What can I do to mark this week? …
Absolutely everyone can do something to support and celebrate Men’s Health Week (MHW) 2018...

The focus for Men’s Health Week (MHW) this year [One Small Step for Man. One Giant Leap for Men’s Health] lends itself to a wide range of ways to mark this occasion. A good starting point is to answer the question: ‘What’s your small step going to be?’ If the answer is ‘I don’t know’, 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. Visit www.mhfi.org/mhw/mhw-2018.html for details of how to access hard copies of the manual, posters and postcards (as well as to find out more about MHW 2018).

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’? …

Hi there,

it’s hard to believe that it’s now almost fifty years since Neil Armstrong told the world that ‘the Eagle has landed’ and got out of the Lunar Module saying some of the most famous words in history: ‘One small step for (a) man, One giant leap for mankind’. This was certainly an iconic moment.

Neil and his colleagues (Buzz Aldrin and Michael Collins) had taken a huge step into the unknown. There was a great challenge in front of them, but they met it head on. They were in a vulnerable situation, but they relied on each other’s support and the back-up of (as Neil later said) hundreds of thousands of people behind the project.

During Men’s Health Week 2018, people in Ireland are also being asked to do something out of this world. Everyone is encouraged to work together to do one small practical thing to improve their own health and the health of men across the island. The big question is: what’s your ‘one small step’ going to be?...

Have a great week!

On the reverse of this postcard there is a copy of the Men’s Health Week 2018 poster.

For more information, visit: www.mhfi.org
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...

<table>
<thead>
<tr>
<th>WHAT</th>
<th>HOW</th>
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<tbody>
<tr>
<td>Put a Men’s Health Week poster (or two or three) up in your workplace / meeting space / community centre / local shop / waiting room / church hall / Men’s Shed / gym / library / pub / surgery / home ...</td>
<td>Promote the week on your website - using a copy of the Men’s Health Week logo and/or other MHW images.</td>
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<td>Link to the Men’s Health Forum in Ireland’s web page devoted to Men’s Health Week 2018 (<a href="http://www.mhfi.org/mhw/mhw-2018.html">www.mhfi.org/mhw/mhw-2018.html</a>) from your own website, Facebook page or other social networking site.</td>
<td>Send an email to everyone in your mailing 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, badge or banner into your outgoing emails during May and June?</td>
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<td>Become a fan of the Men’s Health Week in Ireland’s Facebook page (<a href="http://www.facebook.com/MensHealthWeek">www.facebook.com/MensHealthWeek</a>) and send this link to all your online friends.</td>
<td>Include information on Men’s Health Week in your mailouts / newsletters.</td>
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<td>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: <a href="http://www.mhfi.org/mhw/promote-an-event.html">www.mhfi.org/mhw/promote-an-event.html</a></td>
<td>Remind your colleagues to follow all the latest news on Twitter (<a href="http://www.twitter.com/MensHealthIRL">www.twitter.com/MensHealthIRL</a>). Also Tweet about the week yourself, and include #MensHealthWeek in your message.</td>
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<td>Encourage the men you know to get involved in some of the activities taking place during Men’s Health Week 2018 ...</td>
<td>For more information, visit: <a href="http://www.mhfi.org">www.mhfi.org</a></td>
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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 2018 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 2018, or have a men’s health supplement in your newspaper, or ...?

For more information, visit: www.mhfi.org
LOCAL POLITICIAN / POLICY MAKER
Why not table a debate on men's health in Westminster / 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 ‘Healthy Ireland Men 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 2018 the start date for a new beginning? Start with a ‘small step’ and consider taking on one or more of the ten challenges in the 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 ...?