, newspaper adverts or social media.
- Hire a photographer or nominate a volunteer to capture the event, confirm any guest speakers or sponsors.

STEP 4

Deliver



Run your event on April 7th 2022 or another date that suits better

- Distribute merchandise, information and literature to partners, communities, businesses and individuals involved and participating on the day.
- It is important that everyone working at the event knows their role. Give roles and responsibilities to each member of the working group and to volunteers.
- If volunteers are involved, it may be a good idea to create a rota sheet to manage volunteer time.
- Have information on local and national signposting and support services available to people during the event.
- Make sure to capture the event and get permission from people you photograph to share their photo.



STEP 5

Document

Document your outcomes and complete evaluations

- Evaluation forms have been prepared to help you measure the success of your event and of the national campaign. Links to evaluation forms for event organisers and forms for event participants are available on the website.
- After the event, reflect and chat as a group about how it went (see **Self-Care** on page 23).
- Capture narratives for your evaluation. A form will be available on the website to help with this.
- If you developed a project plan, review it as a group.
- Document the outcomes and learnings from planning and rolling out the campaign.
- Celebrate the success of the event!

4 Event Ideas

Event Type	Details: what & why	Some resources needed
Coffee Morning or Connect Café	<p>A Coffee Morning is a social event that brings people together. Refreshments are served and conversations are had. They can be run in someone's house, in a community hall or in a café.</p> <p>A Connect Café brings people together and opens conversation on connection and mental health. They can be in-person or virtual. To find out more about hosting a Connect Café visit Mental Health Ireland's website: www.mentalhealthireland.ie/virtual-connect-cafe/</p>	<p>Note: Most of the merchandise and templates for posters etc. can be purchased or downloaded on our website: www.hellohowareyou.info</p> <ul style="list-style-type: none"> • Information: Hello, How Are You? Conversation Cards and relevant information leaflets. • Merchandise: Order one of our merchandise boxes online www.hellohowareyou.info • Refreshments, e.g. tea, coffee, soft drinks, sweet treats, sandwiches – you may be able to get these sponsored or ask volunteers to bake. • Signage: posters, pull-ups and hand-held signs (for photos). • Host in an appropriate venue, for example, Community Centre, hotel, etc. • Newspapers: contact your local newspaper to cover the event and even take out an advertisement.
Virtual Coffee Morning	<p>A Virtual Coffee Morning is an opportunity for a workplace or group to connect with one another online. This space will allow co-workers, colleagues etc. to come together and say Hello, How Are You? over a cup of coffee or tea.</p>	<ul style="list-style-type: none"> • Information: email Hello, How Are You? Conversation Cards and downloadables to participants. • Merchandise: Order one of our merchandise boxes online www.hellohowareyou.info You could send some of this merchandise in advance to participants. • Preferred online platform, e.g. Zoom, Microsoft Teams, WhatsApp etc. • Set up the meeting e.g. Zoom, Teams etc. link.
Walk or Run	<p>Bring people together to connect, say Hello and ask How Are You? by hosting an outdoor walk or run in your local area, e.g. park, forest, boardwalk or pitch. This is a social event that will bring people together to connect and chat. The event could be a short stroll or a longer distance.</p>	<ul style="list-style-type: none"> • Information: Hello, How Are You? Conversation Cards and relevant information leaflets. • Merchandise: order one of our merchandise boxes online: www.hellohowareyou.info • Refreshments: e.g. tea, coffee and sandwiches – you may be able to get these sponsored or ask a volunteer to bake. • Signage: posters, PVC banners, road signs and corrugated sheet posters • Photographer to document the event • Newspapers: contact your local newspaper to cover the event and even take out an advertisement • Transport: consider how people will get to the event e.g. rent a bus

Event Type	Details: what & why	Some resources needed
Workshop or Talk	<p>A workshop is a meeting at which a group of people engage in discussions and activities on a particular subject or project. Some examples of possible workshops include: 5 Ways to Wellbeing, Mindfulness, Resilience Building and Stress Reduction.</p> <p>To find out more please go to Mental Health Ireland's website: www.mentalhealthireland.ie/what-we-do/training/</p>	<p>Note: Most of the merchandise and templates for posters etc. can be purchased or downloaded on our website: www.hellohowareyou.info</p> <ul style="list-style-type: none"> • Information: Hello, How Are You? Conversation Cards and relevant information leaflets. • Merchandise: order one of our merchandise boxes online: www.hellohowareyou.info • Advertising: online or contact your local newspaper to cover the event and even take out an advertisement. • Refreshments: e.g. tea, coffee and sandwiches. • Signage: Pull-up banners and posters. • Host in an appropriate venue, for example, Community Centre, hotel, etc. • Guest speaker: organise a guest speaker to talk at the event.
Information Stand	<p>Information Stands are displays of information that attract people to find out / learn more. They give people the opportunity to ask questions, pick up information, share information and interact with others. You could set up an information stand in your work canteen, shopping centre, school, lobby etc.</p>	<ul style="list-style-type: none"> • Information: Hello, How Are You? Conversation Cards and relevant information leaflets – these could be about local services, national organisations or specific topics. • Merchandise: order one of our merchandise boxes online: www.hellohowareyou.info • Signage: pull-up banners, posters and hand-held signs. • Host in an appropriate venue, for example, Community Centre, hotel, etc. • Newspapers: contact your local newspaper to cover the event and even take out an advertisement. • Fundraiser: fundraise at the event. You may need a fundraising bucket, raffle tickets and spot prices e.g. give away packs of Hello, How Are You? merchandise.
Social Media Campaign	<p>A Social Media Campaign uses social media platforms e.g. Facebook, Instagram and Twitter to promote campaigns, products and services. The goal of a social media campaign is to engage and interact with audiences and grow awareness of a campaign.</p>	<ul style="list-style-type: none"> • Consider what social media platform(s) to use e.g. Facebook, Instagram or Twitter. • Consider what you are going to post e.g. images of HELLO Steps or people holding hand-held signs, Facebook live, videos with messages and Conversation Cards, GIFs, IGTV, Twitter chats, hash-tags, statistics or signposting/supports • Get volunteers to help e.g. monitor and manage the page and upload content/posts. • Information: Hello, How Are You? Conversation Cards • Signage: hand-held signs. • Merchandise: order one of our merchandise boxes online: www.hellohowareyou.info • Advertising: online or contact your local newspaper to cover the event and even take out an advertisement. • Influencers or local celebrity: get a local influencer or local celebrity involved to do some content online.

Event Type	Details: what & why	Some resources needed
Public Event	<p>An outdoor event held in a public area, e.g. community park that brings people together. They are held to connect people to a specific event, campaign or subject. These events are often held in a marquee or town square. It could involve live music, information stands and refreshments - you can have a festival feel.</p>	<p>Note: Most of the merchandise and templates for posters etc. can be purchased or downloaded on our website: www.hellohowareyou.info</p> <ul style="list-style-type: none"> • Information: Hello, How Are You? Conversation Cards and relevant information leaflets. • Merchandise: order one of our merchandise boxes online: www.hellohowareyou.info • Signage: Pull-up banners, PVC banner, posters and coriboard sign. • Refreshments: e.g. tea, coffee and sandwiches - you may be able to get these sponsored and ask volunteers to bake. • Marquee hire - consider the size, length of time needed, tables and chairs. • Information stand (see above) • Fundraiser - consider having a fundraiser at the event. You may need a fundraising bucket, raffle tickets and spot prices, e.g. give away packs of Hello, How Are You? merchandise. • Newspapers: contact your local newspaper to cover the event and even take out an advertisement. • Photographer to document the event. • Outside broadcast: have the local radio station cover the event and schedule a radio interview at the event.
Roadside Campaign	<p>A Roadside Campaign aims to make motorists and others using the road aware of a campaign, event or project. They involve coriboard signs advertising the event being put into the ground on wooden stakes. You could also opt for billboards or PVC signs to advertise the campaign too.</p>	<ul style="list-style-type: none"> • Signage: road signs, stakes and hand-held signs. • Permission from your local County Council to stake down the road signs - County Council may assist in staking down signs. • Consider what the signs will say e.g. HELLO Steps, support services, campaign logo, etc. or simply asking people to say Hello and ask How Are You? today.
Other	<p>Incorporate your Hello, How Are You? event into existing events. For instance, set up an information stand at a concert, choir or pantomime, and hand out Conversation Cards at sports training. Other alternatives include: dropping off Conversation Cards into local pharmacies, Post Offices, grocery stores, GPs, businesses, etc.</p>	<ul style="list-style-type: none"> • Information: Hello, How Are You? Conversation Cards and relevant information leaflets. • Merchandise: T-shirts • Information stand (see above)

5 Readiness



Think of the analogy 'you **cannot draw water from an empty well**'. It is important to make sure there is enough water in your personal well to meet the needs of the people you engage with each day.



Are you ready to say Hello and ask How Are You?

To support your readiness follow these steps:

Ask yourself:
Am I ready to say:
Hello and ask
How are you?

YES

NO

Are you concerned about someone's wellbeing?

You can signpost the person to supports and services

You might not feel you have the capacity to support someone else right now. That doesn't mean you don't care, it's just that you need to support yourself at this time.

You can start a conversation with the person about how they are feeling, using this helpful guide >



[The Steps](#)

Take time for yourself, ask for support, give yourself space and look after your own wellbeing.



Say:

Hello
HOW ARE YOU?

“Would you like to have a chat about what's going on for you?”

I have some time now if you'd like to...”

Does the person want to have a conversation with you about how they are feeling?

NO

Assure the person you are there for them if they should want to talk at another time.

YES

Have the conversation & follow the Steps:

ENGAGE
LISTEN
LEARN
OPTIONS

[The Steps](#)



Listening skills

Listening is an important skill. It helps build relationships with others. **'Active Listening'** helps improve your ability to listen well.

MINIMISE DISTRACTION

- Take a break from what you are doing and try to focus on the other person.
- Put away your phone and turn off the TV.
- Invite the person to chat in a quiet place.



ASK OPEN-ENDED QUESTIONS

Why do you think that is?

- Open-ended questions (ones that don't just need a yes/no answer) help keep the conversation going *see page 24

- They show the person that you are interested in what's being said.
- Sometimes yes or no answers can close a conversation down.



1



GIVE ATTENTION

- Look towards the person, make eye contact or stand shoulder to shoulder, whatever is more comfortable.
- Be aware of the other person's body language, posture and tone of voice. These can provide clues as to how they are feeling.
- Mirroring body language can help build connections.

2

3

ENCOURAGE THE PERSON TO SPEAK

- Use prompts to show that you have heard what is being said. For example: 'ok', 'mmm', 'uh-huh', 'I see' or nodding your head.
- You don't have to have an answer, give an opinion or a solution to what's being shared.
- Let the person lead the conversation.
- Give the person a chance to express their thoughts and feelings.
- Silences and pauses are ok.

mmm....
...I see



4

5

REFLECT

- Summarise what you have heard.
- Ensure you understand what the other person has said.
- Reflecting gives the opportunity to clarify.



6 Signposting

Need support?

Signposting highlights the available mental health supports and services in Ireland, both nationally and county-by-county. Knowing what supports and services to access makes it easy for someone to reach out and get the support they need. Get linked in with the right supports.



On the back of the **Hello, How Are You? Conversation Cards** there are links to some national supports & services.

Supports available

If in CRISIS please call:

Your local G.P.

Samaritans (24/7)

Freephone: **116 123**

SUPPORTS

Text about it (24/7)

Text free: **50808**

INFORMATION

www.yourmentalhealth.ie

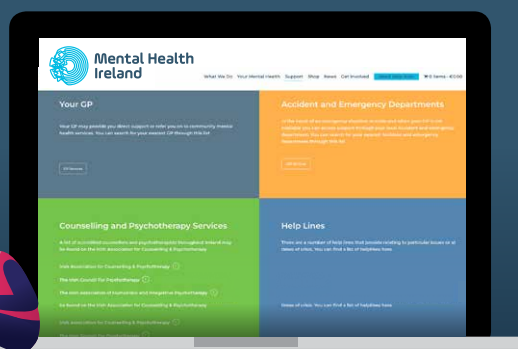
YourMentalHealth (HSE) 24/7 info line
Freephone: **1800 111 888**

www.citizensinformation.ie

www.hse.ie

You can also go to the Mental Health Ireland website for national supports and county-by-county supports.

www.mentalhealthireland.ie



7 Self-care

Self-care is a practice of taking actions to look after one's own health.



Self-care promotes mental health and wellbeing and when we build self-care into our daily lives our mental health is strengthened and our wellbeing is supported. It is good to get into a daily habit of doing something for yourself – examples include, M.E.D.S. (Meditation, Sleep, Diet and Exercise), taking the time to go for a walk in nature, having a cup of tea without interruptions or treating yourself when shopping.

Self-care can be...



Follow these links for more self-care guidance
and to build up a list of things to consider for your self-care:

5 Ways to Wellbeing: www.mentalhealthireland.ie/five-ways-to-wellbeing
FRC 'My little toolkit of Self-Care Practices' and 'Building Healthy Habits'

Setting boundaries

Boundaries are limits we set with other people to establish what we find acceptable and unacceptable. Boundaries need to be right for you. They are unique and personal based on our experiences and learning. Boundaries are important because they protect our physical and emotional space. Before starting an open mental health conversation it's good to know and identify your boundaries.

Examples of boundaries are:

Physical Boundaries

These include your personal need for space, touch, and physical readiness to engage. For example: you may be a person that likes to be touched, a hand on the arm may be comforting to you but not to another person.

Intellectual Boundaries

These relate to your thoughts, ideas, views and opinions. Somebody may have different beliefs to you and you have a right to distance yourself from these conversations. For example: "I respect that we have different opinions on this but I don't feel comfortable engaging in this line of conversation further."

Time Boundaries

These refer to an individual's use of their own time. Your time is valuable, and it is important that you protect it. It is much easier to limit the amount of time you are giving to other people if you understand your own time boundaries. For example: "I'd love to help, but I have a school pick up that I need to do first. I do care about you, would another time suit?"

Emotional Boundaries

These relate to your emotions. How you separate your feelings from another person's feelings. It is important to respond and not react. This enables you to hold an internal space and allows you to be a better listener. For example: Don't say 'at least he/she is no longer suffering', say something like 'this must be painful for you and your family.'

When setting boundaries, it's also good to think about what you can and can't control. For more information please visit the links below:

'I Can Control' worksheet

www.mentalhealthireland.ie/wp-content/uploads/2022/02/HELLO-I-Can-Control-Worksheet-Flyer.pdf

Reflect and Reset after a Conversation



Explanation

It is important to give ourselves time and space to debrief after both talking and listening. You may find yourself feeling confused, content, angry, tired, relieved, sad, frustrated or any other way. By practicing self-care, we can reflect on how conversations make us feel and take time to emotionally reset. This can help us to grow and learn. Think of it like cooling down after a tough workout!



Self-praise

Acknowledge what went well. Take pride in having had an open conversation.

Live and learn

Consider what you have learned from the experience. What could have gone better? Is there anything that you wish you had said?

Examples to support your reflection and reset

Journal: Write down how you are feeling. It doesn't have to make sense and you do not even have to read it. Allow yourself to put any thoughts down on the page.

Sit with your feelings: Acknowledge all of the emotions that you may be experiencing. Try to do this without judgement.

Spend time in nature: Natural environments offer many physical and mental health benefits. They can also provide a particularly effective setting for self-reflection.

Breathe: Find a comfortable position and notice your breathing. When you notice your mind wandering off, bring your attention back to your breath.

Move: Do some exercise or movement practice that feels good in your body.

Have a chat: you might want to have a chat with a friend, family member or colleague about the conversation.



Appendix 1

Sample questions to open up conversations

Open-ended questions enable the person to naturally journey through the **Hello** conversation. Open-ended questions help dig a little deeper and remove the possibility of a yes or no answer, which tend to close the conversation down. Open-ended questions keep the conversation going. They can enhance the experience of the person and enable them to be open throughout the conversation.

The following are some examples of how you might structure an open-ended question:

Could you tell me more?

I wonder...

Help me understand...

What makes that so scary?

How would you like it to turn out?

What does... mean to you?

What can we do to get there?

What could you do to...?

In what way...?

How did you...?

How does/did that make you feel?

What's going on for you right now?

Tell me a little more about how that made you feel?

What has helped you before?

Appendix 2

Phrase Bank – Hello, How Are You?

The Phrase Bank is a set of example phrases that may help you build a comfortable relationship with the person you are having the conversation with. Having a warm, empathic approach will open up the conversation and make the person feel respected and listened to.

Phrases to help ensure the person feels heard:

- It's understandable to feel like that when...
- **That's a difficult situation to be in**
- You're only human, it's natural to feel like that when...
- **....can be a lot for anyone to handle**
- Going through loss, break-up, unemployment, divorce etc.
...can be overwhelming/intense/frustrating
- **It sounds like you are going through a challenging time**
- You're doing the right thing by talking things over
- **Everyone makes mistakes, it's part of what makes us human**

Don't be afraid to clarify what the person is saying:

- It sounds like you are feeling ... because of...
- **What I'm hearing is... would that be right?**
- Would I be right in saying you're feeling... due to...?
- **I get the feeling you ...**
- It appears as if you...
- **So let me see if I am with you so far. (Repeat back)**
- I'm with you so far, tell me a little more about that
- **I'm here for you**
- Sounds like you want... because of ...
- **Correct me if I am wrong but what I'm sensing is...**

Asking for help is a courageous step. The following phrases can help you demonstrate that you recognise their strength:

- You've incredible self-awareness to know what your needs are
- **Your ability to open up here shows huge strength**
- I appreciate you being forthcoming with this, it takes huge courage to be open about all of this
- **You sound like a really caring person**
- They are lucky to have you as a friend/sister/brother/aunt etc.
- **The recognise the resilience you have shown, after everything you have been through**
- It's great you are remaining hopeful despite everything you have gone through
- **You have shown a remarkable amount of compassion/ kindness/empathy**
- What an unbelievable amount of determination you have

Appendix 3

Sample Budget and Costs

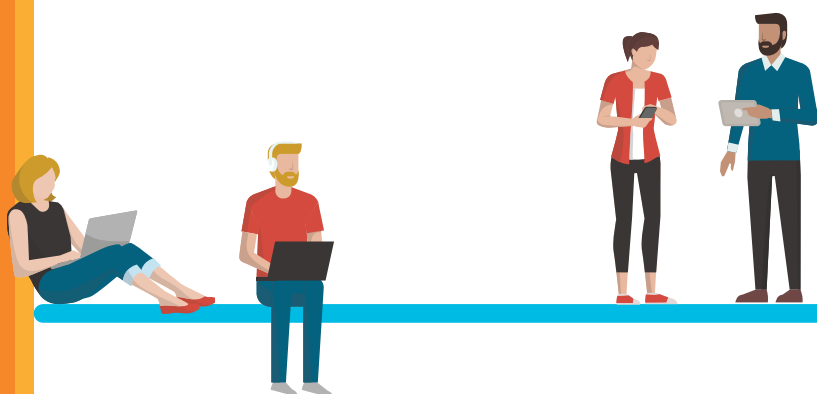
These are a sample of some of the costs that you might incur while rolling out the **Hello, How Are You?** campaign locally. Some counties/groups/communities may decide to incorporate large signs or advertisements, or others may simply hold a coffee morning and the cost may be for merchandise only. The cost of the **Hello, How Are You?** campaign will depend on the groups and communities that are rolling it out.

This is a template of approximate costs that will give you an idea when budgeting for the campaign. The prices may change locally.




Notes: Some of the merchandise will be available on the **Hello, How Are You?** website www.hellohowareyou.info for groups to order but groups can organise their own if they want merchandise customised. All costs exclude VAT. We can provide templates of most of these items that can be adapted at a local level. Email support@hellohowareyou.info

Accessing funding for a Hello, How Are You? event

The Wheel provides excellent support and guidance regarding possible funding opportunities and how best to submit a funding application: www.wheel.ie/funding Your **Hello, How Are You?** event may qualify for support funding depending on the Funding Schemes that are accessible in your region. These may include Healthy Ireland, local authority community grants, SICAP and National Lottery Grants. Local business and enterprises in your area may also be interested in partnering with you for your event and make an appropriate contribution, such as Credit Unions.




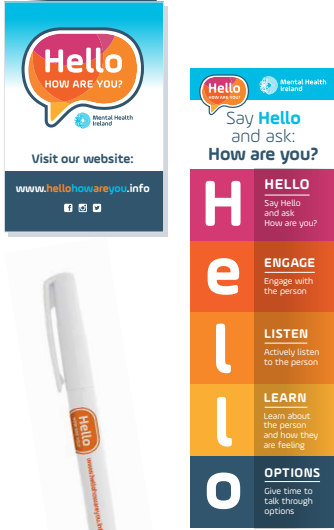


SIGNAGE

TYPE	Details	Approx cost ex Vat	Visual example
Pull-up banner	Size: 185cm x 82cm These are portable backdrops that consist of a rectangular pull-up poster and a base unit which allows the graphic to be rolled up. They can be used at information stands, reception areas of business etc.	€70 each	
Handheld sign	Approximately 1.5ft These are small light signs made from Foamex that can be used for photo shoots.	€15 each approx	
Posters	These are A4 or A3 posters (outline design can be downloaded from Hello, How Are You? Website). They could be used to advertise an event e.g. displays in local shop windows or at an information stand. (This may be printed through a local organisation or business with colour Printer at no cost)	€2.50 each	




SIGNAGE

TYPE	Details	Approx cost ex Vat	Visual example
Road Signs	<p>2ft x 3ft Corriboard Stakes – 1 per sign</p> <p>These can be put on roads surrounding villages, towns, housing estates etc. This can depend on Local Authorities guidelines. These signs also need to be erected. In some cases, the signage company can be paid to do this. Or the Local Authority may accommodate this.</p>	<p>€20 each €5 each</p>	
Corrugated Plastic sheet poster (corriboard)	<p>2ft x 3ft Corriboard A1 Corriboard</p> <p>Similar to the road signs, these are large, durable, hard but light plastic signs. They can be used as an information sign or poster at an event. They are easy to tie up e.g. on a wall or gate.</p>	<p>€20 each €30 each</p>	
PVC Banner	<p>4ft x 1.5ft Vinyl 6ft x 3ft Vinyl</p> <p>These are vinyl banners that are durable and made from hard wearing, waterproof material. They are digitally printed and often used as a form of outdoor advertising.</p>	<p>€25 each €50 each</p>	

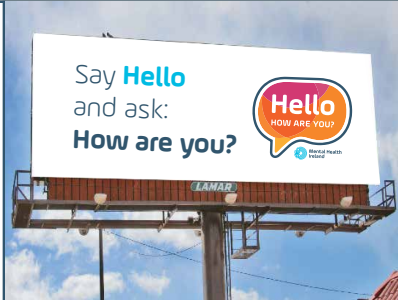
MERCHANDISE

TYPE	Details	Approx cost ex Vat	Visual example
T-shirts	<p>Sizing: S, M, L, XL and XXL</p> <p>Round neck branded T-shirts printed on one side: Hello How Are You? logo on front. They are to be worn at events or to be used to promote an event.</p> <p>Available to add to the Merchandise Boxes on www.hellohowareyou.info</p>	<p>€8 each (on the Hello, How Are You? website)</p> <p>or</p> <p>€10-12 each if you get small quantities locally</p>	
Merchandise Boxes	<p>SMALL BOX (including postage)</p> <p>Conversation Cards x 50 Bookmarks x 25 Trolley Coin Keyrings x 10 Pens x 10 Tote Bags x 5</p>	€40	
	<p>MEDIUM BOX (including postage)</p> <p>Conversation Cards x 100 Bookmarks x 50 Trolley Coin Keyrings x 25 Pens x 25 Tote Bags x 10</p>	€80	
	<p>LARGE BOX (including postage)</p> <p>Conversation Cards x 200 Bookmarks x 100 Trolley Coin Keyrings x 50 Pens x 50 Tote Bags x 20</p>	€150	

ADVERTISING

TYPE	Details	Approx cost ex Vat	Visual example
Local Newspaper Ad	Take out an advertisement in your local newspaper to connect with the wider community in your area. In the ad share your event and how to get involved, where it is being held and where to learn more. You can boost interest by sharing it online from the newspaper's website. You could take out an advertisement following your event to share its success.	€900 full page €500 half page €300 quarter page	
Photographer	Book the local newspaper or press photographer to cover you Hello, How Are You? event. The photos taken can be shared in a newspaper article and online to publicise the event. Other option: you can hire and pay for a local private photographer to document the event.	€200-250 per hour €100-250 per hour	
Radio	Outside Broadcast Get a local radio station involved in your Hello, How Are You? event. This would involve remote outside broadcasting during the event. A local business may offer sponsorship for this. The radio station may help you to secure the sponsor. Other option: you can schedule a Radio Interview before the event to increase word of mouth, this is free. In advance ask the radio station how long you will have so that you can prepare.	€1200-1400 Free	

ADVERTISING

TYPE	Details	Approx cost ex Vat	Visual example
Out of home advertising	5.5ft x 4ft These could be signs at a local bus stop, shopping centre or outside of a shop. The cost normally includes a rental fee depending how long you want the poster advertised for.	€100-400 depending on locations and duration	
Billboard	14ft x 48ft These create attention and could draw people to your event. Billboards are normally rented at a weekly/monthly rate.	€1050	

HIRE

TYPE	Details	Approx cost ex Vat	Visual example
Marquee	6ft x 6ft 9ft x 6ft If hosting an outdoor event you can hire a marquee. They normally come with some chairs and table (depending on size). You may want to talk to your county council before hiring one as a licence may be needed. These can be hired for 1 hour to a full day. It could be a fixed cost or a cost per hour.	€500 1 day hire €850 1 day hire	

Appendix 4

Some statistics about saying Hello, How Are You?

There are so many reasons to say **Hello** and to ask someone **How Are You?**...

Since COVID-19
people feeling less
socially connected

The **latest figures from Healthy Ireland** show that since COVID-19, 81% of people reported feeling less socially connected.
(Healthy Ireland Survey 2021 Summary Report)

In 2020, a **report on attitudes towards mental health** found that 74% of respondents have had someone close to them, mostly friends or a family members, reveal that they have had a mental health difficulty.
(St. Patrick's Mental Health Services Attitudes to Mental Health Survey, 2020 Findings)

Someone close
revealing mental
health difficulties



Research has demonstrated the impact and benefits that saying **Hello** and asking the question **How are you?** has on our mental health and wellbeing.

It feels more acceptable to talk about mental health now

A survey from Irish Association for Counselling and Psychotherapy (IACP) in 2019 found that 86% of people agree that it's more acceptable to talk about mental health issues now, than it was in the past (*IACP Release Results of 2019 General Public Survey: Mental Health and Counselling / Psychotherapy in Ireland: Public Perceptions and Attitudes*)

This campaign de-stigmatises attitudes towards mental health by educating and opening conversations on the topic. Figures from a similar international campaign to say **Hello, How Are You?** show that participants of the campaign were six times more likely to reach out to someone who might be experiencing personal difficulties, compared to those who did not participate. (*Australian R U OK? Day campaign: improving helping beliefs, intentions and behaviours (2019)*)

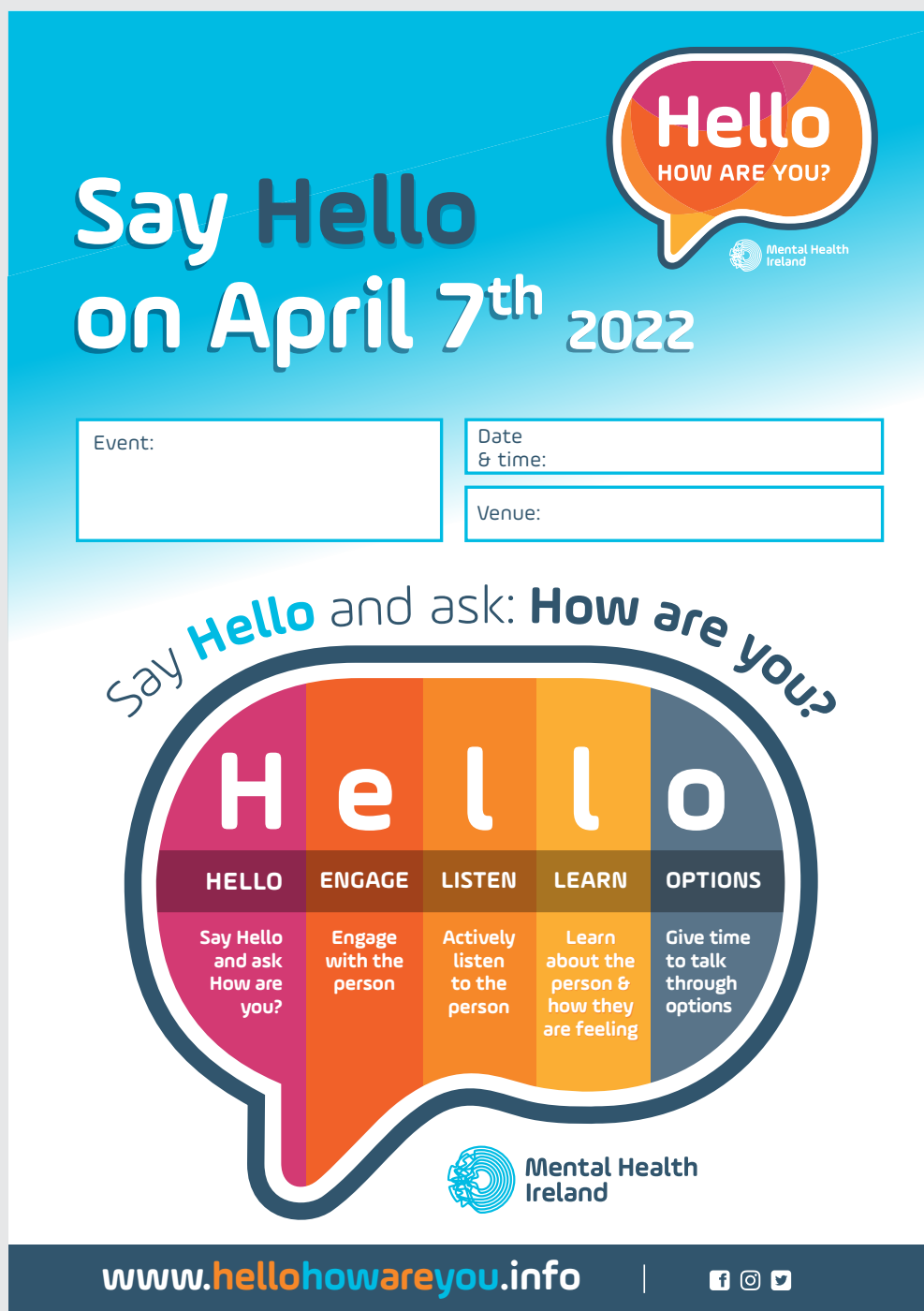
Campaign participants are more likely to reach out to someone experiencing difficulties

Campaign exposure can increase the likelihood of people using recommended supports and services

By improving connections with others to develop support networks and friendships the **Hello, How Are You?** campaign also tackles loneliness which is associated with stress, anxiety, depression, low self-esteem and poor sleeping. **Hello, How Are You?** builds awareness of suitable support services available to people in their local area encouraging them to seek help if they are experiencing any mental distress. The Australia's R U OK? Day research highlighted that the campaign exposure increased the likelihood of intentions to use recommended supports and services by up to 3 times. (*Australian R U OK? Day campaign: improving helping beliefs, intentions and behaviours (2019)*)

Appendix 5

A4 and A3 Event Poster Template



Say Hello
on April 7th 2022



Event:

Date & time:

Venue:

Say **Hello** and ask: **How are you?**

H	e	l	l	o
HELLO	ENGAGE	LISTEN	LEARN	OPTIONS
Say Hello and ask How are you?	Engage with the person	Actively listen to the person	Learn about the person & how they are feeling	Give time to talk through options

www.hellohowareyou.info |   



[Download The A4 or A3 Poster](#)