



BUILDING HEALTHY ENVIRONMENTS FOR MEN AND BOYS

Men's Health Week | 13-19 June 2022 | Coordinated by the Centre for Male Health | Western Sydney University

Why Men's Health Week?

Men's Health Week focuses on not just physical health, but also men's mental health and emotional wellbeing. It is an important 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 run events that can be replicated year-round to improve the physical, emotional and mental health of men and boys.

Men's Health Week is designed to provoke thought and discussion about what needs to be done to improve male health.

The theme of Men's Health Week 2022 is Building Healthy Environments for Men and Boys - focusing on creating physically, mentally and emotionally healthy environments in the home, workplace and in social settings.



Register your event online at
westernsydney.com.au/mens-health-week

Sharing your healthy environment

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
- Share the impact of your event

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



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Event example:

Batemans Bay - Prostate Cancer Talk



A talk by the Narooma Prostate Cancer Support Group (PCSG) for Men's Health Week (14 to 21 June) at Batemans Bay Library, Hanging Rock Place, Batemans Bay.

Tickets are free but registration is essential.

This event is suited to those wanting information on, suffering or recovering from prostate cancer and their families.

For more information or to register for the event, visit <https://www.esc.nsw.gov.au/community/libraries>

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.

To drive awareness for your event, promotion is best delivered 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)
- Posters/flyers (request from Centre for Male Health
- cmh@westernsydney.edu.au)



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

Event Example:

Springwood - Walk it Off



Walk It Off is a Men's group, meeting every Thursday at The Bunker Cafe Bar Restaurant Springwood for a 6pm walk, Coffee and a fruit platter are provided.

Participation is free - visit www.facebook.com/WalkItOffSpringwood for more information.

Additional Event Considerations

Do you need an online registration platform?

Will local media outlets be invited?

Have flyers and posters been distributed?

Has an evaluation survey been prepared?

How will change of event plans be communicated (e.g. wet weather)?



Men's Health Week Contact

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Resources

These organisations provided additional information and support regarding male health and can be a great resource for you and your event attendees.



General:

Men's Health Week: www.westernsydney.edu.au/mens-health-week

Mengage Clearinghouse: www.mengage.org.au

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

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



Mental Health:

Lifeline: www.lifeline.org.au

Headspace: www.headspace.org.au

Mensline Australia: www.mensline.org.au

Sane Australia: www.sane.org



Chronic Disease:

Heart Foundation: 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/>



Indigenous Health:

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



Parenting:

Dads in Distress: www.parentsbeyondbreakup.com