

Novartis Ireland is supporting #HoldFirm

Jun 04, 2020

Novartis is delighted to be involved in the HSE's Covid-19 Health Communications Stakeholder Support group.

We are supporting #HoldFirm – the HSE's new campaign called HoldFirm. The HoldFirm campaign takes inspiration from the words of President Michael D Higgins, written in his 1993 poem, Take Care.

Acknowledging the public's large efforts to keep frontline and essential workers safe by staying home.

Take Care

*In the journey to the light,
the dark moments
should not threaten.*

Belief

*requires
that you hold steady.*

*Bend, if you will,
with the wind.*

*The tree is your teacher,
roots at once
more firm
from experience
in the soil
made fragile.*

*Your gentle dew will come
and a stirring
of power
to go on
towards the space
of sharing.*

*In the misery of the I,
in rage,*

*it is easy to cry out
against all others
but to weaken*

*is to die
in the misery of knowing
the journey abandoned
towards the sharing
of all human hope*

*and cries
is the loss
of all we know
of the divine*

*reclaimed
for our shared
humanity.
Hold firm.
Take care.
Come home
together.*

Michael D Higgins

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