

Men's Health Week 2023



The Toolbox for Action



MEN'S HEALTH WEEK

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Men's Health Week (MHW) 2023

Why do we need to focus upon men's health issues and needs?

Males constitute almost 50% of the population on the island of Ireland and, therefore, deserve to have a gender lens focused upon their specific health needs. Research shows that these men experience a disproportionate burden of ill-health and die too young ...

- Local men die younger than women do.
- Males have higher death rates than females for almost all of the leading causes of death and at all ages.
- Poor lifestyles are responsible for a high proportion of chronic diseases.
- Late presentation to health services can lead to a large number of problems becoming untreatable ...



Indeed, while many of these conditions are preventable, their prevalence amongst men may, in fact, rise in the future. However, this is not a lost cause. Much can be / is being done to improve this situation.

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When is Men's Health Week (MHW)?

Men's Health Week (MHW) always begins on the Monday before Father's Day and ends on Father's Day itself. This year, it will run from Monday 12th until Sunday 18th June 2023.

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Where is MHW celebrated?

MHW is celebrated in many European countries, as well as in the USA, Australia, New Zealand, Canada and a number of other places worldwide.

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What are the aims of MHW?

Internationally, the core aims of MHW each year are to ...

- Heighten awareness of preventable health problems for males of all ages.
- Support men and boys to engage in healthier lifestyle choices / activities.
- Encourage the early detection and treatment of health difficulties in males.

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Is there a specific theme this year?

Each year, individual countries focus upon a specific theme. The theme for 2023 on the whole island of Ireland is: '**The Picture of Health**', and the call to men (and those who support the health of men) will be **what does that look like to you?**

The 2023 theme in Great Britain (England, Scotland and Wales) will focus upon men's health and the internet.

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Why choose the theme ‘The Picture of Health’ for 2023?

Not too long ago, we were unaware of the full extent of men’s poor health status and the specific health issues that they are contending with. However, this is no longer the case. In recent years, a broad range of research has highlighted the health challenges which face men in Ireland and further afield. For example ...

- Men’s Health in Numbers: Trends in Ireland (www.mhfi.org/MensHealthInNumbers1.pdf)
- Getting Inside Men’s Health (www.mhfi.org/gettinginsidemenshealth.pdf)
- Men’s Health in Northern Ireland: Tackling the Root Causes of Men’s [ill] Health (www.mhfi.org/manmattersbriefing1.pdf)
- A Report on the all-Ireland Young Men and Suicide Project (www.mhfi.org/ymspfullreport.pdf)
- Facing the Challenge - The Impact of Recession and Unemployment on Men’s Health in Ireland (www.mhfi.org/IPHreport2011.pdf)
- The State of Men’s Health in Europe (www.mhfi.org/menshealtheurope.pdf)
- Middle-Aged Men and Suicide in Ireland (www.mhfi.org/MAMRMreport.pdf) ...

Yet, although the health of men in Ireland is poor, it is not a ‘lost cause’ - and it can be improved in many significant ways. A wide range of innovative and positive work has already taken place to support the health needs of men and boys: Ireland was the first country in the world to have a [National Men’s Health Policy](#) which was succeeded by a dedicated [Healthy Ireland Men \(HI-M\) Action Plan](#) (itself, currently being updated); the ‘Engage’ men’s health training programme has influenced how services and structures support males; pioneering approaches have been developed and tested which provide models for improving men’s health; new men’s health and support groups are evolving across the island of Ireland ... Much has been achieved, but there is still room for improvement.



Of course, men, themselves, need to play a central role in taking control of their health and wellbeing. But men’s health is not just an issue for individual men. While it is crucial for men to take responsibility for looking after themselves, their health can often be determined by other factors outside of their personal control. Thus, there is also a need for policy-makers, service providers, and society as a whole to recognise the role that they need to play, and to do something practical about it. This will require everyone to focus attention upon the men and boys around us.

It’s very common to hear people on the island of Ireland saying: ‘*ah, sure, your man’s the picture of health*’. **During Men’s Health Week 2023, everyone is being asked to think about what their ‘picture of health’ might look like. More importantly, everyone is also being asked to set themselves simple, realistic and practical tasks to make this a reality.**

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What were the themes for MHW in previous years?

Previous MHWs in Ireland have focused upon ...

- 2005 - Obesity
- 2006 - Mental Wellbeing
- 2007 - Long-Term Conditions
- 2008 - Health in the Workplace



- 2009 - Access to Services
- 2010 - Physical Activity
- 2011 - Supporting Men and Boys during Challenging Times
- 2012 - What's Your First Instinct ... Fight? Flight? Find Out?
- 2013 - Action Men - Turning Words into Actions
- 2014 - Challenges and Choices: What's Your Aim?
- 2015 - Creating Culture Change
- 2016 - Men United for Health and Wellbeing: Are We Winning?
- 2017 - It's all about HI-M: How are you doing?
- 2018 - One Small Step for Man
- 2019 - Men's Health Matters: Make the Time. Take the Time.
- 2020 - Restoring the Balance
- 2021 - Making the Connections: Check In. Check Up. Check It Out.
- 2022 - MISSION: isPOSSIBLE - the action starts with you

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Who is the target audience?

The purpose of MHW is to draw attention to the health and wellbeing issues affecting men and boys, and to encourage / promote personal, structural and systemic change where possible. This, therefore, implies that any messages and engagement needs to target:

- Males themselves
- Policy / decision-makers
- Service providers
- Public awareness and preconceptions

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Who can be involved in this week?

MHW gives everyone (health professionals, service providers, youth groups, sporting bodies, community organisations, employers, Churches, policy makers, family workers, pharmacists, the media, parents, individuals ...) an opportunity to encourage men and boys to take better care of their health and to seek help or treatment at an early stage.

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How can my organisation get involved?

Absolutely everyone can do something to support and celebrate MHW 2023. The theme this year (i.e. *'The Picture of Health'*) lends itself to a wide range of ways to get involved. However, anything which promotes and celebrates 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 is very welcome.

A range of practical ideas for how you or your organisation can be involved in MHW 2023 can be found online at: www.mhfi.org/mhw2023celebrateit.pdf These suggestions range from the simple and free, to large-scale and expensive.

You could also consider helping to distribute the new free *'Action Man - ten top tips for men's health'* booklet (see <https://mhfi.org/mhw/mhw-2023.html#ActionMan> for details).

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Are there any ways that I can promote the week?

There is a common logo / image pack which can be used by everyone who wishes to raise awareness of MHW. There is also a MHW 2023 poster and postcard. These are important promotional tools - as one of the key aims is to let as many people as possible know about the week. These are freely available for anyone who wishes to use them. See www.mhfi.org/mhw/mhw-image-pack.html for more details.

Promotion of MHW could take the form of:

- a) Putting a Men's Health Week [poster](#) (or two or three) up in your workplace / local shop / waiting room / home ... and/or sending the MHW [postcard](#) to people you know.
- b) Promoting the week on your website - using a copy of the Men's Health Week [logo](#) or [badge](#) or [banner](#).
- c) Linking to the Men's Health Forum in Ireland's 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.
- d) Sending an email to everyone on your mailing list to tell them about Men's Health Week, and asking them to forward the message to all their contacts. Why not also insert the MHW [logo](#), [badge](#) or [banner](#) into your outgoing emails for the months of May and June?
- e) Becoming a fan of the Men's Health Week in Ireland's Facebook page (www.facebook.com/MensHealthWeek) and sending this link to all your online friends.
- f) Including information on [Men's Health Week 2023](#) in your mailouts / newsletters.
- g) Telling 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
- h) Making one of the Men's Health Week 2023 [graphics](#) your computer desktop 'wallpaper' during May and June.
- i) Reminding your colleagues to follow all the latest news on Twitter (www.twitter.com/MensHealthIRL).
- j) Posting / Tweeting about the week using the [pool of ready-made resources](#) and including **#MensHealthWeek** and **#The PictureOfHealth** in your message.
- k) Using the MHW [Facebook Cover Photo](#) or [Twitter Header Image](#) on your social media pages and feeds ...

Doing one or more of these simple (and free) things would contribute hugely to MHW 2023!

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MEN'S HEALTH WEEK 2023
Find out more at: www.mhfi.org
#MensHealthWeek

What's your
**picture of
health?**



MEN'S HEALTH WEEK

What is the 'Action Man' Booklet?

Research clearly shows that there are many challenges to be faced when seeking to improve men's health. However, it also highlights that men's health can be improved in many significant ways - if the right choices are made. Men, themselves, have a key role to play in this process.

While some aspects of our health are determined by things which are beyond our control (such as genetics, our income, the environment that we live in and our access to services), there are also simple, practical and realistic things which we can all do to improve our health and live a longer life. None of these are rocket science, and many are just plain old straightforward common sense.



During previous Men's Health Weeks, the Men's Health Forum in Ireland produced a '[Challenges and Choices' Man Manual](#), which was distributed free-of-charge to males throughout the whole island of Ireland. This publication has now been replaced by a new '**Action Man - ten top tips to improve men's health**' booklet.

This booklet doesn't preach or lecture - it simply explains: (i) **WHY** an action is needed; (ii) **WHAT** can be done about it; and (iii) **HOW** to find support if you need it. Thus, the ten top tips put you into the driving seat, and give you the tools and DIY instructions to make positive changes - if you choose to be your own 'Action Man'.

During MHW 2023, this booklet will be made available in both hard copy and in electronic format. These have been funded by the Health Service Executive Health and Wellbeing and the Public Health Agency. Find out how to get them at: <https://mhfi.org/mhw/mhw-2023.html#ActionMan>

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Who has planned Men's Health Week 2023 in Ireland?

MHW in Ireland has been planned by a broad range of partners who contributed to an inter-agency Planning Group (see www.mhfi.org/mhw/mhw-2023.html). This body began meeting in December 2022, and has had ongoing communication ever since.

The planning process drew upon the insight, expertise, support and contacts of diverse organisations (voluntary, community, statutory and academic sectors as well as men's groups) from across the whole of Ireland. The group was convened and coordinated by the [Men's Health Forum in Ireland](#) (MHFI). MHFI works alongside other Men's Health Fora worldwide to focus attention upon male health issues.

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What is the Men's Health Forum in Ireland?

The Men's Health Forum in Ireland (MHFI) is a diverse network of individuals and organisations, men and women, from both Northern Ireland and the Republic of Ireland. The Forum was established in 1999, and operates on an all-island basis. At present, it has one paid worker, but is, primarily, structured, organised and run using the expertise, resources and enthusiasm of volunteers.

MHFI is a charitable organisation which is registered as a Company Limited by Guarantee. The Forum seeks to promote all aspects of the health and wellbeing of men and boys on the island of Ireland through research, training, networking, practical health initiatives and awareness raising.

One of MHFI's core areas of work is the coordination of Men's Health Week (MHW) activity on the island of Ireland each year. More details can be found at: www.mhfi.org

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How can I find out more about MHW?

To find out more about Men's Health Week 2023, contact ...

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or visit ...

Website: www.mhfi.org/mhw/mhw-2023.html
Facebook: www.facebook.com/MensHealthWeek
Twitter: www.twitter.com/MensHealthIRL
YouTube: www.youtube.com/@MHFI

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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)

The banner features an illustration of three men: a young man in a blue hoodie, a man in a purple shirt, and a man in a white lab coat. A hand is holding a smartphone in the foreground, suggesting a digital health theme.

Logos at the bottom include: Men's Health Week, HE, FORUM in Ireland, hi Healthy Ireland, HSC Public Health Agency (Project supported by the PHA), and a QR code.