

MEN'S HEALTH WEEK

Monday 12th - Sunday 18th June 2017

It's all about HIM



How are you doing?

Visit www.mhfi.org to find out more

#MHW2017



What can I do to mark this week? ...

Absolutely everyone can do something to support and celebrate Men's Health Week (MHW) 2017 ...

The focus for Men's Health Week (MHW) this year (*'It's all about HIM'*) lends itself to a wide range of ways to mark this occasion. A good starting point is to answer the question: *'How are you doing?'*... If the answer is *'not very well'*, then it might be time to think about doing something that will make a positive difference to your own health and/or the health of the men and boys that you have contact with.

However, you don't have to stick rigidly to this particular theme. Anything which promotes the week and encourages men and boys to lead healthier lifestyles, to be more aware of preventable health problems, and to seek early detection and treatment for health difficulties will be very welcome!



In Ireland, there is a MHW poster, postcard, logo, and an image pack which can be used by anyone who wishes to raise awareness of MHW and/or to be associated with it. All of these images are available for free online downloading at: www.mhfi.org/mhw/mhw-image-pack.html There is also a free 32 page men's health manual which outlines ten key practical health challenges for men - see www.mhfi.org/mhw/mhw-2017.html for details of how to access hard copies of the manual, posters and postcards.

These resources are important promotional tools - as one of the key aims of MHW is to let as many people as possible (especially men) know about the week, when it will happen, and how they can get involved. So, why not begin by sending the men you know a copy of this year's MHW 'postcard'? ...



On the reverse of this postcard there is a copy of the Men's Health Week 2017 poster.

Even if you don't have a lot of time, energy or resources to give, there are still some really easy (and FREE) ways that you can show your support ...

WHAT

HOW



Put a [Men's Health Week poster](#) (or two or three) up in your workplace / meeting space / community centre / local shop / waiting room / Men's Shed / home ...



Promote the week on your website - using a copy of the [Men's Health Week logo](#) and/or other MHW images.



Link to the Men's Health Forum in Ireland's website page devoted to Men's Health Week 2017 (www.mhfi.org/mhw/mhw-2017.html) from your own website, Facebook page or other social networking site.



Send an email to everyone in your contacts list to tell them about Men's Health Week, and ask them to forward the message to all their contacts. Why not also insert the [MHW logo](#) into your outgoing emails for the months of May and June?



Become a fan of the Men's Health Week in Ireland's Facebook page (www.facebook.com/MensHealthWeek) and send this link to all your online friends.



Include information on [Men's Health Week](#) in your mailouts / newsletters.



Tell others about what is happening in your area during Men's Health Week by posting details on the MHFI website. Use the form at: www.mhfi.org/mhw/promote-an-event.html



Make the Men's Health Week [logo](#) your computer desktop 'wallpaper' during May and June.



Remind your colleagues to follow all the latest news on Twitter (www.twitter.com/MensHealthIRL). Also Tweet about the week yourself, and include #MHW2017 in your message.



Encourage the men you know to get involved in some of the activities taking place during [Men's Health Week 2017](#) ...

However, even more is possible. If you're a ...

HEALTH SERVICE PROVIDER

Why not produce a men's health leaflet, or offer men's health (MOT / NCT) checks, or run a men's health campaign in your area, or consult with local men about what services they need, or give free pedometers to men, or ...?

COMMUNITY / VOLUNTARY GROUP

Why not start-up a walking group, or organise a healthy eating cookery class, or form a men's health group, or launch a men's swimming / cycling club, or get your local leisure centre / gym to offer a free pass to men during MHW, or collate and display a list of local Helplines / support services for men, or ...?

SPORTING BODY

Why not use your unique position (as many men like sport already) to give out men's health information at games, or get local men to join-in training sessions, or ask your best known athlete to give a men's health talk, or develop forms of your sport which older men can participate in, or print men's health messages on your players' shirts, or put details about the week into your match programmes, or set-up / support a 'ParkRun' programme, or ...?

EMPLOYER

Why not organise health checks for men in your workplace, or set-up a regular game of football before / after work, or invite speakers to come in and give talks on specific aspects of men's health, or produce your own workplace guide to men's health, or offer an hour off to your employees to attend a men's health event, or support a walk / cycle to work week, or ...?

MEDIA PERSON

Why not cover MHW 2017 in your publication / programme, or research and produce an in-depth special report on a specific men's health issue, or promote the work of a local men's health project, or run a series of features on men's health during MHW 2017, or have a men's health supplement in your newspaper, or ...?

If you're a ...

LOCAL POLITICIAN / POLICY MAKER

Why not table a debate on men's health in the Northern Ireland Assembly / Dáil Éireann / local council chamber, or set-up an inter-party group on men's health, or host a men's health seminar in your constituency, or propose a party policy on men's health, or look at how elements of the Men's Health Action Plan in the Republic of Ireland could be introduced to Northern Ireland, or set your department the goal of tackling a specific men's health issue over the coming year, or have a look at some of the evidence about men's health status (available at: www.mhfi.org/resources/research-policies-and-reports.html) or ...?

OTHER SERVICE PROVIDER

Why not display men's health information in your public spaces, or direct your service users to men's health programmes, or provide a room and administrative support for a local men's health initiative, or think about helping to start-up a 'Men's Shed' or ...?

HELPLINE

Why not specifically target men and encourage them to use your service during MHW, or ...?

MAN

Why not take a few minutes to look at the state of your own health, and make MHW 2017 the start date for a new beginning? You might even consider taking on one or more of the ten challenges in our new Man Manual ...

WOMAN

Why not encourage the man / men in your life (partner, father, brother, uncle, grandfather, neighbour, friend, colleague etc.) to take part in one of the MHW events, or to see their GP about that niggling health concern, or to join a men's health group, or ...?



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