

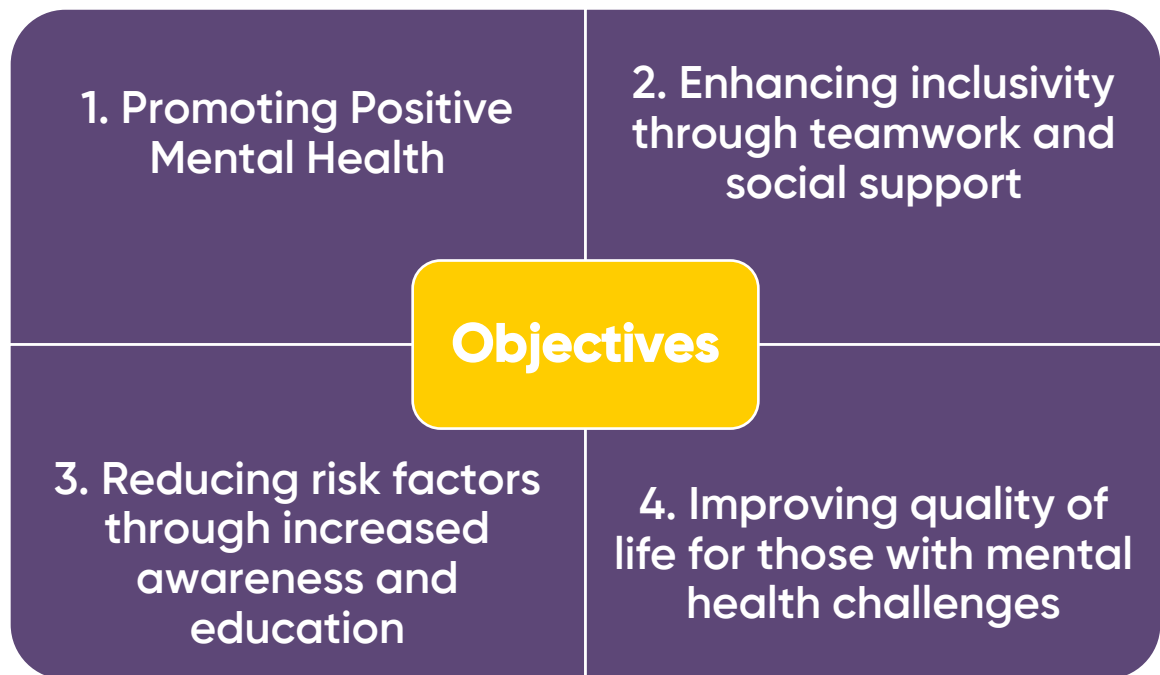


Information Booklet 2025 – 2026

**Promoting Positive Mental Health in
Our Communities**



Our Vision:
**Promoting positive mental
health and well-being in
communities through
shared participation,
knowledge, and
empowerment.**



Contents

Our Vision:	1
Contents	2
1. Introduction	3
2. Amber Flag Applicants	4
3. How to Achieve an Amber Flag	6
Step 1: Register for the Amber Flag Initiative	7
Step 2: Establish an Amber Flag Committee	7
Step 3: Audit of Past and Current Activities	8
Step 4: Goals and Objectives	8
Samples of Amber Flag Activities to Achieve Goals	9
Step 5: Submit Amber Flag Documentation	10
Step 6: Receive Flag and Certificate	10
4. Reapplying for the Amber Flag	12
Steps to Reapply for the Amber Flag	12
5. Consent	13
6. Additional Important Information	13
7. Guidelines for your Fundraising Event	13
8. Additional Supports	16

1. Introduction

Dear Amber Flag Team,

The Pieta Amber Flag Initiative recognises the efforts of primary and secondary schools, Youthreach, third-level institutions, further education and training centres, clubs and organisations to create healthy and inclusive environments that support mental well-being.

It unites these groups in their efforts to work together towards a happier, healthier Ireland and eradicates the stigma associated with mental health issues.

Inside this booklet you will find the step-by-step process to proceed with your Amber Flag application.

If you have any queries regarding anything outlined in this booklet, please contact the Pieta Amber Flag Team on amberflag@pieta.ie.

Dates for your Diary 2025 – 2026		
Registration Closing Date 5th December 2025 	Secondary Schools, Youthreach, Further Education and 3rd Levels: Submit Completed Applications by: 17th April 2026 	Primary Schools, Clubs and Organisations: Submit Completed Applications by: 15th May 2026 

We look forward to working with you on the promotion of positive mental health.

2. Amber Flag Applicants

Primary Schools

- Primary schools can offer their students the opportunity to begin their well-being journey, where they can learn the basics of positive mental health.
- As per the Well-being Policy & Statement Framework for Practice 2018–2023 (Department of Education & Skills, 2018), promoting the well-being of our children and young people is a shared community responsibility.
- Schools can play a major role in enhancing protective factors and minimising risks.
- Primary school subjects such as Aistear, SPHE, Arts Education and PE, as well as others, can be good places to start the children on their well-being journey and will help in gaining an Amber Flag.'

Secondary Schools

- Secondary schools offer students the opportunity to continue on their well-being journey.
- Research shows that adopting a whole school approach provides a wide range of educational and social benefits including: improved behaviour, increased inclusion, improved learning, greater social cohesion, increased social capital and improvements to mental health (Weare and Gray, 2003).
- The Amber Flag is a great way to tie together a secondary school's well-being programme that often includes SPHE, PE and CSPE.

Further Education and Training Centres

- Many students attend various organisations to further their skills, training and education
- The Amber Flag is the perfect initiative to promote teamwork and gives students an opportunity to meet and work alongside others.
- Students can learn life skills and be supported and educated in how to cope with challenges that they face.

Youthreach

- Youthreach is an ideal setting for the Amber Flag as there is a strong emphasis on personal development and the individual needs of students.
- The Youthreach curriculum focuses not just on the academic but equally on vocational and soft skills development.
- Most Youthreach are doing subjects such as SPHE, Sports, Art, Design & Mixed Media, Drama etc., all of which can help to build self-confidence and self-esteem which leads to positive mental health.
- Many Youthreach are already doing the foundation work for the Amber Flag so it would be great if their efforts were awarded at a national level.

Third Level

- Third-level institutions in Ireland have a huge role to play in people's mental health
- Almost 75% of all serious mental health conditions first emerge between the ages of 15 and 25 (Kessler et al., 2005). The vast majority of full-time undergraduate entrants fall within that age group (HEA 2018); and for that reason students are identified as a high-risk group for mental health difficulties
- Our hope is that all third-level institutions in Ireland get involved with the Amber Flag as they work towards implementing the National Student Mental Health and Suicide Prevention Framework (2020).

Clubs and Organisations

- Clubs and Organisations are the perfect opportunity to promote positive mental health.
- The ethos of the majority of clubs and organisations are teamwork and participation.
- Through these, clubs and organisations can illustrate what it's members can do to educate and reduce stigma around mental health.
- By having an Amber Flag awarded to them, clubs and organisations are showing their communities the importance they place on promoting positive mental health.

3. How to Achieve an Amber Flag

1. Complete Registration Form at the start of the academic year on www.pieta.ie

2. Create an Amber Flag Committee with a cross section of students/service users/club members/staff

3. Carry out an audit on what has already been done to promote positive mental health

4. Set and complete a minimum of 3 mental health awareness goals:

a mental health day/week, a fundraiser for Pieta, and at least one more based on your audit

5. Submit completed Amber Flag Application by the closing date along with evidence of the goals achieved

6. Receive a physical flag, digital badges and certificate

7. Maintain Amber Flag Initiatives

8. Apply for Amber Flag annually to maintain your Amber Flag status

Step 1: Register for the Amber Flag Initiative

- When you have read through the full document, please complete the registration form found on our website [here](#). Our team will then get in touch with all the information and resources you need to proceed with your application. You are now ready to begin the Amber Flag Initiative!
- In previous years, the Amber Flag Initiative distinguished between New and Renewal candidates. However, from 2025/26, the Amber Flag Initiative is moving to an annual application model.

We have a lot of applicants who have had continuous Amber Flag status for several years, as well as many who apply every year even though there has been no requirement to do so. Following feedback from applicants, we want to recognise those efforts, so from this year the Amber Flag will display the year of award, and from next year flags will indicate years continuously awarded (backdated to 2023/24). As a small team, this means we've had to simplify the application process to make tracking awards easier, for applicants as well as ourselves.

We have other updates planned, all designed to recognise outstanding efforts within the initiative, and we're looking forward to sharing them with you.

Step 2: Establish an Amber Flag Committee

- You must establish an Amber Flag Committee. The names of the team members should be recorded in your Amber Flag Application.

The Amber Flag Committee should consist of:

The Co-ordinator: This must be a staff member.

The Committee: The team should comprise of a cross section of participants.

- The committee should include students/service users/staff/members. For example, a student representative from each year group.
- If appropriate, involvement of parents/guardians and the wider community is also encouraged.
- Professionals such as Guidance Counsellors, SPHE teachers, Instructors, Rehabilitation Officers and Coaching Staff have an invaluable role to play and should be consulted prior to the formation of the committee, where possible.
- It is up to each committee to decide how the team shall operate.
- Records of meetings should be kept as evidence of the work of the team.

The terms of reference of the team should be to *Promote Positive Mental Health* and link to the objectives of the Amber Flag Initiative.

Step 3: Audit of Past and Current Activities

- It is important to acknowledge and enhance the good work that is already being done in relation to mental health and well-being.

This section requires the Amber Flag Committee to look at:

1. What is already being done to promote positive mental health?
2. Where could there be improvement in the promotion of positive mental health?

Once established, the team must prepare an audit of the activities and services that promote an ethos of Positive Mental Health. Please see audit sheet in the Application Booklet.

The Application Booklet will be sent to you after you register.

Step 4: Goals and Objectives

Once the Amber Flag Committee have audited/reviewed the current activities and services, it is time for setting this year's goals and objectives.

- The committee should identify a minimum of **3 main goals/tasks** in line with the objectives of the Amber Flag Initiative.
- These should be achievable between the months of September 2025 – April/May 2026.

Amber Flag Initiative Requirements:

1. **Mental Health Awareness Day or a Well-being Week:** One goal/objective must be a Mental Health Awareness Day or a full Well-being week in the school, organisation or club.
2. **Fundraising Event:** One goal/objective must be a fundraising event for Pieta. The type of fundraising event is up to the committee. **Before you begin your fundraiser, please register your fundraiser with Pieta [here](#). (Please see page 13 for further details).**

3. **Achieve Mental Health Goals Based on your Audit:** At least **one more goal must be set** to address the areas of improvement identified in your audit. Please check out our activity bank below or your “Welcome Pack and Resources” folder for inspiration on ways to achieve your goals.

Samples of Amber Flag Activities to Achieve Goals

The best ideas should emerge from the committee and the audit, but the following are some examples of activity/event ideas from previous participants:

Well-being Charts	Gratitude Diary	Amber Flag Notice Board	Positive Affirmations
Compliment Day	Active Breaks	Poster Competition	Friendship Week
Well-being survey to staff, students and parents	Morning Mindfulness	Art Project	Wellness Walls
Random Acts of Kindness	Nature Day	Buddy Bench	Well-being Newsletter
Daily Mindful Minute	Mental Health Webinars	Christmas Cards for Local Nursing Home	Positive Thought Jar
Yoga	Wellness Walk	School Mural	Well-being Resource Pack
Multi-Cultural Celebrations	Kindness Café	Movement Breaks	Positivity-Tree
Staff Coffee Morning	Sensory Garden	Worry Box	Staff Appreciation Day
Mindful Mondays	Thankful Tuesdays	Wellness Wednesday	Thoughtful Thursdays

Feel Good Fridays	Amber Flag Slogan Competition	Well-being Section on Website	Brain Breaks
Inside Out Day	Check and Connect Station	Guest Speaker	Mentoring Programme

For more fundraising and mental health goal ideas check out the **Sample Goals resource document** in your **SharePoint folder**.

Upload
Completed
Applications
to your
SharePoint
Folder by:

- Secondary Schools, Youthreach, Further Education and 3rd Levels:
17th April 2026
- Primary Schools, Clubs and Organisations:
15th May 2026

Step 5: Submit Amber Flag Documentation

The **fully completed Application Booklet**, along with any evidence of Amber Flag activities and events (photos, meeting minutes etc.), **must be uploaded to your SharePoint Folder**.

When you are ready to submit your application, open the "Submit My Application" folder in your Share Point folder and complete the MS Form labelled "Submit". Please also take the time to complete the Amber Flag Feedback Form once this step is done.

Step 6: Receive Flag and Certificate

Once the Pieta Amber Flag Team are satisfied that you have completed the tasks, you will be awarded Amber Flag Status. You will receive a certificate of achievement as well as digital badges to display on your websites and social media platforms.

Your physical flag will be delivered via post. **If your Initiative is run across more than one venue, please make a request for additional flags before your application submission**

deadline. As we have a high volume of participants, late requests for additional flags may not be possible to honour.

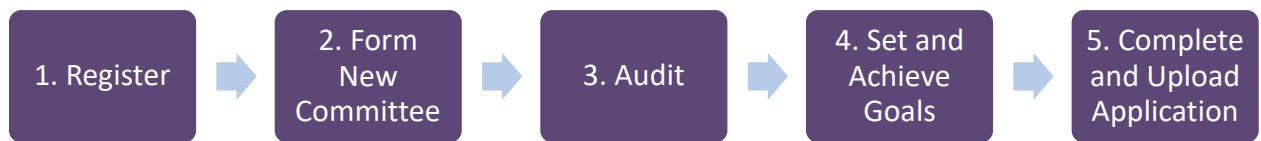
The flag must be flown outside your building in a visible place, where it will convey the caring ethos of your group and the importance it places on Mental Health.

4. Reapplying for the Amber Flag

Whilst achieving an Amber Flag is a great accomplishment, the continuation and maintenance of Positive Mental Health Initiatives is equally important. From 2025/26 onwards, our aim is to place greater emphasis continuous upkeep of the initiative, and to acknowledge this on the flag and through the award process.

The process for reapplying is similar, with some **minor differences.**

Steps to Reapply for the Amber Flag



1. Register to renew the Amber Flag through the [online registration form](#) on the Pieta website.
2. Form a **new Amber Flag Committee**: Some existing committee members can stay on the committee, but it is important to get a good cross section of participants each year.
3. The Amber Flag Committee must carry out an **audit of past Amber Flag achievements and how you have maintained the benefits** since being awarded Amber Flag status.
4. The committee should identify **a minimum of 3 goals** in line with the objectives of the Amber Flag Initiative. One goal must be a fundraiser, and another should be a Mental Health Awareness Day or a full Well-being week in the school, organisation or club.
5. **Complete and upload your Application Booklet** and any evidence pertaining to your goals achieved **to your designated SharePoint folder**. Once reviewed, you will be awarded your Amber Flag.

5. Consent

- It is up to the school/club/organisation to ensure any images that contain Under 18's have received parental/guardian consent prior to sharing with Pieta. The Amber Flag Team use images submitted to SharePoint files by participants for the purpose of processing applications ONLY. Images will never be published or shared.
 - In addition, any Under 18's who attend Amber Flag events are the responsibility of the school, organisation or club, and must be supervised at all times by a staff member.
-

6. Additional Important Information

- Pieta shall not be held accountable or take any responsibility for the qualifications, content or themes delivered by external individuals or outside agencies in relation to promoting positive mental health through Seminars/Talks/Awareness Events under the remit of the Amber Flag Initiative.
 - It is entirely the remit of the organiser to check the qualifications and appropriateness of each/any individual/group/agency invited to speak to participants.
-

7. Guidelines for your Fundraising Event

- As part of the Amber Flag remit, you are required to carry out a fundraiser for Pieta, along with another charity or community organisation if you wish.
 - Remember: fundraising is two-fold – it raises vital funds but, just as importantly, it raises awareness. It is also a great way to get everyone involved!

- **BEFORE YOU BEGIN, PLEASE REGISTER YOUR FUNDRAISING EVENT HERE:**
<https://www.pieta.ie/register-your-fundraiser/>.
- Once you register, a member of our Fundraising Department will get in touch with you directly to support you in organising your event. You will receive an individual campaign reference number which you will need to submit your funds later.
- The Amber Flag Team do not deal with financial transactions, cheque presentations or fundraising materials. Please contact fundraising@pieta.ie with any queries/requests directly related to your fundraiser.

Donating your Funds:

Once you have your Campaign Reference Number, you can submit your funds here: [Pieta | Lodge Funds](#). You can also donate via bank transfer with the details below, or via the other options outlined here on our website: [Pieta | Donate To Support Our Lifesaving Work](#).

Account name:

Pieta House,
AIB Bank,
Main Street,
Lucan,
County Dublin

Account No: 28073056

IBAN: IE70 AIBK93356228073056

BIC: AIB KIE 2D

Please ensure to include your Campaign Reference Number and/or school name when donating funds so that the funds may be linked to your school.

Below are some guidelines that must be adhered to under good governance and transparency:

- The event should not, by association, have the potential to adversely affect the image of Pieta or conflict with our mission and values.
- Text describing the work of Pieta must be approved by Pieta prior to use.
- All funds raised by your fundraiser should be passed on to Pieta at the earliest opportunity – within 8 weeks of the event – referencing *Amber Flag*. This is for security and insurance reasons as well as for transparency. A receipt will be issued for all funds received.
- Street collections require a Garda Permit. Pieta must be advised of the intention to apply for a permit prior to application. Sealed buckets are required for collections and a copy of the permit must be issued to all collectors.
- Door to door collections are not allowed.
- New web pages or Facebook pages using the Pieta logo or name cannot be created. Please advise if you need a copy of our logo.
- Your event can be added to the Events Page on the Pieta website by a member of the Fundraising Department.
- Pieta commits the organisation to the highest standards of good practice and to ensuring that all their fundraising activities are respectful, honest, open and legal. Fundraisers must at all times conduct themselves with integrity, honesty and trustworthiness. They should at all times act openly and in such a manner that donors are not misled.
- Please do not represent conflicting or competing interests without the consent of Pieta. The general public must, at all times, be treated with the utmost respect.
- support your event by supplying Posters, flyers, leaflets, t-shirts, collection buckets with secure lids and a letter of authority to fundraise on behalf of Pieta.

8. Additional Supports

You can find details of additional organisations in your SharePoint Welcome Pack and Resources folder in the document titled "Supports and Resources – Signposting".



Mental health support in the area of suicide and self-harm prevention.

Freephone **1800 247 247**
Text **HELP** to **51444**
www.pieta.ie



ISPCC operates Teenline, a national active listening service for children and young people up to the age of 18 in Ireland.

Freephone **1800 833 634**
www.ispcc.ie/teenline



An online youth information platform covering a wide range of topics from health, to school, to relationships.

Spunout.ie



Free anonymous text service funded by the HSE and run by trained Crisis Volunteers.

Text **HELLO** to **50808**
textaboutit.ie



Looking out for the welfare of young people regarding any issue that may be affecting them.

Freephone **1800 666 666** 24h
Free Text: **50101**
Live chat: childline.ie
www.childline.ie



The HSE Drug and Alcohol helpline provide free and confidential support, information, guidance and referral on anything to do with substance use and alcohol.

Freephone **1800 459 459**
Mon-Fri 9:30 17:30
helpline@hse.ie
www.drugs.ie



Ireland's youth mental health organisation.

01 472 7010
info@jigsaw.ie
www.jigsaw.ie



National organisation supporting LGBTI+ young people in Ireland.

1890 929 539
www.belongto.org



Eating Disorder Association of Ireland eating disorder and body image issues support.

1890 200 444
01 210 7906
alex@bodywhys.ie
BodyWhys.ie



Mental health support service.

Freephone **1800 111 88**
www.yourmentalhealth.ie



Mental Health support service.

Freephone **116 123**
Text **087 2 60 90 90**
www.samaritans.org