



# European Mental Health Week 2026

## Member Guidelines

### What is European Mental Health Week?

**European Mental Health Week** (EMHW) is a pan-European initiative to raise awareness about the importance of mental health. Coordinated by Mental Health Europe, it has grown into a shared European moment that brings together our members, civil society organisations, community groups, policymakers, professionals, people with lived experience, and the wider public.

The seventh edition of European Mental Health Week will take place from **4 to 8 May 2026**.

#### Each year, the week aims to:

- Raise awareness about mental health
- Shift narratives away from stigma and individual blame
- Highlight the social, political, and structural factors that shape mental health
- Showcase solutions rooted in human rights and community-based care

It is a week of collective visibility — but its impact goes far beyond five days. **For our network, it is also a strategic opportunity to amplify our shared priorities at European and national levels.**

### EMHW 2026 THEME

The theme of the 2026 edition is:

#### **STRONGER TOGETHER: Prioritise Mental Health in a Changing Europe**

Europe is experiencing a period of profound transformation. Digital shifts, rising inequalities, growing pressures on young people, and uneven access to support systems all shape how we live, connect, and navigate the world. These changes can feel overwhelming, creating uncertainty and fear about the future. Yet amid these challenges, one truth remains constant: **we are stronger when we stand together.**

European Mental Health Week 2026 aims to reframe the narrative. While acknowledging the many crisis factors that are outside of our control, we focus on collective **connection, resilience, and hope**. Change is not only a source of pressure; it can be an opportunity to rebuild, adapt, and imagine better possibilities. This campaign reflects MHE's human-rights-based approach to mental health. It highlights what unites us: our need for care, connection, dignity, and effective, inclusive policies. It invites us — as a network — to move forward hand in hand, creating environments where everyone can thrive.

**Stronger Together** positions Mental Health Europe as a beacon of light in a moment of uncertainty: steady, human-centred, and hopeful. It highlights what unites us: our need for care, connection, and dignity. It invites people, organisations, policy makers and communities to move forward hand in hand, creating environments where everyone can thrive, and be supported by comprehensive and inclusive policies.

## Why this matters for MHE Members

As members of Mental Health Europe, you are at the heart of European Mental Health Week.

### EMHW provides:

- A shared platform to amplify your work at European level
- An opportunity to connect your national activities to a broader European narrative
- A coordinated moment to strengthen advocacy around community-based care, inequality, youth wellbeing, digitalisation, and access to services
- Increased visibility through MHE's communication channels

Together, we can demonstrate that mental health is a human right that must be supported by effective and inclusive policies across Europe.

## Types of activities

The level of involvement in EMHW is up to you and your organisation. Below is a non-exhaustive list of activities you may wish to organise as part of the week. If you would like your initiative to be featured on the official calendar of events, certain guidelines apply.

- **Events:** in-person or online roundtables, panel discussions, public conversations, high-level debates, or community gatherings;
- **Workshops:** hands-on interactive events where participants learn or exchange experiences;
- **Exhibitions:** showcasing content or artwork related to mental health;
- **Multimedia content:** videos, podcasts, storytelling initiatives, or digital campaigns highlighting lived experience and inclusive approaches;

- **Social media activity:** creating or sharing content aligned with the campaign narrative (a social media kit will be available prior to the week);
- **News releases or blog posts:** highlighting your work and linking it to the European campaign.

## Events in the official calendar

### Guidelines

To ensure coherence across the network, official European Mental Health Week events must:

#### Official European Mental Health Week events must:

- Be related to the EMHW's theme: **STRONGER TOGETHER: Prioritise Mental Health in a Changing Europe**
- Be held during the week from the 4<sup>th</sup> to the 8<sup>th</sup> of May 2026;
- Display EMHW's logo and visual identity (provided by Mental Health Europe) on promotional materials;
- Be aligned with the [values](#) of Mental Health Europe;
- Follow the language guidelines set out in Mental Health Europe's [Glossary](#).

#### Must not:

- Promote stigmatising and discriminatory language, including the use of terms such as “mental health disorders” and “mental illness” (consult our [Glossary](#) for more guidance);
- Promote a biomedical approach to mental health or biomedical-linked imagery (ex: brains);
- Have a commercial focus, including funding by Pharmaceutical, tobacco, alcohol, or gambling industries.

#### What to expect from MHE:

- Visibility on Mental Health Europe's website
- Promotion through MHE communication channels
- Access to campaign visuals and a social media kit
- Alignment with a Europe-wide campaign narrative

**Kindly note:** Participation by MHE staff, for example as speakers or contributors, will be considered case by case, depending on capacity and alignment. We would *love* to be everywhere and involved in everything, but the reality is that we won't always be able to attend or intervene in every event.

However, even when we're not physically present, your events are very much part of the collective campaign!

## Events or activity submission

To be featured on Mental Health Europe's website and social media account, the events must pass a screening to ensure that the guidelines above are respected.

- Fill [this form](#) by **Friday 10 April, 4:00PM CEST**
- You will receive feedback for confirmation, edit or rejection of the event or activity within 10 business days.

## Social media content

We will provide a social media kit with the EMHW's visual identity to brand your content once available.

We kindly ask you not to post any material before receiving the written confirmation by the Secretariat or an agreed upon timeline.

## Work with Mental Health Europe

Do you want to create content in collaboration with Mental Health Europe by involving our expertise? Contact [n.sanullah@mentalhealtheurope.org](mailto:n.sanullah@mentalhealtheurope.org)