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MHM

MENTAL HEALTH MATTERS

Where mental health meets
workplace systems and human rights

Create Hope. Create Change.

Inclusive voices. National impact.

Scan Here
to Enter for
FREE!



Ireland's National Mental Health Poster Campaign

World Mental Health Day 2026

Your design could be displayed across Ireland, & produced as a national postcard.



WELCOME

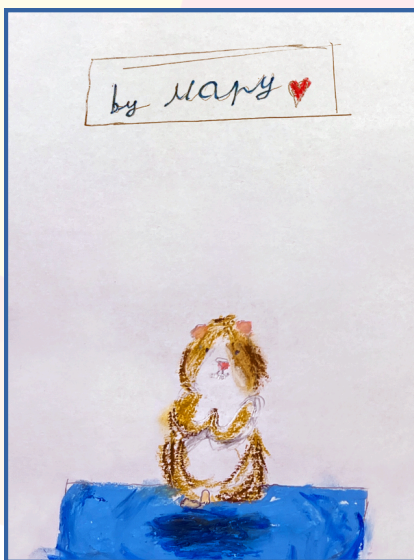
The **Mental Health Matters Poster Campaign** invites people across Ireland to share positive messages about mental health, support and kindness.

This participation pack has been designed to support inclusive and accessible engagement for people of all abilities.

We recognise that people experience creativity, communication and participation in different ways. For this reason, the campaign welcomes adaptations, alternative formats and flexible approaches.

The most important part of participation is having a voice and sharing a message that matters.

There is no single “right way” to take part.





THE PRIZE

Winning designs will be made available nationally as part of the Mental Health Matters national awareness campaign for World Mental Health Day 2026, helping to spread messages of support across schools, universities, workplaces and communities of all kinds.

In addition, these designs will also be made into limited edition postcards by An Post and made available free to the public.

Each category winner will receive a prize to the value of €250 and a commemorative award they can proudly display, recognising their creativity and their role in helping change the conversation around mental health.

Participation offers organisations a meaningful way to:

- Encourage conversations about mental health
- Support help-seeking behaviour
- Strengthen connection
- Promote psychological safety
- Demonstrate commitment to wellbeing
- Align with national wellbeing initiatives
- Share internal supports and other mental health initiatives

By participating, you will join a growing national movement helping to encourage conversations about mental health and wellbeing in everyday spaces.

Most importantly, it reminds everyone that:

Mental health matters.



**Disability Category
2025 Winner**

Her Voice Matters

ACCESSIBLE PARTICIPATION GUIDE

Flexible Ways to Take Part

Participants are invited to create posters that share positive messages about mental health and wellbeing.

However, posters do not need to follow a traditional format.

Participants may create:

- Visual artwork
- Collage or mixed media
- Posters with symbols or images
- Posters created with assistance
- Group posters
- Posters with very simple messages or minimal text

The focus is on expression and inclusion, not professional artistic skill or complexity.

Adaptations are welcome and encouraged.

Please see the T&C's on the website for the accepted mediums, and list of those not accepted (EG: Digital designs etc)

Examples of Poster Messages

Participants may wish to explore messages such as:

- "You are not alone."
- "Kindness matters."
- "Support each other."
- "It helps to talk."
- "Mental health matters."

Messages can be expressed through images, colours, symbols or simple words.

Creating a Supportive Environment

Facilitators are encouraged to create a space that is:

- Calm and welcoming
- Free from time pressure
- Adaptable to individual needs

Participants should feel able to engage at their own pace and comfort level.

SUPPORT WORKER / FACILITATOR NOTES

Support workers, facilitators and staff may assist participants during the activity. The goal is to support expression without directing or controlling the creative process.

Supporting Participation

Facilitators may support participants by:

- Offering materials and options
- Reading instructions if needed
- Helping with writing or drawing when requested
- Encouraging ideas and creativity
- Supporting to spend several sessions to complete if needed
- Assisting with the submission itself - whether by post or digital upload

However, facilitators should avoid:

- Choosing the poster message for the participant
- Over-directing the creative process
- Completing the artwork on behalf of the participant

Participants should be supported to express their own ideas in their own way.

Choice-Based Participation

Participants should be given choices wherever possible, such as:

- Working individually or with others
- Selecting colours, materials or images
- Creating visual or text-based posters

Participation should always remain voluntary and flexible.

If someone prefers to observe or participate in a smaller way, that choice should be respected.

VISUAL / PLAIN LANGUAGE GUIDE

For participants who benefit from simplified instructions, the activity can be explained using clear and accessible language.

Simple Steps

Step 1

Talk about mental health and kindness.

Step 2

Think of a message that might help someone feel supported.

Step 3

Create a poster using colours, drawings, pictures or words.

Step 4

Share your poster with the group.

Step 5

Officially submit the poster by post or digital upload.



Helpful Reminders

- Posters do not have to be perfect
- There is no right or wrong design
- Everyone's ideas matter

The goal is simply to create an opportunity to start different conversations about mental health.

WHY ACCESSIBLE PARTICIPATION MATTERS

Mental health conversations must include **everyone**, as **everyone** has mental health.

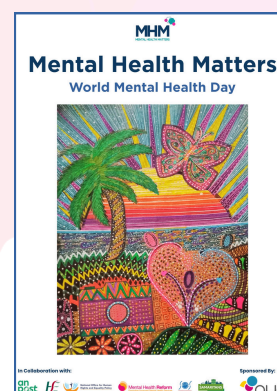
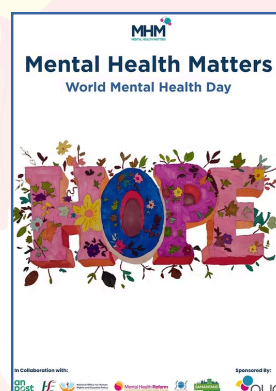
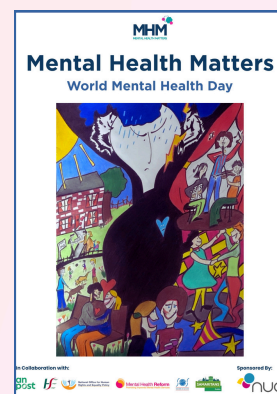
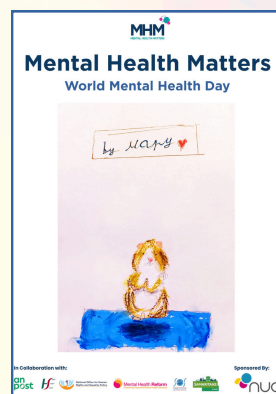
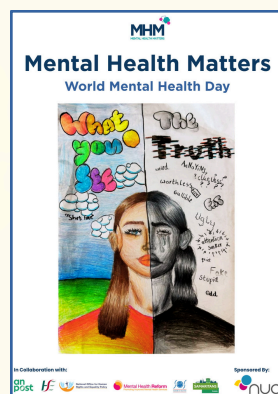
People who are neurodiverse, have disabilities, or are from minority groups can face additional barriers to participation in public campaigns and creative initiatives.

By designing the campaign to be **accessible and adaptable**, Mental Health Matters aims to ensure that everyone has the opportunity to share their voice and perspective, regardless of their age, background or any other demographic.

This approach strengthens the campaign's commitment to:

- Inclusion
- Accessibility
- Respect
- Ethical leadership in mental health awareness

It also reinforces the principle that **every voice matters** when it comes to mental health.



SUBMISSION CHECKLIST

Before submitting posters, ensure:

- ✓ Artwork is original
- ✓ Posters contain a positive mental health message
- ✓ Full name and contact details are included, including Eircode, phone number and email
- ✓ Information about the design is shared, including the mediums used
- ✓ Participants are aware that their design may be used nationally
- ✓ A clear image showing the full design, including all 4 edges are visible if being digitally uploaded
- ✓ A stamped addressed envelope is included for return of submissions by post
- ✓ Posters are submitted by the National deadline

Please allow enough time for physical copies to arrive within the deadline if submitting by post.

Scan To Enter Here For FREE!



OR

Post your hard copy submissions to:

Mental Health Poster Competition
PO Box 13751
Freepost FDN7701
Dublin 1

Full T&C's of this competition are on the website

TERMS AND CONDITIONS

1. Entrants must be resident in the Republic of Ireland.
2. Submissions can be made by posting the hard copy, or submitting good quality photos of the finished piece (details below on where to submit).
3. Posters must be created in physical media (no digital "posters")
4. Acceptable media would include oil, watercolour, pastel, acrylic, pencil, pen, etc. Note – this explicitly states, "No Photography". Experimental and mixed techniques are also acceptable, as long as 75% of the work uses some sort of paint, pen or pencil.
5. Art Calls are open to all Amateur and Professional artists.
6. Your art must be your own original concept and not a copy of anyone else's copyrighted material.
7. You may only submit your own artwork that you, personally created.
8. The judges have the sole right to refuse submissions based on quality of the image, failure to meet competition requirements, poor quality, inappropriateness of content, and/or concerns regarding copyright infringement in the original work.
9. The graphic designer for the national Mental Health Matters Ltd poster campaign may colour correct your images in order to enhance the overall presentation.
10. Mental Health Matters Ltd may crop your images for formatting purposes for use in their slideshow presentations, other off-site slideshows, YouTube presentations, other presentations and for other areas of the website or social media platforms if your images are chosen.
11. The judge's decision is final.
12. The winners' prizes are given at the discretion of the judges.

Accepted Mediums For Artwork

1. Media Posters must be created in physical media (no digital "posters" are accepted).
2. Acceptable media would include oil, watercolour, pastel, acrylic, pencil, pen, etc. Note – this explicitly states, "No Photography". Experimental and mixed techniques are also acceptable, as long as 75% of the work uses some sort of paint, pen or pencil.
3. Artwork completed no more than 1 year ago
4. Artwork must be your own original design.

CAMPAIGN POSTER

This poster can be displayed either on screen or in print in:

- Inclusive activity spaces
- Workplaces
- Schools
- Colleges
- Disability support organisations
- GP or Day services
- Supported living environments
- Community centres

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SCAN TO ENTER FREE

- **FREE** To Enter
- Open to **ALL** employees
- 5 **INCLUSIVE** Categories
- Displayed Across **IRELAND**
- **€250 PRIZE** per category
- Entries Open **MARCH 15th 2026**

**Ireland's National Mental Health
Poster Campaign**

World Mental Health Day 2026

2025 Winner



In Collaboration with:



Sponsored By:




2025 Winning design on display



2024 Winning design on display

THANK YOU TO OUR SPONSORS AND PARTNERS

The **Mental Health Matters Poster Campaign** would not be possible without the support of the organisations who believe in the importance of open conversations about mental health. By lending their voices to the campaign, they enable us to reach wider communities, and ensure everyone can be part of this movement.

We are deeply grateful to our sponsors, Nua Healthcare Services, and this years partners, An Post, Samaritans Ireland, HSE National Office for Human Right and Equality Policy, and Aware, whose commitment helps bring this campaign to individuals, communities, schools, workplaces, universities and organisations across Ireland.

Their support enables us to create opportunities for people of all ages to express positive messages about mental health, encourage kindness and connection, and remind others that support is always available, and that conversations about mental health should be part of everything we do.

By investing in initiatives like this, you are helping to strengthen a culture where mental health can be spoken about openly and respectfully.

Together, we are building communities where every voice matters and every conversation has the potential to make a difference.

Sponsored By:



In Collaboration with:



National Office for Human Rights and Equality Policy



Previous Partners:



THE ART OF MENTAL HEALTH



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In Collaboration with:



National Office for Human
Rights and Equality Policy

SAMARITANS



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