



Promoting Wellbeing: Mental Health Campaigns 2026 Microgrants Fund Information Pack

Do you have an idea to help your community mark World Suicide Prevention Day on 10th September and/or World Mental Health Day on 10th October? Do you think this idea could be brought to life with the help of funding? If so, look no further than the Promoting Wellbeing: Mental Health Campaigns 2026 Microgrants Fund.

The fund is open to everyone. Expressions of interest are welcome from both constituted and non-constituted groups. Non-constituted groups will require a sponsor from a constituted group as microgrants cannot be paid into personal bank accounts.

Microgrants of £250 will be awarded. These can be used to pay for things such as online activities, equipment, events, tutors or facilitators, venue hire and other creative, innovative ideas that promote the campaign. The money cannot be used for personal payments, alcohol, political activities or projects that have already taken place. Partnership working is welcomed where groups intend to pool their money.

Successful applicants will also be provided with additional campaign resource packs. All campaign activities must promote positive, safe and responsible messages about mental health and suicide prevention which target the adult population, in line with the campaign resource pack.

HOW TO APPLY?

Applications open Monday 6th July 2026 and close at midnight on Thursday 6th August 2026.

You can apply in any of the following ways:

ONLINE

Complete the online application form. [Click here.](#)

EMAIL

Download the Expression of Interest Form and email your completed copy to:
julie.graham@southerntrust.hscni.net

POST

Send hard copy applications to:

FAO Julie Graham
Southern Health and Social Care Trust
Promoting Wellbeing Division
St Luke's Hospital
Armagh
BT61 7NQ

Hard copies are also available on request.

If you have any questions about applying for funding, would like more information, or some help with your Expression of Interest Form, please don't hesitate to get in touch by contacting julie.graham@southerntrust.hscni.net.

WHAT HAPPENS AFTER YOU APPLY?

Your completed Expression of Interest Form will be checked and scored by the Promoting Wellbeing: Mental Health Campaigns 2026 Microgrants Fund Panel. Successful applicants will be notified and required to provide bank details for the transfer of the microgrants. All microgrants will be issued by 31st August 2026.

All campaign activities must be delivered by 18th October 2026 and you will also be required to complete a feedback form as a condition of receiving the funding.

Public Health Agency's Autumn Mental Health Campaign Feeling Anxious? Campaign Brief

The Public Health Agency, together with Health and Social Care Trusts in Northern Ireland, will be running a Mental Health Awareness Campaign - **Feeling Anxious?** The campaign will run from World Suicide Prevention Day on 10th September 2026 until World Mental Health Day on 10th October 2026.

We need your support to amplify this important campaign in your organisation, workplace and community!

This campaign is aimed at our adult population.

Key messaging for this year's campaign will be:

- It's normal to feel worried or anxious.
- There are things that you can do to help when you're feeling worried or anxious.
- Calming skills can help when you experience these feelings.
- There are Apps that can support you to manage anxiety.
- If you've tried to manage your anxiety and you aren't feeling better, talk to your GP and tell them what you've tried.
- Help and support are available. www.mindingyourhead.info

You can support and raise awareness of the campaign in different ways including:

- Share the campaign messages using the campaign resources and tools with your audience.
- Promote the campaign messages in your buildings and online via social media/websites.
- Host an event using 'calming skills' – further information will be provided in the campaign resource pack.
- Encourage people to practice the Take 5 Steps to Wellbeing.



Promoting Wellbeing: Mental Health Campaigns 2026 Microgrants Fund

Expression of Interest Form

1. Contact details

Name of group / organisation:

Contact person:

Address:

Postcode:

Telephone:

Email:

Is your organisation a member of The Verve Healthy Living Network? Yes No

Do you require additional support with the Expression of Interest? Yes No

Will you be working in partnership with another group/organisation? Yes No

Name of other group/organisation (if applicable):

Your group / organisation type: constituted non-constituted

Please provide a copy of your constitution or governing document with your application.

Sponsor details for non-constituted groups:

Name of group / organisation:

Contact person:

Address:

Postcode:

Telephone:

Email:

I agree to receive the £250 microgrant on behalf of the non-constituted group named above and will pass the money on to the group to enable them to deliver on their campaign activity. Yes No

2. Please tick the relevant campaign(s) that your activity relates to:

World Suicide Prevention Day World Mental Health Day

3. Campaign activity details

- Please describe your proposed activity and what you plan to do. (Max. 200 words)



- What is the main purpose of your activity and what key message(s) do you want people to take away? How does this link to the campaign(s)? *(Max. 150 words)*

- Explain how your activity will promote mental health awareness or suicide prevention. *(Max. 200 words)*

- Who will benefit and how many people will you reach? Will this include any Section 75 groups? *(Max. 150 words)*

- Explain how you will use the £250. *(Max. 100 words)*

- How achievable is your activity within the timeframe? *(Max. 100 words)*

- Postcode of activity:

4. Declaration

- I have read and understood the Microgrants Fund Information Pack.
- I have read and understood the "Feeling Anxious?" Campaign Brief.
- I have included a copy of our constitution or governing document (if applicable).
- I have included details of a sponsor (if applicable).
- I agree that all campaign activity will be delivered by 18th October 2026.
- I will complete a feedback form after the campaign activity has taken place.

Print name:

Signature:

Date: