

Men's Health Week 2015

Creating Culture Change

Monday 15th - Sunday 21st June 2015



IT'S TIME FOR A NEW SCRIPT



Visit www.mhfi.org to find out more

**... what can I do to mark
this week?**

Absolutely everyone can do something to support and celebrate Men's Health Week (MHW) 2015 ...

The focus for Men's Health Week (MHW) this year ('*Creating Culture Change - it's time for a new script*') 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 promotes 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 will be very welcome!

In Ireland, there is a MHW 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. There is also a free 32 page men's health manual available which outlines ten key practical health challenges for men - see www.mhfi.org/mhw/mhw-2015.html for details of how to access this booklet.

These resources 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 other images.
- Linking to the Men's Health Forum in Ireland's website page devoted to Men's Health Week 2015 (www.mhfi.org/mhw/mhw-2015.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 Week in Ireland's Facebook page (www.facebook.com/MensHealthWeek) 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/promote-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).
- Tweeting about MHW 2015, and including #CreatingCultureChange in your message.
- Encouraging the men you know to get involved in some of the activities taking place during MHW 2015 ...

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 put details about the week into your match programmes, or set-up / support a '[ParkRun](#)' programme, 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) 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 support a walk / cycle to work week, 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-up a '[Men's Shed](#)' or ...?
- **MEDIA PERSON** why not cover MHW 2015 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 2015, or have a men's health supplement in your newspaper, or ...?
- **HELPLINE** why not specifically target men and encourage them to use your service during MHW, 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 2015 the start date for a new beginning!!! You might even consider taking on one or more of the ten challenges in our new Man Manual ...