



Planning an Event for Hello, How Are You?



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. You can find more information on Mental Health Ireland, including our Mission and our Vision, on our website www.mentalhealthireland.ie

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, schools, colleges, 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.

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

H E L L O

Why do we say 'Hello, How Are You?'

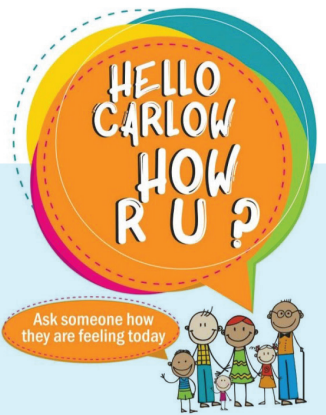
- Normalise talking about our mental health, wellbeing & recovery
- Reduce loneliness and improve community connections
- Encourage earlier help seeking and finding support
- Develop capacity and confidence within communities to support each other

History of the campaign

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.



Ask someone how they are feeling today



2018

2019



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



The campaign was introduced into Meath and Westmeath

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

2021

Events in 26 counties

Est 26k attendees at events

217 events registered

2022

198 community groups and 58 corporate organisations involved

Hello
HOW ARE YOU?

Hello
HOW ARE YOU?



The first national 'Hello, How Are You?' campaign was run across the 26 counties.

Hello, How Are You? Day will be celebrated annually



How to get involved



Simply saying Hello to a neighbour, friend, colleague, etc. by using the H.E.L.L.O. Steps



Use your lunchbreak, coffee meet up, team meeting or social gathering to say 'Hello, How Are You?'



Add the Hello campaign to an existing event and/or meeting



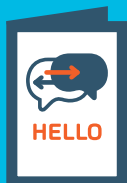
Share what we are doing on social media in community groups, group chats, etc. Use #HelloHowAreYou



Why not use your event to fundraise for Mental Health Ireland? Lots of ideas on the website.

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, college or community.



Conversation Card

This card includes the **H.E.L.L.O. Steps** and has information on national supports available. These cards will be available during the campaign or you can download them from our website.



Toolkit/Guide

We have a toolkit/guide to help you run an event for the 'Hello, How Are You?' campaign. This includes ideas for events. It also gives you advice on how to plan and host your event.



Training

We have Training Workshops to help you understand and get the most out of the Hello, How Are You? campaign. You can register for the training online. You can also download a Training Manual from our website www.HelloHowAreYou.info



Merchandise

We have items for sale that might be useful if you are running an event. You can buy them on our website. We also have free templates and graphics that you can personalise for your event. These can be downloaded from the website. Conversation Cards and **H.E.L.L.O. Steps** are free and you can download these from the website.



Social Media Assets

We have lots of images and resources for you to share on your social media. You can download them from our website www.HelloHowAreYou.info

H.E.L.L.O. Steps

H E L L O

We have coproduced the **H.E.L.L.O. 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

H



[Download The Steps
in English](#)



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

STEP 2

E



STEP 2

ENGAGE

- Engage with the person
- Ask questions that are open and don't require just yes/no answers, e.g., "How have you been? What's been happening for you?"

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[Download The Steps
in English](#)



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

STEP 3



STEP 3



LISTEN

- Let the person speak and show them that you are listening
- Remember, you aren't expected to have all the answers
- Try not to react too much to what is being said



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[Download The Steps
in English](#)




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

STEP 4



STEP 4

Hello
HOW ARE YOU?
Mental Health
Ireland

 **LEARN**

- Try to understand what the person is feeling
- Ask what has worked in the past
- Trust that the person is the expert on themselves and what works for them

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in English](#)



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STEP 5

O



STEP 5

Hello
HOW ARE YOU?
Mental Health
Ireland

OPTIONS

- Give the person time to talk through options
- 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

© Mental Health Ireland



[Download The Steps
in English](#)



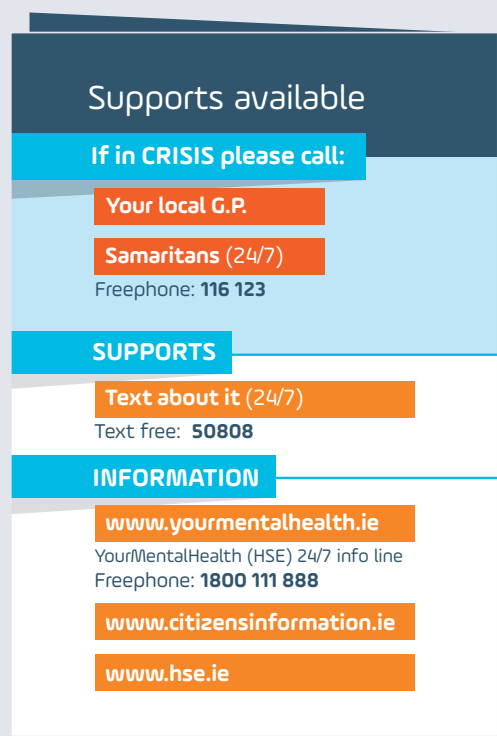
[Download The Steps
in Irish and other languages](#)

Hello, How Are You? Conversation Cards

We have lots of images and resources for you to share on your social media. You can download them from our website www.HelloHowAreYou.info
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 Guide** will help you to plan and run your **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
- a fundraising event
- a Connect Café
- a walk/talk (schools)
- 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

Check locally if there's an interest in running a 'Hello, How Are You?' event

You could work with lots of other groups or organisations:

- | | |
|---------------------------------------|---------------------------------|
| • local Mental Health Association | • minority groups |
| • Family Resource Centre | • parents' associations |
| • local Suicide Prevention Officers | • sports groups |
| • local authorities | • youth clubs |
| • residents associations | • libraries |
| • development groups | • direct provision groups |
| • peer workers | • HSE |
| • recovery educators | • LGBTQI+ groups |
| • Connecting For Life groups | • local businesses |
| • men's/women's sheds | • sponsors |
| • age action/active retirement groups | • local media |
| • people with lived experiences | • existing groups or committees |
| • & family members | • student unions/student groups |

If you do work with another group, try to have a mixture of people with different skills, if possible.

STEP 2

Develop

Bring people together and learn more about the campaign

- Discuss campaign ideas with your group.
- If you want more information contact Mental Health Ireland
Email: support@HelloHowAreYou.info
- Consider if you would like to take part in the Hello, How Are You? Training Workshop.



STEP 3

Decide

Plan and build your 'Hello, How Are You?' event

- Choose the type of event you are going to run
- Decide and confirm the venue where the event will take place.
- 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 free graphics and resources. If investing in additional merchandise download templates from the website and discuss with a local printing company.
- Discuss how to promote and advertise the event in your area, for example: through flyers, posters, press releases, radio interview, newspaper adverts or social media.
- Register your event on the website www.HelloHowAreYou.info
It is a good way to promote your event because it will be added to our Events Calendar.

STEP 4

Deliver

Run your event on the day or another day close to it that suits

- Distribute merchandise, information and literature
- Give roles and responsibilities to each member of the working group and to volunteers
- Have information on local and national support services available to people during the event
- Take photos of the event (make sure to get people's permission before sharing the photo). Share with us on social media using the hashtag #HelloHowAreYou or email them to support@HelloHowAreYou.info
- After the event, reflect and chat as a group about how it went and what you have learnt
- Celebrate the success of the event!



STEP 5

Document & Feedback

Feedback – Have your say

We really value your feedback and would love to hear about your experience of Hello How are you?, so that we can continue to understand what works, and what we can improve. You can have your say by:

- Visiting our website for both online and downloadable feedback forms
- Having participant feedback forms and posters with a QR code available at your event
- During your event, taking note of moments and conversations that stand out
- Taking time to reflect on how the event went
- Sharing your feedback with us on the website [Link to Feedback webpage](#)

3 Event Ideas

Event Ideas	Things to Consider / resources needed
<p>Incorporate Hello, How Are you? into existing events: sports training, support groups, team meetings, etc.</p> <p>Coffee Morning virtual or face-to-face</p> <p>Connect Café www.mentalhealthireland.ie/virtual-connect-cafe</p> <p>Walk or Run</p> <p>Workshop or Talk</p> <p>Information Stand</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 national and local information leaflets about mental health. • 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. • Preferred online platform, e.g. Zoom, Microsoft Teams, WhatsApp etc. • Transport: consider how people will get to the event e.g. rent a bus • Guest speaker: consider organising a guest speaker to talk at the event. • Fundraiser: Make your event a fundraiser. For buckets and other merchandise, check out our website.
<p>Social Media campaign eg. Facebook, Instagram and Twitter to promote the campaign</p>	<ul style="list-style-type: none"> • Consider what social media platform(s) to use e.g. Facebook, Instagram, Twitter or LinkedIn. • Consider what you are going to post, e.g. images of H.E.L.L.O. 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. • 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.
<p>Public Event An outdoor event held in a public area, e.g. community park that brings people together</p>	<ul style="list-style-type: none"> • Marquee hire – consider the size, length of time needed, tables and chairs. • Information stand (see above) • Outside broadcast: have the local radio station cover the event and schedule a radio interview at the event.
<p>Roadside Campaign</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. H.E.L.L.O. Steps, support services, campaign logo, etc. or simply asking people to say Hello and ask How Are You? today.



4 Supports to having the conversation

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.



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

YES

NO

That's ok.
Sometimes you need
to look after yourself
first. You can use the
Conversation Card to
let the other person
know of supports
and services.

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



The Steps

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.

1



Give the person your attention

2



Minimise distraction



3



Encourage the person to speak

mmm...
...I see



4



Ask open-ended questions

How did you feel about that?

Why do you think that is?

How have things been going with _____?



5

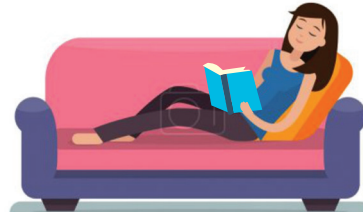


Let the person know you heard what they were trying to say



Self-care

Self-care is a practice of taking actions to look after your own health.



It is important to do this after having the 'Hello, How Are You?' conversation'. It is good to get into a daily habit of doing something for yourself that you enjoy.

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'

5 Supports available

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

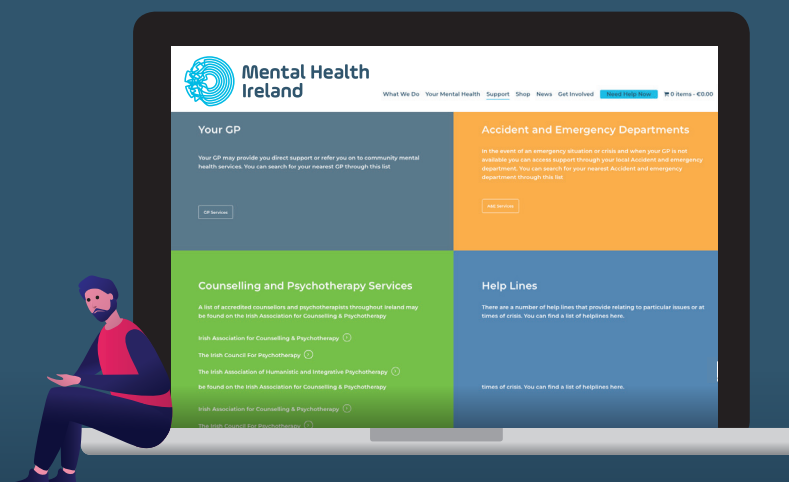
INFORMATION

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

6 Why get involved?

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

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

“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 Are You?** conversation has encouraged me to seek help for my own difficulties.”

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)

Someone close revealing mental health difficulties

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)

Hello
HOW ARE YOU?



*Find some more information about the importance of saying **Hello, How Are You?** in the Appendices

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))

During the 2022 'Hello, How Are You?' campaign people were asked:

"Did you feel listened to?"

96% said "Yes"

4% said "Somewhat"

"Will you talk to someone else using the 'Hello, How Are You?' framework?"

87% said "Yes"

13% said "Maybe"

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



Meet the Team

Developing the **Hello, How Are You?** Campaign is a team effort.

The campaign is developed, organised and planned through coproduction. The first coproduction group came together in July 2021 to plan the first national **Hello, How Are You?** campaign on 7th April 2022. The process was supported by staff of Mental Health Ireland, individual volunteers and people with lived experience, as well as representatives from national and local organisations.

The campaign continues to be developed with the support of individuals and organisations that use their experience, knowledge and skills to help Mental Health Ireland to develop the best campaign possible.

Some of the organisations involved include:

- **An Garda Síochána**
- **BelongTo**
- **Cairde**
- **Carlow Pride Festival**
- **Gateway**
- **Get Ireland Walking**
- **Family Resource Centre Mental Health Promotion Project**
- **Healthy Ireland**
- **HSE National Office for Suicide Prevention**
- **HSE Mental Health Engagement and Recovery**
- **Jigsaw**
- **Libraries Development Local Government Management Agency**
- **Mental Health Associations**
- **Men's Sheds**
- **Social Prescribing**
- **Sport Ireland**
- **Traveller Community Health Programme, HSE**
- **3rd Level Education institutions**

The coproduction group would also like to acknowledge the contributions of Louise Fitzgerald at Wise Eyes Creative, who has supported the graphic design needs of the campaign since it began.

7 Appendices

Sample Budget and Costs

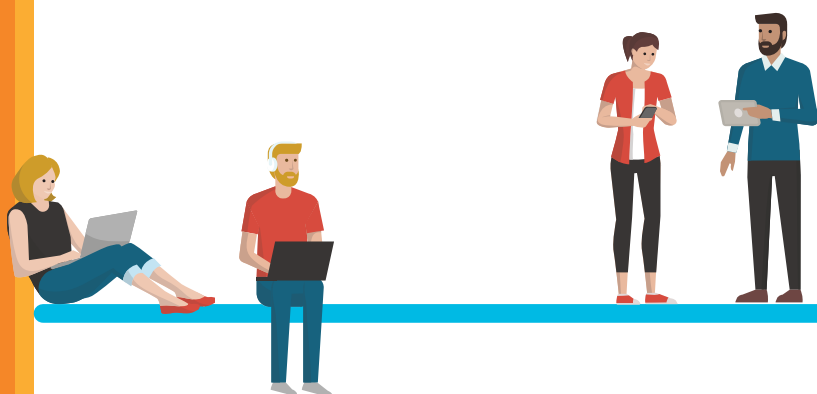
These are a sample of some of the costs that you might incur while rolling out the **Hello, How Are You?** campaign locally. Some counties/groups/communities may decide to incorporate large signs or advertisements, or others may simply hold a coffee morning and the cost may be for merchandise only. The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

All signage is printed by the host organising the event, e.g. Family Resource Centre, University, etc.



TYPE	Details	Approx cost	Visual example
Pull-up banner	<p>Size: 185cm x 82cm</p> <p>Portable backdrops with a base unit to be used at information stands, reception areas, etc.</p> <p>Link to downloadable sample</p>	€70-100 each (ex. vat)	
Handheld sign	<p>Approximately 1.5ft</p> <p>Small, light signs made from foamex for using at photoshoots</p> <p>Link to downloadable sample</p>	€15-25 each approx (ex. vat)	
Posters	<p>A4/A3 posters that can be displayed in local shop windows or at an information stand. (Outline design can be downloaded from Hello, How Are You? Website).</p> <p>(This may be printed through a local organisation or business with colour printer at no cost)</p> <p>Link to downloadable sample</p>	€2.50 each	
Road Signs / Corri Signs	<p>2ft x 3ft Corriboard</p> <p>Can be put on roads surrounding villages, towns, housing estates, etc. (may need planning permission)</p> <p>Link to downloadable sample</p>	€20-30 each (ex. vat)	

MERCHANDISE

TYPE	Details	Approx cost	Visual example
T-shirts	Sizing: S, M, L, XL and XXL 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. Available to add to the Merchandise Boxes on www.HelloHowAreYou.info	€8 each (on the Hello, How Are You? website)	
Merchandise Boxes	SMALL BOX (including postage)  Conversation Cards x 50 Bookmarks x 50 Trolley Coin Keyrings x 10 Pens x 10 Drawstring Bag x 1 Mobile phone card holders x 5	€40	
	MEDIUM BOX (including postage)  Conversation Cards x 100 Bookmarks x 100 Trolley Coin Keyrings x 25 Pens x 25 Drawstring Bags x 2 Mobile phone card holders x 10	€80	
	LARGE BOX (including postage)  Conversation Cards x 200 Bookmarks x 200 Trolley Coin Keyrings x 50 Pens x 50 Drawstring Bags x 3 Mobile phone card holders x 20	€150	

ADVERTISING

All costs of advertising is financed by the host organising the event, e.g. Family Resource Centre, University, etc.

TYPE	Details	Approx cost	Visual example
Local Newspaper Ad	<p>Take out an advertisement in your local newspaper. Share your event and how to get involved, where it is being held and where to learn more. You could take out an advertisement following your event to share its success.</p> <p>You could ask your local paper for a free article to promote your event.</p>	<p>€900-1000 full page (ex. vat)</p> <p>€500-600 half page (ex. vat)</p> <p>€300-400 quarter page (ex. vat)</p>	
Radio	<p>Get a local radio station to broadcast live from your event.</p> <p>Give an interview at your local radio station about your event.</p> <p>Consider asking your local station for some free advertising.</p>	€1300-1500	

Event Poster Template



Say Hello
on

Hello
HOW ARE YOU?
Mental Health Ireland

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

Mental Health Ireland

© Mental Health Ireland

www.hellohowareyou.info |   



[Download The A4 or A3 Poster](#)

Hello, How Are You? 2022 Impact



2022

The first national 'Hello, How Are You?' campaign



**Est 26k
attendees
at events**

**217 events
registered**

**Events in
26 counties**

**198 community
groups and
58 corporate
organisations
involved**

During the 2022 'Hello, How Are You?' campaign, people were asked:

**"Did you feel
listened to?"**

96% said "Yes"

**"Will you talk to
someone else using
the 'Hello, How Are
You?' framework?"**

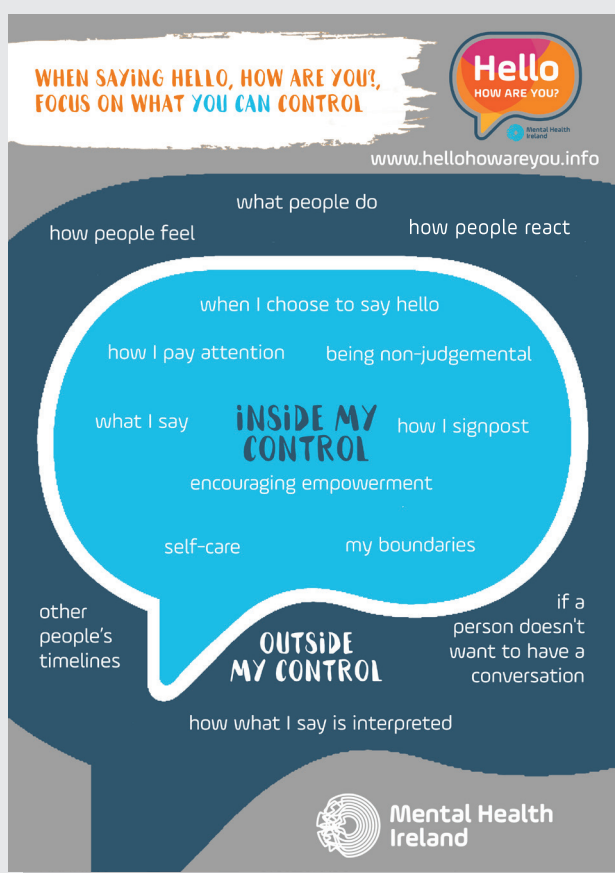
87% said "Yes"

"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 Are You? conversation has encouraged me to seek help for my own difficulties."



You Can Control Poster



[Download the You Can Control Poster](#)