



READY **WHEN IT**
MATTERS

World Mental Health First Aid Day

18 November 2026

Everything you need to celebrate Mental Health First Aid and inspire more people to be ready when it matters.



Contents

About World Mental Health First Aid Day 1

2026 Theme 1

Ways to support and get involved.....2

Individuals, workplaces, education, communities

Join the conversation:

Social media 3

Newsletter 4

Posters 5

Email signature 5

PowerPoint presentation.....5



READY **WHEN IT** **MATTERS**

World Mental Health First Aid Day
18 November 2026

ABOUT WORLD MENTAL HEALTH FIRST AID DAY

A global day of visibility and action

World Mental Health First Aid Day is an opportunity to spotlight the global impact of Mental Health First Aid (MHFA), raise awareness of MHFA as an essential life skill, and encourage more life-saving conversations worldwide.

The day brings together MHFA organisations, instructors, MHFAiders, partners and communities to celebrate the collective impact of the MHFA movement and highlight the need for everyone to contribute to mentally healthier workplaces, communities and societies.

2026 THEME: READY WHEN IT MATTERS

10 million people around the world are trained in Mental Health First Aid. They know how to recognise the signs someone is experiencing a mental health problem and respond by providing support until the right help arrives. They're ready when it matters.

This World Mental Health First Aid Day, we're making their quiet impact visible and calling on more people to be ready when it matters.

Hashtags

#ReadyWhenItMatters

#MHFADay

WORLD MHFA DAY WEBSITE

A global website has been developed to support involvement. Country-specific websites can be reached through this page too.

worldmhfaday.com



WAYS TO SUPPORT AND GET INVOLVED

Whether you're an MHFAider, Instructor, provider or someone who wants to make a difference, there are several ways to get involved in World MHFA Day on 18 November 2026.

Show you're ready

If you're trained in MHFA, let others know.



Add a **koala emoji** to your social media profile name.



Wear green on the day.



Display posters at work to let staff know who your MHFAiders are.

Share you're ready

Celebrate and inspire others to join the circle of support.



Post on social media about why you became an MHFAider or Instructor and the impact it has made.



Bring MHFAiders together to connect or hold a workplace event recognising the importance of MHFA.



Host an MHFA course on 18 November and help us train more people to be ready when it matters.

Be ready

Upskill yourself, staff, students and community members.



Become an MHFAider by registering for an upcoming course.



Refresh your skills to keep your accreditation or certification up to date.



Send a newsletter or email to your staff, members or subscribers.

Access campaign resources

Access a range of digital assets to promote World MHFA Day in your workplace, education setting or community.

ACCESS ALL CAMPAIGN
RESOURCES



JOIN THE CONVERSATION

Celebrate being #ReadyWhenItMatters and encourage others to join the circle of support.

Social media

Use the suggested social media posts and assets. Don't forget to tag MHFA International (LinkedIn, Facebook and Instagram) and use #MHFADay and #ReadyWhenItMatters.

- 10 million people around the world are trained in Mental Health First Aid. They know how to recognise and respond when someone is experiencing a mental health problem. They're #ReadyWhenItMatters. This World Mental Health First Aid Day, @MHFAI is making them visible and calling on more people to be ready when it matters: www.worldmhfaday.com #MHFADay
- If someone was experiencing a mental health problem, would you know what to do? Turn wanting to help into being ready to help: www.worldmhfaday.com #ReadyWhenItMatters #MHFADay
- We don't wait for an injury or emergency to learn physical first aid, and we shouldn't wait for mental health crises to learn mental health first aid. Are you #ReadyWhenItMatters? #MHFADay
- Learning Mental Health First Aid has helped me be #ReadyWhenItMatters. You can be ready too! www.worldmhfaday.com #MHFADay
- We're proud providers of Mental Health First Aid, helping more people be #ReadyWhenItMatters #MHFADay

DOWNLOAD SOCIAL
MEDIA ASSETS



NEWSLETTER

Share or adapt the below to reach your staff or members in the lead up to World Mental Health First Aid Day. We suggest 1-2 weeks before the day.

General

Subject:

Be ready for World Mental Health First Aid Day

Copy:

Knowing someone needs help isn't the same as being ready to help. Without the right skills, even those who care most can freeze in moments that matter.

Mental Health First Aid changes that. It teaches everyday people how to recognise someone is experiencing a mental health problem and respond by starting a conversation and providing support until the right help arrives. That way, when someone needs you, you know what to do.

That's why this year's World Mental Health First Aid Day theme is **'Ready when it matters'**. 10 million people around the world have already learned this essential life skill. They're parents, colleagues, coaches, friends and neighbours. This World Mental Health First Aid Day, 18 November, their quiet impact is being made visible, and everyone is being invited to join the circle of support.

Whether you're an MHFAider or someone wanting to make a difference, you can get involved: www.worldmhfaday.com

If you're hosting an event

Subject:

Join us this World Mental Health First Aid Day

Copy:

10 million people around the world are trained in Mental Health First Aid, and we're proud to be a part of the circle of support.

Having the right skills can turn wanting to help someone experiencing a mental health problem, into being ready to help. That's why this year's World Mental Health First Aid Day theme is **'Ready when it matters'**.

Join us on 18 November for [insert activity, time and location details].

Find out more about World Mental Health First Aid Day: www.worldmhfaday.com

**DOWNLOAD
NEWSLETTER BANNERS** 

POSTERS

Download a poster to print and display at your workplace or community setting.



DOWNLOAD
POSTERS



EMAIL SIGNATURES

Add an email signature in the lead up to World MHFA Day.



DOWNLOAD
EMAIL SIGNATURES



POWERPOINT PRESENTATION

Give a presentation at work or in the community talking about the importance of MHFA.



DOWNLOAD
POWERPOINT



Thank you

World Mental Health First Aid Day is made possible
through our dedicated MHFA community.
Together, we're changing lives.



10 million
people trained



60,000
Instructors



50+
countries

Level 18, 150 Lonsdale Street
Melbourne Victoria Australia 3000
mhfa@mhfa.com.au
+61 3 9079 0200
mhfa.com.au

