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Media Release

**We need
your help –
lives
depend on
it.**

We are called The Ripple Effect for an incredibly important reason.

The ripple effect of rural suicide doesn't just leave small waves behind it, on a picturesque dam on your, or a neighbour's, farm – it's all about the collateral damage as family and communities are torn apart when someone takes their own life.

Without your help we won't be able to complete our vital research into the unacceptable rate of suicide in rural and regional Australia and the untenable number of individuals and families struggling to access suitable support.

If you will take just a moment to think how you have, or someone you know has, been affected by rural suicide you will realise the importance – and the urgency – of our work.

You no doubt know someone who has taken their own life, or cared for someone who has been at risk of suicide?

Or possibly been at risk of taking your own life?

There's no ignoring it, suicide has touched every one of us, in one way or another, everyone who lives in rural Australia, and it's not going away unless we all do something about it.

Now.

Your experience, whatever it is, will help us fully realise the extent of the problem of rural suicide and begin to find ways to:

- i. Reduce traumatic deaths.
- ii. Provide more suitable support for those at risk of suicide.
- iii. Better support those who have been left behind and those who care for people at risk in rural communities.

HOW YOU CAN HELP:

- Register and participate (anonymously) in www.therippleeffect.com.au. It's only a couple of hours over a 2-3 week period (when and where it suits you) – such a small price to pay to help save a life, maybe even your life, or the life of someone close to you.

- Share this message with ALL people in your rural network, including your family, colleagues, friends and contacts on social media. You may not always know who has been affected by suicide.
- Get other people to participate in www.therippleeffect.com.au. If we each make a small effort, the insights and knowledge shared will be incredible.

Take action NOW to turn the negative ripple of suicide into a positive ripple effect of support.

It begins with you.

Further details are available from Alison Kennedy at the National Centre for Farmer Health on Ph: (03) 5551 8587, or Email: alison.kennedy@wdhs.net.