



Men's Health Month

DIGITAL TOOLKIT

Men's Health Network

June 2024

TABLE OF CONTENTS

<u>Men's Health Month Themes & Goals</u>	3
<u>Important Dates</u>	4
<u>Men's Health Month</u>	5
<u>International Men's Health Week</u>	7
<u>Wear Blue Day</u>	9
<u>Father's Day</u>	10
<u>Social Media Samples</u>	11
<u>Black Men's Resources</u>	19
<u>En Español</u>	20
<u>Other Digital Media Content</u>	21
<u>More Logos & Images</u>	25
<u>Men's Health Network</u>	27

MEN'S HEALTH MONTH THEMES & GOAL

June 2024 Statement

**"Stronger Together, Better Forever:
Building Better Health for Men & Boys, Lifelong."**

Remember the old adage?...

"Give a Man a Fish, and
You Feed Him for a Day.
Teach a Man To Fish, and
You Feed Him for a Lifetime"

The same can be said about
health and well-being!

It is always more impactful,
meaningful, and personal
when we teach others how to
thrive in their day-to-day lives.



2024 Theme

"Teach men & boys how to fish (for health):"

2024 Goal

"Build the knowledge of men and boys to impact
their lifestyle for actionable, healthier choices
that influence decisions, lifelong."

IMPORTANT DATES

Men's Health Month

June 01 - June 30, 2024

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.

Men's Health Week

June 10 - June 16, 2024

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.

"Wear Blue" Day

Friday, June 14, 2024

Employees and employers can 'Wear Blue' and raise donations to support the **MENTAL HEALTH OF MEN / BOYS** through Men's Health Network. **USE HASHTAG #ShowUsYourBlue** to **ENGAGE**

Father's Day

Sunday, June 16, 2024

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.



MEN'S HEALTH MONTH (MHM)

Mission

The **MISSION** of Men's Health Month, 2024:

“Build the knowledge of men and boys to impact their lifestyle for actionable, healthier choices that influence decisions, lifelong.”

It is always more impactful, meaningful, and personal when we **teach** others how to thrive in their day-to-day lives. A sense of **responsibility** and **action** can fundamentally resonate for men and boys that often forget themselves in support of others in their lives.

This year during Men's Health Month, our **MISSION** is to **“teach men and boys how to fish (for health).”** A man who is taught how, can actively practice a healthier and preventative lifestyle, lifelong.

Vision

The **VISION** of Men's Health Month, 2024:

**“Stronger Together, Better Forever:
Building Better Health for Men & Boys, Lifelong.”**

Men's health is not a zero sum game. Our **VISION** is to **build empathy** amongst all groups of people to support the **longevity, health, and well-being** of all members within society. By starting with empathy, **we can work together on improved health outcomes** for men and boys within every community.

Women have made amazing leaps and bounds with supporting health policy and upgrades to healthcare, now we **need help from everyone** to move the needle for men and boys, too!

MEN'S HEALTH MONTH (MHH) IMAGES



Images



[Logo files are located at this Drive link](#)

INTERNATIONAL MEN'S HEALTH WEEK (MHW)

Mission

The **MISSION** of Men's Health Week, 2024:

International Men's Health Week is a **global** initiative, intent on **increased awareness** of male health issues, and to encourage institutions to develop **health policies** and **services** that caters to men, boys, and their families.

The **MISSION** for International Men's Health Week, 2024 is to **increase awareness** and **promote improved policies** at **local, state, and Federal** levels. We need every community to stand with their men and boys by creating impactful legislation and informative environments that focus on **improved longevity, better health outcomes, and preventative care.**

Vision

The **VISION** of Men's Health Week, 2024:

International Men's Health Week helps to **break down barriers**, opens the floor for **meaningful conversations**, and broaches subjects around **mental / physical health** which can be **taboo or difficult to talk about.**

Our **VISION** focuses on creating an environment in which men and boys feel comfortable to **discuss physical and mental health.** We hope to help men **feel empowered** to broach issues with their doctors, communities, families, and sons; it is necessary to help others feel comfortable by talking about that which has been seen as **culturally taboo.**

MEN'S HEALTH WEEK (MHW) IMAGES

* Images



[Logo files are located at this Drive link](#)

WEAR BLUE DAY

Organizations big and small and individuals are encouraged to celebrate **'Wear Blue' Day on Friday, June 14, 2024**. 'Wear Blue' Day 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 also be made through **bake sales** or other creative outlets.

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

'Wear Blue Day' is of importance for several reasons. 'Wear Blue' days recognize the need to support the **mental 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!

To support your 'Wear Blue' Day, you can purchase blue 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](#)



FATHER'S DAY

Father's Day is important to celebrate because it helps to **honor fatherhood, express gratitude, build stronger relationships, raise awareness, and provide emotional support** for the whole family.

HONORS FATHERHOOD: Allows space to honor and appreciate the role that fathers play in families and society. It is important to acknowledge the positive impact that fathers, grandfathers, stepfathers, and other father figures have on the lives of their children.

EXPRESSES GRATITUDE: Children and family members can express their gratitude and love, hard work, and dedication that fathers contribute in their lives and support of family.

BUILDS STRONGER RELATIONSHIPS: Encourages families to spend quality time together, fostering stronger bonds and relationships through meaningful communication and connection.

RAISES AWARENESS: About the importance of fatherhood and the positive impact involved fathers can have on the well-being of their children; active and engaged fathers contribute to the overall health and development of their families.

PROVIDES EMOTIONAL SUPPORT: Father's Day can be an emotional time to reflect on the influence of a father figure who may no longer be present. It can serve as a time for healing and remembering the positive aspects of those relationships.



SOCIAL MEDIA SAMPLES

Twitter

1 Sample Tweet

 This Men's Health Month, prioritize health!

Share tips, resources, & support using #MensHealthMonth.

Tag @MensHlthNetwork to join the movement for a healthier lifestyle for men everywhere.

Let's make June a month of positive change!  

#HealthForMen

2 Sample Tweet

  June is Men's Health Month!  

Let's raise awareness about men's well-being.

Help us to reduce the #LifespanGenderGap
DonateForMensHealth.org



Together, we can make a positive impact on #MensHealth

#MensHealthMonth #MHM & tag @MensHlthNetwork

3 Sample Tweet

 Calling all advocates of men's health!

June is dedicated to creating awareness & fostering a culture of curiosity & action over one's health.

Tag @MensHlthNetwork, & use #MensHealthMonth to inspire positive change!  

#Menandboys

SOCIAL MEDIA SAMPLES

Twitter

1 Sample Graphic



2 Sample Graphic



SOCIAL MEDIA SAMPLES

Instagram

1 Instagram Copy

Remember the old adage:

"Give a Man a Fish, and You Feed Him for a Day.
Teach a Man To Fish, and You Feed Him for a Lifetime"

The same can be said about health and well-being!

It is always more impactful, meaningful, and personal when we teach others how to thrive in their day-to-day lives.

#MensHealthMonth #MHM #LifespanGenderGap #MensHealth
#HealthyMen @MensHealthNetwork

2 Instagram Copy

Host a 'Wear Blue' Day at work!

💙💪 Pull out your blue jeans or your blue attire and use #ShowUsYourBlue and #WearBlue to connect in support! 💙💪

@MensHealthNetwork needs your help and donations to support the mission of improved health for men and boys yearlong!

Support the mental health of men and boys: [DonateForMensHealth.org](https://www.donateformenshealth.org)

3 Instagram Copy

Be there for the men in your lives...

Our fathers, brothers, and friends, too;
We all need help from time-to-time.

Show up for Mental & Physical Health, we need your help to 🛑 stop 🛑 men from passing prematurely.

#LifeSpanGenderGap #LifeSpanGap #MentalHealth #TalkAboutIt
#MensHealth #HealthyMen #MensHealthMonth #MHM

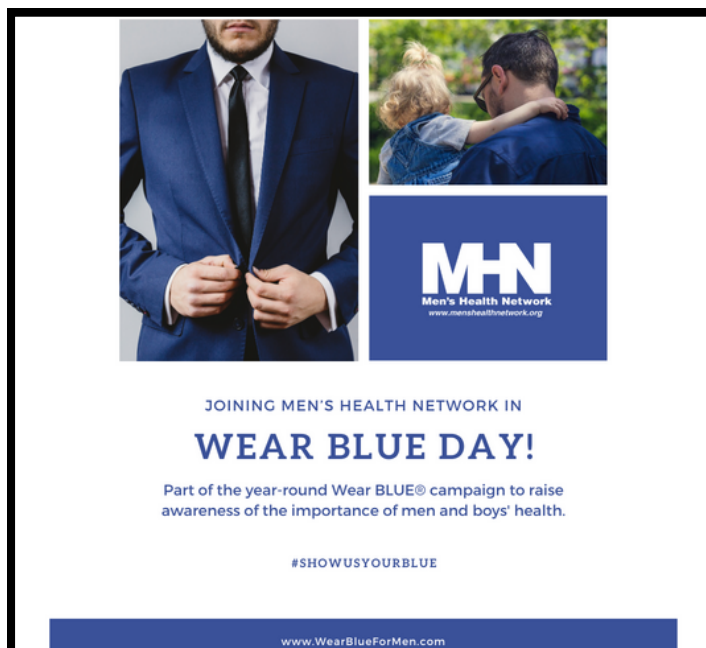
SOCIAL MEDIA SAMPLES

Instagram

1 Sample Graphic



2 Sample Graphic



SOCIAL MEDIA SAMPLES

Facebook

1 Facebook Copy

International Men's Health Week is a global initiative, intent on increased awareness of male health issues, and to encourage others to develop health policies and services that caters to men, boys, and their families.

The MISSION for Men's Health Week, 2024 is to increase awareness and promote improved policies at local, state, and Federal levels.

We need every community to stand with their men and boys by creating impactful legislation and informative environments that focus on improved longevity, better health outcomes, and preventative care.

@MensHealthNetwork #MHW #MensHealth #Global #HealthforMen #MensHealthWeek #InternationalMensHealthWeek #PoliciesforMen

2 Facebook Copy

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@MensHealthNetwork needs your help and donations to support the mission of improved health for men and boys yearlong!

Support the mental health of men and boys:
www.DonateForMensHealth.org

3 Facebook Copy

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www.DonateForMensHealth.org

#MensHealthMonth #MHM #Men #LifespanGenderGap #MensHealth #HealthyMen #HealthforMen #MenandBoys @MensHealthNetwork

SOCIAL MEDIA SAMPLES

Facebook

1 Sample Graphic



2 Sample Graphic



SOCIAL MEDIA SAMPLES

LinkedIn

1 LinkedIn Copy

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www.WearBlueforMensHealth.com

2 LinkedIn Copy

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We need every community to stand with their men and boys by creating impactful legislation and informative environments that focus on improved longevity, better health outcomes, and preventative care.

@MensHealthNetwork #MHW #MensHealth #Global #HealthforMen #MensHealthWeek #InternationalMensHealthWeek #PoliciesforMen

3 LinkedIn Copy

Support Men's Health Month this June!

We need everyone's support to reduce the Lifespan Gender Gap.

Donate to improve the health & wellness of men and boys:
www.DonateForMensHealth.org & www.WearBlueforMensHealth.com
@MensHealthNetwork

SOCIAL MEDIA SAMPLES

LinkedIn

1 Sample Graphic



2 Sample Graphic



BLACK MEN'S RESOURCES

Support

Knowing about men's health resources and support is important, especially for minority groups such as black men who generally have worse health outcomes due to a number of factors, such as less participation in health care, less access to resources, and as a result of increased health-related issues due to genetics.

At Men's Health Network, we are dedicated to offering men within minority groups added resources: [Health Facts for Men Brochure](#)

Websites / Resources

- ["The Crisis in Minorities Health"](#)
- ["Blueprint for Men's Health" \(Page 61\)](#)
- ["Impact of COVID-19 on Behavioral Health Issues for Boys & Men: Minority Health Implications"](#)
- ["Minority Mental Health Research Brings Hope to Underserved Communities"](#)
- ["Prostate Cancer Awareness Month, African American Men are at Highest Risk"](#)
- ["5 Tips for Healthy Living From the FDA's Office of Minority Health"](#)

Partners

Black Men's Health Caucus
Black Men's Health
100 Black Men of Tallahassee
100 Black Men of Bradley County, TN
Shiloh Missionary Baptist Church
Mt. Canaan Baptist Church
Memphis Baptist Ministerial Association
Mid-South Black Nurses Association

EN ESPAÑOL

Apoyo

Es importante conocer los recursos y el apoyo para la salud de los hombres, especialmente para los grupos minoritarios. En Men's Health Network, nos dedicamos a ofrecer recursos adicionales a los hombres dentro de los grupos minoritarios.

Folletos:

- ["Datos de Salud Para Hombres y Para Sus Seres Queridos"](#)
- ["Datos Sobre el Cáncer de Próstata"](#)
- ["Línea de Salud Masculina Autoexamen Testicular"](#)

Sitios Web / Recursos

- ["The Crisis in Minorities Health"](#)
- ["Blueprint for Men's Health" \(Page 61\)](#)
- ["Impact of COVID-19 on Behavioral Health Issues for Boys & Men: Minority Health Implications"](#)
- ["Minority Mental Health Research Brings Hope to Underserved Communities"](#)
- ["5 Tips for Healthy Living From the FDA's Office of Minority Health"](#)

Socios

Office of Minority Health

OTHER DIGITAL MEDIA CONTENT

Newsletter

1 Topic & Theme Examples

- Lifespan Gender Gap
- Healthcare Improvements
- Deaths of Despair
- Enabling Better Health Through Lifestyle
- Physical & Mental Health & Well-Being

2 Copy Example

Greetings, Health Champions!

As we dive into Men's Health Month, it's crucial to spotlight and prioritize men's well-being by fostering a culture of proactive health management.

Here's a brief summary of what's featured in this month's newsletter:

Lifespan Gender Gap: The lifespan gender gap refers to the difference in life expectancy between men and women. Typically, women tend to outlive men, with various factors such as biological differences, lifestyle choices, and healthcare utilization contributing to this gap. Understanding and addressing this gap is crucial for promoting equitable health outcomes and improving overall well-being for all genders.

Healthcare Improvements: During Men's Health Month, focus on enhancing healthcare services and awareness specifically tailored to men's needs. Together, we are promoting preventive care, encouraging regular health screenings, and addressing health disparities that affect men disproportionately. By prioritizing men's health during this month, communities can work towards reducing preventable illnesses and improving overall quality of life for men and their families.

Enabling Better Health for Men and Boys Through Lifestyle: Promoting healthy lifestyle choices is crucial for improving the health and well-being of men and boys. This encompasses aspects such as regular physical activity, balanced nutrition, stress management, adequate sleep, and avoiding harmful habits like smoking and excessive alcohol consumption. By empowering men and boys, together we can foster long-term well-being and disease prevention.

Let's use the 2024 Men's Health Month as an opportunity to empower men and boys to prioritize their mental and physical well-being: www.DonateforMensHealth.org and www.WearBlueforMensHealth.com

OTHER DIGITAL MEDIA CONTENT

Blog Post

1 Topic & Theme Example

- Lifespan Gender Gap
- Healthcare Improvements
- Deaths of Despair
- Enabling Better Health Through Lifestyle
- Physical & Mental Health & Well-Being

2 Copy Example

Welcome to Men's Health Month!

This June, we're committed to a vital goal: empowering men and boys by building knowledge that leads to healthier lifestyle choices.

It's time to take charge of our health, make informed decisions, and pave the way for a lifetime of well-being.

Knowledge is power, especially when it comes to health. By arming ourselves with information about nutrition, exercise, mental health, and preventive care, we gain the tools to make actionable choices that positively impact our lives.

Whether it's understanding the importance of regular exercise, learning about healthy eating habits, or recognizing the signs of mental health struggles, knowledge equips us to take control of our health journey.

But it's not just about individual health – our choices also influence those around us. By prioritizing our well-being, we set an example for our families, friends, and communities.

When we make healthier choices, we inspire others to do the same, creating a ripple effect of positive change.

This Men's Health Month, let's commit to building our knowledge and using it to shape healthier lifestyles for ourselves and future generations. Together, we can make informed decisions, prioritize our well-being, and create a lifetime of health and happiness.

Here's to empowering men and boys to live their healthiest lives yet: www.DonateforMensHealth.org and www.WearBlueforMensHealth.com

OTHER DIGITAL MEDIA CONTENT

Press Release

* Press Release Topics

- Initiatives for Men's Health Month
- Call to Action: Donate
- Call to Action: Volunteer
- Call to Action: Join our Event
- 'Wear Blue' Campaigns
- Father's Day Events & Activations
- Brand New Webinars, Blog Entries, & timely podcast / radio appearances.

1 Press Release Quote (President)

"Men's Health Month is a time to center our focus on the Life Span Gender Gap that rises and falls in accordance with medical advances and social support for men's health." said Ronald Henry, President of Men's Health Network. "A roughly 2 year Life span Gender in the 1920s exploded to a nearly 8 year gap in 1979, then shrank to a little over 4 years in 2016 before rising again to the current level of nearly 6 years. The large swings in the Life Span Gender Gap both in the U.S. and around the world show that there is nothing that requires men to die younger than women. Through collaborative efforts and empathy for the lives of men we can narrow and even eliminate the Life Span Gender Gap not only for the benefit of men, but also for the wives and daughters who love them, the employers who need them, and the communities that benefit from their contributions."

2 Press Release Quote (TN Director)

"Men often feel that they are simply overlooked and marginalized, especially when it comes to their physical and mental health needs," explains Mike Leventhal, executive Director with Men's Health Network, Tennessee. "Men's Health Month presents an opportunity to shine a spotlight on the holistic health of men and boys. But this important awareness month is not just for guys. Men's Health Month should energize families to form stronger communicative bonds in order to foster positive lifestyle choices."

3 Press Release Quote (D.C. Director)

"It is always more impactful, meaningful, and personal when we teach others how to thrive in their day-to-day lives," said Jennifer Thompson, Director of Communications with Men's Health Network. "We find that a message of action resonates with men and boys, a message that teaches rather than scolds. To get to the root of the issue, we have to hold space for, and create an environment that encourages discussion and self-discovery."

OTHER DIGITAL MEDIA CONTENT

Press Release

FOR IMMEDIATE RELEASE

[Your City/Region, Date] – Men's Health Month is supported during the month of June. This year's focus is on building empathy amongst all groups of people to support the longevity, health, and well-being of men and boys. By starting with empathy, it is possible to work together on improved health outcomes for men and boys within every community. This Men's Health Month, we invite individuals and organizations to join Men's Health Network in promoting empathy and understanding towards men's health.

Men's Health Month is a crucial opportunity to raise awareness about the unique health challenges faced by men and boys. It's a time to encourage open conversations about mental health, physical well-being, and the importance of regular health check-ups. Through education, advocacy, and outreach, we aim to empower men to prioritize their health and seek the support they need.

"Empathy First" underscores the importance of understanding and compassion in addressing men's health issues. Far too often, societal expectations and stereotypes can prevent men from seeking help or expressing vulnerability. By fostering empathy within our communities, we can create a more supportive environment where men feel comfortable discussing their health concerns and seeking assistance when necessary.

"We believe that better health for everyone is better for everyone," says Ronald Henry, President of Men's Health Network. "By coming together to support Men's Health Month, we can break down barriers and create a more welcoming healthcare environment for men and boys to narrow the Health Care Deficit that contributes to premature death and disability."

Join us this Men's Health Month as we prioritize empathy and work towards better health outcomes for men and boys everywhere.

For more information and to get involved, visit www.MensHealthMonth.org, www.MensHealthNetwork.org or follow us on Facebook, Instagram, Twitter, and LinkedIn for news and updates: @MensHealthNetwork

MORE LOGOS & IMAGES



[Logo files are located at this Drive link](#)

MORE LOGOS & IMAGES



[Logo files are located at this Drive link](#)

MEN'S HEALTH NETWORK

Get in Contact Today

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Men's Health Network Ambassadors



Ronald Henry,
President



Mike Leventhal,
Executive Director,
Tennessee Branch



Jennifer Thompson,
Director of
Communications



John Bruce,
Director, Faith-Based
Programs