



# HEALTHY HABITS

Men's Health Week 2023 | June 12-18

Coordinated by the Centre for Male Health | Western Sydney University

## MEN'S HEALTH WEEK

Men's Health Week focuses on the physical, mental, and emotional health and wellbeing of men and boys. The week provides a valuable opportunity to highlight the importance of men's health, and to promote and support the health and wellbeing of men and boys in our communities.

During the week, we highlight the health challenges faced by men in Australia and worldwide and support activities and events that support and improve men's health year-round.

The theme for Men's Health Week 2023 is *Healthy Habits* - focusing on encouraging men and boys to identify small changes they build into their routines that benefit their health and wellbeing.



Visit the Men's Health Week website:

<https://www.westernsydney.edu.au/mens-health-week>

## GETTING STARTED – PLANNING AN EVENT OR ACTIVITY

Under the broad theme for Men’s Health Week, we are encouraging organisations, community groups, and individuals to think broadly about healthy habits by promoting or committing to any (or all) of these sub-themes:

1. Check-up
2. Check in
3. Healthy lifestyles
4. Get involved

### CHECK-UP:

- Organise a mobile health check in your workplace/community
- Hold an event educating men in your workforce/community about important health checks at different ages
- Share information about local health services and/or community groups



Australian Men’s Health Forum | Men’s Health Connected:

[menshealthconnected.com/](https://menshealthconnected.com/)

Men’s Health Directory: [westernsydney.edu.au/mens-health-week/about](https://westernsydney.edu.au/mens-health-week/about)

Health Direct: <https://www.healthdirect.gov.au/australian-health-services>

### CHECK IN:

- Organise a mental health education workshop in your community/workplace
- Sponsor workplace/community champions to become accredited Mental Health First Aid providers



Mental Health First Aid Australia: <https://mhfa.com.au/>

Man Anchor: <https://www.mananchor.com.au/courses-education/>

Australian Men’s Health Forum | Men’s Health Connected:

[menshealthconnected.com/](https://menshealthconnected.com/)

### HEALTHY LIFESTYLES:

- Hold a workplace health challenge to promote physical activity and/or healthy eating
- Organise a walking group or promote a local men’s walk program/event
- Assess food options in your workplace and consider adding healthy options for staff (e.g., a fresh fruit hamper in the lunch room)



Physical activity guidelines: <https://www.health.gov.au/topics/physical-activity-and-exercise>

Eat for Health: <https://www.eatforhealth.gov.au/eating-well>

The Man Walk: <https://themanwalk.com.au/>

## GET INVOLVED:

- Hold a men's health event at your workplace or in your local community
- Give employees paid time to volunteer in a local charity/community organisation
- Create a men's network within your organisation/community
- Share information about community groups in your local area



Australian Men's Health Forum | Men's Health Connected:

[menshealthconnected.com/](https://menshealthconnected.com/)

Men's Health Directory: [westernsydney.edu.au/mens-health-week/about](https://westernsydney.edu.au/mens-health-week/about)

Australian Men's Shed Association: <https://mensshed.org/>

## INCREASE VISIBILITY

Effective social media coverage helps to raise awareness about men's health. The social media content exists to compliment events across Australia during Men's Health Week and provide further awareness alongside media coverage.

We encourage all event organisers to use social media to:

- Promote registration for your event
- Showcase your event
- Help us share your event/activity through our broader network
- Share the impact of your event – capture photos or videos at your event (with permission from attendees)



When posting on social media, please include the hashtag #MensHealthWeek so we can share your event

Promoting your event can help to:

- Build greater awareness of the importance of men's health
- Shift the culture and normalise conversations about men's health
- Promote your organisation/community group and the services/activities available to men and boys
- Increase your organisation/group's outreach and networks for future collaboration
- Help us bring national attention to Men's Health Week



## IDEAS FOR SOCIAL MEDIA POSTS

If sharing images and testimonials from community members, ensure you have permission before sharing on a public platform. If sharing images from a live event, let attendees know that you may be sharing images/video when they sign in.

### FACEBOOK

- If you are an established community group/organisation already committed to promoting men's health, consider collecting testimonials from community members who are actively involved. Ask them to share their experiences and any benefits they have experienced because of their involvement
- Repost Men's Health Week content provided by the Centre for Male Health

### INSTAGRAM

- Men's Health Week Champions – if you have someone in your organisation/community that is committed to promoting positive men's health messages, consider featuring them on your social channel. Share a little bit about their role and why men's health is important to them
- Community profiles - Post images of community members and share the healthy habit they are working on this Men's Health Week. Share using the hashtag #MensHealthWeek
  - Example - 'Kicking off the first of many monthly BBQs with our team. This #MensHealthWeek we are checking in with each other to support mental health on the worksite' (Steve, 41, Foreman) + photo of Steve
- Event images and promotion - Post event pictures and live pictures from the day of your community event.

## LINKEDIN

- Informative post or blog – bring awareness to Men’s Health Week by sharing facts, statistics, or infographics about men’s physical or mental health
- Consider posting your own healthy habit commitment for Men’s Health Week, or an example of the key messages you are sharing with your colleagues/employees
- Posts promoting your event – share a tile with key information and event details
- Share posts from your event
- Posts after event – quotes from community about benefits to attending/participating

## TWITTER

- Live tweets narrating moments on the day of community events using handle @MensHealthWkAU and hashtag #MensHealthWeek
- Videos or images from community events – video content always does well
- Retweet live tweets of quotes from community members and why they are attending/what it means to them to promote and raise awareness for men’s health/mental health

## EXAMPLE SOCIAL MEDIA POST – PROMOTING YOUR EVENT

Add title (e.g.): Waterloo Men’s Walking Group



**Event description:** Come and join us every Thursday for our men’s walking group, where all men are welcome to join, be active and talk to each other about what’s on their mind.

**Location:** Smiths Park, Waterloo

**Time:** The walk departs at 6:00pm

**Who can attend?** All men, all ages

**Any other applicable information:** This event is 100% free, no costs or long-term commitment involved. This is a safe space for men to get outside and enjoy each other’s company.

**Link to event or organisation page:** Insert link here

## EVENT PROMOTION

When hosting an event during Men's Health Week the key is to communicate early to your stakeholders to let them know about your event and all the relevant details. It is important to include the following information: date, time, location, registration requirements, parking, and venue accessibility.

To drive awareness for your event, aim to promote across a variety of channels:

- Social media - utilise platforms such as Facebook to drive awareness and attendance at your event
- Direct Communication - send emails, digital newsletters to your contacts to drive attendance
- Print Media - showcasing your event through local media (e.g., newspaper) can help raise awareness
- Other Media - engaging with local radio and TV provides an opportunity for longer-form engagement (e.g., interviews about your event)
- Media release (request from Centre for Male Health  
[cmh@westernsydney.edu.au](mailto:cmh@westernsydney.edu.au))
- Posters/flyers (request from Centre for Male Health  
[cmh@westernsydney.edu.au](mailto:cmh@westernsydney.edu.au))



[Click here](#) to register your event with the Centre for Male Health to receive digital resources and to have your event/organisation's details included on the Men's Health Directory.



Include your event's date, time, location, registration requirements and parking/accessibility information

## EXAMPLE POST – INTERNAL EVENT

Add title (e.g.): Men's Health Week Morning Tea and Health Check



**Description of event:** To celebrate Men's Health Week 2023, (insert organisation) will be hosting a morning tea from 9-11am to celebrate the men within our workforce and our lives.

Following the morning tea, staff will have access to a mobile health check set up outside the lunch room. Drop by to find out more about your:

- Blood pressure
- Weight
- Waist circumference

We encourage all men in the workplace to get involved in the morning tea and health checks, as we develop healthy habits together!

## ADDITIONAL EVENT CONSIDERATIONS

- Do you need an online registration platform?
- Will you invite local media outlets?
- Have you prepared and distributed flyers/posters?
- Have you advertised on social media or your internal comms platform?
- Are you planning to evaluate your event?
- How will you communicate change of event plans (e.g., wet weather)?
- If registering on an online registration platform such as Eventbrite, use #MensHealthWeek and relevant keywords (e.g., men's health, mental health, men and boys) so people can search for events related to Men's Health Week



## ADDITIONAL RESOURCES AND FURTHER INFORMATION



### GENERAL MEN'S HEALTH

Men's Health Week: [www.westernsydney.edu.au/mens-health-week](http://www.westernsydney.edu.au/mens-health-week)

Australian Men's Health Forum: <https://www.amhf.org.au/>

Healthy Male: <https://www.healthymale.org.au/>



### MENTAL HEALTH

Lifeline: [www.lifeline.org.au](http://www.lifeline.org.au)

Headspace: [www.headspace.org.au](http://www.headspace.org.au)

Sane Australia: [www.sane.org](http://www.sane.org)



### CHRONIC DISEASE

Heart Foundation: [www.heartfoundation.org.au](http://www.heartfoundation.org.au)

Cancer Council: <https://www.cancercouncil.com.au/>

Diabetes Australia: <https://www.diabetesaustralia.com.au/>

Prostate Cancer Foundation of Australia: <https://www.pcfa.org.au/>

Bowel Cancer Australia: <https://www.bowelcanceraustralia.org/>



### INDIGENOUS HEALTH

Indigenous Health InfoNet: <https://healthinonet.ecu.edu.au/>

I3YARN: <https://www.i3yarn.org.au/>



### RELATIONSHIPS AND PARENTING

Mensline Australia: [www.mensline.org.au](http://www.mensline.org.au)

1800RESPECT: <https://www.1800respect.org.au/>

Beyond Blue | Dadvice: <https://healthyfamilies.beyondblue.org.au/pregnancy-and-new-parents/dadvice-for-new-dads>

Dads in Distress: [www.parentsbeyondbreakup.com](http://www.parentsbeyondbreakup.com)

## CONTACT

Email: [CMH@westernsydney.edu.au](mailto:CMH@westernsydney.edu.au)

Twitter: @MaleHealthWSU | @MensHealthWkAU

Facebook: Centre for Male Health | Men's Health Week