MEN'S HEALTH WEEK 2014 RESOURCE PACK:
WE CAN WORK IT OUT
HEALTH AND WORK, INCLUDING STRESS AND UNEMPLOYMENT

THIS IS A PRINT-FRIENDLY VERSION OF THE ONLINE RESOURCE PACK.

PLEASE CHECK ONLINE FOR UPDATES AND TO DOWNLOAD GRAPHICS, POSTERS AND OTHER RESOURCES, AT: WWW.MENSHEALTHFORUM.ORG.UK/MHW14RESOURCES
Men are twice as likely to work full-time. One in five men dies before the age of 65.

Led by the Men's Health Forum in England and Wales, this year's Men's Health Week runs from the 9th to 15th June and aims to highlight issues around men's health, work and stress.

We will be adding more content to the resource pack until Men's Health Week itself and will keep you updated if you have signed up.

Do contact us to let us know what you think about the resource pack.

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MEN'S HEALTH MINI-MANUALS
As well as the resource pack, we produce our range of men's health mini-manuals which are available to order all year round.
WHY WORK AND HEALTH?

Men's Health Week 2014 focuses on work and health, including stress and unemployment. But why this topic?

Male identity is strongly tied up with work and how they earn a living. This means that health at work is doubly important for men. Perhaps men take their work too seriously and their health not seriously enough. The link between work and health is clear.

HEALTH IMPACTS WITHIN WORK

Men are still nearly twice as likely to be in work full-time. Health and wellbeing issues within employment are clear. Studies have suggested longer working hours lead to:

- Greater risk of anxiety and depression,
- Increased risk of coronary heart disease
- Higher premature mortality.

See below for references and statistics for this article

A recent OECD report placed the impact of mental health on businesses at approximately £26 billion each year – approximately £1,000 per employee.

Yet with fears over job security and the wider recession, these issues have been repressed and long ignored.

UNEMPLOYMENT AND HEALTH

Whilst often ignored as a health issue, unemployment has dramatic consequences for male health.

Unemployed men are more likely to:

- Suffer from mental health issues
- Be concerned about depression and relationship issues.
- Be at risk from heart attack.
- Be at risk from two or more health risk factors.

Youth unemployment has been highlighted as a particular health issue. The WHO recently labelled UK youth unemployment ‘a public health time-bomb’, whilst a Prince’s Trust study found half of unemployed young people surveyed felt depressed.
A GROWING PROBLEM

Few would argue that workers across the UK are working harder than ever before and are under more pressure than ever before with relentless deadlines, targets and KPIs to hit. Stress is the major health concern among men whether they're employed or not.

- Department of Health figures show an extra 800 male suicides above the typical average linked to the recession across 2008 to 2010. In comparison, female suicides saw an extra 150 deaths
- Mental Health, We’re Ready to Talk suggests a 29% increase in sick days caused by stress, anxiety and depression from 2010-2013.
- The Royal College of GPs reported a rise in mental health cases in young people during the recession.

This may be down to unemployment; it may be down to increased stress at work.

MEN’S HEALTH WEEK

We can no longer ignore the impacts of work and unemployment on health.

Workplaces need to rethink their approach to health and mental wellbeing. Being able to talk about stress, anxiety and depression within the workplace culture is just one vital first step in doing so. For the unemployed, more care must surely be taken to help tackle issues the extra stresses and health risks which face them.

*Men’s Health Week is as a much-needed opportunity to raise awareness of these issues, challenging employers and health workers to take action, and helping men to talk about how they’re feeling.*

A network of national and local action can break the silence on health, work and unemployment. The Men’s Health Forum is looking for local and national partners to run events, raise awareness and make Britain’s workforce healthier.

REFERENCES FOR STATS ABOVE

‘Worked to Death’ - Relationship between long hours worked and mortality

‘Overtime Link to Heart Disease’ - NHS Direct

‘Long Working Hours and Symptoms of Anxiety and Depression’ - UCL Discovery

‘Mental Health, We’re Ready to Talk’ - BITC Study of Mental Health and Work

‘Jobless Face Increased Heart Attack Risk’ - BBC
Youth Unemployment..."a public health time bomb" - The Independent

Prince’s Trust Youth Index 2013’ - Includes youth unemployment and depression.

Suicide Prevention Report’ - Department for Health

Mental Health Cases "Rose in Young” After Recession’ - BBC Newsbeat
WHAT TYPE OF EVENT?

When it comes to ideas for Men’s Health Week events, the sky’s the limit. The week sees hundreds of events take place across the country.

Whether it is raising the issues about work and health with an awareness campaign, a health check in the workplace or getting men talking about health in a fun social event, there are a variety of ways to explore men’s health – it’s all about finding the one that’s right for you.

Thinking about just who you want to target, whether your colleagues and co-workers, the recently unemployed or young people about to enter the world of work will help you to decide just what sort of event is best.

Setting goals and aims for the event also help, as well as allowing you to evaluate an activity afterwards.

DIFFERENT TYPES OF EVENTS

- Sign-posting - information on how and where men can find information on mental health - Male Health provides authoritative advice on a range of issues.
- Health checks - getting men to think about their health more generally might help them think about work, health and issues such as stress.
- Social or active events - get men together and involved. Being sociable and being active are good for your health!
- Training - working with employers and workplaces to better educate about health issues, from depression to back pain.
- Workplace reviews - evaluating workplace practice on health issues, collecting suggestions and feedback.

SOME MEN’S HEALTH WEEK 2013 EVENTS INCLUDED:

- A ‘Men’s Health Roadshow’ from the Royal Borough of Greenwich and the Charlton Athletics Community Trust
- Awareness – raising blogs
- Stalls in public areas, such as high streets, providing information on male mental health
- A literature and arts project (PDF) working creatively with those who have experienced mental health issues
- A five-a-side football tournament
- Poster displays
- Drop-in 1:1 men’s health sessions, with health checks and advice on male mental health issues
- Online health resources targeted specifically at men.
ORGANISING AN EVENT

Some helpful tips and pointers for organising your own Men’s Health Week 2014 event

WHERE?

Getting the location right is crucial for a good event – think about where you will best engage with your target audience. Also consider practical arrangements such as disabled access and catering if needed. Book your venue in plenty of time, and explain what you’re doing – you may get a charity or public sector discount. Even outdoor activities may need permission from your local council.

WHEN?

When you decide to hold the event during Men’s Health Week may determine the people it attracts – weekends may be more popular, however activities during weekday lunchtimes or the evening commute may be good for targeting those in work. Its always a good idea to check to see that other local events don’t clash to avoid competition.

HOW MUCH?

Budgeting an event is vital – estimating how much you’ll need to spend for venue hire, publicity and equipment. Local companies may be able to reduce prices for a charity event, or offer prizes and incentives.

EVERY EVENTUALITY

What happens if it rains or if a speaker doesn’t turn up? Creating contingency plans can help to minimise stress levels and help cope with the unexpected.

PUBLICITY

In order to raise awareness and spread the word about your event, publicity is vital. In general, keep updates short and regular and make sure you take plenty of photos. Using the #MHW14 hashtag and mentioning @menshealthforum on Twitter means you can also engage with the national conversation about Men’s Health Week. For more information, see our tips on dealing with Publicity and the Media.

GOALS & EVALUATION

Setting goals and targets helps you to determine just how successful you’ve been. A post-event evaluation process will help your next event, identifying the strengths, successes and challenges you faced.
WORKING WITH THE PRESS FOR MEN'S HEALTH WEEK

Tips for dealing with journalists and traditional media to ensure coverage of your activities and Men's Health Week's themes.

Sharing details of the event with the local press is important, explaining what you are doing and why men's health, work, unemployment are such important issues. They may decide to send a reporter/photographer to cover the event, although consider how you will manage this. For example, some men may be uncomfortable with journalists present at a health-check style event.

Ensuring you cover a range of different outlets, across a range of different media, to cover different audiences and demographics. Traditional print media may be less read amongst a younger audience, whereas radio could be used to target commuters driving to work, or even specific 'in-house' stations, such as hospitals or universities.

If your organisation has press/public relations staff, coordinate with the relevant people; they will have local media contacts and expertise. Make sure you contact them in plenty of time to organise an effective media strategy.

Ensure someone is around to deal with media enquiries, especially on the day of an event. Nothing can be more detrimental than people trying to get information and not being able to.

BUILDING COVERAGE

Press releases are key, either before an event or afterwards, telling journalists what you did and including photos.

When talking to journalists and media sources, highlight that your event is part of the national Men’s Health Week – knowing that it is part of a bigger, national story will typically generate more interest.

After sending a press release, it is often useful to phone up the publication or outlet to see if they will cover the event. This way you can also provide more information and quotes if needed. See below for an example press release for your event.

See our website for some of the national and local coverage from Men's Health Week 2013.
Example local press release

A press release is vital for sharing details of your event with journalists and local media outlets. You can send one either before or after an event, depending on how you best think coverage would work – naturally sending it out before can, if published attract people to take part, but afterwards may have greater impact with photographs and stories/quotations from the day. Below is an example press release to help you construct your own.

<Contact details: name, telephone number, e-mail address> Mr Joseph Newman, 020 7922 7908, joseph.newman@newtown.gov.uk

<Date> 15/06/2014

<Headline> Health Centre works with local businesses to improve health of men at work

<What you did> Newtown Health Centre is today launching a major new health initiative for men as part of national Men's Health Week.

<More Information> Doctors and nurses from the Centre have set up a mobile men's MOT check which will tour local businesses, offering men free information and advice on how to achieve a healthy weight. Men will be able to get weighed and blood pressure and cholesterol checks will also be available.

<Why you did it/are doing it> The Centre is offering this service to encourage employers to raise awareness of the importance of men's health in the workplace. It also hopes to encourage men in <Newtown> to take better care of their health and to make more use of health services. The Centre believes that more must be done to improve men's health since too many men die prematurely, often because of problems linked to work and employment. Men are often also reluctant to visit their doctor until health problems have become serious and harder to treat.

<Specific Details & Quotation from those affected> The first company that the MOT team will visit was the local Engineering Works. Mr X Chairman of the Engineering Works commented, 'We all know men don't look after their health as well as they could and I have to admit I'm no exception. It's great that the health Centre is reaching out to local businesses and really getting their message across. You never know, a quick check-up could result in a longer life.'

<Quotation from You/Expert> Newtown Health Centre's Director, Dr. Z said, 'Because men are often reluctant to visit a doctor we've decided to take this new service to them. It's convenient, it's free, it's quick and it's completely confidential. We hope that this will help raise awareness with both local employers and local men about health issues.'

<Situate the event with National Event Context> Newtown Health Centre's initiative is one of hundreds taking place throughout the country during Men's Health Week. The Week is organised
by the Men's Health Forum, a charity that promotes men's health, and is backed by a wide range of other health organisations and charities.

ENDS

Notes to editors

- **Describe your Service/Organisation** The Newtown Health Centre is a local NHS healthcare centre serving Newtown and nearby parishes.

- The Men's Health Forum, the national charity leading Men's Health Week is online at www.menshealthforum.org.uk and can be contacted on 020 7922 7908,

- Men's Health Week runs from 9-15 June. It aims to raise the profile of men's health, encourage men's health initiatives and increase men's awareness of their own health. This year, the main focus is work and health, including stress and anxiety and unemployment.
USING SOCIAL MEDIA FOR MEN'S HEALTH WEEK

To encourage people to your event & raise awareness of male health, generating publicity is vital. Social media can be a great tool in achieving this.

Social networks have become an essential media to leverage for promoting any event or initiative. Free and simple to use, they allow information to be shared quickly with a large number of people, with regular updates, posts and news.

Creating engaging content is essential for getting others to share and start talking about men's health issues and your event. Photos and videos are particularly useful – try to take as many as possible of your work and at the event. Ensuring regular updates is also key, maintaining a presence in the run-up to Men's Health Week, reminding people of the key issues, and what you’ll be doing.

FACEBOOK

Facebook is particularly useful for accessing local networks. Try and connect with local groups and organisations, letting them know what you’re doing and why.

Creating an event on Facebook allows people to check information, and lets people RSVP. You can also message all those who have clicked 'attending', providing last - minute updates or important news.

You can also run polls or ask questions for people to comment on, allowing public interaction.

TWITTER

‘Live-tweeting’ an event - posting regular updates, such as quotations from speakers or photos of what’s going on is particularly useful in generating coverage and raising awareness.

Twitter can also be used to invite questions and opinions from the public, or even holding a question and answer session. Inviting public discussion helps gets people thinking about men’s health, and widens the event’s outreach beyond those attending.

Be sure to use the hashtag #MHW14 throughout, which means your event will be linked to the national coverage. We will also be tweeting at @MensHealthForum - be sure to follow us for national updates and examples of actions across the country.
YOUTUBE

Creating an account on YouTube can help to keep all the videos, promotional and from the event itself, in one easily accessible location. It is also possible to embed videos from YouTube on blog posts and websites.

MEN’S HEALTH FORUM

Would you like to be part of our national coverage in the run-up to Men’s Health Week? If so, contact us and tell us a little about the activities that you are planning to run.

During and after Men’s Health Week, we’d love for you to send us your photos, updates and clippings either at mhw@menshealthforum.org.uk or on Twitter @MensHealthForum and use the hashtag #MHW14

Don’t forget to check out our Press page for advice on dealing with newspapers and traditional media.

If you have any further questions feel free to contact our knowledgeable PR staff here at the Men’s Health Forum. Our main contact is Colin Penning.
WEB BUTTONS AND BANNERS

Images and graphics for you to use on websites, social media and email newsletters and to link to us.

These resources are available to save and download via the online version of this resource pack. (www.menshealthforum.org.uk/MHW14Resources)

You can now link to us from your own website, email newsletters and social media posts, using the following web material.

Link to our organisational website using this link:
www.menshealthforum.org.uk/?utm_source=MHW14&utm_medium=banner&utm_campa...

IMAGES FOR YOUR USE

We can work it out
1 in 6 employees has a mental health problem.
Cost to UK plc: £26 billion.
Absence from work for stress, anxiety or depression has increased 29% in 3 years
We can work it out

One in six employees has mental health problems. Cost to UK plc: £26 billion
POSTERS

Download Full-Size High-Resolution Versions from our Website

One in six employees has mental health problems. Cost to UK plc: £26 billion

MEN’S HEALTH WEEK

MEN’S HEALTH WEEK 2014

menshealthforum.org.uk/mhw
Absence from work for stress, anxiety or depression has increased 29% in 3 years

MEN'S HEALTH WEEK 2014
WE CAN WORK IT OUT

Life is very short and many of us are making it shorter: 20% of men still die before they are even 65 years old.

menshealthforum.org.uk/mhw