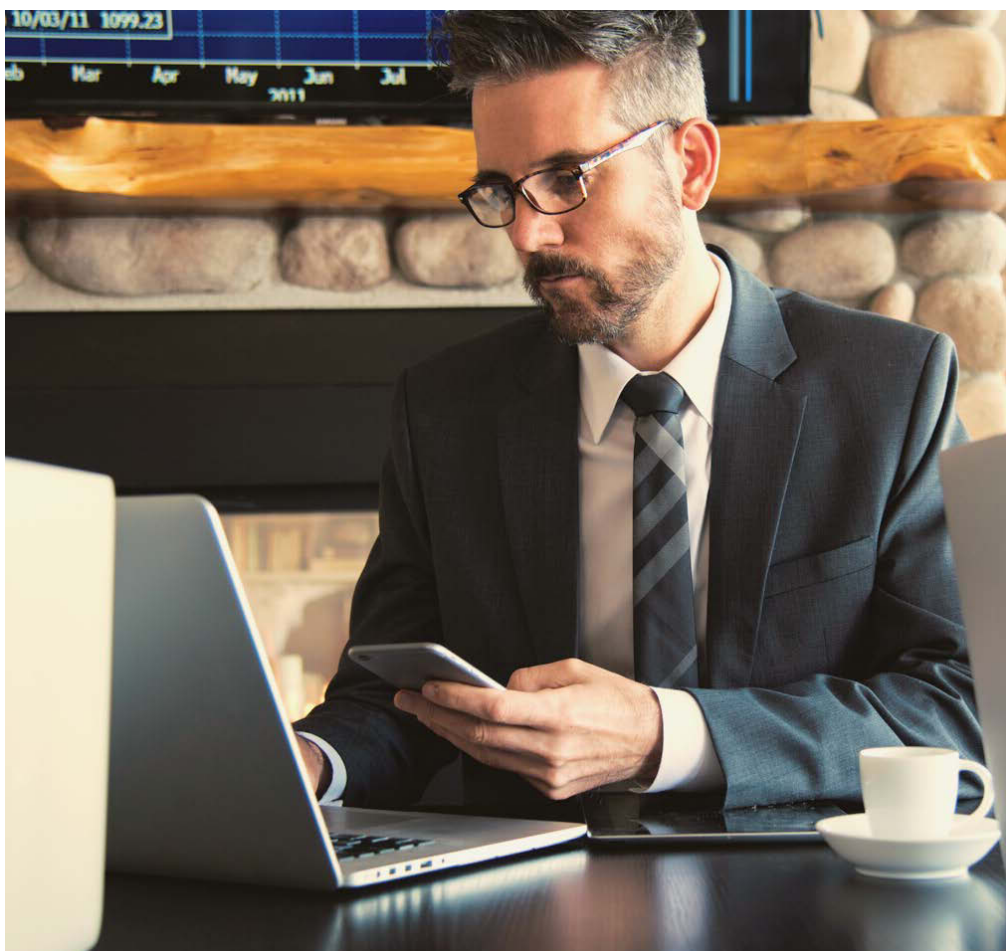
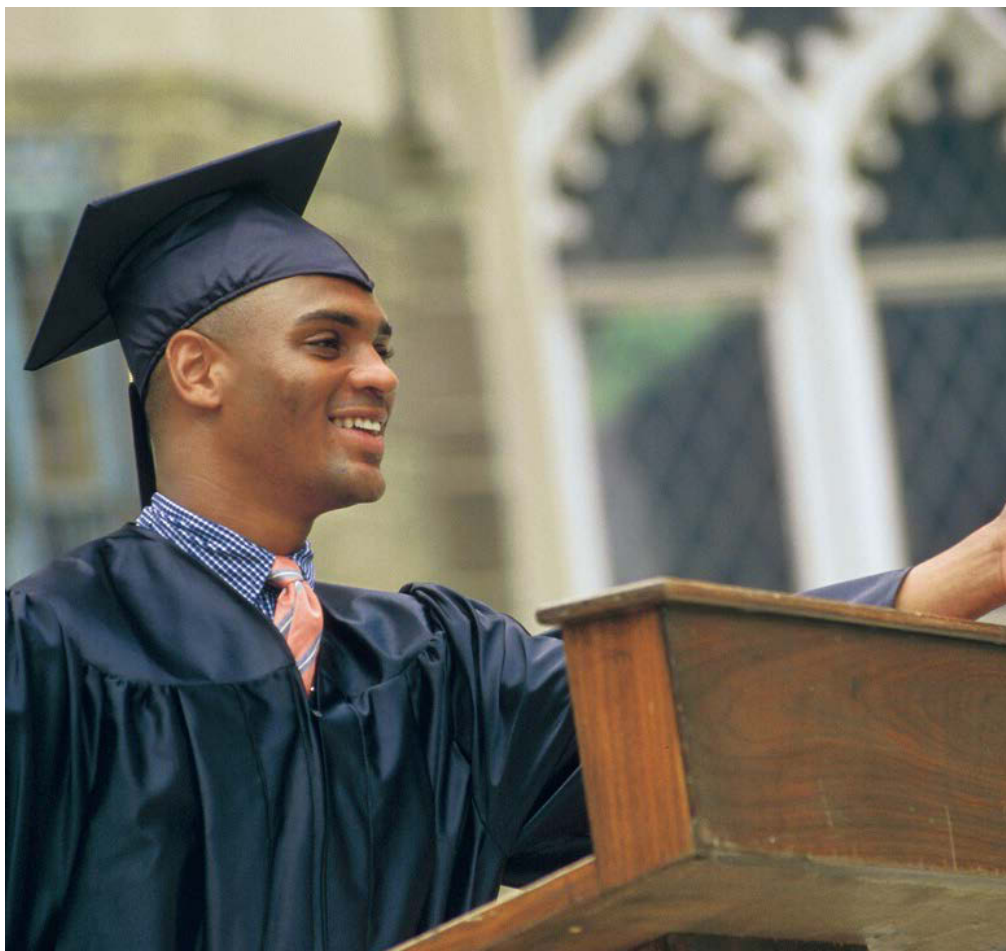


MEN'S HEALTH MONTH

SOCIAL MEDIA TOOLKIT



2022

CONNECTING MEN, WOMEN, AND THEIR COMMUNITIES

PROVIDING THE MESSAGING AND
TOOLS TO CELEBRATE AND PROMOTE
MEN'S HEALTH THIS JUNE

MHM THEMES:

- AWARENESS
- PREVENTION
- EDUCATION
- FAMILY



IMPORTANT

DATES TO REMEMBER

- All June - Men's Health Month
- June 13 - 19 - Men's Health Week
- June 17 - Wear Blue Day,
 - Wear Blue For Men's Health and use #ShowUsYourBlue
- June TBD - Men's Health Twitter Chat
 - @MENSHLTHNETWORK on Twitter

Please feel free to use and share the sample social media messages, images, blog post, e-newsletter, and press release content in this toolkit. [Click here](#) to see additional images for Men's Health Month.

Use these hashtags throughout the month of June:

#MensHealthMonth

#WearBlue

#MensHealthWeek

#ShowUsYourBlue

WEAR BLUE DAY

WHAT IS IT?

**Don't Forget to
Wear Blue**

Friday, June 17

#ShowUsYourBlue

@MensHealthMonth

@MensHlthNetwork



Wear Blue Day is an opportunity during Men's Health Month to raise awareness for Men's and Boys' Health Issues by Wearing Blue to work on Friday, June 17th.

Wear Blue Day is always the Friday before Father's Day

INTERNATIONAL

MEN'S HEALTH WEEK



ON JUNE 13 - 19

Led by Men's Health Network, representatives from six leading men's health organizations around the world met at the 2nd World Congress on Men's Health in Vienna, Austria in 2002 and resolved to work together to launch International Men's Health Week (IMHW). The goal is to increase awareness of male health issues on a global level and to encourage inter- and intra-national institutions to develop health policies and services that meet the specific needs of men, boys, and their families.

Recognition from the President of the United States provides encouragement to men, boys, and their families around the globe.

MHM LOGOS

AND IMAGES



Official Logo



Updated Logo



Red Logo



International Logo



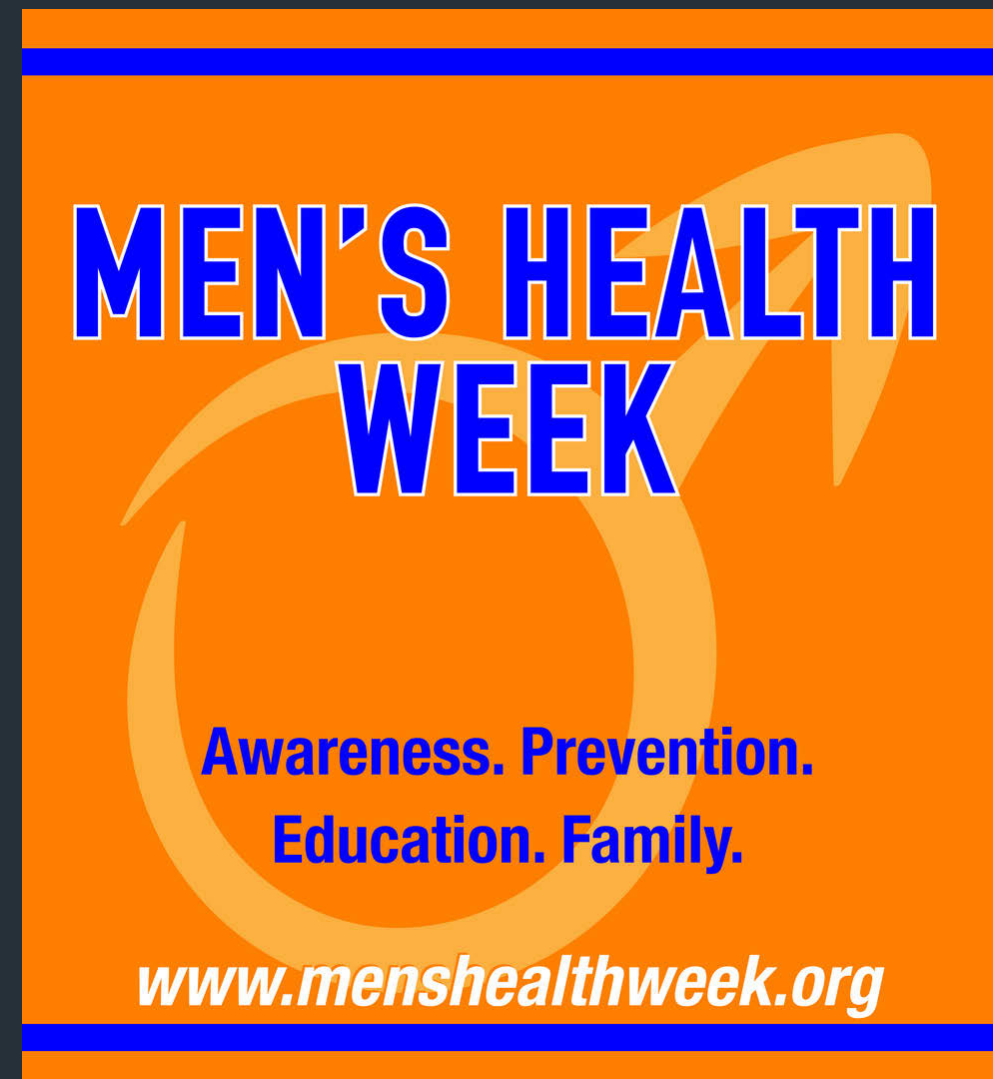
International Banner

MHW LOGOS

AND IMAGES



MHW Logo - With Date



MHW Logo - No Date



International MHW Logo - With Date



National MHW Logo - With Date



NMHW Banner



TWITTER

SAMPLE TWEETS



- #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> #MHM2022
- Prostate health is a very important issue during #MensHealthMonth! Check out health facts for prostate cancer here: <https://bit.ly/2RpGrTm> #MHM2022
- 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> #MHM2022
- 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> #MHM2022
- #COVID has made men's #MentalHealth more difficult to manage. This #MensHealthMonth, check out this congressional briefing discussing the intersection of these issues: <https://bit.ly/3uEqWLE> #MHM2022



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> #MHM2022
- #MensHealthMonth is here! There are many health issues that impact boys and men. Learn how to raise awareness here:
<https://bit.ly/3a02uGt> #MHM2022
- 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> #MHM2022
- 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. <https://bit.ly/2UVLXPJ> Learn more during #MHM2022
- #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> #MHM2022





TWITTER

SAMPLE TWEETS



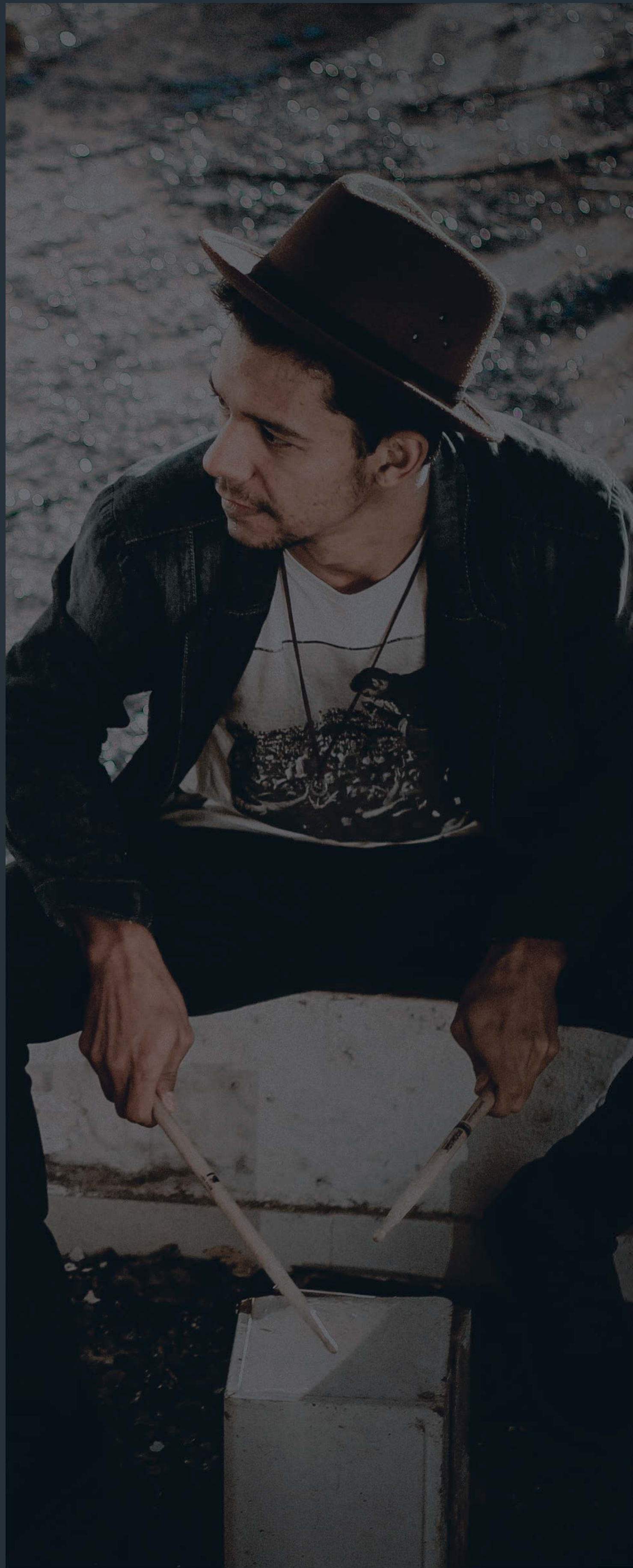
- 1 in 8 people with HIV don't know they have it, and each year, there are 50,000 new HIV infections. During #MensHealthMonth, check out our resources on men & HIV/AIDS: <https://bit.ly/2Vskupd> #MHM2022
- Breast cancer is a men's health issue too! More than 2,650 men are diagnosed with breast cancer each year. Learn more about this disease in men during #MensHealthMonth: <https://bit.ly/2Rzd1CI> #MHM2022
- 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! #MHM2022
- This #MensHealthMonth, remind your male loved ones to keep themselves in good health by making all their appointments with their healthcare providers! #MHM2022
- Trying to get your congregation more healthy? Check out our Faith-based planner here: <https://bit.ly/3go1pOo> #MHM2022



TWITTER

SAMPLE TWEETS

- During June, #MensHealthMonth, we promote a safe, healthy lifestyle for men & boys. Here's a guide for doing just that: <https://bit.ly/34n8HeA> #MHM2022
- This June, #WearBlue and show your support for raising awareness about men's & boys' health issues! #MHM2022
- This year, #MensHealthWeek is June 13 - 19. Show your support & #WearBlue4Men
- #MensHealthMonth is all about Awareness, Promotion, Education, & Family. Let us know which is the most important to you using #MHM2022
- Friday, June 17, we ask you to #WearBlue to show your support for raising awareness about men's & boys' health issues. Show us your 'fit using #ShowUsYourBlue! #MHM2022
- Staying involved with your children can be difficult, but it's necessary. #MensHealthMonth means redoubling our commitment as fathers. See our brochure on fatherhood here <https://bit.ly/3Ba3uax> #MHM2022



FACEBOOK

FRIENDLY 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/3tDIAQd> #MHM2022
- 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 #MHM2022
- 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 #MHM2022
- #MensHealthMonth isn't just for men & boys - we want the women in their lives to learn more too! By becoming knowledgeable about health issues that impact men & boys, you can help the men in your life. Check out what you can learn here: <https://bit.ly/3FF2yLQ> #MHM2022
- This #MensHealthMonth remind the men in your life to keep themselves in good health by making all their appointments with their healthcare providers! Encourage your loved ones to take care of themselves both physically & mentally. www.YourHead.org #MHM2022
- Black Men have notable higher rates of prostate cancer than any other population group, and they often develop prostate cancer earlier. This #MensHealthMonth, check out this prostate cancer guide for black men: <https://bit.ly/3rutn07> #MHN2022

FACEBOOK

FRIENDLY POSTS

- This June is #MensHealthMonth - men tend to ignore their health conditions and avoid the doctor's office. Take this month as an opportunity to prioritize your health. Go to [GetItChecked.com](https://www.getitchecked.com) for screening guidelines for men and women! #MHM2022
- 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> #MHM2022
- This #MensHealthMonth 2022, encourage the men in your life to take charge of their health! This month is an opportunity to make changes for the better. Visit this guide on how to do just that www.BlueprintForMensHealth.com #MHM2022
- #MensHealthMonth 2022 is all about getting a fresh perspective on health. But how can that be done? Check out "Blueprint for Men's Health" for some tips & tricks: www.BlueprintForMensHealth.com #MHM2022
- #MensHealthMonth is the perfect time to re-evaluate your approach to your health and make a plan for this year. Look to "Blueprint for Men's Health" for simple changes that make a big difference: www.BlueprintForMensHealth.com #MHM2022
- Men's Health Month aims to reach men and boys where they live, work, and play - but also where they Pray! Check out our Faith-based planner here: <https://bit.ly/3go1pOo> #MHM2022



BLACK MEN'S RESOURCES

FOR FACEBOOK AND TWITTER

- Knowing about #MensHealth is important, especially to black men, who generally have worse health outcomes than their white counterparts. Check out our health factsheet and get informed for #MensHealthMonth <https://bit.ly/3JhzY5w> #MHM2022
- Per CDC statistics, Black gay and bisexual men accounted for 26% of the 36,801 new HIV diagnoses and 37% of new diagnoses among all gay and bisexual men in 2019. This #MensHealthMonth check out guide to HIV prevention: <https://bit.ly/3IdOV80> #MHM2022
- Black Men have notable higher rates of prostate cancer than any other population group, and they often develop prostate cancer earlier. This #MensHealthMonth, check out this prostate cancer guide for black men: <https://bit.ly/3rutn07> #MHN2022
- Black men have higher risk of prostate cancer. This #MensHealthmonth, check out our spanish-language prostate cancer guide for black men <https://bit.ly/3smLB4h> #MHM2022
- Staying involved with your children can be difficult, but it's necessary. #MensHealthMonth means redoubling our commitment as fathers. See our brochure on fatherhood here <https://bit.ly/3Ba3uax> #MHM2022
- Black men have higher risk of prostate cancer. This #MensHealthmonth, check out our spanish-language prostate cancer guide for black men <https://bit.ly/3smLB4h> #MHM2022

EN ESPAÑOL

FOR FACEBOOK AND TWITTER

- This #MensHealthMonth make sure you're informed about your potential risks and treatment options for Prostate Cancer. See our Spanish-language informational brochure here: <https://bit.ly/3HFTfgg> #MHM2022
- #MensHealth isn't just a guy's issue. Women can help make sure the men in their life stay healthy! This #MensHealthMonth, make sure you're informed about the health issues men face. See our Spanish-language guide for women here: <https://bit.ly/3HtLev3> #MHM2022
- Do you feel that you don't know enough about #MensHealth? Don't worry! This #MensHealthMonth, you can check out these helpful Spanish-language facts: <https://bit.ly/3J3RB8J> #MHN2022
- Testicular cancer affects thousands of men each year. Its always better to catch it early than it is to wait - the #MensHealthMonth, see our Spanish-language guide to performing a testicular self-exam: <https://bit.ly/3LazVdd> #MHM2022
- Black men have higher risk of prostate cancer. This #MensHealthmonth, check out our spanish-language prostate cancer guide for black men <https://bit.ly/3smLB4h> #MHM2022
- Staying involved with your children can be difficult, but it's necessary. #MensHealthMonth means redoubling our commitment as fathers. See our Spanish-language brochure on fatherhood here <https://bit.ly/34KBDkX> #MHM2022

MHW POSTS

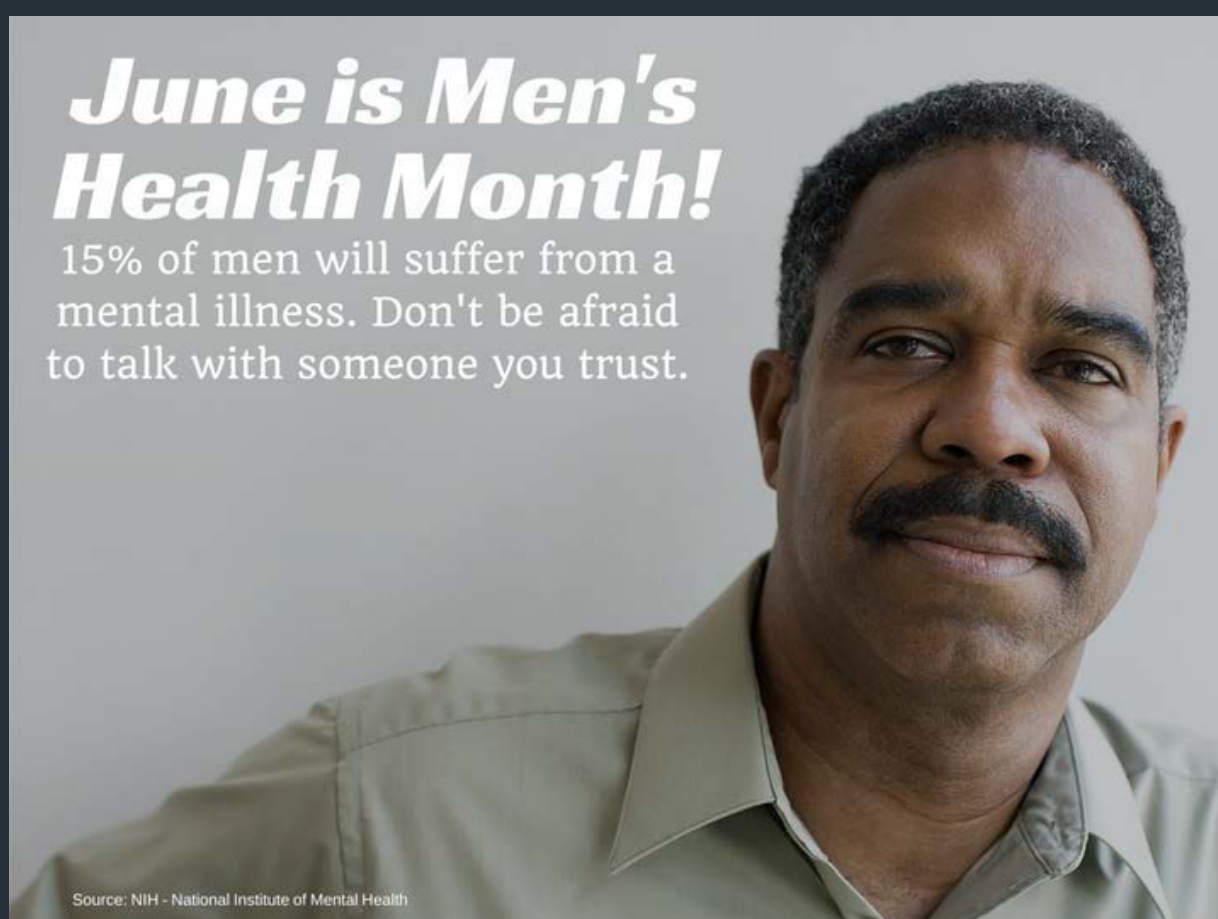
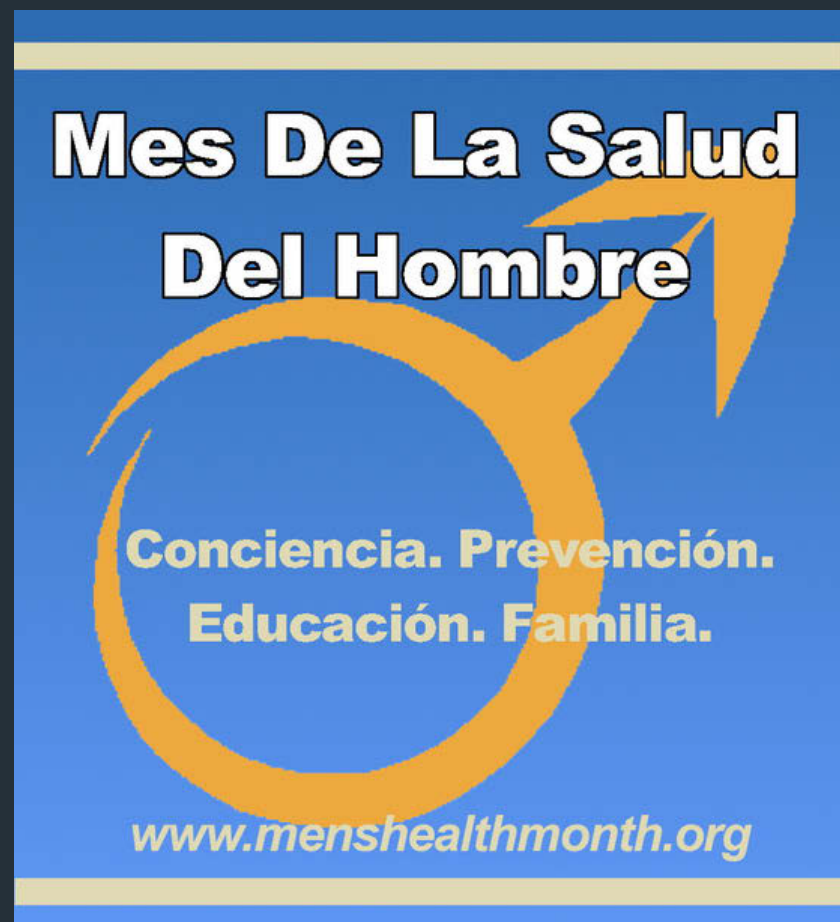
FOR FACEBOOK AND TWITTER

Men's Health Week Posts *(Do not use after June 19)*

- June 13-19 is all about Men - because it's Men's Health Week! Help raise awareness for men's health issues by wearing blue all day on June 17.
#ShowUsYourBlue <https://bit.ly/3GHA5X6>
- Blue isn't just a color—in fact, on June 17 wearing blue can help raise awareness about health issues affecting men like prostate and testicular cancers. Join the #ShowUsYourBlue campaign by wearing blue all day Friday, June 17. #WearBlue
<https://bit.ly/3GHA5X6>
- Women outlive men by an average of 5 years. So take a more active role in your health. This #MensHealthMonth visit a doctor or encourage a friend to #GetItChecked. Wise up on all the facts and options available for #menshealth -->
<https://bit.ly/3tDIAQd> And don't forget to #ShowUsYourBlue

MORE LOGOS AND IMAGES

FOR USE AT YOUR DISCRETION



MORE LOGOS AND IMAGES

FOR USE AT YOUR DISCRETION

Fathers Are Role Models!



See your healthcare provider and take your sons and daughters with you!

GetItChecked.com
#ShowUsYourBlue

Hey You!



Get it checked - today!

ProstateHealthGuide.com
GetItChecked.com
#ShowUsYourBlue



Eat Healthy, Stay Healthy

MensHealthMonth.com
GetItChecked.com

Did you know?

ON AVERAGE
men live
about
5 years less
than women


1 in 2
men
will develop
cancer

MEN HAVE A
higher death rate
for most leading causes of death
including cancer, heart disease, diabetes, and suicide

APPROXIMATELY
30,000
men
IN THE U.S.
die each year
from
prostate cancer

Men make
1/2 as many
physician visits for
prevention
as women

Men are more likely to be **uninsured** than women

MORE LOGOS AND IMAGES

FOR USE AT YOUR DISCRETION

MEN'S HEALTH NETWORK

KEY STATISTICS IN THE FIGHT FOR MEN'S HEALTH

Men are facing a health crisis. Due to poor health habits, lack of health insurance, failure to seek medical attention, and dangerous occupations, men often live sicker and die younger than women.

5 yr

AT BIRTH, MALES
HAVE A LIFE
EXPECTANCY 5
YEARS LESS THAN
FEMALES.



1st

HEART DISEASE

2nd

CANCER

THE TOP TWO LEADING CAUSES OF
DEATH FOR MEN



4 x

MEN ARE 4 TIMES
AS LIKELY TO
COMMIT SUICIDE
COMPARED TO
THEIR FEMALE
COUNTERPARTS



160 K

PROSTATE CANCER
IS THE MOST
COMMON CANCER
AMONG MEN WITH
OVER 160,000 NEW
CASES EACH YEAR.

Take control of your health by getting a yearly check-up from your healthcare provider. Regular screenings can catch many health problems at an early stage, when treatment is most likely to be successful. For more information on these and other health problems which affect men, visit us at menshealthnetwork.org

**Get screened
and stay active.**

Set an example for the
next generation this
Men's Health Month.

Source: U.S. Bureau of Labor Statistics, U.S. Department of Labor, Current Population Survey, Census of Fatal Occupational Injuries, and U.S. Census Bureau, 2014.

**Practice Safe
Habits this June**

Men account for 92% of fatal
workplace injuries.



Wear Blue this Men's Health Month

Use #ShowUsYourBlue to post pictures and show
solidarity for men's health.



NEWSLETTER

CONTENT

June Is Men's Health Month

The month of June is all about the fellas because it's the official Men's Health Month. The month also coincides with Men's Health Week (June 13-19), a special awareness period recognized by Congress each year, and the #ShowUsYourBlue Wear Blue campaign on June 17, where men and women are encouraged to Wear Blue on Friday to show their support for the health and well-being of men boys and men.

Want to get involved during the month? See [this list](#) of easy things you can do to show your support.

BLOG

CONTENT

June Is Men's Health Month—Get Involved!

Did you know there's a month entirely dedicated to raising awareness for issues impacting the health and wellness of men and boys?

The month also coincides with Men's Health Week (June 13-19), a special awareness period created by Congress, and the #ShowUsYourBlue campaign on June 17 where men and women are encouraged to Wear Blue to work that day to show their support for the health and well-being of men boys and men.

See our list of easy things to do to be active, aware, all month long:

1. June is Men's Health Month – spread the word and make sure every man in your life is living well.
2. Early screenings! They will not only save money in the long run but also save your life and/or make life easier to manage if diseases are caught early on.
3. Exercise! Its summertime – the perfect time to get outside and get at least 30 minutes of exercise per day, as is recommended by the CDC. Exercise has been shown to improve overall physical health, and has notable mental health benefits.
4. Remember to #WearBlue on Friday, June 17th - to work or wherever else you're going! Wear Blue Day helps spread awareness about men's health issues, and it's easy to participate!
5. Father's Day is coming up! Why not give the father figure in your life the gift of knowledge? There are many resources at www.menshealthnetwork.org to educate you and your father about risks of prostate cancer and other diseases that you may be at risk for.
6. Remember that anyone can assist in the men's health movement, and help is not limited by gender. Anyone can be supportive and help men make that first step towards a better life. Everyone should be an ally!

FOR IMMEDIATE RELEASE
June [date], 2022

CONTACT: Contact Person
 Contact Number
 Contact Email

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

[City, State (AP Style)] – To celebrate the Men’s Health Month, [your organization], along with Men’s Health Network, the Congressional Men’s Health Caucus, and hundreds of other local and national organizations will launch an awareness campaign.

The goal: Educate the public about the many preventable health problems that affect men and boys, and empower them and their loved ones to move towards a healthier, happier life.

Men die five years younger than women, on average, and die at higher rates for nine of the Top Ten causes of death. Men are the majority of workplace injuries, less likely to be insured, and far less likely to see a doctor for preventive care. All of this impacts their ability to be an involved father, supportive husband, and engaged member of their community.

“YOUR QUOTE”

“This year continues to be a pivotal one for men’s health—new guidance on prostate cancer screenings and the declining mortality rates for large groups of men means awareness and education is paramount,” says Ana Fadich-Tomsic, Vice President at Men’s Health Network.

Throughout June 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.

June is also National Men’s Health Week (NMHW), passed by Congress and signed into law by President Clinton in 1994. It starts Monday, June 13, and ends on Father’s Day, June 19, 2022. Additional support comes from governors and mayors who issue proclamations for Men’s Health Week in their jurisdictions. You can find the proclamations here:
<http://www.menshealthmonth.org/week/proclamation.html>

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

[Your organization’s bio]

PRESS

RELEASE



If you have questions or need additional
messaging, please contact:

Men's Health Month

info@menshealthweek.org

202-543-6461 x 101

P.O. Box 77476

Washington, DC 20013

