Daily Social Media Themes for Men's Health Week 2016

Men's Health Week 2016

Monday 13th - Sunday 19th June 2016

Men United - for Health and Wellbeing

















Visit www.mhfi.org to find out more





Purpose of this Document

Men's health issues and needs are numerous and complicated. So much so, that we could probably assign a different one to highlight on each day of the year and still have an outstanding pool of ones to explore!

When preparing for Men's Health Week (MHW) 2016, the all-island Planning Group felt that it would be useful to draw attention to a specific theme on each day during MHW, as well as on the days leading up to it. The themes decided upon were ...

- Friday 10th June 2016: Men's Health Week is coming!
- Saturday 11th and Sunday 12th June 2016: Top Tips for Men's Mental Fitness
- Monday 13th June 2016: Men Overcoming Cancer
- Tuesday 14th June 2016: Men and Healthy Relationships
- Wednesday 15th June 2016: Trash the Ash Men and Smoking
- Thursday 16th June 2016: The Benefits of Physical Activity Friday 17th June 2016: Men and Alcohol
- Saturday 18th June 2016: Food, Diet and Heart Health
- Sunday 19th June 2016: The Importance of Fathers to Children's Outcomes

However, anything which highlights men's health issues and needs during MHW 2016 will be very welcome on any day - so, there's no need to stick rigidly to these themes.

Social media (especially Facebook and Twitter) has become a powerful tool for organisations to spread their message. During Men's Health Week 2016, we are encouraging everyone to 'Post' and 'Tweet' to their heart's content and, when possible, to use the hashtag:

#MHW2016

This paper seeks to help those people who would like to support MHW 2016 using their social media channels, but who don't have the time, energy or knowledge to develop their own messages. Therefore, on each day of the week, there is a range of suggested Posts and Tweets that you can simply cut-and-paste from. Some of these refer to research / events / resources / support / help in Northern Ireland, while others have a Republic of Ireland focus. When this is the case, they will be accompanied by either [NI] or [RoI]. However, the core information given in either of these will be useful to everyone.

There are lots of message options presented for each day of the week. Feel free to use them all, or pick and choose the ones that suit yourself / your organisation / your location.

We hope that you might be willing to promote MHW 2016 on your social media outlets this year. Even loading a few things to your website / Facebook page / Twitter site / other social media platform can, and will, make a huge difference to publicising the week. It's also an easy and free way to show your support.



Friday 10th June 2016 Men's Health Week is coming! ...



The Final Countdown to Men's Health Week 2016 has begun ...

We're nearly there. The clock is ticking. It won't be long now until International Men's Health Week (MHW). This year, it will run from Monday 13th until Sunday 19th June 2016. The theme in Ireland will focus upon 'Men United - for Health and Wellbeing', and the key question is: 'are we winning?' If the answer is 'no', then it's time to join with other people to do something positive and practical about it! To find out more about the week and how you can support it / get involved, visit: www.mhfi.org/mhw/mhw-2016.html



Men's Health Week 2016 is almost here. Do you know everything that you need to know? If not, check out: www.mhfi.org/mhw2016toolbox.pdf #MHW2016

#MHW2016 Have you got a copy of the 'Challenges and Choices' Man Manual for Men's Health Week yet? View it at: www.mhfi.org/challenges2016.pdf

You can easily support #MHW2016 (Men's Health Week 2016) by using one or more of the graphics and images at: www.mhfi.org/mhw/mhw-image-pack.html

Find out about some of the events being held to mark #MHW2016 (Men's Health Week 2016) in Ireland by visiting: www.mhfi.org/mhw2016events.pdf

Men's Health Week 2016		Available at: www.mhfi.org/mhw/mhw-image-pack.html#Badge2016
MEN'S HEALTH WEEK		Available at: www.mhfi.org/mhw/mhw-image-pack.html#Generic
MEN'S HEALTH WEEK	Men's Health Week 2016	Available at: www.mhfi.org/mhw/mhw-image-pack.html#Banner2016
Men's Health Week 2016		Available at: www.mhfi.org/mhw/mhw-image-pack.html#Poster2016

Saturday 11th / Sunday 12th June 2016 Top Tips for Men's Mental Fitness



Take some practical steps to improve your mental fitness this Men's Health Week (MHW). Begin by visiting: http://ie.reachout.com/2016/05/31/7-tips-for-working-on-your-mental-fitness #MHW2016



Men - boost your #mentalfitness by following these seven simple steps: http://ie.reachout.com/2016/05/31/7-tips-for-working-on-your-mental-fitness #MHW2016

Have you ever tried 'WorkOut' - the mental fitness phone app? ... If not, why not check it out at: http://ie.reachout.com/workout

[Rol]: If your head's all over the place, play to win this Men's Health Week #MHW2016 Start by visiting: www.yourmentalhealth.ie

[NI]: If your head's all over the place, play to win this Men's Health Week #MHW2016 Start by visiting: www.mindingyourhead.info

Monday 13th June 2016 Men Overcoming Cancer



Get on the ball

The poster boys for Men's Health Week 2016 are Martin O'Neill (Republic of Ireland Team Manager) and Michael O'Neill (Northern Ireland Team Manager). As leading sporting figures, they certainly appreciate the need for members of their squads to look after themselves. However, did you know that men can cut their cancer risk by up to a half simply by choosing a healthy lifestyle?

During Men's Health Week 2016 we are asking the question: 'are we winning?' ... The good news is that men's cancer survival rates are improving, and the number of men who are smoking is also on the downturn. Long may it continue!

To find out more about how to avoid cancer, and where to get support if you have it, visit: www.cancerfocusni.org | www.cancer.ie | www.mariekeating.ie | www.actioncancer.org

[Rol]: Over 10,000 Irish men are diagnosed with cancer each year. By taking a few simple steps - such as maintaining a good diet and taking action early - every man can improve their chances of living a happy and healthy life. Support Men's Health Week and take action to reduce your risk. Find out what you can do at: www.cancer.ie/reduce-your-risk/mens-health/european-codeagainst-cancer#sthash.CDO5YEwA.dpbs

Mens Health Week: What's your formation? ... Use the European Code against Cancer as your tactics. About one half of all cancers could be avoided if everyone followed all of the recommendations in the European Code against Cancer. Find out more at: http://cancer-code-europe.iarc.fr/index.php/en/

Mens Health Week: Are we winning against cancer? ... Here are some good results:

- 9/10 men survive testicular cancer after 5 years
- 9/10 men survive prostate cancer after 5 years
- Smoking rates in men continue to decline

Keep up the winning ways and stay on the attack againist cancer. Find out more at: www.cancer.ie/reduce-your-risk/mens-health or www.cancerfocusni.org/cancer-prevention/mens-health



Good news - we're winning! Men's cancer survival rates are improving. #MHW2016

Men - cut your cancer risk by 1/2. Choose a healthy lifestyle. #MHW2016

We're winning - men's smoking rates are falling. #MHW2016

Get on the ball - manage your health or face relegation! #MHW2016

[Rol]: It's Men's Health Week. #MHW2016 Get on the ball early and find out about the early warning signs of cancer: www.cancer.ie/reduce-your-risk/mens-health/early-warning-signs-you-cannot-ignore#sthash.Y1N5yaEn.dpbs

[NI]: It's Men's Health Week. #MHW2016 Get on the ball early and find out about the early warning signs of cancer: www.cancerfocusni.org/cancer-info/signs-symptoms

[Rol]: Are we winning against cancer?... 9 /10 men survive prostate cancer after 5 years. Check out the warning signs at: www.cancer.ie/cancer-information/prostate-cancer#sthash.7KOHFloj.dpbs

[NI]: Are we winning against cancer?... 9 /10 men survive prostate cancer after 5 years. Check out the warning signs at: www.cancerfocusni.org/cancer-info/types-of-cancer/prostate-cancer

#MHW2016 Half of all cancers could be avoided by following the recommendations in the European Code against Cancer http://cancer-code-europe.iarc.fr/index.php/en

Today we are tweeting about #men overcoming #cancer as part of Mens Health Week 2016. If you have any tips, let us know! #MHW2016

Once a month, check your testicles in the shower - it's quick & easy. They should be smooth with no lumps, swellings or hardness. #MHW2016

Ask your GP about #prostatecancer You might not have any symptoms, but talk to your GP about it anyway if you are 50+ years old. #MHW2016

[Rol]: One of the best things you can do for your health is not #smoke The HSE #Quit service can help you stop: www.quit.ie #MHW2016

[NI]: The single best thing you can do for your health is not #smoke The PHA can help you stop: www.want2stop.info #MHW2016

Keep a healthy weight. Cancer is more common in people who are overweight. Colon, kidney & pancreatic cancer are linked to obesity. #MHW2016

Get 30 minutes of exercise a day. Research shows fit men are less likely to develop lung & colon cancer than the least active men. #MHW2016

One in ten #cancers in men are caused by #alcohol. Limit your alcohol intake. Not drinking is better for cancer prevention. #MHW2016

#Melanoma is the fastest growing cancer in Ireland. Help prevent it: never use sunbeds; always use sunscreen; cover up in the sun. #MHW2016

Around a 1/4 of bowel cancer cases in men are linked to eating red/processed meat like ham & sausages. Try to eat less of these. #MHW2016

Protect yourself in the workplace from cancer-causing chemicals. Follow health & safety instructions. Wear protective clothing. #MHW2016



Tuesday 14th June 2016 Men and Healthy Relationships



[Rol]: Most men want to have healthy and happy relationships. Many do. But things sometimes turn nasty, and some men become victims of domestic abuse. Domestic abuse is physical, sexual, virtual, financial and emotional abuse by a partner or family member. If you are experiencing domestic violence or abuse you are not alone. For help and support to get your life back on track, contact Amen: www.amen.ie

[NI]: Most men want to have healthy and happy relationships. Many do. But things sometimes turn nasty, and some men become victims of domestic abuse. Domestic abuse is physical, sexual, virtual, financial and emotional abuse by a partner or family member. If you are experiencing domestic violence or abuse you are not alone. For help and support to get your life back on track, contact the Men's Advisory Project (MAP): www.mapni.co.uk



[Rol]: Most men want to have healthy and happy relationships. Many do. But if things turn nasty, seek help: www.amen.ie #MHW2016

[NI]: Most men want to have healthy and happy relationships. Many do. But if things turn nasty, seek help: www.mapni.co.uk #MHW2016

Domestic abuse is physical, sexual, virtual, financial and emotional abuse by a partner or family member. Men suffer this too. #MHW2016

[Rol]: If you are experiencing domestic violence or abuse you are not alone. Contact AMEN: www.amen.ie #MHW2016

[NI]: If you are experiencing domestic violence or abuse you are not alone. Contact MAP: www.mapni.co.uk #MHW2016

Physical domestic abuse can include slapping, nipping, pushing, beating, kicking, burning and scratching. #MHW2016

Financial domestic abuse includes depriving you of money or food, and putting the family into debt. #MHW2016

Domestic abuse includes any form of sexual contact that is without consent or which uses sex to manipulate the other person. #MHW2016

Wednesday 15th June 2016 Trash the Ash - Men and Smoking



Smoking is the biggest single cause of untimely death amongst men on the island of Ireland. Indeed, worldwide it has killed more people than both World Wars put together! However, the good news is that these deaths are preventable and, while some men continue to smoke, it is less common than it was in the past. We are beginning to win.

The very moment that you stop smoking your health starts to improve. If you would like to live longer, have more energy, feel less stressed, have better sex, strengthen your body's immune system ... think about kicking the habit. There's loads of help available. Start by checking out www.quit.ie or www.want2stop.info



[NI]: Smoking is the biggest cause of avoidable death amongst men on the island of Ireland. Find out more at: www.want2stopinfo #MHW2016

[Rol]: Smoking is the biggest cause of avoidable death amongst men on the island of Ireland. Find out more at: www.quit.ie #MHW2016

Quit smoking to live longer. Half of all smokers die early. Men who quit by the age of 30 add 10 years to their life. #MHW2016

Did you know that you're four times more likely to quit smoking with specialist support and Nicotine Replacement Therapy? #MHW2016

[NI]: #MHW2016 The very moment that men stop smoking their health starts to improve. Today's the day to trash the ash! www.want2stop.info/ready-stop-smoking/top-tips

[Rol]: #MHW2016 The very moment that men stop smoking their health starts to improve. Today's the day to trash the ash! www.quit.ie/Community/Top-Quit-Tips

Thursday 16th June 2016 The Benefits of Physical Activity



Activate your way to better health by choosing to be more active more often ... This statement instinctively feels right. After all, what could be better for men than fresh air, exercise, teamwork, nature and camaraderie?

The case for choosing to lead a more active lifestyle is compelling - taking part in sport and physical activity can play a significant part in tackling poor health for men. Being physically active is a key element of living a longer, healthier and happier life. When combined with healthy eating, participating in sport and physical activity can help you to: achieve and maintain a healthy weight; lower the risk of chronic diseases associated with being overweight; be a positive role model for your children (by inspiring them to be active and healthy); improve your mental health and wellbeing; be more social and make new friends (by being part of a sports club or group). Find out more at: www.sportandrecreation.org.uk/policy/research-publications/game-of-life

[RoI]: The #FindYourTrail campaign encourages men of all ages and abilities to enjoy the outdoors during Men's Health Week 2016 #MHW2016 Watch the video at https://vimeo.com/138325788 and visit www.IrishTrails.ie to #FindYourTrail

[Rol]: #WeAllRun wants to encourage men of all ages to get active and start running during Men's Health Week 2016 #MHW2016 Watch the video at https://vimeo.com/119848629 and visit www.athleticsireland.ie/find-a-club and www.parkrun.ie to get active in your local community.

Walking is the easiest way to get moving, get active and get happy, and @GetIrelandWalking is here to help you get started. They've got tips and advice for anybody who wants to start walking during Men's Health Week 2016 #MHW2016 More information is available at: www.getirelandwalking.ie

[Rol]: Looking to expand your knowledge within Sport and Physical Activity? Your Local Sports Partnership has a range of initiatives including Community Coaching, First Aid, Strength and Conditioning, and Disability Inclusion Training. Find you Local Sports Partnership at www.irishsportscouncil.ie/Participation/Local_Sports_Partnerships/LSP_Contact_Finder

Finish your Men's Health Week 2016 off with a fantastic, free run/walk event in your local area. parkrun organise weekly, 5km timed runs around the world. They are open to everyone, free, and are safe and easy to take part in. You can register simply by visiting: www.parkrun.ie or www.parkrun.org.uk #MHW2016



[NI]: Be active = healthy body / healthy mind: www.youtube.com/watch?v=CJw2ob_QxCY #MHW2016

[NI]: Being active helps your children to be active. 59% of 16 year olds in Northern Ireland were inspired by their family. #MHW2016

[NI]: Do something active for 30 minutes every day to help to control your weight: www.choosetolivebetter.com/content/getting-active #MHW2016

[NI]: Be active, be social. You're never too old to start. Have you ever tried 'Danderball'? ... www.youtube.com/watch?v=ziNZyVeyq1I #MHW2016

[Rol]: #FindYourTrail encourages men of all ages and ability to enjoy the Irish outdoors during Men's Health Week #MHW2016 https://goo.gl/zvAUmV

[RoI]: #WeAllRun wants to encourage men of all ages to get active & start running during Men's Health Week 2016 #MHW2016 https://goo.gl/Ff4k9l

[Rol]: Daily walking is the easiest way for men to get active and @GetIreWalking is here to help you get started #MHW2016 http://goo.gl/KkFt17

[Rol]: 29 Local Sports Partnerships across Ireland aim to increase levels of participation & help you get active #MHW2016 http://goo.gl/6NGZFI

[Rol]: parkrun organise weekly 5km timed runs in Ireland. They are open to everyone and it's free to take part #MHW2016 https://goo.gl/muTqg9

Friday 17th June 2016 Men and Alcohol



Men's Health Week 2016 is asking men on the island of Ireland to consider a key question: 'Are we winning?' ... When it comes to alcohol, less is proven to be better for your physical and mental health, as well as your performance in all areas of life. Check out: http://alcoholireland.ie/home_news/mens-health-week-2016





Drinking less alcohol is proven to be better for your health and your performance in all areas of life. See http://alcoholireland.ie/home_news/mens-health-week-2016 #MHW2016

Drinking less alcohol protects your health and allows you to get more out of life #MHW2016 #littlethings



[Rol]: Worried about your drinking? ... Get the facts on alcohol misuse from @HSElive http://bit.ly/1TYF3OG #MHW2016

[NI]: Worried about your drinking? ... Get the facts on alcohol misuse at: www.knowyourlimits.info #MHW2016

Learn about alcohol's cancer risk - and how to reduce it - through this helpful guide by @IrishCancerSoc http://bit.ly/1TYFUz7 #MHW2016

Mon's Health Work 2016	Available at: www.mhfi.org/mhw/mhw-image-pack.html#Poster2016
DRINK LESS AND GRAT MIGHTS BECOME GOOD MORNINGS	Available at: www.mhfi.org/LittleThings.jpg

Saturday 18th June 2016 Food, Diet and Heart Health



A well-balanced diet not only improves your general health, sense of wellbeing and helps maintain a healthy weight, but can also lower your cholesterol, keep your blood pressure down, and reduce your risk of developing heart disease, diabetes and some cancers. This really is a WIN-WIN situation for men!

There is plenty of support, top tips and advice available to help keep you trim. Start by visiting: www.littlesteps.eu/healthy-eating or www.choosetolivebetter.com or www.irishheart.ie/iopen24/heart-health-information-t-7.html or www.enjoyhealthyeating.info

The way to a man's heart really is through his stomach!

Healthy eating is a big factor in reducing your chances of heart attack and stroke. Find out more by checking out the Irish Heart Foundation booklet 'A Man's Guide to Heart Health' at: www.irishheart.ie/media/pub/patient booklets/booklet.pdf



It is estimated that about 8 out of 10 men in Ireland don't eat enough fruit and vegetables. Are you one of them? #MHW2016

It's easy to get your '5-a-day', and almost all fruit and vegetables count. There are no limits - so, the more you eat the better! #MHW2016

Irish men eat more salt than women. Too much salt can raise blood pressure, so try cooking fresh and eating less salty snack foods. #MHW2016

78% of men aged 45 years and over have high cholesterol. Swap good fats for bad fats, and eat more fruit and vegetables. #MHW2016

Men - how much sugar and caffeine are in your energy drinks? ... #MHW2016 www.safefood.eu/Healthy-Eating/Food,-Diet-and-Health/Eating-In/Drinks/Facts-about-energy-drinks.aspx

Calling all men - are you struggling to shed those extra pounds? We have some gut busting tips here: www.safefood.eu/Healthy-Eating/Weight-Loss/Advice-and-help/Gut-busting-tips-formen.aspx #MHW2016

Men: why not try a meat-free day each week? Here's why you should eat less (especially processed) meat: http://bit.ly/1pjHdOM #MHW2016

Possible Images ...



Available at: www.mhfi.org/mansheartguide.png

Sunday 19th June 2016 The Importance of Fathers to Children's Outcomes



Happy Father's Day!

Today marks the end of Men's Health Week 2016. Thanks a million to everyone who helped to celebrate the week by organising events, publicising men's health issues, putting up posters, encouraging men to get involved in looking after themselves better ...

When asked 'what is the most important role that you have ever had in your life', many men will say 'fatherhood'. Dads play an extremely important role in their children's lives, and there is a strong body of evidence which shows how they improve outcomes for their children. Father's Day is the perfect time to remind ourselves about how men are winning in this area. To read some of the facts, check out: www.mhfi.org/TheDadFactor.pdf



Happy Father's Day! Have you ever thought about 'what good are dads?' If not, check out: www.fatherhoodinstitute.org/uploads/publications/71.pdf ... #MHW2016

#MHW2016 Fathers play a key role in improving their children's outcomes. This local briefing paper highlights how: www.mhfi.org/TheDadFactor.pdf

What is the evidence for why dads need to be supported to stay involved in their children's lives? ... www.mhfi.org/manmattersbriefing3.pdf #MHW2016

#MHW2016 (Men's Health Week 2016) ends today. Thanks to everyone who made it so successful. Here's to next year! ...

