

# Men's Health Week 2013

A promotional poster for Men's Health Week 2013. At the top, it reads "ACTION MEN- TURNING WORDS INTO ACTIONS!". Below this, the title "MEN'S HEALTH WEEK 2013" is written in large, bold, black letters. The central image shows a man with a beard and short hair, wearing a white t-shirt with a blue logo and the text "MEN'S HEALTH WEEK". He is standing outdoors with his hands on his hips, looking upwards. In the foreground, a hand holds a clapperboard that says "BE YOUR OWN ACTION HERO" and "TAKE 1 | JUNE | 2013". At the bottom of the poster, it says "STARRING A CAST OF MILLIONS" and "SHOWING AT A VENUE NEAR YOU 10TH-16TH JUNE". The footer contains several logos: Men's Health Week, Man Matters, Lottery Funded, HE, and FORUM, along with a QR code. Below the logos, it says "VISIT WWW.MHFL.ORG FOR MORE INFORMATION".

**ACTION MEN- TURNING WORDS INTO ACTIONS!**

# MEN'S HEALTH WEEK 2013

BE YOUR OWN ACTION HERO  
TAKE 1 | JUNE | 2013

**STARRING A CAST OF MILLIONS**  
SHOWING AT A VENUE NEAR YOU 10TH-16TH JUNE

**Man Matters** LOTTERY FUNDED **HE** **FORUM**

VISIT [WWW.MHFL.ORG](http://WWW.MHFL.ORG) FOR MORE INFORMATION

- what can I do to mark this week?

## Absolutely everyone can do something to support and celebrate Men's Health Week (MHW) 2013 ...

The focus for Men's Health Week (MHW) this year (i.e. '[Action Men - Turning Words into Actions](#)') lends itself to a wide range of ways to mark this occasion. However, you don't have to stick rigidly to this particular theme. 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 will be very welcome!

In Ireland, there is a common poster, logo, and an image pack which can be used by anyone who wishes to raise awareness of MHW and/or to be associated with it. All of these images are available for free online downloading at: [www.mhfi.org/mhw/mhw-image-pack.html](http://www.mhfi.org/mhw/mhw-image-pack.html)

These images 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.

**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.**

These include:

- Putting a [MHW poster](#) (or two) up in your workplace / meeting space / community centre / local shop / waiting room / home ...
- Promoting the week on your website - using a copy of the [MHW logo](#) and/or [web banner](#).
- Linking to the Men's Health Forum in Ireland's website page devoted to Men's Health Week 2013 ([www.mhfi.org/mhw/mhw-2013.html](http://www.mhfi.org/mhw/mhw-2013.html)) from your own website, Facebook page or other social networking site.
- Sending an email to everyone in your contacts list to tell them about Men's Health Week, and asking them to forward the message to all their contacts.
- Becoming a fan of the Men's Health Forum in Ireland's Facebook page ([www.facebook.com/MensHealthForumIreland](http://www.facebook.com/MensHealthForumIreland)) and sending this link to all your online friends.
- Inserting the MHW logo into your outgoing emails for the months of May and June.
- Including information on MHW in your mailouts / newsletters.
- Telling others about what is happening in your area during MHW by posting details on the MHFI website (use the form at: [www.mhfi.org/mhw/submit-an-event.html](http://www.mhfi.org/mhw/submit-an-event.html)).
- Making the MHW logo your computer desktop 'wallpaper' during May and June.
- Reminding your colleagues to follow all the latest MHW news on Twitter ([www.twitter.com/MensHealthIRL](http://www.twitter.com/MensHealthIRL)).
- Encouraging the men you know to get involved in some of the activities taking place during MHW 2013 ...



## 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 player to give a men's health talk, or develop forms of your game which older men can participate in, or print men's health messages on your players' shirts, or ...?
- **LOCAL POLITICIAN / POLICY MAKER** why not table a debate on men's health in the Northern Ireland Assembly / Dáil Éireann / 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 Men's Health Policy 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](http://www.mhfi.org/resources/research-policies-and-reports.html)) 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 ...?
- **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 a '[Men's Shed](#)' or ...?
- **MEDIA PERSON** why not cover MHW 2013 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 2013, or ...?
- **WOMAN** why not encourage the man / men in your life (partner, 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 ...?
- **MAN** why not take a few minutes to look at the state of your own health, and make MHW 2013 the start date for a new beginning!!! ...

