

Men's Health Week 2023



Our role in Men's Health Week

- The Australian Men's Health Forum (AMHF) has supported Men's Health Week in Australia since 2002
- The Centre for Male Health one of our member organisations is the lead for Men's Health
 Week in Australia
- We sit on the Men's Health Week Advisory Group
- AMHF's key role is to encourage and support "the sector" to host events and activity during Men's Health Week

Our template for mobilising the sector around a topic

- 1. Identify a topic that has broad appeal and can be linked to current funding objectives
- 2. Identify opportunities to align the topic to our 4 strategic goals:

- A. Awareness Raising
- B. Best Practice
- C. Connecting the Sector
- D. Decision Making (Policy & Advocacy)

Developing resources to get the sector involved

- A #KnowYourManFacts toolkit (generally includes an infographic, social tiles and a men's health talk slide deck)
- Practitioner guides on working with men
- Policy paper and campaign materials
- A call to action outlining ways to get involved

Case Study

International Men's Day 19 November 2022

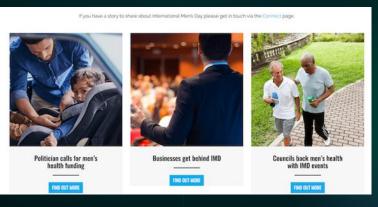
The Topic

Our IMD 2022 theme was "Celebrating Mateship". We invited men to #MakeTime4Mates and build better social connections by:

SOCIAL CONNECTION

- * Making time for old mates
- * Making time to make new mates
- * Reaching out to mates who are doing it tough







International Men's Day Website

internationalmensday.info

Call To Action



- Run an event and list it on our IMD website
- Give a #KnowYourManFacts talk on Mateship and Men's Health
- Use and/or promote our Guide to 'Helping A Mate Doing It Tough'
- Talk about the topic on social media using #InternationalMensDay #IMD2022 #MakeTime4Mates

Know Your Man Facts Toolkit

#KYMF







& AMHF



Follow the ABC:



Ask + Listen







Build a Plan





Connect to Help

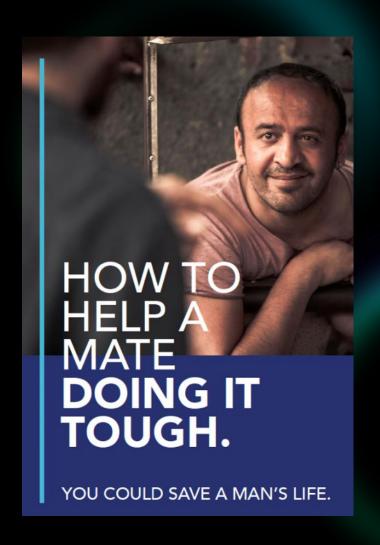


MEN'S MENTAL HEALTH FACT #10



Help A Mate Doing It Tough

10-page guide



HELP A MATE **DOING IT TOUGH.**





Build a Plan



C Connect to Help



YOU COULD SAVE A MAN'S LIFE.



Created by the Australian Men's Health Forum www.amhf.org.au

Getting Social

men healthy.

#MakeTime4Mates





REGISTER VIA · https://international-mens-day-business-mens-networking-evening.eventbrite.com.au





Our topic for Men's Health Week 2023

Exercise and Men's Health



Exercise and Men's Health

RATIONALE

- 3 in 5 Aussies do less that 30 minutes of moderate exercise a day
- Physical inactivity is the main cause of 1 in 3 cases of heart disease, the leading killer of men in Australia
- Physical inactivity is the 2nd biggest risk factor for cancer after smoking
- Exercise as effective at tackling depression as medication and behavioural therapy
- Exercise reduces risk of Alzheimers by one third
- Group exercise initiatives promote social connection and reduce social isolation

Call To Action



- Host/promote events for men involving physical activity
- 2. Give a #KnowYourManFacts talk on Exercise and Men's Health
- 3. Talk about the topic on social media: #MensHealthWeek2022
- 4. Write to your local MP inviting them to support Men's Health Week and highlight the value of exercise to men's health

Resources for Men's Health Week 2023

- 1. #KnowYourManfacts toolkit on Exercise and Men's Health
- 2. Best Practice case studies promoting men's health projects that use physical activity to connect men
- 3. New policy paper highlighting the role of exercise in improving men's health
- 4. Webinars on Exercise and Men's Health in the run up to Men's Health Week

Thank you

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