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MHM

MENTAL HEALTH MATTERS

Where mental health meets
workplace systems and human rights

Create Hope. Create Change.

Student voices. National impact.

A ready-to-use campaign pack for your University.

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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.



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Meet Lorna

Her Voice Matters

UNIVERSITY CAMPAIGN OVERVIEW

Welcome

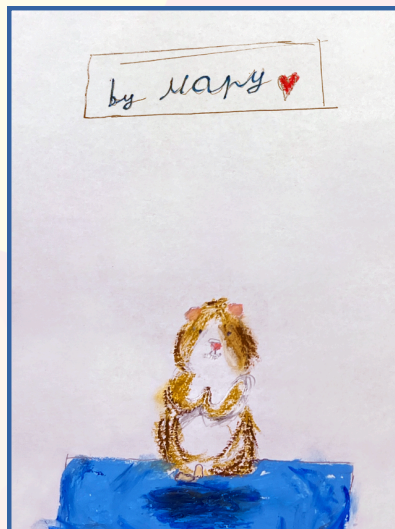
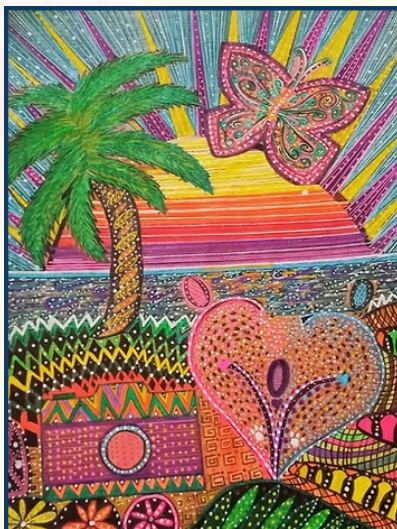
Thank you for taking part in the Mental Health Matters Poster Campaign.

Universities play a vital role in supporting student wellbeing, fostering open conversations and creating environments where students feel safe to seek support.

This campaign invites students to create posters that share positive messages about mental health, connection and reaching out when we need help.

The activity can be delivered through student societies, wellbeing teams, academic departments, residence life teams or student unions, providing a simple and engaging way for students to take part in a national mental health awareness initiative.

Everything in this pack is designed to make participation flexible, inclusive and easy to organise.



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 universities a meaningful way to:

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

By participating, your university joins a growing national movement helping to encourage conversations about mental health and wellbeing in everyday spaces.

Most importantly, it reminds students that:

Mental health matters.



**University Category
2025 Winner**

Her Voice Matters

Yevis Gallagher

CAMPAIGN OVERVIEW FOR UNIVERSITIES

What is the Mental Health Matters Poster Campaign?

The campaign invites students to create posters that communicate a positive message about mental health, support and wellbeing.

Posters might explore themes such as:

- Supporting friends who may be struggling
- The importance of talking about mental health
- Looking after your own wellbeing during stressful times
- Kindness and connection within university communities
- Encouraging people to seek support when needed

Selected posters may be shared publicly as part of the Mental Health Matters national campaign, helping raise awareness and encourage supportive conversations across Ireland.

Why This Campaign Matters for Students

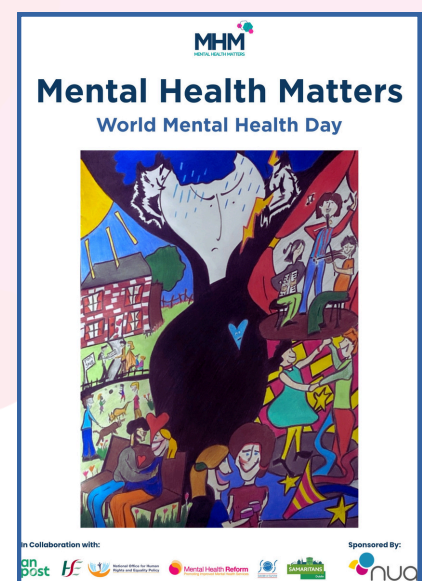
University life can bring many positive experiences, but it can also involve pressures such as:

- Academic stress
- Social changes
- Financial challenges
- Living away from home
- Transition and uncertainty

Creative activities like this campaign help create opportunities for students to:

- Express ideas and experiences
- Promote supportive messages
- Contribute to a culture of openness around mental health

The focus is on encouraging conversation and awareness, rather than personal disclosure.



STUDENT POSTER ACTIVITY GUIDE

Running a Poster Session (45–60 minutes)

Poster sessions can be run as a relaxed creative activity during student events or wellbeing initiatives.

Step 1 – Introduce the Campaign (5–10 minutes)

Explain the purpose of the activity.

Example introduction: *“The Mental Health Matters Poster Campaign invites students across Ireland to share positive messages about mental health and support. The aim is to encourage conversation and awareness through creativity. Posters don’t need to be perfect – the focus is on the message.”*

Step 2 – Discussion (Optional – 10 minutes)

Facilitators may open a short conversation with prompts such as:

- What helps students feel supported on campus?
- What messages could help someone struggling with stress?
- How can we create a more supportive student community?

Participation in discussion should always be optional.

Step 3 – Poster Creation (20–30 minutes)

Students create posters sharing a positive message about mental health.

Examples might include:

- Encouraging students to talk to someone they trust
- Messages about resilience and support
- Reminders to take breaks and prioritise wellbeing
- Messages of kindness and solidarity

Students may work individually or collaboratively.

There is no expectation of artistic skill.



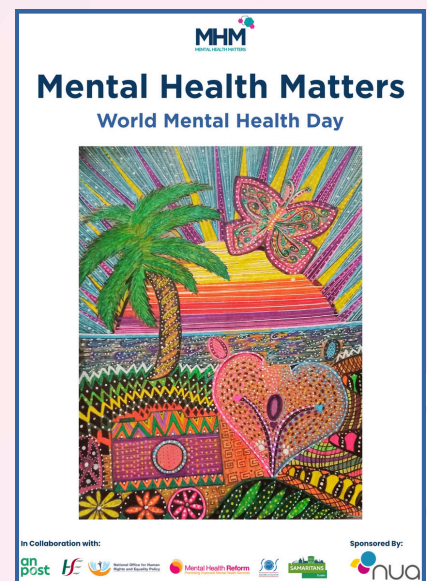
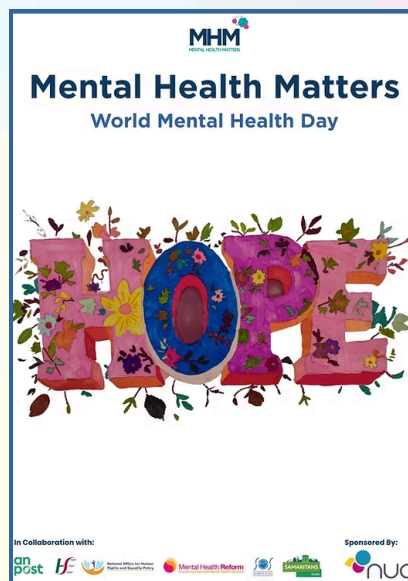
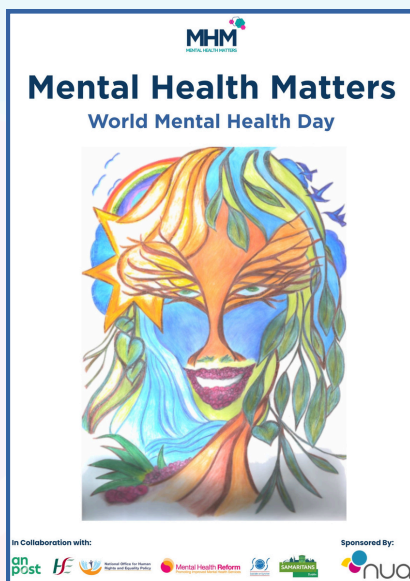
FACILITATOR NOTES

University staff, wellbeing teams or student leaders facilitating the activity should aim to create a safe and respectful environment.

Key guidance includes:

- Participation should always be voluntary
- Avoid asking students to share personal experiences
- Focus discussion on general wellbeing and supportive messages
- Encourage creativity and collaboration

The activity is intended to promote awareness and positive conversation, not therapeutic discussion.



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.

STUDENT CAMPAIGN POSTER

Start the conversation your students need – share this poster and help **make mental health matter** in every university.

This poster can be printed from the pack and displayed in:

- Student centres
- Libraries
- Campus wellbeing hubs
- Residence halls
- Student union buildings
- Staff canteens

These posters also support digital distribution - include them in your intranet, website, emails and newsletters



2025 Winning design on display

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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:












2024 Winning design on display

Your print-ready poster is in this pack

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:



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In Collaboration with:



National Office for Human
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SAMARITANS



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