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MHM

MENTAL HEALTH MATTERS

Where mental health meets
workplace systems and human rights

Create Hope. Create Change.

Supporting Communities. National impact.

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

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Ireland's National Mental Health Poster Campaign
World Mental Health Day 2026

Strengthening community wellbeing through shared action



Meet Mary
Her Voice Matters

INTRODUCTION

Welcome

This campaign invites people of all ages and backgrounds across Ireland to be part of a movement that promotes positive messages about mental health, support, kindness and encouraging help-seeking behaviour.

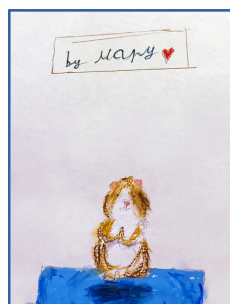
It is an accessible public awareness initiative designed to contribute to stigma reduction and to support safer conversations about mental health in workplaces and communities of all kinds across the country.

This document has been developed to support awareness, alignment and understanding of the Mental Health Matters National Poster Campaign, and to help you engage with your constituents in a different way this year.

This resource outlines:

- The purpose and intended impact of the campaign
- The boundaries and safeguards built into the initiative
- Guidance on responsible and appropriate use
- Alignment with national mental health priorities

Clarity is essential in public mental health work. This document is intended to provide that clarity.





PURPOSE OF THE POSTER CAMPAIGN

The Mental Health Matters Poster Campaign is a national movement inviting communities across Ireland to take positive action on mental health.

Mental health affects every one of us, and creating space for open conversation helps communities support people earlier.

This campaign creates a simple way for communities to come together around that shared reality. Through creative expression, people share messages of support, understanding and hope - helping make conversations about mental health more visible in everyday spaces.

Why This Matters

Evidence continues to show the importance of community conversation and connection.

- World Health Organization research highlights the role of creative activity in supporting emotional wellbeing and strengthening social connection.
- Community initiatives that make mental health visible and discussable help reduce these barriers.
- Art as therapy has been internationally proven to be of positive benefit to clinical outcomes.

These posters acknowledge a simple truth:

Many people experience emotional challenges privately while continuing to meet responsibilities publicly. By inviting participation across all walks of life, the campaign helps turn awareness into positive collective action.

Key Messages

1. You are not alone in your experience.
2. Speaking about mental health is both valid and important.
3. Support exists, and reaching out early can change outcomes.

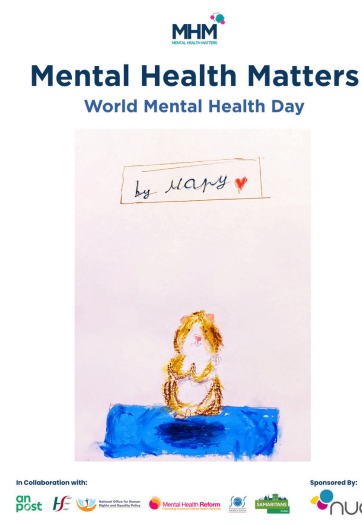
Accessible by Design

The campaign language is intentionally:

- Non-clinical
- Inclusive and community-focused
- Accessible to broad public audiences

The goal is simple:

To make conversations about mental health easier -
and to invite communities across Ireland to take action together.





POSTER PACK

Materials Included

The Poster Pack includes:

- Print-ready advertising campaign poster
- Digital versions for online and social sharing
- Clear visual guidance for consistent use
- Campaign bunting
- Printable resources

All materials are designed for high visibility and accessibility.

Guidance on Appropriate Display

Posters are most appropriate in shared public environments, including:

- Community centres
- Public offices
- Libraries
- Civic buildings
- Workplace common areas

Placement should be:

- Visible but neutral
- Integrated within existing public information spaces
- Accompanied by appropriate support signposting where feasible

The intention is quiet visibility.

Not emotional confrontation.

Non-Intrusive Messaging

The campaign messaging has been carefully developed to ensure it is:

- Reflective rather than directive
- Contained rather than emotive
- Awareness-based rather than crisis-oriented

It does not describe trauma.

It does not depict distressing imagery.

It does not encourage disclosure in unsafe environments.

It creates space for reflection while maintaining psychological containment.

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CONTEXT AND SAFEGUARDS

What the Posters Are

The posters are:

- A public awareness tool
- A stigma-reduction initiative
- A conversation catalyst
- A community-level prevention measure

What the Posters Are Not

The posters are not:

- A therapeutic intervention
- A clinical service
- A crisis support mechanism
- A substitute for professional care

Maintaining this distinction is essential for ethical clarity.

Awareness contributes to prevention.



Boundaries of Responsibility

Displaying a poster does not create a clinical duty of care.

However, organisations and public offices are encouraged to:

- Ensure accurate and up-to-date signposting to national services
- Be aware of internal supports (e.g. HR or Employee Assistance Programmes)
- Respond appropriately if individuals request support information

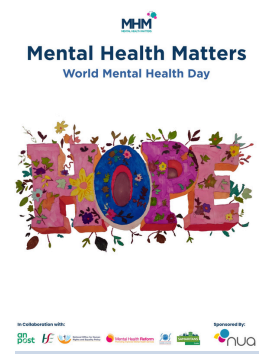
Clear boundaries protect both individuals and institutions.

Signposting to Support

Where appropriate, the campaign may be accompanied by signposting to:

- National helplines (Find info on www.yourmentalhealth.ie)
- GP services
- Employee Assistance Programmes
- Local community supports

This ensures the campaign remains responsible, ethical, and prevention-focused.



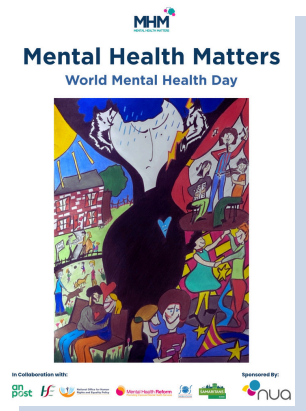


RESPONSIBLE USE GUIDANCE

Appropriate Environments

Posters are most suitable for:

- Public and civic spaces
- Workplaces
- Educational settings
- Community hubs



They are designed for shared environments where people gather in everyday life.

Considerations for Sensitive Settings

Additional consideration should be given in:

- Acute clinical environments
- Spaces supporting individuals in active crisis
- Highly sensitive service settings

While the campaign content is non-graphic, context remains important.
Public mental health awareness must never unintentionally cause harm.

Avoiding Unintended Harm

To support responsible use:

- Do not alter campaign messaging or imagery
- Do not pair with sensationalised language
- Ensure signposting is accurate and appropriate

Disruption without containment can retraumatise.
Awareness with containment can support change.



**Workplace Category
2025 Winner**

Her Voice Matters

Eimear mc Donagh



COMMUNICATIONS TEMPLATE

Newsletter

Supporting the Mental Health Matters Poster Campaign

I'm pleased to support the National Mental Health Matters Poster Campaign, a national initiative encouraging people of all ages to share positive messages about mental health, kindness and support within their communities.

The campaign invites individuals, schools, workplaces and community groups of all kinds to design posters that promote conversations about mental health and remind people that support is available when it's needed.

Creative initiatives like this help make conversations about mental health more visible, reduce stigma and encourage communities to look out for one another. If you are an individual or part of a school, community group, workplace or organisation that would like to take part, participation packs and guidance are available to make it simple to get involved.

If you would like to take part or learn more, you can access the campaign resources here www.mentalhealthmatters.ie/postercampaign

Together, we can continue to build communities where mental health conversations are encouraged and support is accessible.

Short Email / Update Version

Subject: Mental Health Matters Poster Campaign

The Mental Health Matters Poster Campaign is inviting everyone, schools and universities, community groups, workplaces and individuals to create posters promoting positive messages about mental health and support.

The initiative aims to encourage open conversations and reduce stigma through creativity and community participation.

If you would like to take part or learn more, you can access the campaign resources here www.mentalhealthmatters.ie/postercampaign



IMPACT & ALIGNMENT

The campaign has demonstrated rapid national growth and meaningful public engagement. In its second year, submissions increased by 436%, reflecting strong public appetite for creative conversations about mental health.

This initiative has already achieved national reach, engaging communities from Donegal to Limerick and connecting with more than 160,000 people online.

Although the competition is open only to residents of the Republic of Ireland, submissions were also received from Germany, the UK and Malaysia, highlighting the wider resonance of the campaign message.

Alignment with National Mental Health Priorities

The campaign aligns with national objectives including:

- Stigma reduction
- Early intervention and help-seeking
- Community-based prevention
- Workplace mental health awareness
- Cultural change around mental health conversations

Mental health is shaped by environments as well as individuals.
This initiative operates at that systemic level.

Stigma Reduction and Early Help-Seeking

Stigma often prevents early disclosure.

When language reflects lived reality without judgement, it reduces isolation.

Recognition lowers barriers.

Lower barriers increase the likelihood of early support-seeking.

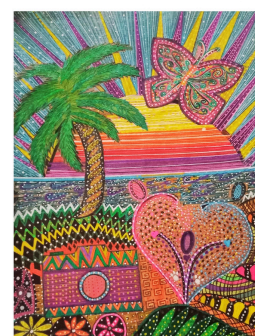
Community-Level Prevention

Not all mental health interventions occur in clinical settings.

Cultural shifts occur in:

- Public corridors
- Workplace break rooms
- Community spaces
- Civic environments

This is prevention at community scale.

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Meet Lorna

Her Voice Matters

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 next page

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 constituency 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 constituency 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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Create Hope. Create Change.

Your voice. National impact.

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

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**

2025 Winner

World Mental Health Day 2026

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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.

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National Office for Human Rights and Equality Policy



Previous Partners:



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

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

2025 Winner



World Mental Health Day 2026

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National Office for Human
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SAMARITANS



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Supporting Communities. National impact.

A national initiative you can share with your constituents.

SCAN FOR CAMPAIGN SUPPORT PACK

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



Strengthening community wellbeing through shared action

Ireland's National Mental Health Poster Campaign

2025 Winner

World Mental Health Day 2026



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