







Men's Health Week 2012

MEN'S HEALTH - WHAT'S YOUR FIRST INSTINCT?

FIGHT
FLIGHT
FIND OUT

MEN'S HEALTH WEEK
MONDAY 11 TO SUNDAY 17 JUNE 2012
VISIT WWW.MHF.ORG FOR MORE DETAILS

MEN'S HEALTH WEEK

      **Feidhmeannacht na Seirbhíse Sláinte**
Health Service Executive

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Briefing Paper

Men's Health Week 2012: Briefing Paper

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

Men, on the island of Ireland, experience a disproportionate burden of ill-health and die too young ...

- Local men die, on average, almost five years younger than women do.
- Males have higher death rates than women for all of the leading causes of death.
- Poor lifestyles are responsible for a high proportion of chronic diseases.
- Late presentation to health services leads to a large number of problems becoming untreatable ...

Indeed, while many of these conditions are preventable, their prevalence among men may, in fact, rise in the future.

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 11th until Sunday 17th June 2012.

Where is MHW celebrated?

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

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 2012 in Ireland is: *"Men's Health - What's Your First Instinct ... Fight? Flight? Find Out?"*

This is different to the theme in England and Wales - which will focus upon heart health.



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Why 'First Instinct'?

Human beings start out life with a pre-disposition for self-preservation. This 'first instinct' drives them to eat, keep fit, be active, ensure personal safety, look after themselves, work collectively, tend to injuries etc.

However, over time - especially in Western societies - it is easy to become complacent, lazy, individualistic, neglectful, indulgent, isolated, lonely ... and, consequently, for health (physical, mental, emotional and spiritual) to suffer.

This year's MHW will focus upon encouraging and developing a 'First Instinct' in males which is to actively seek help, advice, support, and to act quickly in times of difficulty / crisis / ill health rather than ignoring symptoms, turning to alcohol, 'soldiering on', taking their own life ...

What were the themes for MHW in previous years?

Previous MHWs in Ireland have focused upon ...

- 2005 - Obesity
 - 2006 - Mental Well-Being
 - 2007 - Long-term Conditions
 - 2008 - Health in the Workplace
 - 2009 - Access to Services
 - 2010 - Physical Activity
 - 2011 - Supporting Men and Boys through Challenging Times
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Who is the target audience?

The purpose of MHW is to draw attention to the health and well-being 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, policy makers, family workers, 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.

How can my organisation be involved?

Absolutely everyone can do something to support and celebrate MHW 2012. The focus for this year (i.e. 'First Instinct') lends itself to a wide range of ways to mark this occasion. However, anything which 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 2012 can be found online at: www.mhfi.org/mhw2012celebrateit.pdf

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 the week. There is also a MHW 2012 poster. 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 available, free, to anyone who wishes to use them. See www.mhfi.org/mens-health-week-image-pack.html for more details.

Promotion of MHW could take the form of:

- Putting-up a poster.
 - Advertising MHW on your own website.
 - Linking to the MHW 2012 website (www.mhfi.org/mens-health-week-2012.html).
 - Sending an email to everyone in your contacts list about Men's Health Week and asking them to forward the message.
 - Becoming a fan of the Men's Health Forum in Ireland's Facebook site (www.facebook.com/MensHealthForumIreland) and sending the link to all your online friends.
 - Inserting the MHW logo into your outgoing emails.
 - Including information in your mailouts / newsletters.
 - Telling others about what is happening in your area during MHW by posting details on the MHW website.
 - Reminding your colleagues to follow all the latest MHW news on Twitter (www.twitter.com/MensHealthIRL).
 - Encouraging the men you know to get involved in some of the activities taking place around the country ...
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Who has planned Men's Health Week 2012 in Ireland?

MHW in Ireland has been planned by a broad range of partners who contributed to an inter-agency Planning Group. This body met, and had ongoing communication with each other, between February and May 2012. It 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.

The theme for this year's MHW (i.e. First Instinct) offers an opportunity for a very wide range of agencies to participate. Indeed, the planning process for 2012 drew upon the insight, expertise, support and contacts of individuals from ...

Amen	Men Alone in No-mans-land
ARK (Queen's University and University of Ulster)	Men As Learners and Elders
Belfast Community Sports Development Network	Men's Action Network
Belfast Health and Social Care Trust	Men's Development Network
British Medical Association NI	Men's Health Forum in Ireland
Community.ie	Mental Health Ireland
Early Years - Toybox Project	National Youth Council of Ireland
Fír Le Cheile (Men Together)	Northern Health and Social Care Trust
Football Association of Ireland	Northern Ireland Association for Mental Health
Gaelic Athletic Association	Northern Ireland Chest, Heart and Stroke
Inspire Ireland	NUI Maynooth
Health Service Executive, Dublin / North East	Older Men's Organisation in Ireland
Irish Cancer Society	Safefood
Irish Football Association	Samaritans
Irish Heart Foundation	Southern Health and Social Care Trust
Irish Men's Sheds Forum	Sport Northern Ireland
Irish Rugby Football Union	Sure Start Fathers' Network
Irish Sports Council	Trinity College Dublin
Man Matters Project	Ulster Cancer Foundation
Marie Keating Foundation	Western Health and Social Care Trust
Medical Students' Committee in Northern Ireland	YouthAction Northern Ireland



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 temporary self-employed 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 well being of men and boys on the island of Ireland through research, training, networking, health initiatives and advocacy. It is managed by a Board of Trustees.

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

How can I find out more about MHW?

To find out more about MHW 2012, contact ...

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or visit ...

Website: www.mhfi.org/mens-health-week-2012.html
Facebook: www.facebook.com/MensHealthForumIreland
Twitter: <https://twitter.com/MensHealthIRL>

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