



# 2025

## MEN'S HEALTH MONTH



June is

### Men's Health Month

### Bring Empathy Back:

Men Fight Battles We Can't Always See.

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🌐 [MensHealthNetwork.org](http://MensHealthNetwork.org)

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# MEN'S HEALTH MONTH THEME FOR 2025

This year's 2025 Men's Health Month theme is centered on closing the **Empathy Gap** in men's health through advocacy, awareness, and action.

**The Empathy Gap** refers to the lack of care, funding, and support for men's issues, including health, education, and emotional well-being. Men's challenges are often overlooked, leading to fewer resources, delayed care, and limited awareness.

While awareness and funding efforts have successfully addressed numerous health challenges over the years, **men's health issues receive significantly less attention**, despite statistics demonstrating clear concern.

- Men die **6 years earlier** than women due to preventable health issues.
- Prostate cancer & testicular cancer receive **far less attention**.
- **Suicide rates among men are significantly higher**, yet mental health initiatives often fail to acknowledge interventions that resonate with men.



**The Empathy Gap Illustrated:**  
A recognizable pattern of neglecting men's & boys' issues, often under the mistaken belief that raising awareness for these challenges takes away from other important efforts.







## Mission & Vision

### ➔ MISSION

To close the **Lifespan Gender Gap** by addressing the **Empathy Gap**, we prioritize men's physical and mental health, safety, and social support through education, outreach, and advocacy. We know that improving men's well-being is not optional, but essential for building healthier and cohesive families, communities, etc.

### ➔ VISION

A world where **empathy drives health equality**, one where supporting men's well-being is understood as a vital part of collective progress—not a competing cause. By embracing an empathetic approach to all life, **we envision a future where all people thrive** and live longer, healthier lives together.



# IMPORTANT DATES

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## Men's Health Month

Men's Health Month (June) is a nationally recognized period for **AWARENESS, PREVENTION, EDUCATION,** and **FAMILY** engagement for the health and well-being of men and boys.

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## Men's Health Week

International Men's Health Week is a **GLOBAL** initiative with the goal of **INCREASED AWARENESS** of **MALE HEALTH ISSUES**, and to encourage institutions to develop **HEALTH POLICIES** and **SERVICES** that meet the specific needs of men, boys, and their families.

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## "Wear Blue" Fridays!

Employees and employers can 'Wear Blue' and raise donations to support the **MENTAL HEALTH OF MEN / BOYS** every Friday in June, 2025. **USE HASHTAG** #ShowUsYourBlue and **ENGAGE**.

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## Father's Day: Sunday, June 15th

Father's Day serves as a way to **ACKNOWLEDGE** and **APPRECIATE** the importance of fathers and father figures, fostering a sense of gratitude, love, and familial connection.

# INTERNATIONAL MEN'S HEALTH WEEK (MHW)

## ➔ MISSION

Men's Health Week 2025 aims to address the Empathy Gap by driving policy changes, increasing research funding, & promoting proactive healthcare initiatives to ensure men & boys receive the critical health support.

## ➔ VISION

Our vision for 2025 is to bring empathy back to men's health by fostering open discussions, breaking down stigmas, & ensuring men & boys have access to the care & resources necessary for longer, healthier lives.

## KEY FOCUS AREAS:

➔ Prostate / Testicular  
Cancer Awareness

➔ Men's Mental  
Health Awareness

➔ Employer-Led  
Health Checkups

➔ Father's Day  
(Sun., June 15, 2025)



# CONTENT THEMES: MHW



## Monday

Digital Theme: Men's Mental Health

- Men & Mental Health
- Deaths of Despair



## Tuesday

Digital Theme: Chronic Diseases

- Living with Chronic Diseases
- Proactive & Preventative Care



## Wednesday

Digital Theme: Lifespan Gender Gap

- Men are Dying 5 Years Earlier
- Proactive & Preventative Wellness



## Thursday

Digital Theme: Empathy Gap

- Caring for Brothers, Fathers, & Sons
- Building Empathy for All Life



## Friday

Digital Theme: 'Wear Blue' Day

- Recognizing Safety in the Workplace
- Promoting Preventative Health at Work



## Saturday

Digital Theme: Family Health

- Conversations on Family History
- Personal Risk Factors



## Sunday

Digital Theme: Father's Day

- Honoring Fathers Everywhere
- Fatherhood & Child Rearing



# 'WEAR BLUE' DAYS



## ➔ "Wear Blue" at Work:

Organizations big and small and individuals are encouraged to celebrate **'Wear Blue'** Day every Friday in June. **'Wear Blue'** Days can be celebrated by offering employees to wear jeans to work or by having employees sport blue attire while at work.

Employers and employees are encouraged to raise donation funds through their **'Wear Blue'** Day to support the mission of Men's Health Network. Donations can be raised via bake sales or other creative outlets.

Individuals and organizations are encouraged to engage **'Wear Blue'** on social media through use of: **#ShowUsYourBlue** and **#WearBlue**

## ➔ Why Support Wear Blue Days?

### **'Wear Blue' Day is important for several reasons:**

**'Wear Blue'** days recognize the need to support the mental and physical health of men and boys. Men's Health Network needs your help and donations to support the mission of improved health for men and boys yearlong!

Additional ways to support your **'Wear Blue'** Day include purchasing men's health awareness pins or other marketing materials directly through Men's Health Network:

**Men's Health Network Store**

**Wear Blue Baseball Hat**

**Wear Blue Awareness Pins**

**Wear Blue Awareness Bracelets**

# PROCLAMATION SAMPLE

## ➔ 2025 Proclamation Language

**WHEREAS** Men's Health Month is part of an ongoing international effort to educate men, boys, and their families about receiving regular disease prevention screenings and living healthier lifestyles; and

**WHEREAS** Nationwide, life expectancy for men averages five years fewer than that of women, with men experiencing higher rates of health problems such as diabetes, obesity, cancer, heart disease, and premature mortality; and,

**WHEREAS** Men's Health Network is recognized for their esteem in the creation of, maintenance, and champion over National efforts of officially distinguished Men's Health Month and Men's Health Week, as established in 1994; and,

**WHEREAS** Men's Health Month is a time for the public to recognize the mental and physical health needs of men and boys while encouraging fathers to be role models for their children through preventive health screenings, healthy living and seeking needed help; and

**WHEREAS** The growing epidemic of suicide and substance abuse requires special effort to raise awareness of unrecognized and undiagnosed depression and mental stress in boys and men; and

**WHEREAS** The centerpiece of Men's Health Month is National Men's Health Week, a special awareness period passed by Congress and signed into law by President Bill Clinton on May 31, 1994, and officially facilitated yearly by the efforts of Men's Health Network.

NOW, THEREFORE I, <<NAME>> of <<CITY/STATE>> do hereby proclaim June 09-15, 2025 as Men's Health Week in <<CITY/STATE>>

# DIGITAL MEDIA AWARENESS RESOURCES



**Social Media  
Examples**

**Newsletter /  
Blog Copy**

**Press Release  
Sample**

**Graphics &  
Logos**



# SOCIAL MEDIA EXAMPLES

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## START THE CONVERSATION: FAMILY MATTERS





**STEP 1: START WITH THE FACTS**  
*Focus on family health history & personal risk factors.*  
Understanding these can help identify potential health concerns early and guide proactive decisions.

**STEP 2: LEAN ON SUPPORT**  
*Support systems matter.*  
Whether encouraging preventive care or offering comfort, the backing of friends and family can make all the difference.

**STEP 3: STAY ENGAGED**  
*Keep the conversation going.*  
Encourage loved ones to prioritize regular check-ups and embrace healthy habits. When health is a shared, lifelong priority, everyone benefits.

**IT'S TIME TO TALK ABOUT IT:**  
Open, ongoing conversations about health can make a lasting impact. Use these three steps to engage friends and family, promote awareness, and build lifelong habits of care.

[www.MensHealthMonth.org](http://www.MensHealthMonth.org)  
[www.MensHealthNetwork.org](http://www.MensHealthNetwork.org)  
[www.MensHealthResourceCenter.com](http://www.MensHealthResourceCenter.com)

**Start the conversation—**  
Because family health matters.

**Use these 3 steps to engage loved ones:**

- 1 Know your family health history & risk
- 2 Lean on support systems
- 3 Stay engaged with regular check-ups

**Open conversations can lead to lifelong habits of care.**

**Connect & Learn More:**  
[www.MensHealthMonth.org](http://www.MensHealthMonth.org)

#MensHealthMonth  
#FamilyHealth #MensHealth  
#StartTheConversation  
#MensHealthMatters #MHN


**Men are dying earlier—**  
And from largely preventable causes.

This June, during **Men's Health Month**, let's raise awareness about the top health risks men face & how we can close the lifespan gender gap.

- ✓ **Promote empathy**
- ✓ **Encourage preventive care**
- ✓ **Support lifelong conversations about health**

**Engage & Learn More Today:**  
[www.MensHealthMonth.org](http://www.MensHealthMonth.org)


#MensHealthMonth  
#MensHealthMatters  
#LifespanGenderGap  
#HealthEmpathy #SupportBoys  
#SupportMen #MensHealth #MHN

**MEN'S HEALTH NETWORK**


Awareness for Men's Health:

## MEN'S HEALTH MONTH

June 2025



**LIFESPAN GENDER GAP:**  
Men are dying earlier, on average 5.3 years earlier, & of more frequently preventable diseases.




**TOP MEN'S HEALTH ISSUES:**  
Men are dying from all top ten causes of death in America at higher rates:

- Heart Disease
- Obesity Complications
- Diabetes
- Cancer
- Workplace Injury
- Deaths of Despair

**EMPATHY & EMPOWERMENT:**  
Empower men to take charge of their health by making the conversation real, supportive, & family-focused.  
Hold empathy for their journey—caring for their health is one of the most meaningful ways they care for loved ones.

**FAMILY MATTERS:**  
Having support systems can help guide men and boys through different phases of life knowing their personal risk & potential risk factors.





Scan & Download Free Graphics



# NEWSLETTER / BLOG COPY

## ➔ Newsletter

### ♥ Help Close the Empathy Gap — DONATE TODAY

Men's health doesn't exist in a vacuum—it touches families, friendships, and entire communities.

When men are healthy, they're more present as fathers, partners, brothers, friends, and mentors.

But too often, men's health is overlooked, and the impact ripples outward.

Your donation helps us build a **culture of empathy**, one that **values men's well-being** not just in crisis, but in everyday life.

Let's create a future where caring for men's health is part of how we care for each other.

👉 **Donate now to support a healthier, more compassionate tomorrow:**  
[[MensHealthNetwork.org/donate](https://MensHealthNetwork.org/donate)]

## ➔ Blog

### BLOG TITLES & THEME EXAMPLES:

1. **"When Men Thrive, We All Do"**
  - Men's health strengthens families and relationships.
2. **"The Hidden Cost of Ignoring Men"**
  - Neglecting men's health impacts whole communities.
3. **"From Silence to Support"**
  - Empathy and openness can change men's health outcomes.
4. **"Beyond Checkups"**
  - Everyday empathy promotes better health for men.
5. **"It's Not Just About Him"**
  - Men's wellness affects everyone they love.



# PRESS RELEASE

## FOR IMMEDIATE RELEASE

### ***[Insert Company]* Supports Men's Health Month 2025: Closing the Empathy Gap**

[Insert City, State]—***[Insert Company Name]*** is proud to join the national effort to recognize **Men's Health Month all of June** and **Men's Health Week (June 9–15, 2025)** which ends of **Father's Day**. This year's theme, "**Closing the Lifespan Gender Gap & Addressing the Empathy Gap**," urges action to support the physical, mental, and emotional health of men and boys.

At [Insert Company Name], our work in ***[Insert cause]*** connects directly with men's health. Whether through mental wellness, community outreach, or prevention, we recognize that improving men's well-being strengthens families and builds healthier communities.

### **Men die on average six years earlier than women—often from preventable causes.**

Men's health issues like prostate cancer, testicular cancer, and suicide receive far less attention and funding. It's time to change that—starting with empathy.

### **Ways to Support Men's Health Month:**

- **Wear Blue** every Friday in June to show support
- **Use** #ShowUsYourBlue and #WearBlue on social media
- **Order awareness items at:** [MensHealthNetwork.org/store](https://MensHealthNetwork.org/store)
- **Donate to the cause:** [MensHealthNetwork.org/donate](https://MensHealthNetwork.org/donate)

**Together, we can close the empathy gap—and create a future where men's health is a shared priority.**

###



# BRAND GUIDELINES

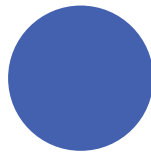
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## ➔ Men's Health Month

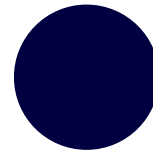
The following are hex codes to represent MHM.



Vibrant Orange  
#f8920b



Dusty Blue  
#4461af



Midnight Navy  
#000040

## ➔ Color Palette

The following are hex codes to represent MHN branding.



Supernova  
Orange  
#f46c39



CoCo  
Grey  
#c0c0c0



Medium  
Cyan  
#141b70



Slate  
Blue  
#14539a



Ticino  
Blue  
#3698da

## ➔ Logo Use & Placement

Acceptable variations of logos include with or without the website. Logos without the subscript “Men's Health Network” are NOT permitted for use.





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