

ECU News Services – News Release/Advisory Submission

NEWS RELEASE

East Carolina University News Services

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Event Date: March 25

Pitt County and ECU unite for R U OK? Day to promote mental health awareness

GREENVILLE, N.C. (3/25/2026) — East Carolina University and its community partners will mark R U OK? Day on March 25 with events that promote mental health awareness and encourage open conversations about health and well-being.

ECU, the Greater Greenville Chamber, Pitt Community College, ECU Health Medical Center, Integrated Family Services, Pirate Radio, Reimage Church, Orthopaedics East, World Cat, Pitt County government, Pitt County Schools, the city of Greenville, Hyster-Yale Material Handling, Catalent, Third Street Academy, John Paul II High School, Avient Protective Materials, Boys & Girls Club of the Coastal Plain, Greenville Yard Gnomes, are teaming up for the event that is part of “You Matter” ECU week (March 24-28) and will feature mental health check-ins, a health and well-being fair and a campus-wide movie night.

Partner organizations will engage in a variety of programming, including opportunities for community building events, employee walks, benefit fairs, and educational programming related to mental health and well-being. Together, more than 50,000 students and employees in Pitt County will be reached by the R U OK? initiative.

ECU’s Main Campus Student Center lawn will host a Health and Well-Being Fair from 12-2 p.m. on March 25th while the Health Sciences Campus will hold a similar fair from 11 a.m.-1 p.m. on March 26th. Mental health check-ins will also be available at various campus locations. Partner organizations will be on site to support the event.

Mental health is a critical part of overall well-being, influencing personal relationships, workplace productivity and community health, organizers said. R U OK? Day fosters a culture of care by encouraging people to check in on one another and have meaningful conversations about mental health. A simple question — “Are you OK?” — can make a profound difference in someone’s life.

“R U OK? Day reflects a coordinated community effort, uniting schools, higher education institutions, and employers. to connect individuals to one another and to the resources that support well-being. By addressing isolation and silence, we can create a culture where people

feel seen, supported, and willing to reach out.” said Andy Herdman, an ECU professor who is helping to organize the event.

With nearly one in five U.S. adults experiencing mental illness each year, many struggle in silence due to stigma or lack of awareness about available resources. Encouraging check-in, listening, and encouraging others to seek support helps break down these barriers and ensures that more people receive the support they need, organizers said.

In Greenville, Mayor P.J. Connelly issued a proclamation declaring March 25, 2026 “R U OK? Day” in Greenville.

By participating in R U OK? Day, individuals and workplaces contribute to a more supportive community where mental well-being is valued and no one feels alone. To find out more about R U OK?, visit Instagram: [RUOK_PittCounty](#)

To get involved, follow these steps: Check with someone by asking “Are you OK?,” listen with an open mind, encourage action by supporting them in seeking help and check in again later. ECU and PCC students can attend campus events, and businesses and schools are encouraged to participate. Help spread awareness by sharing online with [#RUOK?PittCounty](#).

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