



European Mental Health Week 2026

Partner Guidelines

What is European Mental Health Week?

The [European Mental Health Week](#) (EMHW) is a pan-European initiative to raise awareness about the importance of mental health. Set up and run by Europe's largest independent mental health NGO, Mental Health Europe, the **seventh edition of the European Mental Health Awareness Week will take place from 4 to 8 of May 2025.**

Each year, it brings together civil society organisations, community groups, policymakers, professionals, people with lived experience, and the wider public 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
- And showcase solutions rooted in human rights and community-based care

It's a week-long moment of collective visibility, but its impact goes far beyond just five days.

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 many crises 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 reminds people across Europe that facing these crises and healing happens not in isolation, but through community, solidarity, and shared purpose.

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.

Should you get involved?

If you care about mental health, or are involved in shaping health and social policy or practices, or if you have a role in the media, then yes!

This is an opportunity for you to show, share, learn, and educate, and to demonstrate your commitment to mental health.

The European Mental Health Week is also an opportunity to change the narrative surrounding mental health. Experiencing mental health problems is human, and shaped by the socio-economic-cultural context we live in.

By engaging in the EMHW, you become part of a European movement that wants to support reliable, fact-checked and accessible mental health information that supports individuals' autonomy and promotes structural change to combat stigma and discrimination.

Types of activities

The level of involvement in the EMHW is up to you and your organisation. You can find below a non-exhaustive list of ideas and activities that you can carry out during the EMHW. If you would like to be featured on the official calendar of events, some guidelines apply.

- **Events:** in-person or online, roundtables, conversations, panel discussions, high-level or for the general public, etc.;
- **Workshops:** hands-in interactive events where your attendees learn something new;
- **Exhibitions** with content and artworks about mental health;

- **Multimedia content:** produce videos or podcasts to talk about mental health awareness, the importance of co-creation and including different voices and experiences when discussing mental health;
- **Social media activity:** share ad-hoc content you created or repost the content shared on Mental Health Europe's channels. A social media kit will be available before the start of the week;
- **News release:** publish a news release about the EMHW and other events you are interested in on your website;
- **Blog post:** write and share a blog post on your website about mental health awareness and the importance of co-creation.

Events in the official calendar

Guidelines

Events, workshop and activities that meet the following criteria can be featured on the events' calendar on the main EMHW page, and will be promoted on Mental Health Europe's social media channels. Mental Health Europe does not offer support in organising these events.

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 4th to the 8th 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 (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 our communication channels

- 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, and we'll do our best to support visibility and coordination.

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 info@mentalhealtheurope.org