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MHM

MENTAL HEALTH MATTERS

Where mental health meets
workplace systems and human rights

Create Hope. Create Change.

Community voices. National impact.

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

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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.



Meet Caroline
Her Voice Matters

INTRODUCTION

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

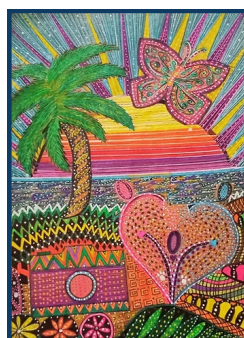
This campaign invites people across Ireland to create posters that share positive messages about mental health, support, kindness and reaching out when we need help.

Community groups and organisations play a vital role in supporting wellbeing, connection and inclusion. This campaign offers a simple and creative way for groups to take part in a national conversation about mental health.

At Mental Health Matters, we understand that community means something different for everybody - so whether you are part of a large active community, a parent group, LGBT+, Traveller group, or a small group that meets to have a cuppa once a month - we know your community matters! We invite you to engage as a group, or to enter as an individual to show us what community means to you in relation to mental health.

Participation is designed to be **flexible, inclusive and supportive**. Groups can engage in a way that suits their members, environment and schedule.

Everything in this pack is created to make it easy to participate - even for groups with limited time, resources or experience running activities like this.



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 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 communities a meaningful way to:

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

Each year, communities of all sizes across Ireland take part in the Mental Health Matters Poster Campaign.

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

Most importantly, it reminds employees that:
Mental health matters in every community.



**Community Category
2025 Winner**

Her Voice Matters

Lorna Quinn



CAMPAIGN OVERVIEW

What is the Mental Health Matters Poster Campaign?

The campaign invites individuals and groups to create posters that communicate a positive message about mental health and emotional wellbeing.

Posters can share messages about:

- Understanding mental health
- Supporting each other
- Looking after our mental health
- Talking about how we feel
- Kindness and connection
- Reaching out for help when needed

The campaign celebrates the voices of communities and encourages people to share messages that help others feel seen, supported and understood.

Winning posters will be shared publicly as part of the wider Mental Health Matters campaign to raise awareness and encourage supportive conversations across communities.

Participation Over Perfection

This campaign is about participation, expression and conversation - not professional artistic ability.

Posters can be:

- Simple or creative
- Drawn, painted or written
- Made individually or as a group

The most important thing is the message behind the poster.

Groups are encouraged to create a relaxed and welcoming space where participants feel comfortable sharing ideas.



WHY COMMUNITY PARTICIPATION MATTERS

Many people who experience challenges with mental health can feel disconnected from wider conversations about wellbeing, and can also feel isolated when social connection doesn't feel available for them.

By involving community groups and organisations, the campaign helps ensure that **more voices are heard** - including those from underrepresented communities, and people who feel they can participate better by being part of a group.

This approach supports:

- Inclusion
- Community empowerment
- Creative expression
- Meaningful engagement around mental health

It also aligns strongly with the priorities of many funders and sponsors who are committed to supporting inclusive, community-led mental health initiatives.



ACCESSIBILITY & INCLUSION GUIDANCE

Accessibility is more than being able to physically get to a place, or be able to see or hear something. It really means that every person is able to get the information they need to understand in a way that is easy for them to engage with, and that the ways they can engage are reasonable for them.

Community organisations often support people from sports groups, people with diverse needs, backgrounds and experiences - people who may need some support around making things more accessible to them. In some instances, it may be that they need things to be simply explained in a different way, or it may be that a community space is provided to support a group activity.

At Mental Health Matters, we truly believe every voice matters, and we encourage groups to adapt the activity to ensure it is accessible and welcoming to everyone.

Examples include:

- Providing a community space to create the posters as a group
- Explaining things in a clear and easy to understand way
- Allowing participants to create posters collaboratively
- Supporting people who prefer more tactile options rather than drawing
- Using simple materials and large formats where helpful
- Providing additional time for participants who need it
- Scheduling more than one session to give appropriate time for true participation
- Supporting the submission of the poster whether it is by post or digitally uploaded

There should be flexibility in how posters are created and submitted.





HOW TO RUN A POSTER SESSION

Poster sessions can be run in a simple and flexible way. The activity can take 30–60 minutes or longer depending on the group, and can be repeated if individuals need more time to complete their designs.

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

Start by explaining the purpose of the activity, and the end result of a completed poster being submitted to the competition.

Example introduction: “Today we’re taking part in the Mental Health Matters Poster Campaign. The idea is to create posters that share positive messages about mental health, support and kindness. The posters don’t need to be perfect - the goal is simply to share messages that might help someone else.” **Keep the tone light and supportive.**

Step 2: Group Conversation (Optional – 10 minutes)

Group facilitators may wish to open a short conversation about mental health and wellbeing.

This can include questions such as:

- What helps people feel supported in their community?
- What small things help people feel better during difficult times?
- What messages might help someone who is struggling?

Participation in discussion should always be optional, and should not lead to

Step 3 - Poster Creation (20–40 minutes)

Participants create posters that share a message about mental health and support.

Posters might include:

- Encouraging words
- Positive reminders
- Messages about community and kindness
- Symbols or imagery that represent support

Flexible Participation Options

Groups can adapt the activity depending on their members.

Examples include:

- Collaborative group posters, or individual posters created at the same time
- Short message posters
- Visual artwork with minimal text
- Simple slogan-based designs





FACILITATOR PROMPT SHEET

Facilitators may wish to use gentle prompts to support conversation or inspiration. These prompts are optional and can be adapted to suit the group.

Conversation Starters

- What does mental health mean to you?
- What words do you think of when you hear 'mental health'?
- What does support look like in your community?
- What message would you want someone struggling to hear?
- What helps people feel less alone?
- What reminds people that things can get better?

Poster Inspiration Prompts

Participants may wish to finish the sentence:

- "It helps to..."
- "You are not alone because..."
- "Support can be..."
- "A small act of kindness can..."

Important Guidance for Facilitators

This activity is not intended as a therapeutic session.

Facilitators should:

- Avoid asking participants to share personal experiences
- Be ready to move the conversation along if participants start to overshare
- Emphasise that participation is voluntary
- Allow people to engage at their own comfort level

Participants should feel free to take part without sharing anything personal.



HOW TO SUBMIT YOUR POSTER

Once your community members have created their poster, submitting it to the campaign is simple. Posters can be submitted either by the community organiser, or individually by the community members if they each created their own during the group activity.

Submission Options

Communities may submit:

- Group Posters: A poster created collaboratively by a .
- Individual Posters Through the Community: Posters are submitted by the organiser on behalf of the participants
- Independent Individual Entries: Participants submit their poster directly.

All participation is welcome.



What to Submit

Participants should submit:

- A clear photograph or digital version of the poster showing the complete image and edges of the canvas
- The name of the community (if applicable)
- Names of participants (optional for group entries)
- Contact details for the person submitting the entry, including phone number
- Some background to the meaning to the final image
- Information on the materials used for the entry

Entries can be submitted by scanning the campaign QR code, or sending by post - details at the end of this pack and on the Mental Health Matters website.

Entry Categories

Communities should submit posters under the **Community Category**.

Prizes of **up to €250 per category** are available, and include a

Winning poster will be featured in the Mental Health Matters national awareness campaign.

Communities are welcome to submit **multiple posters** if several teams or individuals wish to participate.

Many community groups choose to run the activity across different groups and submit a selection of posters representing their different communities.

Entry deadline: Midnight 05 July 2026

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

Start the conversation your community needs – share this poster and help **make mental health matter** in every community.

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

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



2025 Winning design on display

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

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Poster Campaign**

2025 Winner

World Mental Health Day 2026

In Collaboration with:

an post, HE, National Office for Human Rights and Equality Policy, SAMARITANS, Anore, BWG, RTE arts, nua

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
Rights and Equality Policy

SAMARITANS



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