

# Daily Social Media Themes and Sample Posts for Men's Health Week 2024



# Purpose of this Document

[International Men's Health Week](#) (MHW) always begins on the Monday before Father's Day and ends on Father's Day itself. During 2024, it will run from Monday 10<sup>th</sup> until Sunday 16<sup>th</sup> June. It provides an annual opportunity to: heighten awareness of preventable health problems for males of all ages; support men and boys to engage in healthier lifestyle choices / activities; and encourage the early detection and treatment of health difficulties in males.

During Men's Health Week 2024, everyone is being asked to 'Know Your Numbers'. Policy makers need to know statistics on the state of men's health. Men need to know the key health numbers that they should be working towards. Everyone needs to know the numbers for support services at times when things go wrong. Men's health really does count this year!

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 MHW 2024, the all-island Planning Group felt that it would be useful to draw attention to a specific theme on each day during the week, as well as announce the final countdown to MHW during the week before. The daily themes decided upon were ...

- Friday 7<sup>th</sup> June: Know your numbers - because men's health counts
- Monday 10<sup>th</sup> June: Trash the ash (and save the cash)
- Tuesday 11<sup>th</sup> June: Prevention is better than cure
- Wednesday 12<sup>th</sup> June: Food for thought
- Thursday 13<sup>th</sup> June: Rethink what you drink
- Friday 14<sup>th</sup> June: Be mind fit
- Saturday 15<sup>th</sup> June: Let's get physical - be more than a sports spectator
- Sunday 16<sup>th</sup> June: Father's Day - the important role that fathers play in their children's lives

However, anything which highlights men's health issues and needs during MHW 2024 will be very welcome on any day - so, there's no need to stick rigidly to these themes.

Social media (especially Facebook, Twitter / X, Instagram and TikTok) has become a powerful tool for organisations to spread their message. During Men's Health Week 2024, we are encouraging everyone to 'Post' and 'Tweet' to their heart's content and, when possible, to use the hashtags:

**#MensHealthWeek | #KnowYourNumbers | #MensHealthCounts**

This paper seeks to help those people who would like to support MHW 2024 by using their own 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 (and, often, graphics / videos) that you can simply cut-and-paste from. Some of these refer to research / events / resources / support / help in the Republic of Ireland, while others have a Northern Ireland focus. When this is the case, they will be accompanied by either [RoI] or [NI]. However, the core information given in either of these will be useful to everyone.



There are message options presented for each day of the week. Feel free to use all of them, or pick and choose the ones that suit yourself / your situation. All contributions will make a huge difference to publicising the week. It's also an easy and free way to show your support!

Friday 7<sup>th</sup> June 2024

**Know your numbers - because men's health counts**



### **The Final Countdown To Men's Health Week 2024 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 10<sup>th</sup> until Sunday 16<sup>th</sup> June 2024.

In recent years, research has highlighted the challenges which face males on the island of Ireland: <https://mhfi.org/resources/key-facts.html> However, #MensHealthWeek 2024 offers everybody an ideal opportunity to improve the health of men and boys.

To find out more about the week, visit: [www.mhfi.org/mhw/mhw-2024.html](http://www.mhfi.org/mhw/mhw-2024.html) and - if you're up for it - check out practical ideas for action at: [www.mhfi.org/mhw2024celebrateit.pdf](http://www.mhfi.org/mhw2024celebrateit.pdf)

#KnowYourNumbers because #MensHealthCounts



### **Do you know your numbers? ...**

At school, every pupil is told that you need to know your numbers if you are to get on in life. This message is usually not welcomed at the time, but it's a solid piece of advice. During #MensHealthWeek 2024, everyone in Ireland is being asked to #KnowYourNumbers and there will be a focus upon three different types ...

1. Statistics on the state of men's health that policy makers and service providers need to know if they are to address the issues facing men. See the updated Men's Health Report Cards at: <https://mhfi.org/MensHealthInNumbers2.pdf> and <https://mhfi.org/MensHealthInNumbers3.pdf>
2. Key numbers that men, themselves, need to know, to take control over some elements of their own health. See the new 'Do You Know Your Numbers?' z-card for men at: <https://mhfi.org/MensHealthInNumbers.pdf>
3. Important contact numbers for help and support services that everyone needs to know at times of difficulty or crisis. See the recently revised edition of the 'Action Man' Manual at: <https://mhfi.org/ActionMan.pdf>

#MensHealthCounts this year, but do you know your numbers? ...



#MensHealthWeek 2024 is almost here. Do you know everything that you need to know? If not, check out: [www.mhfi.org/mhw/mhw-2024.html](http://www.mhfi.org/mhw/mhw-2024.html) #KnowYourNumbers

What is #MensHealthWeek 2024 all about? #KnowYourNumbers and get all your questions answered at: [www.mhfi.org/mhw2024toolbox.pdf](http://www.mhfi.org/mhw2024toolbox.pdf)

Want to show your support for #MensHealthWeek 2024? Use some / all of the #KnowYourNumbers graphics for the week at: [www.mhfi.org/mhw/mhw-image-pack.html](http://www.mhfi.org/mhw/mhw-image-pack.html)

#KnowYourNumbers Let others know what you have planned for #MensHealthWeek 2024 by submitting the details at: [www.mhfi.org/mhw/promote-an-event.html](http://www.mhfi.org/mhw/promote-an-event.html)



**[RoI]** Want to #KnowYourNumbers during #MensHealthWeek 2024? ... Then check out: [www.mhfi.org/MensHealthInNumbers2.pdf](http://www.mhfi.org/MensHealthInNumbers2.pdf) | [www.mhfi.org/MensHealthInNumbers.pdf](http://www.mhfi.org/MensHealthInNumbers.pdf) | [www.mhfi.org/ActionMan.pdf](http://www.mhfi.org/ActionMan.pdf)

**[NI]** Want to #KnowYourNumbers during #MensHealthWeek 2024? ... Then check out: [www.mhfi.org/MensHealthInNumbers3.pdf](http://www.mhfi.org/MensHealthInNumbers3.pdf) | [www.mhfi.org/MensHealthInNumbers.pdf](http://www.mhfi.org/MensHealthInNumbers.pdf) | [www.mhfi.org/ActionMan.pdf](http://www.mhfi.org/ActionMan.pdf)

Want to know how you can support #MensHealthWeek 2024? Have a look at: [www.mhfi.org/mhw2024celebrateit.pdf](http://www.mhfi.org/mhw2024celebrateit.pdf) #KnowYourNumbers because #MensHealthCounts

Keep up-to-date with the latest #MensHealthWeek 2024 developments at: [www.facebook.com/MensHealthWeek](http://www.facebook.com/MensHealthWeek) and [www.x.com/MensHealthIRL](http://www.x.com/MensHealthIRL)

## Possible Images / Videos ...

	<p>Available at: <a href="http://www.mhfi.org/mhw/mhw-image-pack.html#SocialMedia2024">www.mhfi.org/mhw/mhw-image-pack.html#SocialMedia2024</a></p>
	<p>MHW 2024 countdown video available at: <a href="https://youtu.be/tySffvmZZ4">https://youtu.be/tySffvmZZ4</a></p>

	<p>Available at:  <a href="http://www.mhfi.org/TrendsCover.JPG">www.mhfi.org/TrendsCover.JPG</a></p>
	<p>Available at:  <a href="http://www.mhfi.org/mhw/mhw-image-pack.html#Generic">www.mhfi.org/mhw/mhw-image-pack.html#Generic</a></p>
	<p>Available at:  <a href="http://www.mhfi.org/mhw/mhw-image-pack.html#Badge2024">www.mhfi.org/mhw/mhw-image-pack.html#Badge2024</a></p>
	<p>Available at:  <a href="http://www.mhfi.org/mhw/mhw-image-pack.html#Banner2024">www.mhfi.org/mhw/mhw-image-pack.html#Banner2024</a></p>
	<p>Webinar with HSE staff discussing their initiatives during previous MHWs:  <a href="https://youtu.be/eP3vMNHbRTs">https://youtu.be/eP3vMNHbRTs</a></p>
	<p>Available at:  <a href="http://www.mhfi.org/ActionMan2023Cover.JPG">www.mhfi.org/ActionMan2023Cover.JPG</a></p>



	<p>Poster available at:  <a href="http://www.mhfi.org/mhw/mhw-image-pack.html#Poster2024">www.mhfi.org/mhw/mhw-image-pack.html#Poster2024</a></p>
	<p>MHW 2024 Facebook Cover Photo available at: <a href="http://www.mhfi.org/mhw/mhw-image-pack.html#Facebook2024">www.mhfi.org/mhw/mhw-image-pack.html#Facebook2024</a></p>
	<p>MHW 2024 Twitter Header Image available at: <a href="http://www.mhfi.org/mhw/mhw-image-pack.html#Twitter2024">www.mhfi.org/mhw/mhw-image-pack.html#Twitter2024</a></p>
	<p>Men's Health in Numbers Report Card for the Republic of Ireland. Available at: <a href="https://mhfi.org/MensHealthInNumbers2.pdf">https://mhfi.org/MensHealthInNumbers2.pdf</a></p>
	<p>Men's Health in Numbers Report Card for Northern Ireland. Available at: <a href="https://mhfi.org/MensHealthInNumbers3.pdf">https://mhfi.org/MensHealthInNumbers3.pdf</a></p>
	<p>Generic Facebook Cover Photo available at:  <a href="http://www.mhfi.org/mhwfacebookcover.jpg">www.mhfi.org/mhwfacebookcover.jpg</a></p>

Monday 10<sup>th</sup> June 2024

## Trash the ash (and save the cash)



### Trash the Ash

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 smoking-related deaths are preventable. So, make #MensHealthWeek 2024 the time to quit.

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 today, by checking out [www.quit.ie](http://www.quit.ie) [RoI] or <https://www.nidirect.gov.uk/news/help-available-if-you-want-quit-smoking> [NI]

#KnowYourNumbers because #MensHealthCounts

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**[NI]** Smoking is the biggest cause of avoidable death amongst men on the island of Ireland. So, take the first steps towards quitting during #MensHealthWeek Find out more at: <https://www.nidirect.gov.uk/news/help-available-if-you-want-quit-smoking> #MensHealthCounts

**[RoI]** Smoking is the biggest cause of avoidable death amongst men on the island of Ireland. So, take the first steps towards quitting during #MensHealthWeek Find out more at: [www.quit.ie](http://www.quit.ie) #MensHealthCounts






#KnowYourNumbers - Quit smoking to live longer. Men who quit by the age of 30 add 10 years to their life. Now, that's a step in the right direction! #MensHealthCounts this #MensHealthWeek

#KnowYourNumbers - Did you know that you're four times more likely to quit smoking with specialist support and Nicotine Replacement Therapy? Give it a try this #MensHealthWeek

**[NI]** It's #MensHealthWeek 2024 ... The very moment that men stop smoking their health starts to improve. Today's the day to trash the ash! Find out more at: <https://www.nidirect.gov.uk/news/help-available-if-you-want-quit-smoking> #MensHealthCounts

**[Rol]** It's #MensHealthWeek 2024 ... The very moment that men stop smoking their health starts to improve. Today's the day to trash the ash! Find out more at: <https://www2.hse.ie/wellbeing/quit-smoking/get-help-when-you-quit-smoking> #MensHealthCounts

**Possible Images / Videos ...**

	<p>Available at:  <a href="http://www.mhfi.org/mhw/mhw-image-pack.html#SocialMedia2024">www.mhfi.org/mhw/mhw-image-pack.html#SocialMedia2024</a></p>
	<p>Available at:  <a href="http://www.mhfi.org/HSEStopSmoking.JPG">www.mhfi.org/HSEStopSmoking.JPG</a></p>
	<p>Available at:  <a href="http://www.mhfi.org/PHASmoking.JPG">www.mhfi.org/PHASmoking.JPG</a></p>
	<p>Available at:  <a href="http://www.mhfi.org/StopSmoking.png">www.mhfi.org/StopSmoking.png</a></p>
	<p>Paul O'Kane [Smoking Cessation Officer] offers advice on how to stop smoking:  <a href="https://www.youtube.com/user/Buckalic40/videos">www.youtube.com/user/Buckalic40/videos</a></p>



Tuesday 11<sup>th</sup> June 2024

Prevention is better than cure



During #MensHealthWeek 2024, people on the island of Ireland are being asked to take practical steps - no matter how small - to improve their own health and the health of the men and boys around them.

Cancer awareness and heart health are two areas where this can be realistically achieved.

Prevention is always better than cure and #MensHealthCounts. Make sure that you #KnowYourNumbers and follow at least some of the ten top tips for men's health in the 'Action Man' Manual at: [www.mhfi.org/ActionMan.pdf](http://www.mhfi.org/ActionMan.pdf)

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Did you know that during #MensHealthWeek there are a number of steps that men can take to cut their cancer risk? For example, making small healthy lifestyle choices every day; knowing the signs of cancer; checking for changes in their body; getting screening tests; asking to be checked out if they notice anything unusual or if they're worried about their health; learning more about cancer and how to reduce the risk ...

To find out more about cancer, how to avoid it, and where to get support, visit:  
[www.cancer.ie/reduce-your-risk](http://www.cancer.ie/reduce-your-risk) | [www.cancerfocusni.org/cancer-prevention](http://www.cancerfocusni.org/cancer-prevention) |  
[www.mariekeating.ie/get-men-talking](http://www.mariekeating.ie/get-men-talking) | <https://actioncancer.org/info-hub>

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During #MensHealthWeek 2024, take the first steps towards a better future by protecting your heart.

For help and advice, visit: <https://nichs.org.uk/assets/resources/HealthyStuff.pdf> |  
<https://irishheart.ie/how-to-keep-your-heart-healthy>

#KnowYourNumbers because #MensHealthCounts

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**[NI]** Prevention is always better than cure and #MensHealthCounts. During #MensHealthWeek take practical steps to look after your heart health. Begin by visiting: <https://nichs.org.uk/assets/resources/HealthyStuff.pdf>

**[RoI]** Prevention is always better than cure and #MensHealthCounts. During #MensHealthWeek take practical steps to look after your heart health. Begin by visiting: <https://irishheart.ie/how-to-keep-your-heart-healthy>

Listen to your heart, not your head during #MensHealthWeek 2024. Check-out the Irish Heart Foundation's 'A Man's Guide to Heart Health' booklet at: [www.mhfi.org/HeartHealth.pdf](http://www.mhfi.org/HeartHealth.pdf)

During #MensHealthWeek find out how to spot cancer early and reduce the risks with this Irish Cancer Society booklet: [www.mhfi.org/CancerManual.pdf](http://www.mhfi.org/CancerManual.pdf) #MensHealthCounts

**[RoI]** Men are more likely to develop bowel cancer compared to women, but are less likely to do a free home test which could prevent it. Don't get left behind. If you are aged 59-69, register for the test today: [www.bowelscreen.ie](http://www.bowelscreen.ie) #MensHealthWeek

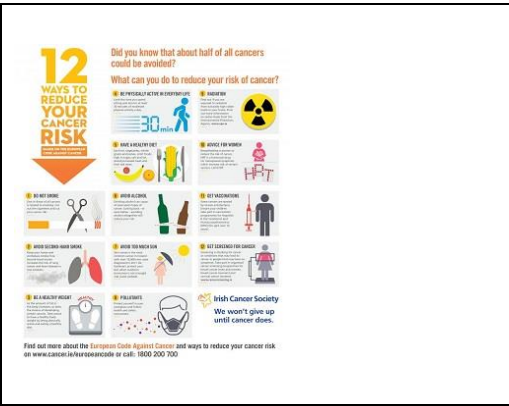
**[NI]** Men are more likely to develop bowel cancer compared to women, but are less likely to do a free home test which could prevent it. Don't get left behind. If you are aged 60-74, make sure that you take the test: [www.nidirect.gov.uk/bowel-screening](http://www.nidirect.gov.uk/bowel-screening) #MensHealthWeek

#KnowYourNumbers Did you know that it is estimated that 1 in 2 men will be diagnosed with cancer at some point in their lives? Read the real life stories of Irish men who got talking and got checked at: [www.mariekeating.ie/heroes-of-hope](http://www.mariekeating.ie/heroes-of-hope) #MensHealthWeek

#KnowYourNumbers Are you aware that many cancers can be avoided? Here's 12 small steps to reduce your risk: <https://cancerfocusni.org/cancer-prevention> #MensHealthWeek

## Possible Images / Videos ...

	<p>Available at:  <a href="http://www.mhfi.org/mhw/mhw-image-pack.html#SocialMedia2024">www.mhfi.org/mhw/mhw-image-pack.html#SocialMedia2024</a></p>
	<p>Available at:  <a href="http://www.mhfi.org/CancerInfograph2018.jpg">www.mhfi.org/CancerInfograph2018.jpg</a></p>
	<p>Available at:  <a href="http://www.mhfi.org/ICSmanual.png">www.mhfi.org/ICSmanual.png</a></p>
	<p>Available at:  <a href="http://www.mhfi.org/CancerGamePlay.JPG">www.mhfi.org/CancerGamePlay.JPG</a></p>



Available at:  
[www.mhfi.org/12Ways.jpg](http://www.mhfi.org/12Ways.jpg)



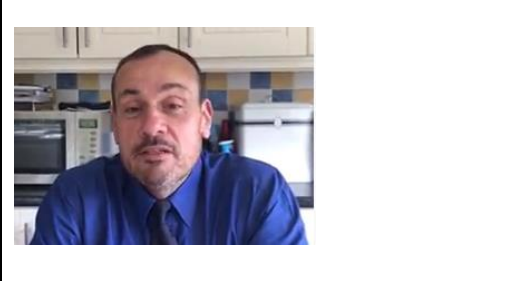
Available at:  
[www.mhfi.org/HeartAttackSymptoms.png](http://www.mhfi.org/HeartAttackSymptoms.png)



Available at:  
[www.mhfi.org/MensHeartGuide.png](http://www.mhfi.org/MensHeartGuide.png)



Available at:  
[www.mhfi.org/STOP.jpg](http://www.mhfi.org/STOP.jpg)



Steve speaks about how a health scare prompted him to lose 19 stone in weight:  
[www.youtube.com/watch?v=tcggc8MKpUc](http://www.youtube.com/watch?v=tcggc8MKpUc)



For Geoff, the possibility of a heart attack was the last thing on his mind. Hear his story at:  
<https://youtu.be/kwfrJn5aD4M>

Wednesday 12<sup>th</sup> June 2024

## Food for thought



### Food for Thought

It's not always convenient to go to the shops or to get our hands on fresh and wholesome food. However, some of us also probably do a bit of 'comfort eating' out of boredom, or to cheer ourselves up, or because we simply want the easiest option. That's a sure-fire way for men to add a few extra pounds to the belly.

A well-balanced diet not only improves men's general health, sense of wellbeing and helps maintain a healthy weight, but it can also lower their cholesterol, keep their blood pressure down, and reduce their risk of developing heart disease, diabetes and some cancers.

So, what men eat really matters. To find out why during #MensHealthWeek 2024, check out:

- <https://irishheart.ie/how-to-keep-your-heart-healthy/healthy-eating>
- [www.choosetolivebetter.com](http://www.choosetolivebetter.com)
- [www.safefood.eu/Healthy-Eating.aspx](http://www.safefood.eu/Healthy-Eating.aspx)
- [www.enjoyhealthyeating.info](http://www.enjoyhealthyeating.info)

Balance in your diet is really important. #KnowYourNumbers because #MensHealthCounts

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Do you need a reason to rethink what you eat? ... During #MensHealthWeek 2024 check out pages 6-8 in the 'Action Man' Manual: <https://mhfi.org/ActionMan.pdf> and get to #KnowYourNumbers

#KnowYourNumbers ... Eating too much salt results in high blood pressure which can lead to stroke or heart disease: [www.safefood.net/healthy-eating/salt](http://www.safefood.net/healthy-eating/salt) Shake the habit for #MensHealthWeek



#KnowYourNumbers - Men with a waist size of over 37 inches are at increased risk of some health conditions. Tighten-up this #MensHealthWeek because #MensHealthCounts See: <https://www.safefood.net/healthy-weight>



**[RoI]** #MensHealthCounts - What you eat can either protect you or increase your chances of getting heart disease or having a stroke. Understand the types of food that make up a healthy balanced diet this #MensHealthWeek Visit <https://irishheart.ie/how-to-keep-your-heart-healthy/healthy-eating>

**[NI]** #MensHealthCounts - What you eat can either protect you or increase your chances of getting heart disease or having a stroke. Understand the types of food that make up a healthy balanced diet this #MensHealthWeek by visiting <https://nichs.org.uk/information/risk-factors/diet>

#MensHealthCounts ... One of the best ways to prevent cardiovascular disease (e.g. stroke, heart attack & angina) is to have a well-balanced diet to keep your cholesterol level low. During #MensHealthWeek 2024, kick-start the process: <https://irishheart.ie/how-to-keep-your-heart-healthy/cholesterol>

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## Possible Images / Videos ...

	<p>Available at: <a href="http://www.mhfi.org/mhw/mhw-image-pack.html#SocialMedia2024">www.mhfi.org/mhw/mhw-image-pack.html#SocialMedia2024</a></p>
	<p>Available at: <a href="http://www.mhfi.org/Image9Safefood.jpg">www.mhfi.org/Image9Safefood.jpg</a></p>



Available at:  
[www.mhfi.org/Image12Safefood.jpg](http://www.mhfi.org/Image12Safefood.jpg)



Available at:  
[www.mhfi.org/TakeControl.jpg](http://www.mhfi.org/TakeControl.jpg)



Ciaran speaks about how healthy eating and exercise helped him to beat Type 2 Diabetes:  
<https://youtu.be/PayqDOEry20>



Vinny talks about his weight loss journey, when he shed 18 stone in 24 months:  
<https://youtu.be/kpcxAZj5MFM>

Thursday 13<sup>th</sup> June 2024

## Rethink what you drink



### Rethink What You Drink

What we drink makes a big difference to our weight, cholesterol level, mood, concentration, relationships, productivity, wallet, belly size ...

Of course, when we talk about 'drink' in Ireland we usually immediately think about alcohol. However, other things such as caffeine, the sugar added to soft drinks, fat levels in milk, protein in shakes etc. also need some consideration!

Many men in Ireland like an alcoholic drink, but problems start if you drink too much too often. There's also a hidden side to alcohol. It affects your body and brain, increases many health risks, and can damage your mental health. It can also mask problems and make life's ups-and-downs harder to deal with.

#MensHealthWeek 2024 offers an ideal opportunity to rethink what you drink and how much. #KnowYourNumbers because #MensHealthCounts

Begin by visiting: [www.askaboutalcohol.ie](http://www.askaboutalcohol.ie) **[RoI]** or <https://drugsandalcoholni.info/alcohol> **[NI]**.



**[RoI]** #KnowYourNumbers By knowing what the Low-Risk Drinking Guidelines are, you can maintain a balance in your drinking. By sticking to these guidelines, you can greatly improve your health and restore your wellbeing. During #MensHealthWeek find out more at: [www.askaboutalcohol.ie](http://www.askaboutalcohol.ie)

**[NI]** #KnowYourNumbers By knowing what the Low-Risk Drinking Guidelines are, you can maintain a balance in your drinking. By sticking to these, you can improve your health and restore your wellbeing. During #MensHealthWeek find out more at: <https://drugsandalcoholni.info/alcohol>

**[RoI]** #KnowYourNumbers Less is best, because alcohol contributes to a range of chronic health conditions and diseases. Many are avoidable - if you can restore a sensible balance to how much, and how often, you drink. Find out more this #MensHealthWeek at: [www.askaboutalcohol.ie](http://www.askaboutalcohol.ie)

**[NI]** #KnowYourNumbers Less is best, because alcohol contributes to a range of chronic health conditions & diseases. Many are avoidable - if you restore a sensible balance to how much and how often you drink. Find out more this #MensHealthWeek - <https://drugsandalcoholni.info/alcohol>

#MensHealthCounts ... Alcohol has a much bigger impact than just a short-term hangover. Find out more at: <https://drugsandalcoholni.info/alcohol> during #MensHealthWeek 2024.

During #MensHealthWeek 2024, measure how your drinking is impacting on your health, your wallet and your weight. Use the online calculator at: <https://www2.hse.ie/wellbeing/alcohol/drinks-calculator> #KnowYourNumbers

#KnowYourNumbers ... Do you know the facts about all the things that you drink? ... If not, visit: [www.safefood.net/healthy-eating/drinks](http://www.safefood.net/healthy-eating/drinks) this #MensHealthWeek

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## Possible Images / Videos ...

	<p>Available at: <a href="http://www.mhfi.org/mhw/mhw-image-pack.html#SocialMedia2024">www.mhfi.org/mhw/mhw-image-pack.html#SocialMedia2024</a></p>
	<p>Available at: <a href="http://www.mhfi.org/AlcoholWaistline.jpg">www.mhfi.org/AlcoholWaistline.jpg</a></p>





Friday 14<sup>th</sup> June 2024

Be mind fit



### Get Your 'Five-A-Day'

Mental health difficulties affect society as a whole, and not just a small, isolated group. But good mind health is more than simply the absence of problems. It is just as important as good physical health, and should be a priority for everyone.

There are five simple steps to help to maintain and improve your wellbeing. Try to build these into your daily life and think of them as your 'five-a-day' for mind fitness ...

1. **CONNECT** with the people around you - family, friends, colleagues and neighbours - and spend time developing relationships.
2. **BE ACTIVE** and find a physical activity that you enjoy. Go for a walk, run, cycle, do some gardening, wash the car, take the dog out ... Exercise makes you feel good.
3. **TAKE NOTICE** of the world around you, be observant, look for something beautiful or remark on something unusual. Savour and enjoy the moment, be aware of your surroundings and appreciate the place you're in.
4. **KEEP LEARNING** and don't be afraid to try something new. Rediscover an old hobby or sign-up for a course. Take on a different role, fix a bike, learn to play an instrument, develop a skill that you've always wanted to have ... Set yourself a challenge and have some fun.
5. **GIVE** to others. Do something nice for a friend or a stranger, thank someone, smile or volunteer your time. Find ways to work together with others on things rather than on your own.

During #MensHealthWeek 2024 take the first small steps towards improving your mind fitness. You'll feel better if you do.

For practical help, support, tips and advice, visit: [www.yourmentalhealth.ie](http://www.yourmentalhealth.ie) [RoI] or [www.mindingyourhead.info](http://www.mindingyourhead.info) [NI]



#MensHealthCounts ... It's Men's Mind Fitness Day during #MensHealthWeek 2024. Here are some tips for steps to improve your mental wellbeing: <https://www.3ts.ie/information-support/resources/self-help-guides>

**[RoI]** If your head's all over the place this #MensHealthWeek start by visiting:  
[www.yourmentalhealth.ie](http://www.yourmentalhealth.ie) #MensHealthCounts

**[NI]** If your head's all over the place this #MensHealthWeek start by visiting:  
[www.mindingyourhead.info](http://www.mindingyourhead.info) #MensHealthCounts

#MensHealthCounts - Good mental health is just as important as good physical health, and mind fitness should be a priority for everyone. This #MensHealthWeek follow the five step plan to maintain and improve your wellbeing: [www.mentalhealthireland.ie/five-ways-to-wellbeing](http://www.mentalhealthireland.ie/five-ways-to-wellbeing)

It's #MensHealthWeek and the stigma surrounding mental health is a huge barrier that many men face. Here is some information on what stigma is: <https://tinyurl.com/2vdff22z>  
#MensHealthCounts

We all need support at some times in our lives, and it's good to talk about the things which are bothering us. The Samaritans can offer a free and confidential service to anyone who needs it this #MensHealthWeek Simply call 116 123 #KnowYourNumbers

Strong relationships are a key pillar of healthy and happy lives. What changes can you make during #MensHealthWeek 2024 to build upon and improve your connections with others?  
#MensHealthCounts

Social connections strengthen our immune system, help us to recover from disease faster, and may even lengthen our life. People who feel connected to others have lower rates of anxiety and depression. Build your networks during #MensHealthWeek 2024 because #MensHealthCounts

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## Possible Images / Videos ...



Available at:  
[www.mhfi.org/mhw/mhw-image-pack.html#SocialMedia2024](http://www.mhfi.org/mhw/mhw-image-pack.html#SocialMedia2024)

 <p>Take5 steps to wellbeing</p> <p>HSC Health and Social Care</p> <p>Give Be active Connect Keep learning Take notice</p> <p>www.mindingyourhead.ie</p>	<p>Available at: <a href="http://www.mhfi.org/TakeFive.JPG">www.mhfi.org/TakeFive.JPG</a></p>
 <p>Take5 steps to wellbeing</p>	<p>Available at: <a href="http://www.mhfi.org/Take5.jpg">www.mhfi.org/Take5.jpg</a></p>
 <p>Connect</p>	<p>Available at: <a href="http://www.mhfi.org/Connect.jpg">www.mhfi.org/Connect.jpg</a></p>
 <p>Be active</p>	<p>Available at: <a href="http://www.mhfi.org/BeActive.jpg">www.mhfi.org/BeActive.jpg</a></p>
 <p>Keep learning</p>	<p>Available at: <a href="http://www.mhfi.org/KeepLearning.jpg">www.mhfi.org/KeepLearning.jpg</a></p>
 <p>Give</p>	<p>Available at: <a href="http://www.mhfi.org/Give.jpg">www.mhfi.org/Give.jpg</a></p>
 <p>Take notice</p>	<p>Available at: <a href="http://www.mhfi.org/TakeNotice.jpg">www.mhfi.org/TakeNotice.jpg</a></p>



Available at:  
[www.mhfi.org/MentalFitness.png](http://www.mhfi.org/MentalFitness.png)



See Change Ambassador Neil Kelders reflects upon the need to talk about what you're going through and the support you require: [https://youtu.be/B6A\\_NU2\\_Wy4](https://youtu.be/B6A_NU2_Wy4)



See Change Ambassador Rick Rossiter talks about the importance of not hiding behind a mask and seeking help and support when you need it: <https://youtu.be/ZCviNh9gWHc>



Derek talks about his struggle with anxiety and the steps that he took to deal with it: <https://youtu.be/7QnIJEExR0eA>

Saturday 15<sup>th</sup> June 2024

Let's get physical - be more than a sports spectator



### Let's Get Physical

Physical activity can benefit every aspect of your health.

It has been shown that regular exercise reduces the risk of chronic diseases such as coronary heart disease, Type 2 diabetes, stroke, cancer, osteoporosis and depression. It reduces stress, improves sleeping patterns, builds-up bone and muscle strength, helps to control weight, tones body shape ... Indeed, men who increase their activity level over a five year period cut their chances of dying early by almost half. It's the ultimate 'miracle drug'! So, #KnowYourNumbers because #MensHealthCounts

But being active doesn't have to mean going to the gym. This #MensHealthWeek there are loads of ways that you can do this in your daily life e.g. take the dog for a walk, go cycling, wash your car by hand, take the stairs instead of the lift, jump off the bus a stop or two before your destination, cut the grass, take-up jogging, dig-over the flower beds, join-in a kickabout ...

For ideas, and inspiration to get you started, check out: [www.getirelandwalking.ie](http://www.getirelandwalking.ie) | [www.outmoreni.com](http://www.outmoreni.com) | [www.choosetolivebetter.com/content/getting-active](http://www.choosetolivebetter.com/content/getting-active) | [www.IrishTrails.ie](http://www.IrishTrails.ie) | [www.parkrun.ie](http://www.parkrun.ie)



**[RoI]** Daily walking is the easiest way for men to get moving and active. Tips and advice for anybody who wants to start walking during #MensHealthWeek can be found at: [www.getirelandwalking.ie](http://www.getirelandwalking.ie) #MensHealthCounts

**[NI]** Daily walking is the easiest way for men to get moving and active. Tips and advice for anybody who wants to start walking during #MensHealthWeek can be found at: [www.choosetolivebetter.com/content/getting-active](http://www.choosetolivebetter.com/content/getting-active) #MensHealthCounts

Men of all ages and abilities are encouraged to enjoy the outdoors during #MensHealthWeek There are 900+ trails waiting to be discovered, so #KnowYourNumbers Walk, bike, run and paddle your way through them all: [www.IrishTrails.ie](http://www.IrishTrails.ie)



**[RoI]** Local Sports Partnerships across Ireland aim to increase levels of participation and help you to get active during #MensHealthWeek Find one near you at: [www.sportireland.ie/Participation](http://www.sportireland.ie/Participation) #MensHealthCounts

**[NI]** Why not pull that old bike out of the shed / cupboard and get cycling for #MensHealthWeek For ideas on where to go in Northern Ireland, visit: [www.outmoreni.com](http://www.outmoreni.com) #MensHealthCounts

#KnowYourNumbers this #MensHealthWeek by joining a local 5k parkrun. Walk, jog, run, volunteer or spectate - the choice is yours. See: <https://www.parkrun.ie> #MensHealthCounts

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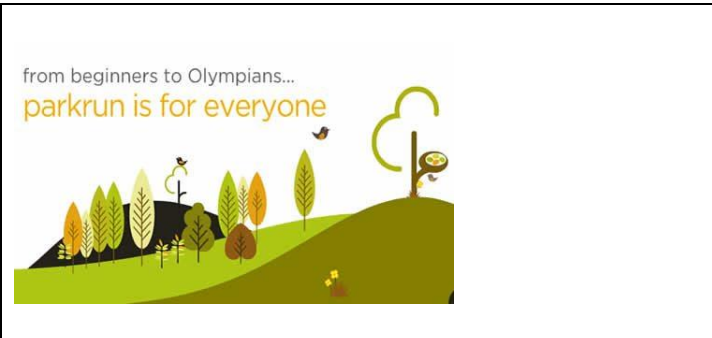
### Possible Images / Video ...



Available at:  
[www.mhfi.org/mhw/mhw-image-pack.html#SocialMedia2024](http://www.mhfi.org/mhw/mhw-image-pack.html#SocialMedia2024)



Available at:  
[www.mhfi.org/WalkingGroups.jpg](http://www.mhfi.org/WalkingGroups.jpg)



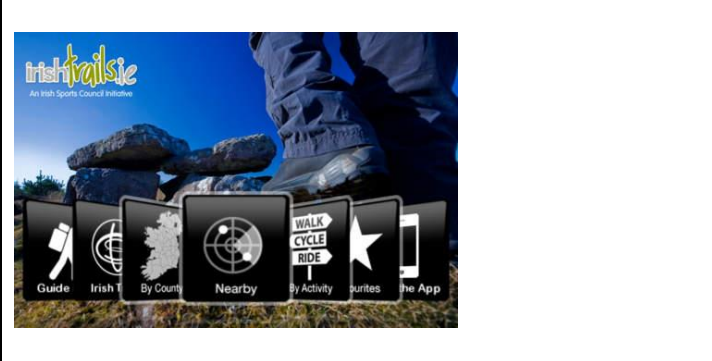
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[www.mhfi.org/ParkRun.jpg](http://www.mhfi.org/ParkRun.jpg)



Available at:  
[www.mhfi.org/GetIrelandWalking.png](http://www.mhfi.org/GetIrelandWalking.png)



Available at:  
[www.mhfi.org/PhysicalActivityStats.jpg](http://www.mhfi.org/PhysicalActivityStats.jpg)



Available at:  
[www.mhfi.org/IrishTrails.jpg](http://www.mhfi.org/IrishTrails.jpg)



Ciaran speaks about how healthy eating and exercise helped him to beat Type 2 Diabetes:  
<https://youtu.be/PayqDOEry20>

Sunday 16<sup>th</sup> June 2024

## Father's Day - the important role of fathers in their children's lives



### Happy Father's Day!

Today, Father's Day, marks the end of #MensHealthWeek. Interestingly, when asked 'what is the best thing that has ever happened to you in your life', many men will say 'BECOMING A FATHER'.

Dads play an extremely important role in their children's lives, and there is a strong body of evidence which shows how they improve positive outcomes for their children. Today is, therefore, the perfect time to highlight this crucial input and to celebrate the input of men to raising children.

Why not start by checking out: [www.mhfi.org/TheDadFactor.pdf](http://www.mhfi.org/TheDadFactor.pdf) and have a look at an archive copy of 'Things for Dads to do with Kids' at: [www.mhfi.org/DadsAndKids.pdf](http://www.mhfi.org/DadsAndKids.pdf)



Happy Father's Day! Have you ever thought about 'what good are dads?' If not, check out: [www.mhfi.org/WhatGoodAreDads.pdf](http://www.mhfi.org/WhatGoodAreDads.pdf) for #MensHealthWeek 2024.

It's #MensHealthWeek 2024. Fathers play a key role in improving their children's outcomes. This local briefing paper highlights how: [www.mhfi.org/TheDadFactor.pdf](http://www.mhfi.org/TheDadFactor.pdf) #KnowYourNumbers because #MensHealthCounts

What is the evidence for why dads need to be supported to stay involved in their children's lives? This #MensHealthWeek see: [www.mhfi.org/manmattersbriefing3.pdf](http://www.mhfi.org/manmattersbriefing3.pdf) #MensHealthCounts

#MensHealthCounts Fathers have a powerful impact upon their children's mental health. Find out how during #MensHealthWeek at: [www.mhfi.org/FathersAndChildMentalHealth.pdf](http://www.mhfi.org/FathersAndChildMentalHealth.pdf)

Are you looking for ideas for activities to do with your kids during #MensHealthWeek? If so, check out: [www.mhfi.org/DadsAndKids.pdf](http://www.mhfi.org/DadsAndKids.pdf) #MensHealthCounts

#MensHealthWeek 2024 ends today. Thanks to everyone who made it so successful. Do you #KnowYourNumbers for the year ahead? ... Remember: #MensHealthCounts

## Possible Images ...

 A photograph of a man and a woman standing with a young child. The man is on the left, the woman is on the right, and the child is in the middle. They are all smiling. The background is dark. At the bottom, there is a blue banner with the text "HAPPY FATHER'S DAY" and "#MensHealthWeek".	<p>Available at: <a href="http://www.mhfi.org/mhw/mhw-image-pack.html#SocialMedia2024">www.mhfi.org/mhw/mhw-image-pack.html#SocialMedia2024</a></p>
 A graphic with a black background. At the top, the word "THE" is written in white on a red bar. In the center, the word "DAD" is written in large, bold, red letters with a white outline. At the bottom, the word "FACTOR" is written in white on a red bar.	<p>Available at: <a href="http://www.mhfi.org/TheDadFactor.jpg">www.mhfi.org/TheDadFactor.jpg</a></p>
 A graphic with a purple background. At the top, it says "Policy Briefing Paper No 3". In the center, there is a cartoon illustration of a man, a woman, and a child holding hands. At the bottom, it says "Separated fathers: Separation and Co-Parenting".	<p>Available at: <a href="http://www.mhfi.org/BriefingPaper3.jpg">www.mhfi.org/BriefingPaper3.jpg</a></p>
 A graphic with a white background. At the top left, it says "BRIEFING". In the center, there is a photograph of a man and a child looking at something together. At the top right, it says "Centre for Mental Health". At the bottom left, it says "50: Fatherhood: the impact of fathers on children's mental health".	<p>Available at: <a href="http://www.mhfi.org/FatherImpact.jpg">www.mhfi.org/FatherImpact.jpg</a></p>
 A graphic with a blue background. At the top, it says "THINGS FOR DADS TO DO WITH KIDS" in bold, yellow and red letters. Below the text, there is a cartoon illustration of a man and a child driving in a car.	<p>Available at: <a href="http://www.mhfi.org/DadsAndKids.JPG">www.mhfi.org/DadsAndKids.JPG</a></p>



# MEN'S HEALTH WEEK

Mon 10th - Sun 16th June 2024

**MEN'S  
HEALTH  
COUNTS**



**KNOW  
YOUR  
NUMBERS**

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



**Good luck with all your social media work during  
Men's Health Week 2024!**