










## Regional CfL Suicide Prevention/Mental Health Promotion/ Campaigns Planning schedule 2025

DATE	CAMPAIGN	HOW TO PARTICIPATE IN CAMPAIGN
<h3>January</h3>		
<p><b>January 27<sup>th</sup> – February 2<sup>nd</sup> 2025</b></p> 	<p>The Irish Hospice Foundation will be running National Grief Awareness Week, the aim being to encourage a more open, supportive, and understanding approach to grief—helping both the bereaved and those around them navigate this challenging part of life with greater empathy.</p>	<p>For more information about the campaign <a href="#">click here</a> Click here for <a href="#">promotional assets</a> which will be available soon. <b>Email:</b> <a href="mailto:bereavementdevelopment@hospicefoundation.ie">bereavementdevelopment@hospicefoundation.ie</a> to order resources. <b>SHARE</b> on your social media accounts using our promotional assets and using <b>#NGAW2025 #BeGriefAware</b>.</p>
<h3>February</h3>		
<p><b>11<sup>th</sup> February</b></p> 	<p>Safer Internet Day in Ireland is coordinated by the Irish Safer Internet Centre, a partnership between Webwise, ISPCC, National Parents Council, and Hotline.ie, providing a range of complementary online safety services, including an education and awareness centre, child and parent helplines and a hotline.</p>	<p>The celebrations will be based around the theme, “Prepare / Protect / Thrive: Navigating Algorithms and Influencers.”</p> <p>For more information: <a href="#">Safer-Internet-Day-2025-Social-Media-Pack.pdf</a></p>
<h3>March</h3>		
<p><b>1<sup>st</sup> March</b></p>	<p>March 1<sup>st</sup> is <b>Self-Harm Awareness Day</b> (known internationally as Self-Injury Day). This gives us an opportunity to raise awareness about self-harm, to reduce the stigma attached to self-harm, and to signpost people towards help and support.</p>	<p>More information to follow for events and promotion of key messaging. To support the day you could circulate the following resource from the HSE National Office for Suicide Prevention <a href="#">HSP00635 Self-Harm Young People 07.10.24.pdf</a> You could also promote the <b>UNDERSTANDING SELF-HARM</b> one day training programme available from the HSE Regional Suicide Resource Office. To book a</p>

		place on this or any of our training programmes visit <a href="http://www.bookwhen.com/sro">www.bookwhen.com/sro</a> or call 051 874013. For further information on seeking help around self-harm, please see the following link <a href="https://www2.hse.ie/conditions/self-harm/getting-help/">https://www2.hse.ie/conditions/self-harm/getting-help/</a> .
<b>8<sup>th</sup> March</b> <b>International Women's Day</b>	International Women's Day	Support various local events
<b>May</b>		
<b>1<sup>st</sup> May</b> <b>World Maternal Mental Health Day</b>	This is a global campaign dedicated to talking about mental health problems during and up to one year after pregnancy. It is about raising public and professional awareness of maternal mental health difficulties. You can support this campaign by advocating for women who may be affected, by changing attitudes, and by empowering women and families to access the information, care, and support they need to keep well.	More information to follow for events and promotion of key messaging. You can signpost to the Post Birth Wellbeing Booklet developed in South East Community Healthcare by HSE Perinatal Mental Health and Primary Care Services in partnership with the HSE Regional Suicide Resource Office  Visit <a href="http://www.connectingforlifesoutheast.ie">www.connectingforlifesoutheast.ie</a> or click image to open. You can also download or order a number of related HSE published resources from <a href="http://www.healthpromotion.ie">www.healthpromotion.ie</a> .
<b>15<sup>th</sup> May</b> 	Hello, How Are You? Is a campaign about connecting with those around us and engaging in open conversations about mental health. It's about asking the question, 'How Are You?' with meaning, and really listening to the response.	Presence on the day from various groups and representatives. Coffee mornings/ Walks. For information on previous campaigns go here: <a href="http://HelloHowAreYou - Mental Health Ireland">HelloHowAreYou – Mental Health Ireland</a>
<b>15<sup>th</sup> May</b> <b>The International Day of Families</b>	The International Day of Families was established by the United Nations as a way to raise awareness of issues faced by families throughout the world and highlight the important role that families hold in communities.	The day is a way to recognise that family structures have undergone many changes due to social, economic and demographic factors. The International Day of Families is a day to celebrate all types of families. On this special day, the UN organises and promotes a variety of activities, workshops, newspaper articles and media content.
<b>21<sup>st</sup> May</b> <b>World Day for Cultural Diversity Dialogue and Development</b>	World Day for Cultural Diversity Dialogue and Development	More information to follow on local events For information; <a href="http://World Day for Cultural Diversity for Dialogue and Development   United Nations">World Day for Cultural Diversity for Dialogue and Development   United Nations</a>
<b>June</b>		

	Pride Month	<a href="#">Home - LGBT Ireland</a>
<b>Men's Health Week will run from Monday, June 9th to Sunday, June 15th.</b>	Men's Health Week is an annual event that takes place in June. It aims to raise awareness about men's health issues and encourages men to take care of their physical, mental, and emotional well-being	More information will be available at <a href="#">Men's Health Forum in Ireland: Coordinating Men's Health Week on the Island of Ireland</a> closer to the time
<h2>August</h2>		
<b>31<sup>st</sup> August</b>  	International Overdose Awareness Day	For more information; <a href="#">International Overdose Awareness Day: 31 August (overdoseday.com)</a>
<h2>September</h2>		
 <b>Green Ribbon Campaign (whole month)</b> <a href="#">Green Ribbon</a>   <a href="#">SeeChange</a>		
<b>10<sup>th</sup> of September</b>  10th September	World Suicide Prevention Day More information; <a href="#">WSPD - IASP</a>	Communication to follow Aligned local events/activity with National themes/ promotion To book a place on any of our suicide prevention, self-harm or suicide bereavement training programmes, please visit <a href="http://www.bookwhen.com/sro">www.bookwhen.com/sro</a>
<h2>October</h2>		
<b>World Mental Health Awareness Whole month</b>		
<b>5<sup>th</sup> - 11<sup>th</sup> Oct</b> <b>Mental Health Awareness Week</b>	World Mental Health Day 10 <sup>th</sup> of October <a href="#">World Mental Health Day WHO</a>	Communication, themes, various activities to follow Resources available for events

		Calendar of events <a href="#">Mental Health Month – Mental Health Ireland</a>
<b>November</b>		
<b>17<sup>th</sup> – 23<sup>rd</sup> Nov *TBC</b> Bereaved Children’s Awareness Week ICBN	Bereaved Children’s Awareness Week ICBN <a href="#">Bereaved Children’s Awareness Week 2024 - Irish Childhood Bereavement Network</a>	More information to follow
<b>Mid November 19<sup>th</sup>/21<sup>st</sup></b> 19 <sup>th</sup> International Men’s Day	World Suicide Bereavement Remembrance Event	

**Ways to support the Campaigns/awareness days :**

**TELL** people you know, including family, friends, colleagues, your community, about the campaign.

**EMAIL** your colleagues/networks with the details and links. Circulate or print off promotional information.

**ORGANISE** local events associated with key messaging.

**HOST** a stand displaying the campaign poster and related information in your workplace.

**SHARE** on your social media accounts using shared promotional assets.

**WATCH** and share associated videos and webinars

\*For all campaigns continue to signpost that 24/7 supports are also available via [Pieta, 24 Hour Suicide Helpline, Freephone 1800 247 247](#) or [Text HELP to 51444 Samaritans 24 Hour National Listening Service Freephone 116 123 Spunout, TextAboutIt.ie Text HELLO to 50808](#)

*The Regional CfL Mental Health Promotion and SuicidePrevention Working Group meet regularly and will keep you updated with information, messaging and signposting relating to each campaign as they arise throughtout the year.*