

WESTERN SYDNEY
UNIVERSITY

A silhouette of a man and a child on a beach at sunset. The man is standing on the right, holding the child's hands. The child is on the left, reaching up towards the man. The background is a warm, orange-red sky over the ocean. The entire image has a dark red overlay.

MEN'S HEALTH WEEK

USEFUL MEN'S HEALTH
INFORMATION EVENT IDEAS
AND CONTACTS

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www.menshealthweek.org.au

OVERVIEW OF MEN'S HEALTH WEEK



Men's Health Week (MHW) will be celebrated across Australia from June 12-18, 2017.

Being a part of MHW is one of the best ways of recognising and celebrating the resourcefulness, determination, wisdom and courage of Australian men in their efforts to build healthy environments, often in the face of significant adversity, disadvantage and neglect. It is an opportunity both to celebrate the good things that men and boys bring to our society as well as to shed light on the health and wellbeing issues they face.

The idea of environments that support health is not new. The World Health Organisation has advocated an environment approach to health that examines the health effects of factors like early childhood, housing, education, relationships and employment. This approach puts the emphasis on creating the kinds of environments that enable people to achieve health and wellbeing.

There are many medical and social factors that do impact on the physical, social, emotional and spiritual health of all Australian men and boys. These include the changing social and economic roles and loss of male identity; changing notions of men's roles in society and families; relationship breakdown; racism; homophobia; negative attitudes towards disability; a propensity to specific life threatening diseases and injury; mental health issues including depression, anxiety and suicide; unemployment, low wages, working patterns and hours, fathering and the issues for separated fathers; as well as services which are lacking in responsiveness to men's health needs.

We hope that Men's Health Week will stimulate a new level of interest in the area of men's health and wellbeing and encourage the development of more male friendly services. We also hope that it will encourage increasing numbers of men and boys to value their health and wellbeing as an important first step in developing more effective ways of taking care of themselves so they can lead longer and happier lives.

This MEN'S HEALTH WEEK USEFUL MEN'S HEALTH INFORMATION, EVENT IDEAS & CONTACTS pack has been designed to guide and assist you in developing engaging activities, projects and resources for the men and boys in your community and we encourage you to contribute to Men's Health Week so that we can begin to improve the state of male health and wellbeing in Australia.

Please share with us the ideas, activities and events that you conduct so others can be inspired. We hope that this pack will inspire you and help to make your MHW activities a success.

We would like to extend a special thank you to the Governor-General, His Excellency General the Honourable Sir Peter Cosgrove AK MC (Retd) and the Commonwealth Department of Health for their support in continuing to increase the awareness of men's health.



Professor John Macdonald

Foundation Chair in Primary Health Care, Director of Men's Health Information and Resource Centre
Patron of the Australian Men's Sheds Association (AMSA)

MEN'S HEALTH WEEK WILL:

- raise the profile of men's health internationally, nationally, regionally and locally
- encourage a wide range of organisations, services and businesses to develop practical men's health and wellbeing initiatives
- contribute to the improved delivery of health and wellbeing services to men and boys, including primary health care, community health and health promotion
- increase the awareness of health professionals of men's health and wellbeing issues and increase their ability to work more effectively with men and boys
- increase men's awareness of their own health, wellbeing and relationship options
- promote men's awareness of wider lifestyle issues (including relationships, working life, body image, parenting concerns, emotional and spiritual issues) that can have an impact on health and wellbeing
- acknowledge the contribution of men and boys to society and community
- acknowledge the contribution of organisations, services and businesses that work with men and boys

OBJECTIVES FOR INTERNATIONAL MEN'S HEALTH WEEK

- To raise public awareness of the unique health concerns of men and boys in Australia, as well as the very real health disparities between groups of men
- To provide community health centres, local organisations, community groups and the private sector with tools to amplify this national campaign at the local level
- To educate medical, health care and welfare professionals so that they feel more competent in the area of men's health and wellbeing
- To educate men about their health and wellbeing issues, since there is a common belief that men think that their health does not matter

SECTION ONE

USEFUL MEN'S HEALTH INFORMATION

MEN'S HEALTH AND WELLBEING INEQUALITIES

Men and boys face different health and wellbeing concerns than women and girls, and Men's Health Week is an opportunity to both acknowledge their differences and look for ways to improve the health and wellbeing of men and boys throughout Australia.

There is an ongoing, increasing and mostly silent crisis in the health and wellbeing of men and boys. Due to a lack of awareness, poor health education, and culturally conditioned behaviour patterns in their work and personal lives, the health and wellbeing of men and boys is an area of concern.

In Australia and in several other countries, men and boys experience significantly higher rates of addiction, violence, crime, accident and premature death in comparison to their female counterparts. As well, men show significantly higher rates of death from cancer, heart disease, homicide and suicide.

Australia has taken a leading role in establishing MHW as a well-known and clearly-defined event that focuses attention on men's health and wellbeing issues and stimulates health promoting activities at all levels.

A clear opportunity exists for health and other organisations – public, voluntary and private, national and local – to work together to focus attention on key men's health issues and to develop practical initiatives that can make a difference to the health of Australian men.

WHAT'S WRONG WITH MEN'S HEALTH IN AUSTRALIA?

Australian men are more likely to get sick from serious health problems than women, often due to a lack of early intervention and their mortality (death) rate is also much higher.

The Australian Bureau of Statistics Leading Causes of Death by Gender (2013) shows that the death rate from the main causes of death is generally higher for men than women. The ratio of male deaths compared to female deaths by cause of death is:

- Heart disease: 126 males for every 100 females affected
- Trachea and lung cancer: 155 males for every 100 females affected
- Chronic lower respiratory disease: 113 males for every 100 females affected
- Colon and rectum cancer: 123 males for every 100 females affected
- Blood and lymph cancer including leukemia: 135 males for every 100 females affected
- Diabetes: 113 males for every 100 females affected
- Suicide: 312 males for every 100 females affected



SOCIAL REASONS AND SOCIOECONOMIC FACTORS

Males in industrialised societies, such as Australia, are less inclined than women to take an active role in maintaining their own health and receive far less messages, than women do, concerning the importance of their health and wellbeing. They are also less likely to seek professional help for problems, particularly those of an emotional nature. Some of the social and cultural reasons for this include:

- The Western definition of masculinity includes strength and silence. Men may feel that it is a sign of weakness to seek help.
- Some males, particularly younger men, tend to act as if they are invulnerable. This can lead to destructive behaviours such as drug or alcohol binges, reckless driving or other risky behaviours.
- Women are more likely to have regular contact with doctors because of gender specific health issues like pregnancy and menopause. Men have their own sexual health issues and it is good if health services are aware and ready to address them.
- Health services are more used to dealing with women, that is why the National Health Policy calls upon health services to be more “male-friendly”. We can ask: “what efforts do our services make to attract men”?

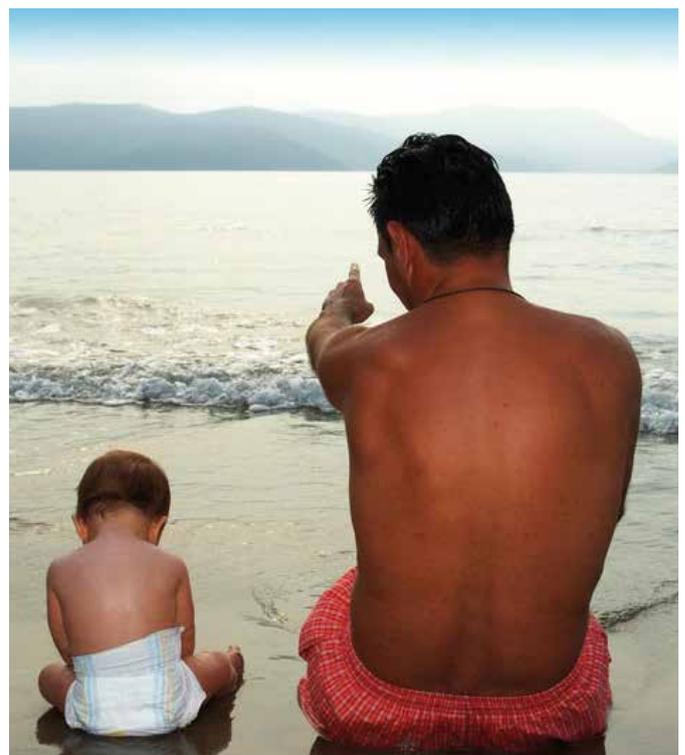
Bad health may not be the individual's fault entirely, but the fault of the social environment in which they live. It has been well documented around the world that poverty breeds disease. Research has indicated that men from low socioeconomic backgrounds are more likely to get sick than men from higher socioeconomic backgrounds, and are more likely to die as a result of a range of health issues. WHO “Closing the Gap in a Generation” (2008) states: “life expectancy at birth for men in the Calton neighbourhood of Glasgow is 54 years, 28 years less than that of men in Lenzie a few kilometres away.”

THE SOCIAL CONTEXT OF ABORIGINAL AND TORRES STRAIT ISLANDER HEALTH

The state of health and wellbeing in Australia's Aboriginal and Torres Strait Islander (ATSI) population is significantly poorer than that of the non-ATSI population. This status derives from a number of complex, long-standing factors that cumulatively result in the state of their health that is evident today.

These factors include multi-generational displacement, discrimination, lower access to health-giving amenities and services, and a host of other socially-based factors. While there have been improvements in the average level of health in ATSI populations, there remain significant and entrenched factors that continue to constrain health improvements, and until these social factors are fully addressed there will always be a great gap between the health statuses of populations in Australia.

Aboriginal and Torres Strait Islanders' view of health and wellbeing includes aspects of the spiritual as well as the physical and emotional (Macdonald, 2015). Part of the continued process of raising the level of health in ATSI populations must include working alongside them to address the barriers and social factors that result in poor health, while building up a fully socially inclusive society that affords all of us the opportunities, services, and benefits that enable us to lead healthy lives from childbirth throughout the life course.



THE IMPORTANCE OF EMPLOYMENT

The Australian Institute of Male Health Studies in conjunction with Anthony Smith and Professor John Macdonald have collated a series of reports and research documents from around the world that provide evidence and insight into how unemployment directly correlates to the enormous toll of suicides in males.

In 2012, there were 2535 suicide deaths in Australia, of which 80% were male. Evidence shows that unemployment plays a major determining role in the high male suicide rate, evidenced by a peak in male suicide mortality in males between the ages of 30 and 50. Read more: [Unemployment and Suicide in Australian Males: A Close Connection \(2015\)](#)

Some of the reasons for the high male death rate may include:

- A man sees his self-esteem as closely linked to his role as breadwinner. He may not find self-worth in the roles of parent and homemaker
- Unemployment puts great financial and emotional strain on a family. The man, as breadwinner, may feel burdened with guilt and shame
- Men without trades who go from one unskilled job to another are more likely to feel devastated by periods of unemployment
- Men who feel in control of their lives are more likely to look after their health and wellbeing
- Men who are unemployed often feel helpless

MALE DEPRESSION

One of eight Australian men (or 12%, ABS 2001 to 2011-12) suffers from depression at any given time. Statistics indicate:

- Men from 35 - 55 are particularly at risk
- Male depression is associated with an increased risk of health disorders, such as cardiovascular disease and diabetes
- Life issues - such as the death of a spouse, separation, divorce and unemployment - trigger serious situational depression in men more often than in women
- Men are likely to resort to destructive behaviours in an attempt to deal with depression
- Depressed men are two times more likely to abuse alcohol and drugs than depressed women

Mental health services need to be accessible and have a male friendly approach.

MEN AND WOMEN HAVE DIFFERENT HEALTH NEEDS

The health of the male population is in no way more or less important than the health of the female population but it is different. Men and women have different health needs, are affected differently by various diseases and illnesses, and access services in different patterns and for different reasons. This is why improving men's health and wellbeing is important.

For many health professionals, it has been a struggle to reach men through various projects and interventions and often difficulties have occurred because there has been no recognition that working with men is not the same as working with women. There has been a growing recognition that men's health experiences are different to those of women's, as is their interaction with health services. The health of all Australians can be improved by a greater understanding of how gender impacts on health outcomes.

LIFE EXPECTANCY OF MALES

There are many stark morbidity, mortality and health risk differentials experienced by men in the community. Life expectancy for men is around four years less than that of women (80.1 years contrasted with 84.3 years. Source: Trends in Life Expectancy, AIHW 2011-2013). At the commencement of the 20th century it was only 3.6 years less.

There is particular concern about the health of younger men and middle aged men where suicide, motor vehicle fatalities, injury, drug and alcohol consumption, sexual problems, depression, and a variety of life-style medical conditions identify men at risk and in need of gender specific health interventions. It should also be remembered that many men are obliged to take up health and life-threatening employment.

For Aboriginal and Torres Strait Islander men life expectancy is much lower than non-indigenous men. The new figures for 2010- 2012 show that life expectancy of Aboriginal and Torres Strait Islander men is estimated to be 10.6 years lower than non-Indigenous men (ABS 2013).

The table on the next page sets out common causes of death in Australia.

REDUCING MEN'S HEALTH INEQUALITIES

Australian men in general also face further inequalities because of barriers to accessing health services, health information not addressing their specific needs and the tendency for services to cater to the needs of women and children first and foremost.

MHW provides us all with the opportunity to consider what can be achieved in reducing some of these inequalities and what needs to be put in place in the longer term in order to tackle health inequalities in a sustained way that values the contribution that men themselves can make to reducing their ill health and reduces the health inequalities that affect all men.

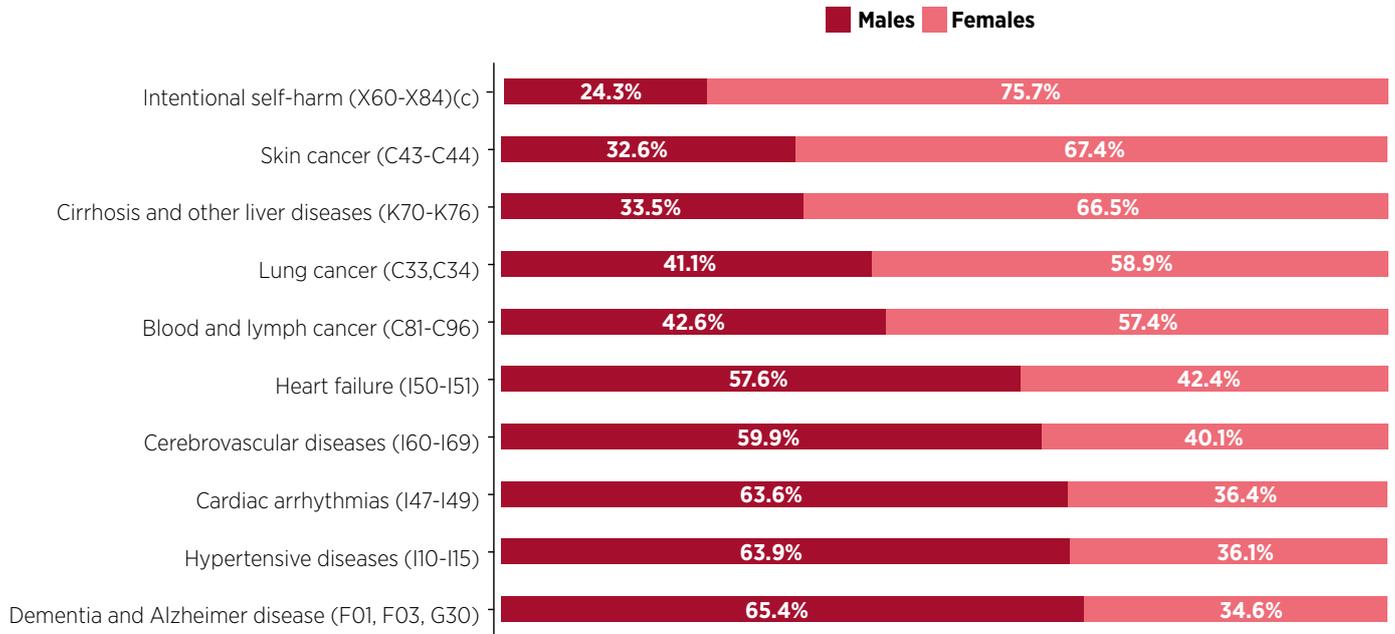
Man Made Meals Launch Men's Health Week Event 14 June 2012



Greatest sex ratios within the 20 leading causes of death, 2015(a)(b)

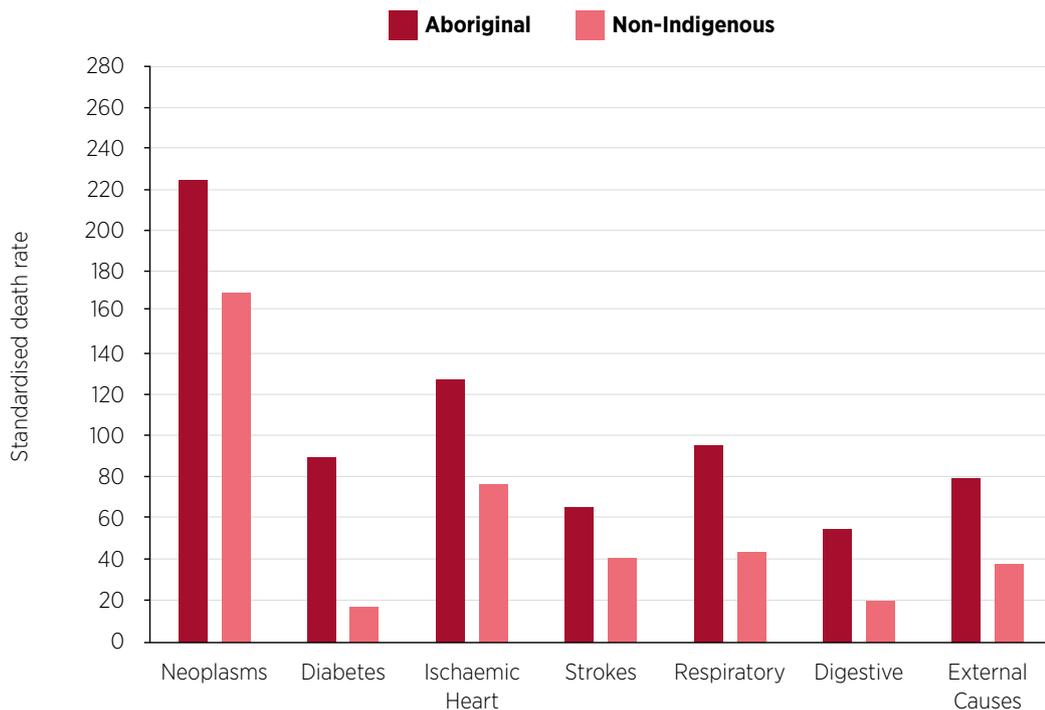
The graph below depicts the causes with the largest sex ratios, within the Top 20 leading causes of death in Australia in 2015 (excluding sex-specific causes such as prostate and breast cancer). Intentional self-harm was the cause most likely to affect males, with 312 male deaths for every 100 female deaths. Dementia, including Alzheimer’s disease, was the cause which most predominantly affected females, with 53 male deaths for every 100 female deaths. (ABS 2015)

Greatest sex ratios within the 20 leading causes of death, 2015 (a)(b)



Selected causes of death, Standardised Death Rate(c), by Aboriginal & Torres Strait Islander status 2013 (a)(b) (ABS 2013)

Selected causes of death, Standardised death rate (c), by Aboriginal & Torres Strait Islander status 2013 (a)(b)



WHAT ARE THE PRIORITY AREAS FOR ACTION TO IMPROVE MALE HEALTH AND WELLBEING?

Most men's health problems are preventable. What is required is a new approach to health interventions and health promotion which delivers messages to men that their health and wellbeing is important and encourages men to access health services more regularly to set up a health maintenance plan with their doctor. Many men typically do not access medical, allied health or welfare services in a timely way when their health and wellbeing is at risk. Accordingly health services need to review their way of operating and be mindful of making their services more men friendly. This includes:

- Extending opening times and offering evening consultation times
- Tailoring your services to include men's needs
- Having men's health information readily available in the waiting room, as well as suitable magazines
- Reaching out to men through community events, for instance through health promotion activities

Often the topic of *men's health* is narrowly focused on discussions about prostate and testicular cancer only, while overlooking other diseases such as cardio-vascular disease and diabetes as well as underplaying the important effects of psychosocial pressures on men in modern society.

Indeed, much of men's ill-health stems from social determinants of health such as socio-economic status, occupation, income, cultural influences, sexual identity and the socialisation of young males. Narrow medical and biological determinants of men's health are not sufficient to adequately explain the differences in men's health and wellbeing outcomes.

PRIORITY ACTION AREAS FOR IMPROVING MALE HEALTH

The National Male Health Policy was released in May 2010. This Policy provides a framework for improving male health across Australia – with a focus on taking action on multiple fronts. It identified six priority areas for action. These are to promote:

1. Optimal health outcomes for males
2. Health equity between population groups of males
3. Improved health for males at different life stages
4. A focus on preventive health for males
5. Building a strong evidence base on male health
6. Improved access to health care for males

Some of the above listed areas are being actioned.

Download the [National Male Health Policy](#) for more information.

MEN'S HEALTH IS ABOUT WELLNESS - NOT JUST ILLNESS

We need to be mindful of the way in which we conduct our work in the men's health area. Men's health should be about wellness, not just illness.

This approach has been described by the Men's Health Information & Resource Centre (MHIRC), and others, as a focus on the salutogenic and not only the pathogenic.

This reinforces the idea that men's health is not just about male specific pathology in prostate cancer, fertility etc, nor just about the negative sociology of maleness associated with male suicide, men's failure to commit in relationships, men and divorce etc.

Men's health is also about:

- promoting healthier lives for men
- fostering networks research that supports men's health; and
- building on achievements already made

LOOKING AT THE NEEDS OF DIFFERENT GROUPS OF MEN IN YOUR COMMUNITY

Improving men's and boys' health and wellbeing is not a "one size fits all approach". MHW provides us all with the opportunity to consider the different needs of different groups of men. It would be wrong to simply aim to tackle men's health as if all men belonged to one homogenous group.

A comprehensive approach to men's health requires an awareness of and sensitivity to the special needs of men who at times feel marginalised from mainstream services, these include Aboriginal and Torres Strait Islander men, non-heterosexual men, men from non-English speaking backgrounds, differently abled men, single men, poor men, men in jail and coming out of jail and homeless men.

Men can be grouped into age groups - boys, young men, middle aged and older men - and each of these groups has a distinct set of needs in terms of both information and service provision. Men from different ethnic groups will also have different health needs and will possibly require that information is made available in different languages.

Gay, bisexual, transsexual, intersex and heterosexual men also each have a different set of health needs. It also should not be assumed that the needs of non-heterosexual men stop at sexual health needs. The impact of discrimination also means that these men may have specific needs in relation to mental health and wellbeing and aged care - just to name a couple of examples.

YOUNG MEN

One tragedy of modern society is the loss of our young people to suicide, accident or injury. However, there are disturbing differences between our young men and women. The death rate for young men (12 - 24 years) is three times that of young women.

The main causes of death for young men are:

- Suicide
- Motor vehicle accidents
- Drug and alcohol dependence

Over 70% of deaths in the young male population were attributed to some form of accident, poisoning or violence. The male-female difference in death rates increases dramatically above the age of 14. The male suicide rate is four times that of females.

ABORIGINAL AND TORRES STRAIT ISLANDER MEN

It is another tragedy that Aboriginal and Torres Strait Islander men have the worst health indicators in Australia. The Australian Medical Association states: "unemployment, poverty, frequent incarceration and low self-esteem constitute significantly to the excess mortality and morbidity".

For Aboriginal and Torres Strait Islander males, there are particularly high rates of anxiety, depression and suicide. More than half (53%) of male deaths identified as Aboriginal and Torres Strait Islander were among males less than 50 years old.

For young Aboriginal and Torres Strait Islander males, the pressures are magnified. Coupled with their high rates of imprisonment and lower educational outcomes, their health profiles are a national shame. 27% of male Aboriginal and Torres Strait Islander deaths were of men aged between 25 and 44 years. The burden of such premature mortality on family and communities is enormous.

MENS HEALTH IN RURAL AND REGIONAL AREAS

Men in rural and regional areas of Australia face additional health issues by virtue of their location, work and lifestyles. The more remote the locations in which men live, the less likely they are to consult with a doctor and this is compounded by the lack of comprehensive health services, including preventative health, public health education programs and mental health services.

The rate of suicide in rural and remote areas for males aged 15 - 24 is twice that of similar aged men in capital cities. Accidents and injury rates, and mental health problems are particularly high among rural men.

The physical nature of rural work is often hazardous, involving heavy machinery and chemicals, long shifts, and characterised by isolation. The recent economic problems in many rural areas owing to drought, flooding and bush fires have had negative repercussions for the health of the men in those communities.

Remember when you are planning your MHW activities that not all men are alike and that different groups of men in your community will have very different needs and health, wellbeing and social issues. If you are conducting activities aimed at men in general it is wise to remember that you will not reach all men this way, but your work is still worthwhile. When possible, you will need to plan different approaches for different groups of men.

You are the best judge of what different groups of men there are residing in your community and what works best for these different groups.

SECTION TWO

**EVENTS AND
IDEAS TO
ENGAGE**

CREATING MEN'S HEALTH WEEK PROJECTS

When thinking about setting up a project for MHW the two basic issues that need to be considered are:

- WHAT DO YOU WANT TO ACHIEVE?
- WHO ARE YOU TRYING TO REACH?

WHAT YOU WANT TO ACHIEVE?

For your MHW project you should first think about what it is that you want to achieve by the end of your project.

- Do you want to start a new area of work or do you want to build on some existing work?
- What are the identified male health needs in your area and how can you work with men on these?
- Do you want to organise something that will be a one-off event only for MHW?
- Do you want to start a project or program that will continue after MHW?

Having thought through what it is that you want to achieve, set out two or three goals for your project.

What you can achieve and the areas that you can be involved in will be limited by the type of organisation or group that you work for, the type of job that you do and the resources you have available – so don't think that you can do everything for men's health when that is unrealistic.

WHO ARE YOU TRYING TO REACH?

Thinking about the specific group of men or boys that you are trying to reach will help you to set up a project that meets the needs of this particular group.

Are you trying to reach as many men as possible, from different age groups, communities, ethnic groups and education levels? If so, a very general approach would be best.

Or are you trying to focus on one group of men - possibly from a particular area in your town or a group of men who are considered particularly at risk from a particular condition?

In this case a much more targeted approach will be required.

Are you targeting health care workers - Doctors, nurses, social workers, educators, physiotherapists? How will your approach differ for each of these groups of professionals?

WHEN AND WHERE YOUR PROJECT HAPPENS?

Start by considering what you would like to achieve.

Think about who you want to work with and what target group you would like to reach.

For example, if you want to work with young men then it is likely that you will have to work with schools and youth groups, but you should also consider where you can reach young men who are excluded from these organisations. Perhaps you need to target workplaces or TAFE colleges.

When to run your event will also be defined by the location, so working with young men in a school setting means that you will have to do so during the day, whilst working with youth groups is likely to mean evening or weekend activities? Don't schedule your event for these times if staff is not available.

Similar considerations will have to be given to any other group of men that you are aiming to work with. Consider where and when you are likely to connect with a group of the men that you want to work with. It is likely that you will have to go to them as they are unlikely to come to you – we know that most men do not use health services on a regular basis, so they cannot be relied upon to walk past a display in a health centre for example.

Also consider the appropriateness of what you are planning. There is little point in organising a display of physical activity in a sports centre as the men who go there are already interested and the display will do little to inform or encourage them.

MEETING THE NEEDS OF YOUR TARGET GROUP

Having written what you want to achieve, who you want to reach and when and where you will operate your project, you will have created an overview of your project.

Does this look like something that is both achievable and acceptable to your target group? Does your project offer anything that is of interest to the group? Just because you think that it is interesting and worthy does not mean that others will. Perhaps it is best to run a small consultation with the group of men you are trying to target to gain more insight into what they need and how they want your information or skills delivered to them. Find out what works best for them.

Be open to criticism and ask them what they think would improve your draft plans. It may also be worth asking the professionals who work with this group what they think as they have the experience of working with the group that you want to reach. Having gathered their views, reconsider your approach and make any amendments that are suitable. Sometimes your consultation group can help to make your project happen and assist with evaluation throughout the project.

RESOURCES FOR YOUR PROJECT

Once you have completed your plan the final step is to consider what you need to make your project happen. The basic set of resources that are required will include:

→ VENUE

→ WORKERS AT THE EVENT

→ POTENTIAL PROJECT PARTNERS

Please visit the Men's Health Week website section on [Becoming a Sponsor](#)

REFERRING ON – if part of your project is about referring men onto other services or programs then it is important that those services are aware of what your project is about so that they know to expect extra men into their services after your project. It may also be useful if you can get some agreement from those services to count the number of men who attend as a result of your project – it is a solid way of measuring the impact that your project has had and is a key part of your evaluation.

PROMOTION – your project should be promoted to the groups of men that you are aiming to reach in order to encourage them to take part. You can promote your event by having posters and flyers about what you aim to achieve in the venue a few weeks before in order to prepare the men for the arrival of the project. Also place your information on key websites and use social media, like Facebook and Twitter. It might also be useful to promote the project through all forms of media – for more information on this see the section *PROMOTING YOUR PROJECT AND WORKING WITH THE MEDIA* in this booklet.

INFORMATION & DISPLAYS

Even if you have very little time or resources, it is easy to organise at least a display of leaflets and information in a place where men and boys will see it. Having the information that men need close to hand during your project is likely to be one of your basic aims. The range of information and posters that are aimed specifically at men is quite limited, however making sure that you have enough of what is available is crucial.

Please see our list of Men's Health organisations at the back of this document to order resources.

If you do not have the information that you are asked for then it is essential that you pass on the details about how someone can get hold of the information that they need – so having the contact details of a range of telephone help lines or websites is a useful way of making sure that men can get the information that they need.

EVENT CHECKLIST

Use this checklist to work through tasks that you may have in connection with your activity.

GETTING STARTED

- Committee set up to direct the project, activity or event?
- Create a budget
- Do you need to seek out funding?
- Event determined? Purpose, objectives set, evaluation strategies planned?
- Develop an Event Plan with a timeline. What needs to be done, by when and by whom?

HOW WILL THE EVENT BE PROMOTED AND ADVERTISED?

- Online, Facebook, Twitter, Google+
- Posters or flyers
- Newsletters or e-bulletins
- Local newspapers
- Letters or invitations by direct mail-out
- Media Release
- Local radio or television interview
- Invitation by telephone/email/letter
- In workplaces?
- Don't forget to have your events and activities listed on the website menshealthweek.org.au

CLOSER TO THE DAY

- Check the number of people confirmed to attend
- Do you need to invite local media?
- Send out
- Media Release / conduct a media interview
- Have all flyers and posters gone out?
- Have you updated your social media information of Facebook and Twitter?

TWO DAYS BEFORE THE DAY

- Will any handouts or speakers notes be needed?
- Is the equipment working - computers, laptops, audio, visual, microphones?
- Is the catering organised? Have you catered for vegetarians or others with special dietary needs?
- Signage for the day to direct people to the event
- Does everyone know the location of toilets/amenities?

ON THE DAY

- Don't forget to document the event, camera, video etc
- Make sure people are informed of venue address, directions, parking etc
- Registration tables set up, name tags if appropriate
- Are information kits, handouts, flyers available?
- Record the number of people who participated
- Have Evaluation Sheets for participants to complete

AFTER THE DAY

- Collect all photos/videos of the event

- Write up an Evaluation Report

- Thank the people who helped put on the event

- Write an article for local media, letter to the editor/politicians attaching some photos, and the Evaluation Report

EXAMPLES OF MEN'S HEALTH WEEK EVENTS

HERE'S A FEW INSPIRING IDEAS FOR LOCAL MEN'S HEALTH WEEK ACTIVITIES

- Host men's health screenings for blood pressure, cholesterol, diabetes etc. in conjunction with your local Health Service, local health organisations, GP Practices or local Division of General Practice
- Offer tours of your health facilities for the media, policy makers, specific target populations, e.g., youth, disabled, older men
- Partner with local medical, behavioural health providers, social workers or counsellors for their participation in presenting a workshop for men, offering incentive rates/ services for the week
- Offer several two-hour workshops throughout the week on topics such as Stress Reduction (yoga, meditation, etc.), Smoking Cessation, Heart Healthy Foods, Creative Movement, Emotional Wellness, Enhancing Interpersonal Relationships etc
- Write a Letter to the Editor of your local or suburban newspaper about the importance of men's health issues. Keep a copy and any responses in the media you get to your article.
- Present a 2 or 3-hour Men's Health Forum at which medical providers, public health experts, health educators, counsellors would present material and host open discussion about the health and wellbeing concerns they see for men and boys in your local area
- Hold a "Fun Run" or "Men's Pride Walk" with a BBQ in your local area
- Work with your local council, State Government departments or Service Clubs to officially declare an Men's Health Care Day during MHW
- Ask the local churches and spiritual leaders in your community to organise an activity or hold a special service during MHW
- Get information through to local unions for their male members
- Encourage schools to conduct writing, photography or arts projects on the theme of being a man or boy or being a dad
- Men's groups or Men's Sheds in the area can hold an open day or evening where men can come and see what is being provided in the way of services and programs
- Hold a family fun and picnic day/BBQ on a weekend either side of Men's Health Week
- Distribute MHW resources to pubs and clubs in your local community
- Organise a talk at a Sports or Service Club in your area

A FEW EXAMPLES OF SOME EASY TO ORGANISE MEN'S HEALTH WEEK ACTIVITIES

OPEN EVENING

DESIGNED TO GIVE LOCAL MEN A 'TASTER' OF WHAT YOUR SERVICE CAN OFFER THEM

Pick a date and a time slot during MHW, sometime in the evening so that men will be able to make it to your event

Advertise extensively with flyers, posters, email and online. Send it to organisations such as youth clubs, community groups, colleges, businesses, libraries, sports centres and gyms

Prepare a Media Release to encourage the local media to promote your open evening. Invite a journalist from the local newspaper and radio station to your service a week or so before to produce a news item that promotes your event

Give each member of staff a job to do. Some should welcome men to your service, others could provide a tour of the building, and others should provide tea/coffee and chat with those who visit, giving the men an opportunity to ask questions

Provide some timetabled interactive 'show and tell' sessions. A member of staff could describe what is involved in some aspects of your service

Provide a display of information that is about men and your service. Provide information that includes what your service does for men; why men should come to your service

Give men something to take away with them that will remind them of your service and encourage them to make contact with you when it is appropriate

If you can then evaluate your open evening. Count the number of visitors that you had, especially men who have not visited you before

Count how many men attended the show and tell sessions, how many information leaflets were taken away and for the future count how many men make an appointment as a result of visiting you

HEALTH EXPO

DESIGNED TO RAISE AWARENESS OF HEALTH AND WELLBEING ISSUES THAT ARE IMPORTANT TO MEN AND TO PROMOTE LOCAL SERVICES

Pick an appropriate date and time during MHW (over the week might be best as more people are free) and a location that is most appropriate for the group you are targeting

Ask a range of local services to provide an information stall, such as GP practices, Dental Services, Sexual Health, Physiotherapy, Occupational Therapy, Drugs/Alcohol Services, Mental Health and Community/District Nursing, Services for older men etc.

Also invite local support groups based around a particular health issue or community groups that offer men the opportunity to take up a new activity like sports groups or hobby/interest groups

Local pharmacists could also be invited along to promote things like nicotine replacement therapy and sun creams. You may wish to invite any holistic healing services like Yoga, Tai Chi, massage that you might have in your area.

To make the event as enjoyable as possible try to ensure that as many of the exhibitors as possible offer something that is interactive for the men and boys who visit – one suggestion may be setting up a 10 minute back and neck massage from the local massage school

RAAF Richmond Health Expo event 14 June 2012



RADIO PHONE-IN

YOU CAN REACH A LARGE NUMBER OF PEOPLE WITH INFORMATION ABOUT A RANGE OF HEALTH CONDITIONS RELEVANT TO MEN AND BOYS

Ask your local radio station to run a Men's Health Phone In during MHW. The Phone In should be well advertised in advance so that listeners know when it is on; it also gives them time to think of questions that they might like to ask.

You could have one speaker or a panel with a suitable mix of people that will be answering questions.

The number of people on the panel will be defined by how many people the radio station can comfortably have in their studio – typically around four people as well as the presenter.

Having four people who all have the same thing to say makes for dull listening, try to get people with different perspectives – although not too different as you do not want an argument to break out. You may want to consider asking people such as a GP, Nurse, Pharmacist, Health Promotion worker, Leisure/Fitness, Dietician, or Holistic Therapist to provide the different perspectives and to form a panel that will be able to answer a wide range of questions.

Radio is about creating something interesting for people to listen to and a conversation that they feel part of, so consider taking some questions for the panel to answer that members of the public may be too reticent to call in with. Questions on sexual health, pregnancy, alcohol/drug use and suicide are topics that would be useful for listeners to a program to hear but they may not want to bring up themselves.

Agree with the presenter in advance what topics should not be discussed if possible. Also agree what should happen if not enough people call in – have information to talk about prepared.

The radio station is looking for a program that is interesting to listen to and one which engages its target audience and the station can help you make it as successful as possible. Working with the station and utilising their experience of their audience can be most helpful.

MEN'S HEALTH CHECK UP

MANY DISEASES THAT MAY LEAD TO PREMATURE DEATH ARE NOWADAYS PREVENTABLE THROUGH REGULAR HEALTH CHECKS AND ADOPTING A HEALTHIER LIFESTYLE. A "MEN'S HEALTH CHECK" IS AN OVERALL HEALTH ASSESSMENT THAT WILL PROVIDE INFORMATION TO MEN ABOUT ANY CURRENT AND POTENTIAL HEALTH OR WELLBEING PROBLEMS THEY NEED TO KNOW ABOUT.

It is most effective to plan and work with your local health service, community health centre or a group of General Practitioners in your area who have an interest in men's health and wellbeing

Plan time, date and a suitable venue. Remember that men will need privacy for a health screening and guarantees of confidentiality during the process.

Perhaps you can work with a local university to provide medical, nursing and allied health staff to conduct the health assessments under supervision by qualified staff on the day. This increases the number of health checks you could provide.

Plan with health care workers the design of a simple questionnaire for men agreeing to a check up to complete and provide to the health care worker who is conducting the screening. The questionnaire could include questions on indicators of depression, stress and anxiety using language men can relate to.

The health check might involve checking weight, waist measurement and blood pressure, eye and ear checks and perhaps skin lesion and mole checks.

The men participating should be given a report on the check to take along to their local doctor

Health checks can be an opportunity to discuss issues like exercise, weight reduction, healthy eating and managing stress.

If you can organise it, it is helpful to have a counsellor or social worker as part of the health check so men can have a chat about any social or emotional issues they might have and find out more about services that could assist them.

EVALUATING YOUR PROJECT

In order to determine if your project achieved what it set out to do, it's important to evaluate your work. You should plan your evaluation when you plan each of your activities or resources. Again, be clear about who is the target of your MHW activity and what you are setting out to achieve. Evaluation should start at the beginning of your project and not just happen at the end of the event. If you form a Committee, how many people attend your Committee Meetings and the Minutes of those meeting are all a part of your evaluation process. What resources you produced and how many phone calls you made and received during the organising of your event are all part of the process evaluation.

Gathering information and evidence on what you achieved with your MHW projects – and how you achieved it - is an important aspect of project planning as it can help you plan future events throughout the year that are even bigger and better.

Writing a report on what you achieved and what actually happened - and how this measured up to what you hoped would happen - gives you the chance to reflect on your event and consider any changes that you would make next time. It also gives other people who read the report some useful ideas about what they could do. Further, it is important that those organisations funding events for MHW have a written report that tells them how their money was spent. Gathering these reports together regionally or nationally also helps create a picture of how MHW went across the state and the country.

The type of evaluation that you will need to consider will vary depending on what it is you hope to achieve with your project. For the majority of events that will be held during MHW a simple form of evaluation is all that will be required. You might want to consider a mixture of quantitative and qualitative aspects to your evaluation in order to gather both statistics about how much was achieved as well as gathering information on how people perceived the event.

You could use some of the following methods to include in any evaluation report that you compile:

QUANTITATIVE

- Counting the number of people who attend your event
- Counting the number of men who receive information that you have distributed and what type of information it is. Make a league table of the most sought after information – that gives others an idea of what it is that men are interested in knowing about
- If you are running health checks, count the number of men that had a health check
- Counting the number of people who follow up a suggestion that they visit a health professional as a result of attending your event

Although these types of measurements cannot prove that any change occurred because of your activity it is still useful to gather such information as it together with the qualitative information that you gather you will be able to build an overall impression of the results of your project.

QUALITATIVE

Ask people who attend your event to write down what they thought of it. Ask them specific questions, such as:

- What have you found out today that is of help to you?
- What more do you want to know?
- Would you come to an event for men again?
- What do you think are the most important health issues for men?
- What do you think are some important wellbeing issues for men?

You can achieve this simple type of quantitative measuring by using a survey form for people to complete. Devise the questions carefully so that the answers have meaning and that the compiled results can be used by you.

EXAMPLE EVALUATION FORM

EVALUATION OF A MEN'S HEALTH AND WELLBEING SEMINAR

1. Overall, how would you rate this seminar?

EXCELLENT

GOOD

FAIR

POOR

2. What did you like about this seminar?

3. What topics covered at the seminar do you want to know more about?

Heart issues

Drugs

Parenting

Depression

Cancer

Ways to relax

Sexual health

Exercise

Losing weight

Smoking

Stress

Workplace

Nutrition

Prostate

Diabetes

Men's services

Other areas (please name): _____

4. Was the location and the time of the seminar ok for you? YES / NO

5. How could future seminars like this be improved?

Thanks for coming along today.

USE THE EVALUATION METHOD THAT ACHIEVES THE BEST RESULTS

Both quantitative and qualitative information can be gathered in different ways but it is important to remember that whatever method you choose to get the best results you should always allow people to respond in ways that are **quick, easy** and **confidential**. So don't stand and watch them if you have given them a survey form to complete or give them the opportunity to make their comments in a way that distances them from you – a suggestions box is always a good way of doing this.

It is important to remember that your evaluation and the report that you write should consider your original aims and objectives. You should be asking questions that find out whether you are achieving what you set out to achieve as well as gathering information from men about what they would like to see happen in the future. It is also important to make sure that the level of evaluation you use is appropriate to the size and type of project that you are having – some may suffer from over evaluation and some from under evaluation – try to strike a reasonable balance.





WORKING IN PARTNERSHIPS WITH OTHERS

MHW has from its inception been a collaborative event, one where partnership is valued and encouraged. No one organisation in Australia has a monopoly on men's health and wellbeing issues.

Men's Health Information & Resource Centre (MHIRC) staff will provide advice and provide a coordination role nationally and is there to support local community MHW activities across Australia. What is important is that organisations and individuals use the opportunities presented by MHW to develop the type of initiatives that interest and enthuse them and which are relevant to their own local communities.

MHIRC seeks partnership support from a wide range of organisations and individuals for MHW by asking partners to commit to improving men's health and wellbeing during this important week. MHIRC is happy to discuss with all interested organisations opportunities for partnership and joint work on Men's Health Week.

If your organisation or group is not a health care provider, you may want to consider partnering with one that is to make the execution of your event easier and more productive. Many health care organisations in the community have skills in this area and many have resources as well that could help keep your costs down.

Partners can include:

- General Practitioners, hospitals, community health care centres, health clinics
- Health care related non-profit organisations ie. Cancer Council, Heart Foundation
- Pharmacy organisations or individual pharmacists
- Men's health networks in the area
- Area Health Services and local health and wellbeing services
- Men's Sheds, both local and the national organisation

THREE TYPES OF PARTNERSHIPS

1. Partnerships with non-profit groups
2. Partnerships with the private sector
3. Partnerships with government agencies or programs

A partnership exists when two or more organisations share resources to reach a common goal.

Before beginning a partnering process, it is important that organisations look inside to renew their vision, build alignment, establish priorities and identify their expectations of partnering. Organisations with partnership experience agree unanimously that investing time up front is essential to a successful partnership - it starts with an inward look to build a common vision of expectations and commitment.

Determine your partnership "readiness"—what your expectations from a partnership are and what you are willing to commit to building a partnership.

Establish your partnership "limitations"—it is important to know in advance where your organisation cannot or will not go.

SOME POINTS TO REMEMBER:

- Partnerships are also built on relationships and require champions. Who inside the organisation will champion our partnership initiative?
- What will be the involvement required of board, staff and volunteers?
- Is everyone whose time will be required willing to make that commitment?
- Are there legal situations that may place limits on any partnership (e.g. contracts to provide services, formal agreements with other partners, Freedom of Information and Privacy restrictions)?
- Are there types of partners that we will not consider because they would compromise our goals (e.g. liquor or tobacco companies for youth groups)?
- Do we have standards of ethical behaviour that we will expect from partners?
- Do we need to place limits on information we have that partners may want to share (e.g. access to member/client lists or use of our name or logo)?

Once an organisation decides that partnering may serve its overall mission, it is important to do more work concerning its expectations and what it can offer potential partners. Community and volunteer agencies often under-value what they can contribute to potential partners as they have a community presence that is often of value to others. They understand - and have access to - clients and audiences. They often have particular skills or expertise that a partner needs. Don't undersell yourself when determining what resources or benefits you can bring to a potential partnership

Be as specific as possible about what you hope to gain from a partnership. Identify what you have to offer potential partners. Identify potential partners - based on current relationships, ones you can build or from a scan of your community. Take the time to articulate organisational needs and the value you could bring to a partnering relationship. A partnering relationship exists for reasons. Be clear on your reasons and understand your value.

WHAT RESOURCES DOES YOUR ORGANISATION HOPE TO ACCESS BY ENTERING A PARTNERSHIP?

This list is only a guide - be innovative in setting your targets.

- cash resources for operational funding
- cash resources for program funding
- enhanced access to grants or other funding programs
- gifts-in-kind (products, services or supplies)
- increased credibility or reputation in the community
- expertise (e.g. marketing, accounting)
- added voices or support for your mission
- advice and counsel
- facilities for ongoing or occasional use
- access to employee volunteer or donation programs
- secondments of staff
- introductions to a specific audience or to a broader community

WHAT CAN YOU OFFER TO A PARTNER?

These examples are meant as a starting point only.

- An overlap of vision/mission that allows both partners to move more quickly to their goals
- Detailed knowledge of the issue that our mission serves
- Knowledge of, and access to, the client base we serve
- Overall community positioning
- Skills and expertise that partners value
- Opportunities to showcase and promote our partners

WHAT SHOULD AN IDEAL PARTNER LOOK LIKE?

These examples are meant as a starting point only.

- Which sector - another volunteer agency, private sector partner, government agency or program?
- Mission, mandate and size of organisation
- Experience or expertise
- Culture—it is a broad term but “culture” refers to “the way we do things” including examples such as nature and style of decision-making, openness of communication and respect for our mutual clients
- Geographic location (e.g. community-based, provincial, national)

WHERE SHOULD YOU LOOK FOR A PARTNER?

These examples are meant as a starting point only.

- Do we have existing partners where we could expand the relationship? Could they introduce us to someone else?
- Strong personal relationships are a characteristic of virtually every effective partnership. Is there an individual who knows and believes in our organisation whom we could “develop” as the basis for a partnership? How would we do that?
- Are there individuals who know our organisation who could introduce us to other like-minded people?
- As we scan our community, are there organisations (from any sector) where we see an overlap of mission or vision that would make us potential partners? How can we meet them?
- Should we be looking at starting relationships now that will allow us to build toward partnering in the future?

PROMOTING YOUR PROJECT AND WORKING WITH THE MEDIA

The media provides a great opportunity to promote your event or resource and the important work that you do to improve men's health and wellbeing in the community. The following tips will help you to achieve media coverage during MHW.

The media have their own agenda and needs. The most important point is to plan your media – keep in mind both your needs and goals, and an understanding of the needs and goals of the media. Before approaching or dealing with the media check with your manager/supervisor or organisation about permission for doing so, and check to see what procedures exist in your organisation in regard to dealing with the media.

ADVERTISING

Paid advertising can be costly, but it is guaranteed. Community businesses can often negotiate with local newspapers and radio stations to get a discounted advertising rate or partnership.

POSTERS AND FLYERS

Posters and flyers are an effective way to promote your event in the community. These can be distributed in a variety of locations including:

- local retail outlets
- food stores
- churches
- doctor's offices
- hospitals and chemists

BUILDING ATTENDANCE

To help build attendance, encourage the endorsement and attendance of local celebrities to make your event more attractive to men. Local celebrities could include:

- sportsmen
- TV or radio sportscasters
- news anchors or coaches

CREATE MEDIA RELEASES AND INVITATIONS TO LAUNCHES

Don't forget to involve the media with Media Releases and invitations to launches of resources and other activities. Print media include daily, weekly and monthly newspapers and magazines, also local health and Division of General Practice newsletters could be interested in what you are doing.

PLACE MESSAGES ON EMPLOYEES' PAY PACKETS

With business or large organisations discuss placing a message on employees' pay packets. Send out email reminders for events and don't forget to market to men and women.

USE SOCIAL MEDIA

Use social media, like Facebook, Twitter and Google+ to get your messages out there and link these to your website and emails you send out.

GENERATE GOOD PUBLICITY

Getting good publicity for your health initiative is crucial – it can help to promote men's health and increase the profile and credibility of your organisation.

Following these tips will help you generate the publicity you need:

- Plan your project (and your publicity strategy) well in advance.
- If your organisation has press/PR staff, liaise with the relevant person – don't go it alone.
- Compile a list of all the local/regional media in which you hope to get your story covered (remember local radio and television too – don't focus just on newspapers).
- Wherever possible, identify journalists by name (e.g. whoever covers health stories).

DECIDE WHEN YOU WANT THE PUBLICITY - BEFORE OR AFTER THE EVENT?

Decide whether you want publicity before and/or after the event. If you want pre-publicity, perhaps as a way of advertising an event to attract people to attend, many local papers will provide this in the form of short news items. You may also want to consider direct advertising in a local paper.

SENDING OUT YOUR MEDIA RELEASE

Send out your Media Release about two weeks before the event. Remember – it must include the '5 Ws' – Where, Who, What, Why and When. (See p36 for an example of a model Media Release.)

Make sure the release includes:

- a contact name for journalists.
- a phone number and, if possible, a mobile number and email address.
- the exact times that your media spokesperson will be available to take phone calls from the media.

Decide on your embargo, i.e. the date and time before which you **don't** want your story to appear in the media. If you want your story to be covered on the day of your event, you may well decide to embargo it '00.01' for that day. (In other words, the story can't be covered before one minute past midnight on that day.) Mention Men's Health Week in your release. You may well get more coverage if journalists know that your event is part of a bigger international story.

The Media Release should be sent out by:

- email
- fax and post if possible.

Journalists get hundreds of Media Releases every week and can easily overlook potentially good stories. The more likely they are to see the release the better your chance of getting coverage. If you are posting a Media Release include:

- posters
- flyers and
- any giveaways you have for your event.

CONTACT JOURNALISTS A WEEK BEFORE YOUR EVENT

A week or so before the event, get on the phone to all the journalists on your list, starting with the most important. Although they are invariably busy, journalists expect people with good stories to phone them so don't feel shy about doing this. Be upbeat too – even if you're worried that no one will turn up to your event, exude confidence. If you don't think you have a good story, neither will a journalist.

INVITING JOURNALISTS TO YOUR EVENT

If you are inviting journalists to an event, think about how you will manage them in advance. Some men considering a health check, for example, may well be put off if they turn up and see 15 journalists and five TV cameras. You could consider inviting the media to attend your event at **one specific time**, perhaps before your event is open to the public, and arranging for men who are willing to talk to the media to be present. Remember – it's very important for the media to be able to talk to 'case studies' (i.e. 'real people'), not just the experts. You should also prepare written quotes from your case studies in the Media Release or in additional information made available on the day of the event.

GET SUPPORT OF LOCAL CELEBRITIES, DIGNITARIES OR GET A WRITTEN STATEMENT OF SUPPORT

Get the support of local celebrities or dignitaries, if possible. The media are more likely to cover a story if it includes an interview with a famous person in your local area. Your local MP is likely to attend, especially if given enough notice. If you can't get a VIP to turn up, try and get a written statement of support which you can quote in your Media Release.

TAKE PHOTOS OR A VIDEO OF YOUR EVENT

Take photographs or a video of the event. These may be useful for some media but also for your own records (they will look impressive in your annual report). Make sure someone is available to deal with media enquiries, especially on the day of your event. If you're all seeing patients all day, for example, you might well miss some media opportunities.

DEMONSTRATE THE SUCCESS OF YOUR EVENT

After the event, contact key journalists by phone, email or fax with some key facts demonstrating the success of your event – e.g. 'we saw 30 men, 10 of whom had high blood pressure and didn't know it'.

Monitor the media to keep a record of the coverage you achieved. This is especially important for your funding bodies who like to see this sort of evidence of a return on their investment. Please send copies of your cuttings to MHIRC too – this will enable them to assess the overall impact of the Week.

EXAMPLE OF A MEDIA RELEASE

MEDIA RELEASE

RELEASE DATE:

MEDIA CONTACT:

[Media contact's Name, Position, mobile phone and email / Exact dates and times to contact this person]
www.menshealthweek.org.au

AFL FOOTBALL HERO AT TAGETT HEALTH CENTRE TO LAUNCH NEW MEN'S HEALTH CHECKS IN SHOPPING CENTRE

Tagett Health Centre launches a major new health initiative for men today as part of Men's Health Week. Doctors and nurses from the Centre have set up a men's health check in the Enterprise shopping centre, offering men free blood pressure, cholesterol and weight checks as well as a chance to chat about any health concerns they may have.

The Centre is offering this service to encourage men in Tagett 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.

The Centre's first visitor was **AFL football hero**. He said: 'We need to see more events like this in the community. Men often have difficulties getting to see a doctor but are happy to take part in a health check when one is provided like this. I got checked out today and I'd advise other Tagett men to do the same, especially if it's been a long time since they last saw the doctor. You never know - a quick check-up could result in a longer life and less worry all round.'

Tagett 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 in the centre of town, it's free, it's quick and it's completely confidential. We hope men will use it to find out just how good their health really is or to ask about any problems they might have.'

Tagett Health Centre's initiative is one of hundreds taking place throughout the country during Men's Health Week. The Week has been launched by the Men's health Information and Resource Centre who promote men's health, and is backed by NSW Health and a wide range of other health organisations and community groups.

NOTES TO EDITORS

1. The MHW health checks at the Enterprise shopping centre will be launched at a special press event at the Enterprise at 10am on Tuesday 11th June. **AFL football hero** will be present as well as other men who are willing to be interviewed about why they have decided to have a health check.
2. The MHW health checks are available to the public at the Enterprise shopping centre from Noon - 6pm on 11th June, from 11am to 8pm on 13th June and from 9am - 6pm on 15th June. Men can just turn up - no appointments are necessary - and the service is completely free and confidential.
3. The Tagett Health Centre is [describe the service].
4. International Men's Health Week runs on [dates] in 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.
5. Men wanting health information can visit the website at www.menshealthweek.org.au

SECTION THREE

**CONTACTS FOR
MALE HEALTH
RESOURCES**

MEN'S HEALTH WEEK RESOURCES AND WEBSITES

DISCLAIMER: The majority of these resources and websites have not been produced by MHIRC. MHIRC is not responsible for the philosophy or practices of these organisations nor is MHIRC responsible for contents of any listed website. MHIRC provides this list as a convenience, and the inclusion of an organisation or website does not imply endorsement by MHIRC.

If you are aware of health promotion material for men and boys that is not included on this list please contact MHIRC on menshealth@westernsydney.edu.au and we will include it in the next MHW Useful Men's Health Information, Event Ideas & Contacts.

MEN'S HEALTH WEEK RESOURCES

ISSUE: MEN'S HEALTH

COST: FREE

PRODUCED BY: Men's Health Information and Resource Centre (MHIRC)

WHAT'S AVAILABLE:

Promotional packs for Men's Health Week, containing posters, flyers and checklists. Extra items for events registered.

CONTACT DETAILS:

Email: menshealth@westernsydney.edu.au

A range of resources and reports on men's health can be downloaded at no cost from the NSW Men's Health Clearinghouse MENGAGE

Web: www.mengage.org.au

ISSUE: INTERNATIONAL MEN'S HEALTH WEEK

COST: FREE

PRODUCED BY: MHIRC and Australasian Men's Health Forum

WHAT'S AVAILABLE:

Information about Men's Health Week including details of men's health events

CONTACT DETAILS:

Web: www.menshealthweek.org.au

ISSUE: MEN'S HEALTH (GENERAL)

COST: MOSTLY FREE

PRODUCED BY: Foundation 49

WHAT'S AVAILABLE:

Free eMagazine: A Whole New Ballgame, 1 Minute Men's Health Checklist, Men's Health Toolkit: Men's Health By Decade.

CONTACT DETAILS:

Phone: (03) 8532 1100

Email: foundation@bakeridi.edu.au

An order form for copies of the Men's Health Toolkit can be downloaded from www.49.com.au

ISSUE: MEN'S HEALTH CHECK-UP

COST: Free

PRODUCED BY: Northern Sydney Central Coast Area Health Service

WHAT'S AVAILABLE:

Checklist for GPs and men

CONTACT DETAILS:

Can be downloaded from: www.menshealthaustralia.net/

ISSUE: MALE REPRODUCTIVE HEALTH

COST: N/A

PRODUCED BY: Andrology Australia

WHAT'S AVAILABLE:

Free Consumer Guides and fact-sheets on a range of reproductive issues including:

- Androgen Deficiency
- Prostate
- Testicular Cancer
- Erectile Dysfunction
- Infertility
- Vasectomy

CONTACT DETAILS:

Phone: 1300 303 878

Email: info@andrologyaustralia.org

Web: www.andrologyaustralia.org

"A Users Guide - what ever man needs to know" about males reproductive health is available in 12 community languages.

The translated Guides can be downloaded from:

Information Booklets: www.andrologyaustralia.org/booklets/

Factsheets: www.andrologyaustralia.org/fact-sheets/

ISSUE: MEN'S HEALTH AND RELATIONSHIPS

COST: Prices vary

PRODUCED BY: MAN - Healthier Directions For Males

WHAT'S AVAILABLE:

Download booklets free of charge on website under 'Services' tab.

- The Blokes Book: Directory of services available to men across a broad range of health and well-being areas.
- The Mooditj Marmun Book: Directory of services available to Aboriginal men across a broad range of health and well-being areas.
- The Blokes Book Pocket Directory: Pocket-size available to men across a broad range of health and well-being areas.

CONTACT DETAILS:

Phone/Fax: (08) 9218 8044
Email: menshealthwa.org.au
Web: www.menshealthwa.org.au

ISSUE: MEN AND CANCER

COST: Download order form

PRODUCED BY: Cancer Council of NSW

WHAT'S AVAILABLE:

Brochures, booklets. Including: Prostate Cancer Testicular Cancer, Bowel Cancer

CONTACT DETAILS:

Cancer Council NSW, Publications Administrator
Phone: (02) 9334 1836
Fax: (02) 8302 3506
Email: publications@nswcc.org.au
www.cancercouncil.com.au

ISSUE: FATHERING

COST: FREE PDF download

PRODUCED BY: NAPCAN

WHAT'S AVAILABLE:

Being a Dad,
Also with a focus on Aboriginal and Torres Strait Islander fathers and go to NAPCAN shop to order resources.

CONTACT DETAILS:

Phone: (02) 8073 3300
Email: contact@napcan.org.au
Web: <http://www.napcan.org.au/resource-hub/napcan-brochures/>

ISSUE: FATHERS AND SMOKING

COST: Download PDF for free.

PRODUCED BY: QUIT

WHAT'S AVAILABLE:

Brochure: "Important News for Fathers who Smoke"

CONTACT DETAILS:

PDF: www.quit.org.au/resource-centre/resources/
"Important News for Fathers Who Smoke" in the search box under the "Resources" tab on the Quit website.
Quitline: 13 78 48
Web: www.quit.org.au

ISSUE:

1. MEN AND SEPARATION
2. MEN AND RELATIONSHIPS

COST: Most can be downloaded free**PRODUCED BY:**

On the Line
Mensline Australia

WHAT'S AVAILABLE:

Booklets Brochures Factsheets on relationships, separation and communication.
Most can be downloaded free on the website under "News & Resources" -> "Order Materials"

CONTACT DETAILS:

Email: enquiries@ontheline.org.au
Phone: (03) 8371 2800
Web: www.ontheline.org.au
Helpline: 1300 78 99 78
Phone: (03) 8371 2800
Email: Use the Mensline online contact form
Web: www.mensline.org.au

ISSUE: SEXUAL HEALTH AND
SEXUALITY INFORMATION**COST:** Mostly free**PRODUCED BY:** Family Planning NSW**WHAT'S AVAILABLE:**

Downloadable fact sheets available from website and books available to order

CONTACT DETAILS:

Talkline: 1300 658 886
Web: www.fpnsw.org.au
Family Planning NSW Bookshop (On-line store and mail-order
talkline@fpnsw.org.au)
Phone: (02) 8752 4300
Fax: 8752 4392

ISSUE: SEXUAL HEALTH/HIV
INFORMATION**COST:** Mostly free**PRODUCED BY:** AIDS Council of NSW
(ACON)**WHAT'S AVAILABLE:**

Posters Brochures Postcards

CONTACT DETAILS:

Free Call: 1800 063 060
Email: acon@acon.org.au
Phone: (02) 9206 2000 for information on available resources
Web: www.acon.org.au

ISSUE: PROSTATE CANCER

COST: Prices vary

PRODUCED BY: Prostate Cancer
Foundation of Australia

WHAT'S AVAILABLE:

For men and their partners living with prostate cancer.
Downloadable leaflets and booklets. Order copies by filling in the order form on the website under "Publications" tab.

CONTACT DETAILS:

Phone: (02) 9438 7000
Fax: (02) 9438 7099 or use online contact form.
Email: enquiries@pcfa.org.au
Web: www.prostate.org.au

ISSUE: REFUGEE MEN AND HEALTH

COST: Free

PRODUCED BY: NSW Refugee Health
Service

WHAT'S AVAILABLE:

Fact Sheet 9: Refugee Men

CONTACT DETAILS:

Can be downloaded from the Fact Sheets page of www.swslhd.nsw.gov.au/refugee/factsheets.html
Phone: (02) 8778 0770
Email: refugeehealth@sswahs.nsw.gov.au

ISSUE: SEXUAL ASSAULT

COST: Free PDF download Prices vary for
hard copies

PRODUCED BY: Education Centre
Against Violence

WHAT'S AVAILABLE:

These brochures can be ordered from the online shop on the ECAV website.
When a man is raped. Who can a man tell – information for men who were sexually assaulted as children

CONTACT DETAILS:

Can be downloaded free from: www.ecav.health.nsw.gov.au/online-shop/booklets/
Phone: (02) 9840 3735
Fax: (02) 9840 3754
Email: wslhd-ecav@health.nsw.gov.au
Web: www.ecav.health.nsw.gov.au

ISSUE: POSTTRAUMATIC STRESS
DISORDER AND WAR RELATED STRESS

COST: Prices vary
Fact sheets free to download.

PRODUCED BY: Phoenix Australia Centre
for Posttraumatic Mental Health

WHAT'S AVAILABLE:

Order copies of booklets and fact sheets from the website book shop

CONTACT DETAILS:

Phone: (03) 9035 5599
Fax: (03) 9035 5455
Email: use contact form on website
Web: www.phoenixaustralia.org

ISSUE: FOOD AND FITNESS FOR MEN

COST: Books can be purchased prices
vary. Individual fact sheets free to
download.

PRODUCED BY: Nutrition Australia

WHAT'S AVAILABLE:

Range of Books Downloadable PDFs fact sheets

CONTACT DETAILS:

Nutrition Australia (NSW)
Phone (02) 9546 6411
Email: use contact form on website
Web: www.nutritionaustralia.org/national/resources

ISSUE: HEALTH CARE GUIDE FOR MEN

COST: Free download from website

PRODUCED BY: City of Melville

WHAT'S AVAILABLE:

More about men and Who said its easy being a guy?

CONTACT DETAILS:

Who said its easy being a guy?
Web: www.melvillecity.com.au/community-and-facilities/youth/High+School+Resources/who-said-its-easy-being-a-guy
Web: <http://www.melvillecity.com.au/>
Phone: (08) 9364 0666
Fax: (08) 9364 0285
Email: melinfo@melville.wa.gov.au

ISSUE: MEN AND DEPRESSION

COST: Free download

PRODUCED BY: beyondblue – the national depression initiative

WHAT'S AVAILABLE:

Fact sheets, Posters, DVD, Wristbands. Visit ordering catalogue on website

CONTACT DETAILS:

Phone: 1300 22 4636 or (03) 9810 6100

Use contact form on website www.beyondblue.org.au/about-us/contact-us/

Web: www.beyondblue.org.au

ISSUE: HAEMOPHILIA

COST: Free download

PRODUCED BY: Haemophilia Foundation Australia

WHAT'S AVAILABLE:

Fact sheets, Poster, Information brochure, under publications on website

CONTACT DETAILS:

Phone: (03) 9885 7800

Fax: (03) 9885 1800

E-mail: hfaust@haemophilia.org.au

Web: www.haemophilia.org.au

ISSUE: BUDGET

COST: Free download. Hard copy can be purchased from the Whittlesea Men's Shed.

PRODUCED BY: Whittlesea Men's Shed, City of Whittlesea, and Plenty Valley Community Health Centre

WHAT'S AVAILABLE:

A BEGINNER'S KITCHEN: A manual for shopping and cooking healthy meals on a budget

CONTACT DETAILS:

Can be downloaded from: <http://whittleseamensshed.weebly.com/a-beginners-kitchen-cookbook.html/>



The **NSW Multicultural Health Communication Service** has fact sheets on the following men's issues.

- A User's Guide. What every man needs to know (information on male reproductive health)
- Anyone can get condoms: Safe sex. No regrets.
- Contraception: Condoms and Diaphragms
- Domestic violence hurts the whole family
- Emergency Contraception
- Men Who Smoke
- Prostate cancer: what are the treatment options?
- Successful treatment for impotence
- When marriages break down, it's often men who hurt the most

These fact sheets are available in a number of community languages (including English) and are downloadable for free from:
http://www.mhcs.health.nsw.gov.au/publicationsandresources/pdf/copy_of_topics/mens-health#c5=eng&b_start=0

MEN'S HEALTH AND WELLBEING WEBSITES

Aboriginal Men's Health
<http://www.ahmrc.org.au>

Andrology Australia
<http://www.andrologyaustralia.org>

Australian Men's Sheds Association
National site for information on men's sheds and a locator to find a men's shed in your area.
<http://www.mensshed.org/>

Australasian Men's Health Forum (AMHF).
AMHF is the national peak body implementing a social approach to improving male health and wellbeing. AMHF conducts the National Male Health Gatherings every two years.
<http://www.amhf.org.au>

Australian Aboriginal and Torres Strait Islander HealthInfoNet
<http://www.healthinfonet.ecu.edu.au/>

The Black Dog Institute
is a not-for-profit, educational, research, clinical and community-oriented facility offering specialist expertise in depression and bipolar disorder.
<http://www.blackdoginstitute.org.au/>

Cancer Council
<http://www.cancercouncil.com.au>

Department Of Veterans Affairs – Men's Health Peer Education Program
The DVA Men's Health Peer Education program brings men's information through peer to peer networks.
<http://www.dva.gov.au/mhpe.htm>

Gay and Lesbian Telephone Counselling and Community Services
<http://www.twenty10.org.au/>

Child Support - Department of Human Services
<http://www.humanservices.gov.au>

Dads and Daughters
<http://www.joekelly.org/>

Diabetes Australia
<http://www.diabetesaustralia.com.au/>

Foundation 49 - Men's Health organisation (49% of the oz population are men)
<http://www.49.com.au/>

Men's Health & Wellbeing Western Australia
Peak men's organisation in Western Australia
<http://www.menshealthwa.org.au/>

Menalive – website of Jed Diamond, USA men's health expert in Irritable Male Syndrome, Male Menopause, and Male Depression
<http://www.menalive.com/>

Mensline Australia

24/7 telephone help line 1300 78 9978. Has a good range of resources on their website.

<http://www.mensline.org.au/>

Men's Health Australia – National web portal for issues relating to men's health. Provides a range of resources and reports on men's issues.

<http://www.menshealthaustralia.net/>

Men's Health Forum NSW

The Men's Health Forum NSW is the State peak body of improving the health, relationships and wellbeing of men & boys in NSW.

<http://www.menshealthforumnsw.org.au>

email: info@menshealthforumnsw.org.au

Men's Health SERVICES

Australia's leading men's health consultancy service providing men's health and wellbeing programs, men's workplace health and wellbeing programs, professional training programs for health, welfare and community workers around effective engagement with men.

<http://www.menshealthservices.com.au>

One in Three.

The One in Three campaign aims to raise public awareness of the existence and needs of male victims of family violence and abuse. The aim is to work with government and non-government services to reduce the incidence and impacts of family violence on Australian men, women and children.

<http://www.oneinthree.com.au/>

Postnatal Depression

Information and resources for men and families

<http://www.postpartummen.com/>

Uncle Project

Mentoring for youth website

<http://www.uncle.org.au>





[WESTERNSYDNEY.EDU.AU](https://www.westernsydney.edu.au)