

## How to 'Fill your cup' this International Survivors of Suicide Loss Day

### About 'International Survivors of Suicide Loss Day'

International Survivors of Suicide Loss Day is an important annual awareness day where survivors of suicide loss come together to connect, share their experiences and insights, and find comfort and care, in reducing stigma by normalising conversations around suicide loss.

**This year, International Survivors of Suicide Loss Day is on Saturday, November 23, 2024 and StandBy want you to join us as we come together to connect. StandBy's Lived Experience Team have driven this important initiative to promote awareness, connection and highlight the voice of lived experience for this important day.**

We acknowledge the individuals, families, friends, carers, colleagues and communities bereaved and impacted by suicide each year. An individual life lost to suicide represents a person who was loved and a life which was valued and will be missed.

By generating conversations regarding suicide loss and the support available we can make valuable connections and create hope for those bereaved and impacted by suicide.

### About our 'Fill your cup!' campaign

**We are inviting people to join StandBy and host their own morning tea at home or work, with their neighbours or in their community, in the lead up to or on the day of International Survivors of Suicide Loss Day, Saturday, 23 November 2024.**

**We have a range of free resources available to download from our website, including a poster, self-care card, conversation cards, cookie recipe and more.**

**We hope people will come together to put the kettle on, connect and share conversations.**

Visit the website via the QR code to learn more and download free resources.



## How to spread the word

### Free resources

We invite you to promote the 'Fill your cup!' campaign with the following free resources, available to download from our website:

- A poster
- Self-care card
- Cookie recipe card
- Conversation cards
- Social media assets
- Email banner

Visit the [website](#) to learn more and download the resources.

### Social posts

You might like to share some of our social media assets in the lead up to, and during, International Survivors of Suicide Loss Day.

Below are some suggested captions, and you might like to include the hashtag #FillYourCup and #ISSLD.

#### Social post caption 1

Join StandBy for a morning tea in the lead up to International Survivors of Suicide Loss Day, 23 November 2024.

We invite you to 'Fill your cup!' by hosting a morning tea with friends, family and colleagues, to share memories, stories and experiences over a cuppa and while building connections and community.

StandBy has produced some great resources to help your morning tea get off to a great start – including posters to promote your event, a cookie recipe card to whip up some delicious treats, a self-care checklist to help guide your self-care and cup filling, and more.

Visit <https://tinyurl.com/5yufn94> for more details.

#FillYourCup #ISSLD StandBy is a program of @Youturnsupport



## Social post caption 2

International Survivors of Suicide Loss Day is an event in which survivors of suicide loss come together to connect, share their experiences, and find comfort and healing in a community of understanding individuals.

This year, International Survivors of Suicide Loss Day is Saturday, November 23, 2024.

We invite you to 'Fill your cup!' by hosting a morning tea with friends, family and colleagues, to share memories, stories and experiences over a cuppa and while building connections and community.

Visit <https://tinyurl.com/5yuftn94> for more details.

#FillYourCup #ISSLD

StandBy is a program of @Youturnsupport

## Share your social content with us!

In addition to our campaign content above, we are hoping to share messages from our StandBy audiences and family from across Australia via our channels, and we invite you to share a message or thoughts for this very important day. You may also wish to share your photo. Email us at [media@standbysupport.com.au](mailto:media@standbysupport.com.au) with your message. Example post idea:



"The impacts of a loss by suicide are felt for life. We remember those bereaved today and hold hope in our thoughts and hearts that the pain may ease in time, we stand with you."

StandBy Melbourne Metro and Gippsland.



## Suggested email content

You might also like to send an email to help promote the campaign and encourage your friends, family and community to get involved. Here is some copy you might like to use:

**Subject:** 'Fill your cup' this International Survivors of Suicide Loss Day

Hello \*\*,

*We invite you to join StandBy for a morning tea in the lead up to International Survivors of Suicide Loss Day on 23 November 2024.*

*International Survivors of Suicide Loss Day is an important annual awareness day where survivors of suicide loss come together to connect, share their experiences and insights, and find comfort and care, to reduce stigma by normalising conversations around suicide loss.*

*StandBy's Lived Experience Team have come together to drive this important initiative to promote awareness, connection and the voice of lived experience for this day.*

*We acknowledge the individuals, families, friends, carers, colleagues and communities bereaved and impacted by suicide each year. An individual life lost to suicide, represents a person who was loved and a life which was valued and will be missed.*

### ***How to get involved***

*Join StandBy and host your own morning tea at home or work, with your neighbours or in your community, in the lead up to or on the day of International Survivors of Suicide Loss Day, Saturday, 23 November 2024.*

*To make hosting your morning tea a little easier, you can **download free resources from our website**, including:*

- *A poster*
- *Self-care card*
- *Cookie recipe card*
- *Conversation cards (print and cutout)*
- *Social media assets*
- *Email banner*

*Then, put the kettle on, connect and share conversations!*

*Visit <https://standbysupport.com.au/international-survivors-of-suicide-loss-day/> for more information.*

*StandBy is a program of Youturn.*

### **Questions?**

Please email us at [media@standbysupport.com.au](mailto:media@standbysupport.com.au)

We hope you enjoy this special time to connect, share conversations and 'Fill your cup!'