

Men's Health Month

Celebrated each year in June

Ana Fadich, MPH, CHES,
Vice President,
Men's Health Network

OUR MISSION

Reach men and their families where they *live*, *work*, *play*, and *pray* with health awareness and disease prevention messages and tools, screening programs, educational materials, advocacy opportunities, and patient navigation.



MEN'S HEALTH WEEK / MEN'S HEALTH MONTH

- This awareness effort was created by Men's Health Network with support from Senator Bob Dole and Congressman Bill Richardson, and passed by the U.S. Congress and President Clinton in 1994 as Men's Health Week (the week ending on the U.S. Father's Day) and was expanded to include the whole month of June approximately 10 years ago.
- Men's Health Week is still celebrated as “a special awareness period recognized by Congress and the President.”
- Men's Health Month (June) is an annual awareness period designed to heighten the awareness of preventable health problems (mental and physical) and encourage early detection and treatment of disease among men and boys. Medical professions encourage regular self-exams and screening.

www.MensHealthMonth.org

www.MensHealthWeek.org

www.InternationalMensHealthWeek.org

www.imhw.org

www.WearBlueFriday.org

MEN'S HEALTH WEEK - INTERNATIONAL

- Men's Health Network (MHN) organized a meeting at the first World Congress on Men's Health (2001 in Vienna) to discuss synchronizing a universal men's health awareness period linked to the official recognition of Men's Health Week by the U.S. government.
- A follow-up meeting organized by MHN at the 2nd World Congress on Men's Health (2002, again in Vienna) found universal agreement, leading to the launch of Men's Health Week in countries around the globe.
- The International Men's Health Week web page links users to the major Men's Health Week websites in participating countries, and recognizes efforts in those countries where there is no established web site.

www.InternationalMensHealthWeek.org

www.imhw.org

www.WearBlueFriday.org

Men's Health Month
Men's Health Week
THE STATS & FACTS



MEN'S HEALTH MONTH / WEEK – KEY ACTIVITIES

- The President issues a statement recognizing Men's Health Week.
- Over 300 mayors, governors, Native American communities, and other government officials across the country recognize June as Men's Health Month with official proclamations. The proclamations are displayed in Congress.
www.menshealthmonth.org/week/proclamation.html
- Members of Congress and local officials are photographed with proclamations from their districts.
www.menshealthmonth.org/photo-gallery.html
- Resolutions are introduced in Congress and local legislative bodies.
- The APHA Men's Health Caucus holds a Men's Health Roundtable discussion.
- For the past 20 years, MHN has conducted awareness events in the U.S. Congress during Men's Health Week.
- The Congressional Men's Health Caucus conducts a Congressional Workout.
www.youtube.com/watch?v=hHb4hkdn3LU www.youtube.com/MHNMedia
- Wear BLUE Day, the Friday before Father's Day, is celebrated by corporate and faith-based organizations, and government agencies, with photos and social media.
- Reports on the status of the health and well-being of boys and men in each state are available at the State of Men's Health web site. www.StateOfMensHealth.com

MEN'S HEALTH MONTH– DIGITAL MEDIA

MEN'S HEALTH MONTH

SOCIAL MEDIA TOOLKIT



- MHN develops a comprehensive social media toolkit encompassing social media messages, images, blog posts, and newsletter content
- MHN uses hashtags (#MensHealthMonth, #MensHealthWeek #ShowUsYourBlue) during the month to track awareness of Men's Health Month, Men's Health Week, and other activities
- MHN organizes and participates in dozens of Social Media events (Twitter Chats, Facebook Live) during the month that reaches millions of readers

MEN'S HEALTH MONTH – BY THE NUMBERS



- Brand Awareness for #MensHealthMonth Reaches 10 million accounts on Twitter per week on average
- #MensHealthWeek reaches 11.6 million Twitter users weekly
- #ShowUsYourBlue reaches 13.7 million users weekly

***Estimated Social Media Reach During the Month:
90 Million***

MEN'S HEALTH MONTH – TRADITIONAL MEDIA



Every June, MHN launches a media blitz for Men's Health Month to local and national newspapers, radio and televised broadcast outlets.

- Activates 100 MHN media advisors to speak to media about men's health issues
- Place MHN spokespeople as guests on nationally broadcast shows
- Reach out to media outlets in most North American regions for stories on Men's Health Month

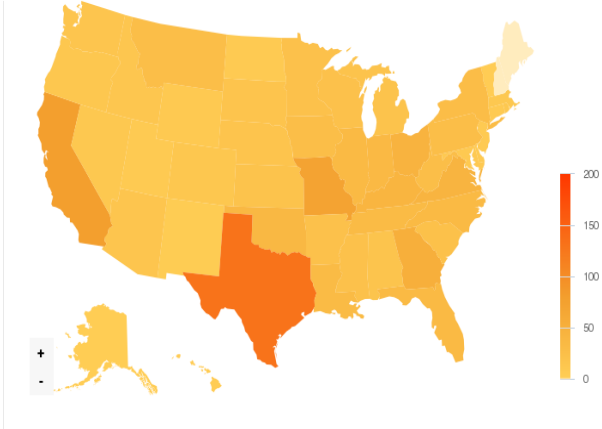
TRADITIONAL MEDIA– BY THE NUMBERS

Your Contact Person: Patrick Kane | 2026020310 | patrick.kane@meltwater.com

 Meltwater

Men's Health Month 2017
May 24, 2017 - Jul 5, 2017

Heat Map
May 24, 2017 - Jul 5, 2017



[Copyright Info](#) | [Privacy Policy](#) | [Report Settings](#) | [Blog](#) | [Contact Us](#)
© 2017 Meltwater. All Rights Reserved.

- **191 million** people are potentially reached by news articles about Men's Health Month
- **1,470** media articles written about Men's Health Month in June
- **1,825** media articles written internationally about Men's Health Month / Week
- **Top regions in the U.S. for media mention: Texas (131), California (80), and Missouri (73)**
- **Many local stories are generated by the over 300 Men's Health Month proclamations/ statements issued by local, state, and national officials, including a Presidential statement.**

** MHN uses a sophisticated media monitoring platform to track all mentions of Men's Health Month & Men's Health Week*

WANT TO LEARN MORE?

For more information on Men's Health Month contact the
Men's Health Network.



www.menshealthnetwork.org

info@MensHealthNetwork.org

MHW@MensHealthWeek.org



MensHealthNetwork

PO Box 75972

Washington, DC 20013

202-543-MHN-1 ext 101



@MensHlthNetwork