Men’s Health Month is celebrated across the country with screenings, health fairs, media appearances, and other health education and outreach activities. This toolkit is designed to help continue the online conversation about the importance of men’s, boys’, and family health.

Digital media promotion for Men’s Health Month is a vital component to reaching men, boys, and their families throughout June. Any outreach your organization can do would be greatly appreciated!

In this toolkit you will find:

1. Draft social media content that can be used or modified along with other social media opportunities.
2. A sample blog post to use on your website.
3. A press release to announce your Men’s Health Month efforts.

Calendar of Men’s Health Month social media events. Please join us! Watch for other social media opportunities throughout the month.

<table>
<thead>
<tr>
<th>WHEN</th>
<th>WHAT</th>
<th>DETAILS</th>
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</thead>
<tbody>
<tr>
<td>June 1 – 30</td>
<td>Daily social media post</td>
<td>#MensHealthMonth</td>
</tr>
<tr>
<td></td>
<td></td>
<td>#ShowUsYourBlue</td>
</tr>
<tr>
<td>Monday, June 1</td>
<td>Men’s Health Month Thunderclap Healthy Pledge Men and Cardiovascular Health</td>
<td></td>
</tr>
<tr>
<td>10:00 AM EDT (Make sure you sign up before 6-1, as that is the release date.)</td>
<td></td>
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</tr>
<tr>
<td>Tuesday, June 2</td>
<td>Men’s Health Month Twitter Chat # 1 Men and Cardiovascular Health</td>
<td>The chat will use the hashtag #MensHealthMonth</td>
</tr>
<tr>
<td>1:00 PM – 2:00 PM EDT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>June 15 – June 21</td>
<td>National Men’s Health Week</td>
<td>Use the hashtag #ShowUsYourBlue and send in pictures of you and your friends wearing blue</td>
</tr>
<tr>
<td>Friday, June 19</td>
<td>#ShowUsYourBlue Social Media Storm</td>
<td></td>
</tr>
<tr>
<td>Tuesday, June 23</td>
<td>Men’s Health Month Twitter Chat # 2 Men and Mental Health</td>
<td>The chat will use the hashtag #ShowUsYourBlue</td>
</tr>
<tr>
<td>1:00 PM – 2:00 PM EDT</td>
<td></td>
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</tr>
</tbody>
</table>
**Please note the sections highlighted in yellow indicate where pictures should be included in the post. Do not copy and paste the highlighted section.**

**Twitter**

Men’s Health Month hashtags to use:  #MensHealthMonth -- #ShowUsYourBlue

- Friday, June 19 is #ShowUsYourBlue day. Show your support & post pictures using #ShowUsYourBlue #MensHealthMonth  [Attach image http://bit.ly/1EuBVVQ]
- Avoiding going to the doctor? Man up and get a checkup. Schedule your annual visit today. #MensHealthMonth
- Guys: eat right, exercise daily and visit the doctor regularly. Set a healthy example for your kids. #MensHealthMonth  http://bit.ly/1tijZFB
- Women are 100% more likely to visit a doctor for annual exams. Guys let’s do better! #MensHealthMonth  http://bit.ly/YP0xbc
- Many health issues are prevented or detected early w/ regular checkups. Make prevention a priority #MensHealthMonth  http://bit.ly/YP0xbc
- Health is more than physical. It extends to the mind, body, and spirit. Get healthy this June! #MensHealthMonth
- Get involved! Examples of things to do, event planners, an online tool kit, logos, and posters are available at MensHealthMonth.org
Facebook

- Listen up. It’s the 21st anniversary of Men’s Health Week, which was passed by Congress in 1994. Encourage the men in your life to make health a priority and avoid preventable health problems. www.menshealthmonth.org #MensHealthMonth #ShowUsYourBlue
  (Attach image 1 or 2 http://bit.ly/1Kx5Oaf or http://bit.ly/1bGdbQo)

- Ladies – June is Men’s Health Month. Women are often the ones who get men to go to the doctor and www.GetItChecked.com. Make sure the men and boys in your life are healthy this June.

- Men’s Health Month calls for some serious action! Play with your kids or grandkids. Take the stairs instead of the elevator. Do yard work. Play a sport. Keep comfortable walking shoes handy at work and in the car. Most importantly, choose activities that you enjoy to stay motivated. Real men take charge of their health. So get moving!
  #MensHealthMonth #ShowUsYourBlue

- June is Men’s Health Month and this year #ShowUsYourBlue day is Friday, June 19. Post pictures using #ShowUsYourBlue and stand in solidarity for men’s health.

- Depression, anxiety, or other mental problems can strike anyone, male or female. Let’s take a step towards ending the #stigma about #mentalillness and men during this Men’s Health Month. www.menshealthmonth.org #MensHealthMonth #ShowUsYourBlue

- Governors and mayors across the country have signed proclamations in celebration of Men’s Health Week (June 15 – 21). What are you doing this year? #MensHealthMonth
  http://bit.ly/1KmbdQI
Add the Men’s Health Month Facebook and Twitter cover photos to your profiles. The images below are samples. Click Here to download the profile pictures from the web.
You can also add the Men’s Health Month/Prostate Cancer Awareness Month Twibbon to your social media profiles. Follow this link to automatically apply the Twibbon.

Add the Men’s Health Month logos to your website with a link to www.MensHealthMonth.com

Like the Men’s Health Month page on Facebook and follow us on Twitter.
ONLINE EVENTS
Please join us for one or all of the events below and support the MHM Thunderclap!

Men’s Health Month Healthy Pledge Thunderclap
Monday, June 1 at 10 AM EDT
To kick off the month, a Thunderclap blast will go out in support of making a healthy lifestyle change this June. You can support the blast here. Be sure to sign up before the release date, June 1!

Men’s Health Month Twitter Chat # 1
Tuesday, June 2 from 1 PM – 2 PM EDT
Hashtag: #MensHealthMonth

TOPIC: Men’s Cardiovascular Health
(Please let us know if you would like to be a partner on this chat)

#ShowUsYourBlue Social Media Storm
Friday, June 19 All DAY
Hashtag: #ShowUsYourBlue

During Men’s Health Month we are encouraging individuals, families, businesses, and organizations to wear blue as a way of showing their support for men’s health. Use the #ShowUsYourBlue hashtag to send in pictures throughout the month of June, and especially on Friday, June 19 during the Social Media Storm. Also on Friday, tell us why men’s health is important to you or your organization.

Men’s Health Month Twitter Chat # 2
Tuesday, June 23 from 1 PM – 2 PM EDT
Hashtag: #ShowUsYourBlue

TOPIC: Men’s Mental Health
(Please let us know if you would like to be a partner on this chat)
It’s More than Just Men’s Health

By Austin Klise, Men’s Health Network

Men’s Health Month is here! And with it comes a great opportunity to shine a light on the unique health concerns of men and boys. While it’s easy to think of male health as something that affects only individual boys and men, the impact is far broader. This year we’re highlighting the ways men’s health affects men, women, children, their families, and their communities.

When a woman is diagnosed with breast cancer, there’s no question that the effect is life-changing for her and her family. The same is true when a man is diagnosed with prostate cancer. Because both breast- and prostate cancers affect intimacy, it’s easy to see how their effect goes far beyond the patient. But these are only two of the conditions that impact the partnership and family.

In fact, almost all of the diseases that are highlighted during men’s health month—including cardiovascular disease, diabetes, lung cancer, and even depression—extend to the whole family. For example, if a man is depressed, regardless of the reason why, his depression may rob him of his energy and drive. It may also decrease his libido and/or cause erectile dysfunction (ED). ED is also a common symptom of diabetes and heart disease.

Failure to address health issues can have a ripple effect. Being incapacitated can jeopardize a man’s family finances to the extent that they may have to relocate, postpone or cancel educational or employment opportunities, or lose their health insurance coverage. And, the lack of insurance is a significant predictor of poor health outcomes. Clearly, it’s critical that we use Men’s Health Month to improve the state of men’s health—and by extension—the health of their families.

“Men’s health” or rather the “lack of men’s health” is a major public health problem across the United States. Today, men are dying on average 5 years younger than women, they lead 9 out of 10 of the top causes of death, have a higher rate of workplace injuries and fatalities, and are nearly four times as likely to commit suicide. So what gives? There are several reasons why men’s health is struggling but one of the most critical reasons is the way men view their health.

From a very young age boys are taught that if you fall off your bike and bruise your elbow you walk it off and man up. As they grow up and start showing signs of a chronic condition, they retain that mentality and neglect to seek medical attention. If we want to change the state of men’s health, and consequently family health, we need to start changing the way men think, and Men’s Health Month presents the perfect opportunity to do exactly that.

Each year Men’s Health Month is celebrated on the national, state, and local levels. Governors and mayors issue proclamations for Men’s Health Week in their jurisdictions,
the week leading up to and including Fathers Day (June 15 – June 21, 2015). Private businesses, government agencies, churches, fraternities, and other organizations host health screenings, educational, and other awareness events. And, most importantly, individual men and women make a commitment toward a healthier lifestyle.

Here are some tips on how we can make this Men’s Health Month the best one yet:

1. Fathers should set an example for their children by making an appointment with a healthcare provider for a checkup. Healthy men make healthy families.

2. Send a clear message that asking for help when it’s needed is a sign of strength, not weakness. Men are just as likely as women to suffer from a mental health issue, but are less likely to be diagnosed—and 4 times more likely to commit suicide. Working together, we can end the stigma around men and mental health.

3. In the public health realm, make sure the connection is clear between a man’s health and the health of his family and community. Most people intuitively understand the role mothers play in supporting their children’s health. Too few however, understand that having a healthy father is just as important.

4. Participate in the Men’s Health Month #ShowUsYourBlue day on Friday, June 19. Send in pictures of you and your friends wearing blue and post them on social media using #ShowUsYourBlue.

General Topic Ideas for Men’s Health Month Blogs.

1. Governors and mayors issue proclamations recognizing Men’s Health Week (MHW), a special awareness period recognized by Congress. This year MHW will be June 15 – June 21. State and local proclamations can be viewed here: www.menshealthmonth.org/week/proclamation.html

2. Currently, men are dying an average of 5 years younger than women and lead in 9 out of 10 of the top causes of death. www.menshealthnetwork.org/healthfacts

3. Men are at greater risk for death in every age group. More males than females are born (105 vs 100), but by age 35, women outnumber men. www.menshealthnetwork.org/library/silenthealthcrisis.pdf


5. Men do not visit physicians for a physical exam as often as women, and men are less likely to be insured than women. www.menshealthnetwork.org/library/MvWhealthuse072501CDC.pdf www.menshealthnetwork.org/library/inscover.pdf

6. There has been progress over the last 20 years since Congress recognized National Men’s Health Week, aided by the creation of a Men’s Health Caucus in Congress and the creation of the Men’s Health Caucus within the American Public Health Association. www.menshealthnetwork.org/library/mens-health-progress-1994-2014.pdf
7. Men’s Health Month website – www.menshealthmonth.org
8. State of Men’s Health website – which provides a snapshot of male health in each state. www.stateofmenshealth.com
11. Health Facts - A list of fact sheets and other short health reports. www.menshealthnetwork.org/healthfacts
FOR IMMEDIATE RELEASE

June (date), 2015

CONTACT:  

Organizations across the country team up for Men’s Health Month

(City, State, Date) – During June Your Organization, Men’s Health Network, the Congressional Men’s Health Caucus, and hundreds of other local and national organizations are celebrating this special awareness period. The goal of Men’s Health Month is to heighten the public’s awareness of the many preventable health problems that affect men and boys.

One focus of this year’s efforts is the emphasis on the important role men’s health plays in family health. Currently, men are dying on average 5 years younger than women, they lead in 9 of the top 10 causes of death, have a higher rate of workplace injuries, are less likely to be insured, and are less likely to be involved with a healthcare provider. All of this impacts their ability to be an involved father, supportive husband, and engaged member of their community.

“There is a tendency to think of men’s health as isolated to the individual,” says Brandon Leonard, Director of Strategic Initiatives at Men’s Health Network. “But this year we are highlighting the many ways a man’s health affects his family and other loved ones.”

“YOUR QUOTE”

Throughout June there will be hundreds of events across the country and around the globe hosted by churches, private business, civic organizations, government agencies, fraternities, and other organizations.

This year also marks the 21st Anniversary of National Men’s Health Week (NMHW), which is the week ending on Father’s Day, June 21, 2015. NMHW was passed by Congress and signed by President Clinton in 1994. Additional support comes from...
governors and mayors who issue proclamations for Men’s Health Week in their jurisdictions. The proclamations can be found here:
http://www.menshealthmonth.org/week/proclamation.html

More information on a variety of health issues can be found at the Men’s Health Resource Center: www.MensHealthResourceCenter.com while profiles of the health of men and boys in each state can be found at www.stateofmenshealth.com

Your Organization’s Bio goes here