Beat: Health

FRANCE'S GOVERNMENT SENDS A MESSAGE OF HOPE ON NATIONAL MENTAL HEALTH CAMPAIGN

A COMMITMENT TO WELL-BEING & INCLUSION

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USPA NEWS - At a time when France is navigating political uncertainty, economic strain, and deep societal divisions, the Office of Prime Minister François Bayrou has just released a powerful and hopeful statement: the Government will continue and reinforce the mental health legacy of previous administrations. It was President Macron's Commitment who was at the Launch of France's 2025 National Mental Health Campaign, in the first place. According to INSEE and Santé publique France:
• 1 in 4 French people will face a mental health issue at some point in their life.
• Over 12 million citizens live with chronic conditions, including psychiatric and neurocognitive illnesses.
• Mental health conditions now affect nearly 20% of adults annually.
At the outset of this campaign, President Emmanuel Macron affirmed that: "Mental health is a major issue that is insufficiently addressed in our country."

A NATIONAL MESSAGE IS SENT BY THE GOVERNMENT OF HOPE & UNITY INTROUBLED TIMES IN FRANCE
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While this remark dates from October 2021, when he announced free therapy sessions, it underscores his enduring resolve to tackle mental health, a theme that has shaped policies ever since. Though the formal label "Grande Cause Nationale 2025" was announced later under the government of Michel Barnier and continued by Prime Minister Bayrou, this longstanding presidential stance laid crucial groundwork for the 2025 initiative.

By placing mental well-being at the heart of public action, this initiative aims to unite citizens around a shared cause, one that transcends differences and reflects a common humanity.

Through the 2025 Grande Cause Nationale, the Prime Minister is calling on everyone to "talk about it, together", a message full of empathy and commitment, reminding the nation that inclusion, compassion, and care are vital foundations for rebuilding trust and resilience.
In 2025, France officially launched its ambitious Grande Cause Nationale for Mental Health, marking a pivotal step in addressing one of the country's most pressing public health challenges. The campaign, launched on March 17, 2025, under the slogan "Let's Talk Mental Health!" (Parlons Santé Mentale !), aims to raise awareness, reduce stigma, and improve access to care for millions affected by psychological and psychiatric conditions.

A POLITICAL COMMITMENT ACROSS GOVERNMENTS UNDER THE PATRONAGE OF FRENCH PRESIDENT EMMNAULE MACRON
The focus on mental health has been a consistent priority across recent French governments. Since 2017, successive Prime Ministers have acknowledged its urgency and initiated key reforms:

• Edouard Philippe (2017–2020): Introduced the first comprehensive national strategy for mental health, integrating prevention, access to care, and support services.
• Jean Castex (2020–2022): Reinforced national efforts in response to the psychological consequences of COVID-19, including lockdown-induced trauma and anxiety.
• Elisabeth Borne (2022–2024): Declared mental health as the Grande Cause Nationale 2025, launching a mobilization of stakeholders.
• François Bayrou (2024–present): Officially launched the state-backed campaign on July 21, 2025, in partnership with civil society, led by the Collectif Santé Mentale. (PM's Office, Matignon)

OBJECTIVES AND STRATEGIC PRIORITIES

The National Cause for Mental Health 2025 defines four key priorities:
1. Destigmatization – Transform societal perceptions and end the taboos around mental illness.
2. Prevention and Early Detection – Equip professionals and citizens with the tools to recognize and respond to early signs of distress.
3. Improved Access to Care – Expand care services across rural and urban areas, ensuring no one is left behind.
4. Comprehensive Support – Provide integrated approaches combining health, social, educational, and employment support.

SCOPE AND NATIONAL IMPACT

Mental health challenges deeply affect French society. According to INSEE and Santé publique France:
• 1 in 4 French people will face a mental health issue at some point in their life.
• Over 12 million citizens live with chronic conditions, including psychiatric and neurocognitive illnesses.
• Mental health conditions now affect nearly 20% of adults annually.
• 25% of young adults (18–24) have experienced suicidal ideation since the pandemic.
• The COVID-19 crisis (2019–2022), with its lockdowns and isolation, worsened mental health across all demographics.

In parallel, France's population is aging faster than the European average:
• Between 2020 and 2025, the number of people aged 65+ increased by over 8%, reaching 14 million (INSEE, 2024).
• Cognitive disorders and age-related mental health challenges, including Alzheimer's disease, are on the rise.

ACTORS AND PARTNERSHIPS

This collective effort is coordinated by the Ministry of Labour, Health, Solidarity and Families, in collaboration with:
• The Collective for Mental Health, a network of over 3,400 organizations.
• Regional Health Agencies (ARS) and local governments.
• NGOs, caregivers' associations, mental health professionals.
• Media outlets and public institutions across France.
This multi-level partnership ensures that the campaign is inclusive, community-led, and accessible to all.

CAMPAIGN HIGHLIGHTS AND TIMELINE

Thanks to state support, the campaign will bear the official visual identity of the Grande Cause Nationale 2025 and will be widely deployed starting Tuesday, July 22, through:
• National TV channels, using government-designated public interest advertising slots.
• Print media, across local and national newspapers.
• Social networks, with targeted content and video testimonials.
• Public spaces, especially railway stations and transport hubs, with visual awareness displays.

These efforts are amplified by:
• Community events and peer-led support groups.
• Workshops in schools, hospitals, and cultural venues.

• Training programs for educators, medical staff, and law enforcement.

A MESSAGE OF JHOPE AND CIVIC ENGAGEMENT
Selected for its innovative and empathetic approach, the Collectif Santé Mentale's campaign invites everyone to treat mental health as a shared civic responsibility. By amplifying the voices of those affected, it encourages compassion, dialogue, and empowerment. This initiative also reflects the Government's broader ambition to support citizen-led innovation, giving space to grassroots solutions and everyday heroes who are already changing lives. "This support translates the Government's desire to accompany innovative citizen-led initiatives." Official statement, July 21, 2025 (PM's Office, Matignon)

A VITAL PROMISE FOR THE NATION
In launching this campaign, France sends a powerful message: mental health is not a marginal issue — it is central to collective well-being, inclusion, and public health. Through this unprecedented national and cross-sector mobilization, the country is taking a bold step toward a more caring, resilient, and equitable society. The path ahead requires unity, awareness, and sustained action — and with the commitment of both citizens and institutions, mental health can finally be addressed with the dignity and urgency it deserves. "Let's talk mental health. Let's act, together". (PM's Office, Matignon)

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