



FSS Bhaile Átha Cliath agus Lár na Tíre  
HSE Dublin and Midlands



**Minding Me**

Supporting Expectant and New Mothers in  
Dublin South, Kildare and West Wicklow

# Campaign Partner Pack

World Maternal Mental Health Day May 6<sup>th</sup> 2026

Minding Me Dublin South, Kildare and West Wicklow

Mothers deserve to feel seen, heard, and supported. They won't always ask for help.

# See, Listen, Support.

To show you care about maternal mental health let's see the struggle, listen carefully, and offer support.

## World Maternal Mental Health Day

World Maternal Mental Health Day is an international campaign dedicated to talking about mental health problems during and up to one year after pregnancy.

It's all about raising public and professional awareness of maternal mental health difficulties, advocating for women affected, changing attitudes and empowering women and families by helping them to access the information, care, and support they need to recover.

## Objectives of our Campaign

- **See:** To see the struggles mothers may not speak about, and help reduce stigma around maternal mental health.
- **Listen:** To listen openly and kindly to mothers in our communities so that they feel heard, and emotionally supported.
- **Support:** To support mothers by encouraging kindness, connection and access to the help they deserve.



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## Key Messages

**Motherhood is a journey filled with love, but it's not always easy.**

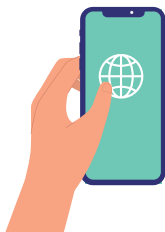
Up to 1 in 4 mothers experience maternal mental health difficulties.



**See, Listen, Support** — many mothers struggle quietly. When we see, listen, and gently step in, we make space for real support.



**Help is available** — there are supports and services that can help. Visit [motherhood.ie](http://motherhood.ie) for more information.



You can access a podcast and other resources at:  
[www.motherhood.ie](http://www.motherhood.ie)

## How Can You Help?

We're asking you to champion women and their families by sharing content on your social media platforms on World Maternal Mental Health Day, May 6<sup>th</sup>, and during the week of the 4<sup>th</sup> to 8<sup>th</sup> of May.

On **May 6<sup>th</sup>** we are asking supporters to share the campaign social media content that is included in the folder that you received with this partner pack. You can post this content directly to your social media platforms using **#maternalmentalhealthmatters #mindingme #seelistensupport**

When posting social media content we recommend using the below description:

**Motherhood is a journey filled with love, but it's not always easy.**

**Many mothers struggle quietly. When we see, listen, and gently step in, we make space for real support. #seelistensupport**

**Visit [www.motherhood.ie](http://www.motherhood.ie) for info.**

**#maternalmentalhealthmatters  
#mindingme  
#seelistensupport**

We are also asking supporters to share some of the other content we have produced.

**Amy's story:** <https://youtu.be/HT2IJAYHoVg>

**Lititia's story:** <https://youtu.be/5tmHFmKOURQ>

**Michelle's story:** <https://youtu.be/sbPgTo-BR4k>

**Dr Sabrina Coyle**

(Clinical Psychologist in Specialist Perinatal Mental Health at the Coombe) on maternal mental health and transitions to motherhood:

<https://www.youtube.com/watch?v=OHANX6qP3U4>

## How Can You Help Spread The Word?

Maternal mental health is everybody's business, and we want to provide connection, comfort and support to those who are living with maternal mental health difficulties.

We want as many people as possible to know about maternal mental health and the availability of supports and services. Our campaign content and other resources can be shared or incorporated into your current communications including newsletters, email updates, direct mail, or printed materials.




We are happy to work in collaboration with you to make sure we reach those who need support.

## Follow the Campaign

You can also follow the campaign on our social media channels and you can reshare the content to your page using

**#maternalmentalhealthmatters**  
**#mindingme**  
**#seelistensupport**

[www.motherhood.ie](http://www.motherhood.ie)

-  **LinkedIn:** [www.linkedin.com/company/hsedubmidlands](http://www.linkedin.com/company/hsedubmidlands)
-  **Instagram:** [@hsedubmidlands](https://www.instagram.com/hsedubmidlands)
-  **Facebook:** HSE Dublin and Midlands

## Contact

For more information, or to get hard copies of resources, please contact:

Niamh Crudden (HSE Kildare and Wicklow) at [niamh.crudden@hse.ie](mailto:niamh.crudden@hse.ie)

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