

MEN'S HEALTH WEEK

Monday 12th - Sunday 18th June 2023

What's your
picture of
health?



Find out more at:
www.mhfi.org
[#MensHealthWeek](https://twitter.com/MensHealthWeek)



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

Absolutely everyone can do something to support and celebrate Men's Health Week (MHW) 2023 ...

It's very common to hear people on the island of Ireland saying: 'ah, sure, your man's the picture of health'. But did you know that during [Men's Health Week \(MHW\) 2023](https://www.mhfi.org/mhw/mhw-2023.html) everyone is being asked to think about what their 'picture of health' might look like?

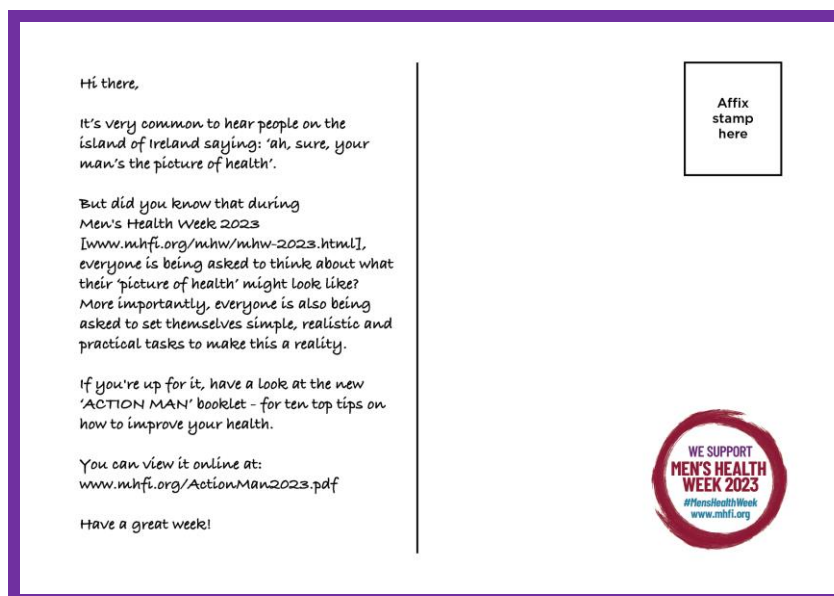
The focus for MHW this year - '**The Picture of Health**' - lends itself to a wide range of ways to mark this occasion. Everyone (health professionals, service providers, youth groups, sporting bodies, community organisations, employers, Churches, policy makers, family workers, pharmacists, the media, parents, individuals ...) is being asked to set themselves a simple, realistic and practical target to improve the health of men, and to go for it!

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 a social media image pack which can be used by everyone who wishes to raise awareness of the week. All of these images are available for free online downloading at: www.mhfi.org/mhw/mhw-image-pack.html There is also a new, free, '[Action Man](#)' booklet which offers ten top tips on how to improve your health, and a ready-made pool of [social media messages](#). Visit www.mhfi.org/mhw/mhw-2023.html for details on how to access these materials, as well as to find out more about MHW this year.

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 / giving 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 2023 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



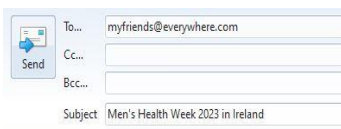
Put a [Men's Health Week poster](#) (or two or three) up in your workplace / meeting space / community centre / local shop / waiting room / church hall / Men's Shed / gym / library / pub / surgery / construction site / home ...



Promote the week on your website / social media - using a copy of the Men's Health Week [logo](#) or [badge](#) or [banner](#) or [Twitter Header](#) or [Facebook Cover image](#).



Link to the web page devoted to Men's Health Week 2023 (www.mhfi.org/mhw/mhw-2023.html) from your own website, Facebook page or other social networking site.



Send an email to everyone on 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?



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 2023](#) in your mailouts and 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](#) or [badge](#) 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 **#MensHealthWeek** and **#ThePictureOfHealth** in your message.



Encourage the men you know to get involved in some of the activities taking place during the week.

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 2023 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 2023, 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 Dáil Éireann / Stormont (when it returns) / 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 be an 'Action Man' and consider following one (or more) of the ten top tips in the new Man Manual?

During MHW 2023, think about what your 'picture of health' might look like and go for it!

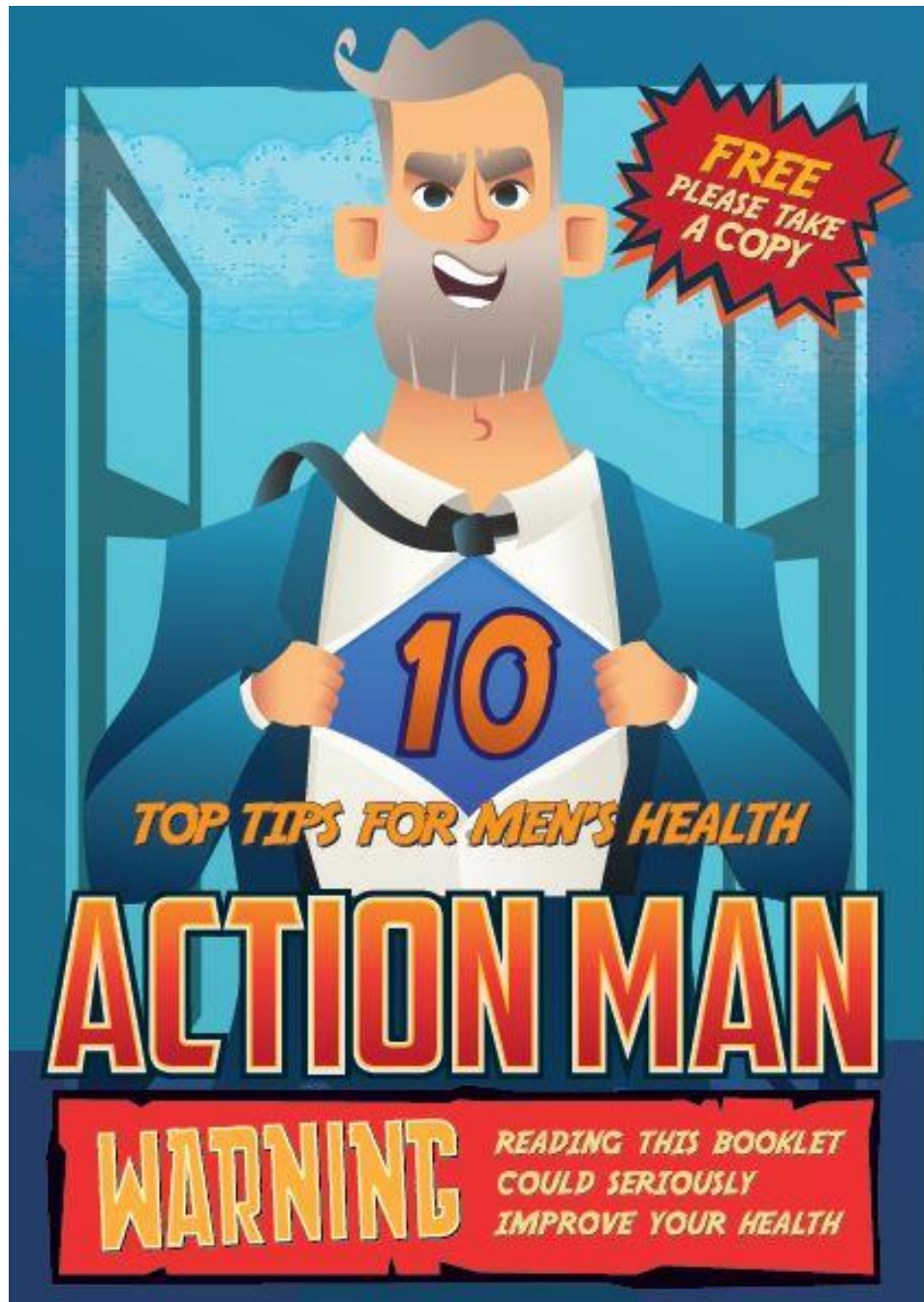
WOMAN

Why not encourage the man / men in your life (partner, son, 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 ...?



MEN'S HEALTH WEEK

However, maybe the easiest thing of all is to read (or give a male you know) a copy of the new 'Action Man' booklet - which offers ten top tips to improve men's health ...



Find out how to get it at:
<https://www.mhfi.org/mhw/mhw-2023.html#ActionMan>