

MEN'S HEALTH MONTH 2021 MEDIA TOOLKIT



NEW YEAR, NEW DECADE OF REACHING MEN, BOYS, & THEIR LOVED ONES

This toolkit has been created to reach men, boys, and their loved ones during Men's Health Month this June. We have provided content for both traditional media and social media platforms. This year, our theme is a fresh start. 2021 can be seen as an opportunity to re-evaluate your approach to your health.

IMPORTANT DATES TO REMEMBER

ALL JUNE

Men's Health Month

JUNE 14 - 20

Men's Health Week

JUNE 18

Wear Blue for Men's Health



#MENSHEALTHMONTH

#MHM2021

#MENSHEALTHWEEK

#SHOWUSYOURBLUE

#WEARBLUE

#WEARBLUEFORMEN

HASHTAGS TO USE

GET INVOLVED, RAISE AWARENESS ON TWITTER



SAMPLE TWEETS

- June is #MensHealthMonth! This month is all about raising awareness about health issues affecting men and boys. Join us in spreading the word: <https://bit.ly/3a02uGt> #MHM2021
- #MensHealthMonth is here! There are many health issues that impact boys and men. Learn how to raise awareness here: <https://bit.ly/3a02uGt> #MHM2021
- During #MensHealthMonth, we want to emphasize men's & boys' mental health as a big issue in the U.S. Learn more here: <https://bit.ly/2UVLXPJ> #MHM2021
- Men's & boys' mental health is an important and urgent issue in public health today. Men are 4x more likely to commit suicide than women. Learn more during <https://bit.ly/2UVLXPJ> #MHM2021
- #MensHealthMonth is all about encouraging men & boys to live a safe, healthy lifestyle! Check out a guide for just that here: <https://bit.ly/34n8HeA> #MHM2021
- #MensHealthMonth isn't just for men - we want the women in their lives to learn more too! Check out how you can become more knowledgeable about health issues impacting men & boys here: <https://bit.ly/39TwpjB> #MHM2021
- Prostate health is a very important issue during #MensHealthMonth! Check out health facts for prostate cancer here: <https://bit.ly/2RpGrTm> #MHM2021
- Fibromyalgia is assumed to primarily affect women - but men have it too! Learn more about misconceptions surrounding the disease during #MensHealthMonth: <https://bit.ly/34zOkuY> #MHM2021
- Every year, there are about 20 million new sexually transmitted infections. Learn more during #MensHealthMonth about how these affect men and women differently: <https://bit.ly/3ektleD> #MHM2021

GET INVOLVED, RAISE AWARENESS ON TWITTER



SAMPLE TWEETS

- 1 in 8 people with HIV don't know they have it, and each year, there are 50,000 new HIV infections. During #MensHealthMonth, check out our resources on men & HIV/AIDS:
<https://bit.ly/2Vskupd>
#MHM2021
 - Breast cancer is a men's health issue too! More than 2,500 men are diagnosed with breast cancer each year. Learn more about this disease in men during #MensHealthMonth:
<https://bit.ly/2Rzd1Cl>
#MHM2021
 - Men are less likely to see their healthcare provider about a health issue than women. This #MensHealthMonth, let's remind men that their doctor is their partner in health! #MHM2021
 - This #MensHealthMonth, remind your male loved ones to keep themselves in good health by making all their appointments with their healthcare providers!
#MHM2021
- During June, #MensHealthMonth, we promote a safe, healthy lifestyle for men & boys. Here's a guide for doing just that:
<https://bit.ly/34n8HeA> #MHM2021
 - This June, #WearBlue and show your support for raising awareness about men's & boys' health issues!
#MHM2021
 - This year, #MensHealthWeek is June 14 - 20. Show your support & #WearBlue4Men!
 - #MensHealthMonth is all about Awareness, Promotion, Education, & Family. Let us know which is the most important to you using #MHM2021!
 - Friday, June 18, we ask you to #WearBlue to show your support for raising awareness about men's & boys' health issues. Show us your 'fit using #ShowUsYourBlue!
#MHM2021

GET INVOLVED, RAISE AWARENESS ON FACEBOOK



SAMPLE POSTS

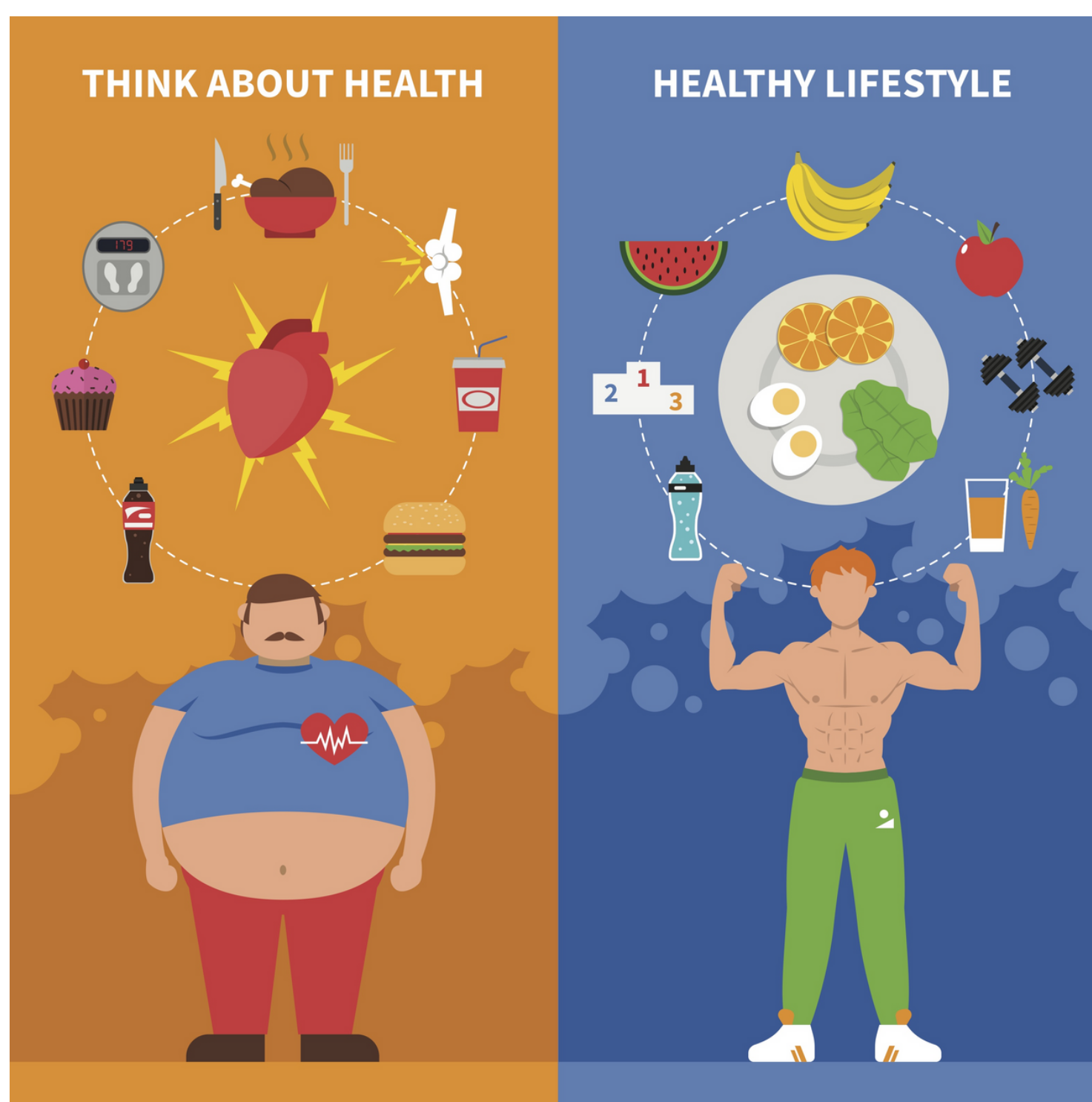
- June is #MensHealthMonth ! This month is all about raising awareness about health issues affecting men and boys. Join us in spreading the word about mental health, cardiovascular disease, cancer, & more: <https://bit.ly/3a02uGt> #MHM2021
- During #MensHealthMonth, we want to promote a safe, healthy lifestyle for men & boys! That includes getting an annual check-up with their health care provider, eating nutritiously, talking about their mental health, & more. Check out this comprehensive guide: www.BlueprintForMensHealth.com #MHM2021
- Men's & boys' mental health is an important and urgent issue in public health today. Men are 4x more likely to commit suicide than women, and are less likely to report feelings of depression or anxiety. Learn more during #MensHealthMonth : www.YourHead.org #MHM2021
- #MensHealthMonth isn't just for men & boys - we want the women in their lives to learn more too! Women, by becoming knowledgeable about health issues that impact men & boys, you can help your sons, husbands, partners, fathers, grandfathers, brothers, and friends. Check out what you can learn here: <https://bit.ly/39TwpjB> #MHM2021
- This #MensHealthMonth, remind your male loved ones to keep themselves in good health by making all their appointments with their healthcare providers! This is the best way to participate - encouraging your loved ones to take care of themselves both physically & mentally. www.YourHead.org #MHM2021

GET INVOLVED, RAISE AWARENESS ON FACEBOOK



SAMPLE POSTS

- Prostate health is an important issue during #MensHealthMonth this June. It's important that both men and women learn more about this health concern. Read more about health facts & prostate cancer here: <https://bit.ly/2RpGrTm> #MHM20201
- In 2021, encourage the men in your life to take charge of their health! A new decade = a new opportunity to make changes for the better. This #MensHealthMonth, visit a guide on how to do just that : www.BlueprintForMensHealth.com #MHM2021
- #MensHealthMonth 2021 is all about getting a fresh perspective on health with the start of the new decade. But how can that be done? Check out "Blueprint for Men's Health" for some tips & tricks: www.BlueprintForMensHealth.com #MHM2021
- New decade, new you! #MensHealthMonth is the perfect time to re-evaluate your approach to your health and make a plan for this decade. Look to "Blueprint for Men's Health" for simple changes that make a big difference: www.BlueprintForMensHealth.com #MHM2021



BLOG CONTENT



This year, Men's Health Network (MHN) has decided to focus on the theme of a new decade. With a new decade comes the opportunity to both look back and look forward. This time for both reflection and prospection gives us all a unique occasion to evaluate how we have been dealing with our health, both physical and mental. Men, especially, should take this time to do just that.

In general, men are less likely to take care of themselves and their health than women (Brott). Our own adviser, Armin Brott, states, "Men are half as likely to visit the doctor for a check-up as women are, and there are over 7 million American men who have not seen a doctor in over 10 years." In addition, a Cleveland Clinic survey in 2019 found that 82% of men report trying to stay healthy and live longer for those who rely on them, yet only 50% engage in preventive care. Men cited embarrassment, lack of convenience, not wanting to hear a bad diagnosis, and being told as children not to complain about medical problems as reasons for pushing off a visit to their health care provider (Wheeler, 2019). Partly as a result of dedicating less time to their personal health, male life expectancy is about 5 years less than women (Brott). Now, in 2020 and the new decade, it is time for that to change. Men of every age need to be taking the time to focus on their mental and physical well-being. From 19 to 90, even if he is in "perfect" shape, a man should still be making routine appointments with his providers.

There are several times in his life a man should be getting routine appointments with his health care provider to ensure that he is maintaining good health. Men are not invincible and should be engaging with their providers on a regular basis. Regular check-ups and appointments mean taking responsibility for your health and well-being and being a real man.

To coincide with the new decade and renewed responsibility for health, especially in the time of Coronavirus, here's a breakdown of each decade of a man's life, and when he should be getting certain check-ups with his healthcare provider:

BLOG CONTENT CONTINUED



20s:

- Every year - a physical exam, blood pressure analysis, blood test & urine analysis, rectal exam, STD testing, self-performed testicular exam
- Every 5 years - TB skin test
- Every 10 years - Tetanus booster

30s:

- Every year - a physical exam, blood pressure analysis, blood test & urine analysis, rectal exam, STD testing, self-performed testicular exam, electrocardiogram (EKG) for heart abnormalities
- Every 5 years - TB skin test
- Every 10 years - Tetanus booster

40s:

- Every year - a physical exam, blood pressure analysis, blood test & urine analysis, rectal exam, STD testing, self-performed testicular exam, electrocardiogram (EKG) for heart abnormalities, prostate specific antigen (PSA) screening, hemoccult test
- Every 5 years - TB skin test
- Every 10 years - Tetanus booster With physician's discretion - chest x-ray, testosterone screening

50s:

- Every year - a physical exam, blood pressure analysis, blood test & urine analysis, rectal exam, STD testing, self-performed testicular exam, electrocardiogram (EKG) for heart abnormalities, prostate specific antigen (PSA) screening, hemoccult test
- Every 5 years - TB skin test
- Every 10 years - Tetanus booster With physician's discretion - chest x-ray, testosterone screening, bone density screening

During Men's Health Month, it is important to emphasize the importance of each of these screenings and check-ups. Each and every one is necessary for maintain good health and being aware of your body. A brochure including this information and more can be found on the Men's Health Network website and MensHealthMonth.org. This decade, let's decide to dedicate more time and focus to our health.

Sources:

- Brott, A., & Men's Health Network Advisory Board. (n.d.). *Blueprint for Men's Health: A Guide to a Healthy Lifestyle*. Washington, D.C.: Men's Health Network.
- Wheeler, T. (2019, September 5). *Cleveland Clinic Survey: Men will do Almost Anything to Avoid Going to the Doctor*. Retrieved April 16, 2020, from <https://newsroom.clevelandclinic.org/2019/09/04/clevelandclinic-survey-men-will-do-almost-anything-to-avoid-going-to-the-doctor/>

NEWSLETTER CONTENT



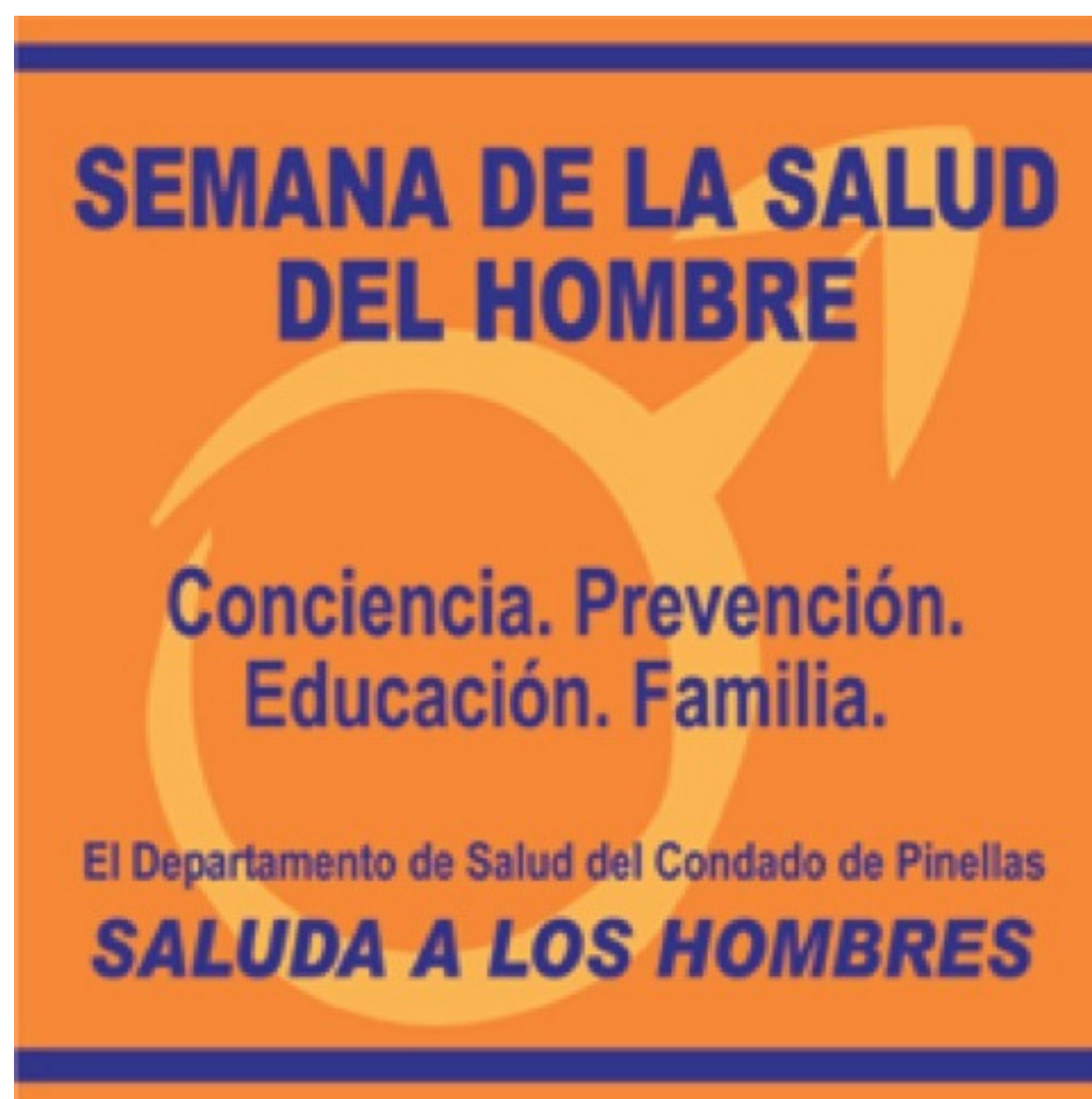
HERE ARE SOME MEN'S HEALTH RESOURCES TO FEATURE IN YOUR WEEKLY OR MONTHLY NEWSLETTER IN JUNE:

- Get It Checked - www.GetItChecked.com
- Blueprint for Men's Health - www.BlueprintForMensHealth.com
- Men's Health Library - www.MensHealthLibrary.com
- Men's Health Blog - www.TalkingAboutMensHealth.com
- Wear Blue - www.WearBlueForMen.com
- Mental Health - www.YourHead.org
- Prostate Health - www.ProstateHealthGuide.com
- Cardiovascular Health - <https://bit.ly/3axgw2K>
- Testicular Cancer - <https://bit.ly/2ye4RZo>
- Breast Cancer in Men - <https://bit.ly/3arfcyw>
- PTSD - <https://bit.ly/2KrUvaV>
- HIV/AIDS - <https://bit.ly/2Vskupd>
- Eye & Vision - <https://bit.ly/3cxQIVA>
- For Loved Ones - <https://bit.ly/3aoQNcF>

LOGOS, POSTERS, FLYERS, & PSAS



LOGOS, POSTERS, FLYERS, & PSAS CONTINUED



MORE LOGOS, FLYERS, POSTERS, AND PSAS CAN BE
FOUND ON
[HTTP://WWW.MENSHEALTHMONTH.ORG/LOGOS-
POSTERS-FLYERS.HTML](http://www.menshealthmonth.org/logos-posters-flyers.html)



**IF YOU HAVE ANY QUESTIONS, OR NEED
ADDITIONAL MESSAGING, PLEASE CONTACT:**

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