

Daily Social Media Themes and Sample Posts for Men's Health Week 2026



Purpose of this Document

[International Men's Health Week](#) (MHW) always begins on the Monday before Father's Day and ends on Father's Day itself. During 2026, it will run from Monday 15th until Sunday 21st June. It provides an annual opportunity to: heighten awareness of preventable health problems for males of all ages; support men and boys to engage in healthier lifestyle choices / activities; and encourage the early detection and treatment of health difficulties in males.

The theme for this year's MHW is 'One Step at a Time'. During Men's Health Week, everyone is being asked to simply take one step at a time and to work towards making progress rather than seeking perfection - taking small steps that can have big results.

Men's health issues and needs are numerous and complicated. So much so, that we could probably assign a different one to highlight on each day of the year and still have an outstanding pool of ones to explore. However, when preparing for MHW, the all-island Planning Group felt that it would be useful to draw attention to a specific theme on each day during the week, as well as announce the final countdown to MHW during the week before. The themes are ...

- Before the week begins: Get ready - Men's Health Week is coming!
- Friday 12th June: Take one step at a time - progress not perfection
- Monday 15th June: Trash the ash (and save the cash)
- Tuesday 16th June: Prevention is better than cure
- Wednesday 17th June: Food for thought
- Thursday 18th June: Rethink what you drink
- Friday 19th June: Be mind fit
- Saturday 20th June: Let's get physical - be more than a sports spectator
- Sunday 21st June: Father's Day - the important role that fathers play in their children's lives

However, anything which highlights men's health issues and needs during MHW will be very welcome on any day - so, there's no need to stick rigidly to these themes.

Social media has become a powerful tool for organisations to spread their message. During Men's Health Week, we are encouraging everyone to 'Post' and 'Tweet' to their heart's content and, when possible, to use the hashtags:

#MensHealthWeek | #ProgressNotPerfection | #SmallStepsBigResults

This paper seeks to help those people who would like to support MHW by using their own social media channels, but who don't have the time, energy or knowledge to develop their own messages. Therefore, on each day of the week, there is a range of suggested Posts and Tweets (and, often, graphics / videos) that you can simply cut-and-paste from. Some of these refer to research / events / resources / support / help in the Republic of Ireland, while others have a Northern Ireland focus. When this is the case, they will be accompanied by either **[RoI]** or **[NI]**. However, the core information given in either of these will be useful to everyone.



There are message options presented for each day of the week. Feel free to use all of them or pick and choose the ones that suit yourself / your situation. All contributions will make a huge difference to publicising the week. It's also an easy and free way to show your support. **Have a great week!**

Before the Week Begins: Get Ready - Men's Health Week is Coming!



The final countdown to Men's Health Week has begun ...

We're nearly there. The clock is ticking. It won't be long now until International Men's Health Week (MHW). This year, it will run from Monday 15th until Sunday 21st June 2026.

In recent years, research has clearly highlighted the challenges which face males on the island of Ireland. See, for example: <https://mhfi.org/resources/key-facts.html> However, #MensHealthWeek 2026 offers everybody an ideal opportunity to help to improve the health of men and boys.

To find out more about the week, visit: <https://mhfi.org/mhw/mhw-2026.html> and - if you're up for it - check out some practical ideas for action at: <https://mhfi.org/mhw2026celebrateit.pdf>

Take it one step at a time, seek #ProgressNotPerfection and think #SmallStepsBigResults this #MensHealthWeek



Do you know your numbers? ...

At school, every pupil is told that you need to know your numbers if you are to get on in life. This message is usually not welcomed at the time, but it's a solid piece of advice. During #MensHealthWeek, everyone in Ireland is being asked to help to improve the health of men and boys. To do this, there are three different types of numbers that are important ...

1. Statistics on the state of men's health that policy makers and service providers need to know if they are to address the issues facing men. See the Men's Health Report Cards at: <https://mhfi.org/MensHealthInNumbers2.pdf> and <https://mhfi.org/MensHealthInNumbers3.pdf>
2. Key numbers that men, themselves, need to know, to take control over some elements of their own health. See the 'Do You Know Your Numbers?' z-card for men at: <https://mhfi.org/MensHealthInNumbers.pdf>
3. Important contact numbers for help and support services that everyone needs to know at times of difficulty or crisis. See the 'Action Man' Manual at: <https://mhfi.org/ActionMan.pdf>

Aim for #ProgressNotPerfection while taking things one step at a time this #MensHealthWeek



#MensHealthWeek 2026 is almost here. Do you know everything that you need to know? If not, check out: <https://mhfi.org/mhw/mhw-2026.html> and seek #ProgressNotPerfection

What is #MensHealthWeek 2026 all about? Take it one step at a time and get all your questions answered at: <https://mhfi.org/mhw2026toolbox.pdf>

Want to show your support for #MensHealthWeek 2026? Use some / all of the graphics for the week at: <https://mhfi.org/mhw/mhw-image-pack.html>

#ProgressNotPerfection - Let others know what you have planned for #MensHealthWeek 2026 by submitting the details at: <https://mhfi.org/mhw/promote-an-event.html>

[RoI] Want to know some key facts during #MensHealthWeek 2026? ... Then check out: <https://mhfi.org/MensHealthInNumbers2.pdf> | <https://mhfi.org/MensHealthInNumbers.pdf>

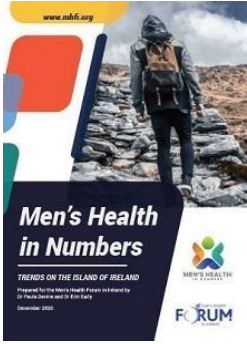
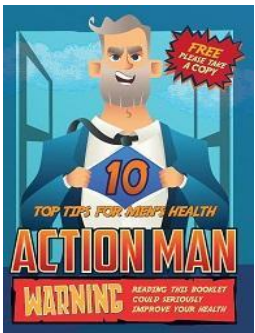
[NI] Want to know some key facts during #MensHealthWeek 2026? ... Then check out: <https://mhfi.org/MensHealthInNumbers3.pdf> | <https://mhfi.org/MensHealthInNumbers.pdf>

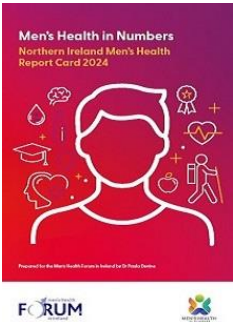
Want to know how you can support #MensHealthWeek 2026? Have a look at: <https://mhfi.org/mhw2026celebrateit.pdf> #ProgressNotPerfection #SmallStepsBigResults

Keep up to date with the latest #MensHealthWeek 2026 developments at: <https://facebook.com/MensHealthWeek> and <https://x.com/MensHealthIRL>

Possible Images / Videos ...

	Available at: https://mhfi.org/mhw/mhw-image-pack.html#SocialMedia2026
	Short MHW 2026 key details video: https://youtu.be/BO7aUmvUaWk

 www.mhfi.org Men's Health in Numbers TRENDS ON THE ISLAND OF IRELAND Prepared for the Men's Health Forum in Ireland by Dr. Patrick O'Sullivan and Dr. Eoin O'Leary November 2023 FORUM	Image available at: https://mhfi.org/TrendsCover.JPG
 MEN'S HEALTH WEEK	Available at: https://mhfi.org/mhw/mhw-image-pack.html#Generic2026
 WE SUPPORT MEN'S HEALTH WEEK 2026 15th – 21st June www.mhfi.org	Available at: https://mhfi.org/mhw/mhw-image-pack.html#Badge2026
 Men's Health Week 2026 Find out more at www.mhfi.org ONE STEP AT A TIME MEN'S HEALTH WEEK	Available at: https://mhfi.org/mhw/mhw-image-pack.html#Banner2026
 WEBINAR INVITATION Men's Health Week 2026 How you can get involved Date: Wednesday 15 April 2026 Time: 12:00pm – 1:00pm FORUM	Webinar discussing practical ways that a range of groups have marked MHW in the past: https://youtu.be/0jrIp3zhllk
 FREE MAKE THIS A COPY 10 TOP TIPS FOR MEN'S HEALTH ACTION MAN WARNING READING THIS BOOKLET COULD PERSONALLY IMPROVE YOUR HEALTH	Image available at: https://mhfi.org/ActionMan2023Cover.JPG

	Poster available at: https://mhfi.org/mhw/mhw-image-pack.html#Poster2026
	MHW 2026 Facebook Cover Photo available at: https://mhfi.org/mhw/mhw-image-pack.html#Facebook2026
	MHW 2026 Twitter Header Image available at: https://mhfi.org/mhw/mhw-image-pack.html#Twitter2026
	Men's Health in Numbers Report Card for the Republic of Ireland. Available at: https://mhfi.org/MensHealthInNumbers2.pdf
	Men's Health in Numbers Report Card for Northern Ireland. Available at: https://mhfi.org/MensHealthInNumbers3.pdf
	Generic Facebook Cover Photo available at: https://mhfi.org/mhwfacebookcover.jpg

Friday 12th June 2026
Take one step at a time - progress not perfection



Take One Step at a Time

Do you ever get the feeling that everyone is trying to weigh you down with 'health messages'?

Of course, it is true that we all need to: eat 5-7 portions of fruit / vegetables a day; have at least 30 minutes moderate physical activity on five days a week; stop smoking; limit our alcohol consumption; check our bits and bobs; maintain our social connections; seek help quickly when we need it ... but, if we aren't already doing this, then we need to find easy ways to get ourselves into this routine. The best place to start is by taking things one step at a time.

During #MensHealthWeek 2026, everyone is being asked to seek #ProgressNotPerfection and to take simple, realistic and practical steps that feel manageable. The outcome? ...
#SmallStepsBigResults

Focus upon one step at a time to make positive changes to the health of men and boys, and then pat yourself on the back to mark your achievement!

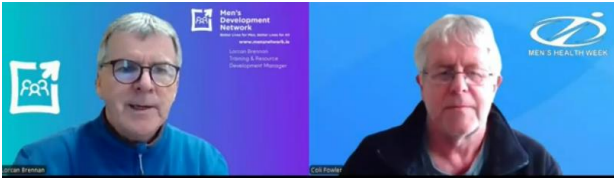


Set yourself a simple, realistic and practical task that will make a positive difference to the health of men and boys this #MensHealthWeek. Take things one step at a time and seek
#ProgressNotPerfection

#MensHealthWeek 2026 is about making change and improving your health one step at a time. It's a simple message: #SmallStepsBigResults

Strong relationships are a key pillar of healthy and happy lives. What step can you take during #MensHealthWeek to build upon and improve your connections with others and support services? #SmallStepsBigResults

Possible Images / Video ...

	Available at: https://mhfi.org/mhw/mhw-image-pack.html#SocialMedia2026
	Available at: https://www.mhfi.org/GetConnected.jpg
	MHW 2026 key details video: https://youtu.be/AgUFbZdoNCQ
	Podcast (generated by AI) which explores the theme for MHW 2026 in Ireland and the call to action: https://youtu.be/bjnUwlIXSkg
	Overview [video] of what MHW 2026 is all about and the things that are available to support it: https://youtu.be/lpFRjbtgSfk

Monday 15th June 2026
Trash the ash (and save the cash)



Trash the Ash

Smoking is the biggest single cause of untimely death amongst men on the island of Ireland. Indeed, worldwide it has killed more people than both World Wars put together!

However, the good news is that these smoking-related deaths are preventable. So, make #MensHealthWeek 2026 the time to quit.

The very moment that you stop smoking your health starts to improve. If you would like to live longer, have more energy, feel less stressed, have better sex, strengthen your body's immune system ... think about kicking the habit.

There's loads of help available. Start today, by checking out <https://quit.ie> [RoI] or <https://stopsmokingni.info> [NI] #SmallStepsBigResults #ProgressNotPerfection



[NI] Smoking is the biggest cause of avoidable death amongst men on the island of Ireland. So, take the first steps towards quitting during #MensHealthWeek 2026. Find out more at: <https://www.stopsmokingni.info> #SmallStepsBigResults

[RoI] Smoking is the biggest cause of avoidable death amongst men on the island of Ireland. So, take the first steps towards quitting during #MensHealthWeek 2026. Find out more at: <https://quit.ie> #SmallStepsBigResults

#SmallStepsBigResults - Quit smoking to live longer. Men who quit by the age of 30 add 10 years to their life. Now, that's a step in the right direction! Work towards #ProgressNotPerfection this #MensHealthWeek

#SmallStepsBigResults - Did you know that you're four times more likely to quit smoking with specialist support and Nicotine Replacement Therapy? Give it a try this #MensHealthWeek

[NI] It's #MensHealthWeek 2026 ... The very moment that men stop smoking their health starts to improve. Today's the day to trash the ash! Find out more at: <https://www.stopsmokingni.info/ways-quit/local-help-and-support> #SmallStepsBigResults

[RoI] It's #MensHealthWeek 2026 ... The very moment that men stop smoking their health starts to improve. Today's the day to trash the ash! Find out more at: <https://www2.hse.ie/living-well/quit-smoking/get-help-to-quit> #SmallStepsBigResults

Possible Images / Video ...

 A graphic for the 'Trash the Ash' campaign. It features a close-up of a lit cigarette with smoke rising from it. The text 'TRASH THE ASH' is prominently displayed in white and yellow. At the bottom, it says '#MensHealthWeek' and has a small logo.	Available at: https://mhfi.org/mhw/mhw-image-pack.html#SocialMedia2026
 A campaign graphic featuring a smiling man in a light blue shirt holding a large red sign that says 'QUIT' in white letters. Below the sign, it says 'We can help'. Further down, it asks 'Are you ready to try to QUIT smoking?' and mentions that getting help and support will double your chances of success. At the bottom, there are logos for 'hse' and 'quit' and a button that says 'Your QUIT GUIDE starts here' with an arrow.	Available at: https://mhfi.org/HSEStopSmoking.JPG
 A dark graphic with white text. It says '1 IN 2 SMOKERS WILL DIE OF A TOBACCO RELATED DISEASE' and 'DON'T BE THE 1'. There is a small button that says 'Find out more'.	Available at: https://mhfi.org/PHASmoking.JPG
 A graphic with a red circle containing the text 'Stop Smoking'. Below the circle is a green banner that says 'helping you to quit'.	Available at: https://mhfi.org/StopSmoking.png
 A portrait of Paul O'Kane, a man with glasses and a beard, wearing a blue shirt. He is standing in front of a bookshelf.	Paul O'Kane [formerly Smoking Cessation Officer in BHSCT] offers advice on how to stop smoking: https://youtube.com/user/Buckalic40/videos

Tuesday 16th June 2026

Prevention is better than cure



During #MensHealthWeek 2026, people on the island of Ireland are being asked to take practical steps - no matter how small - to improve their own health and the health of the men and boys around them.

Cancer awareness and heart health are two areas where this can be realistically achieved.

Prevention is always better than cure. Work towards #ProgressNotPerfection and follow at least some of the ten top tips for men's health in the 'Action Man' Manual at:
<https://mhfi.org/ActionMan.pdf>

Remember: #SmallStepsBigResults



Did you know that during #MensHealthWeek 2026 there are a number of steps that men can take to cut their cancer risk? For example, make small healthier lifestyle choices every day; know the signs of cancer; check for changes in your body; get screening tests; ask to be checked out if you notice anything unusual or if you're worried about your health; learn more about cancer and how to reduce the risk ... #SmallStepsBigResults

To find out more about cancer, how to avoid it, and where to get support, visit:
<https://www.cancer.ie/node/7029> | <https://cancerfocusni.org/cancer-prevention> |
<https://mariekeating.ie/get-men-talking> | <https://actioncancer.org/info-hub>



During #MensHealthWeek 2026, take the first steps towards a better future by protecting your heart.

For help and advice, visit: <https://nichs.org.uk/assets/resources/HealthyStuff.pdf> and
<https://irishheart.ie/how-to-keep-your-heart-healthy>

#ProgressNotPerfection #SmallStepsBigResults



[NI] Prevention is always better than cure and advice matters. During #MensHealthWeek 2026 take practical steps to look after your heart health. Begin by visiting: <https://nichs.org.uk/assets/resources/HealthyStuff.pdf>

[RoI] Prevention is always better than cure and advice matters. During #MensHealthWeek 2026 take practical steps to look after your heart health. Begin by visiting: <https://irishheart.ie/how-to-keep-your-heart-healthy>

Listen to your heart, not your head during #MensHealthWeek 2026. Check-out the Irish Heart Foundation's 'A Man's Guide to Heart Health' booklet at: <https://mhfi.org/HeartHealth.pdf>

During #MensHealthWeek find out how to spot cancer early and reduce the risks with this Irish Cancer Society booklet for men: <https://mhfi.org/CancerManual.pdf> #SmallStepsBigResults

[RoI] Men are more likely to develop bowel cancer compared to women, but are less likely to do a free home test which could prevent it. Don't get left behind. If you are aged 57-71, register for the test today: <https://bowelscreen.ie> #MensHealthWeek

[NI] Men are more likely to develop bowel cancer compared to women, but are less likely to do a free home test which could prevent it. Don't get left behind. If you are aged 60-74, make sure that you take the test: <https://nidirect.gov.uk/bowel-screening> #MensHealthWeek

#SmallStepsBigResults Did you know that it is estimated that 1 in 2 men will be diagnosed with cancer at some point in their lives? Read the real-life stories of Irish men who got talking and got checked at: <https://mariekeating.ie/heroes-of-hope> #MensHealthWeek

#SmallStepsBigResults Are you aware that many cancers can be avoided? Here's 12 small steps to reduce your risk: <https://www.cancer.ie/node/6605> #MensHealthWeek

Possible Images / Videos ...



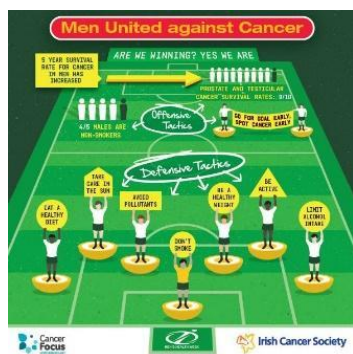
Available at:
<https://mhfi.org/mhw/mhw-image-pack.html#SocialMedia2026>



Available at:
<https://mhfi.org/CancerInfograph2018.jpg>



Available at:
<https://mhfi.org/ICSmanual.png>



Available at:
<https://mhfi.org/CancerGamePlay.JPG>

 Did you know that about half of all cancers could be avoided? What can you do to reduce your risk of cancer? 12 WAYS TO REDUCE YOUR CANCER RISK 1. DON'T SMOKE 2. DON'T DRINK AND DRIVE 3. DON'T DRINK ALCOHOL 4. DON'T DRINK TOO MUCH 5. DON'T DRINK TOO FAST 6. DON'T DRINK TOO MUCH 7. DON'T DRINK TOO FAST 8. DON'T DRINK TOO MUCH 9. DON'T DRINK TOO FAST 10. DON'T DRINK TOO MUCH 11. DON'T DRINK TOO FAST 12. DON'T DRINK TOO MUCH Find out more about the European Code Against Cancer and ways to reduce your cancer risk at www.cancer.ie/europecode or call 1800 200 700	Available at: https://mhfi.org/12Ways.jpg
 HEART ATTACK SYMPTOMS Top 10 signs... MEN - Very tired/unusual fatigue - Sleep disturbances - Anxiety - Chest pain - Frequent indigestion - Heart racing - Arm ache - Coughing - Hand/arms tingling - Arm weak or heavy Chest Heart & Stroke	Available at: https://mhfi.org/HeartAttackSymptoms.png
 A man's guide to heart health "Listen to your heart." "Not your head." Irish Heart Foundation	Available at: https://mhfi.org/MensHeartGuide.png
 KNOW THE SYMPTOMS OF A HEART ATTACK... STOP - Something's not right - symptoms can start slowly - Lightness or pain in the chest, pain in the arm, neck or jaw - Other symptoms such as shortness of breath, nausea or sweating - Phone immediately - the ambulance crew will do an ECG Chest Heart & Stroke	Available at: https://mhfi.org/STOP.jpg
	Steve speaks about how a health scare prompted him to lose 19 stone in weight: https://youtu.be/tcggc8MKpUc
 Geoff's Story My Heart Attack Chest Heart & Stroke	For Geoff, the possibility of a heart attack was the last thing on his mind. Hear his story at: https://youtu.be/kwfrJn5aD4M

Wednesday 17th June 2026

Food for thought



Food for Thought

It's not always convenient to go to the shops or to get your hands on fresh and wholesome food. However, some of us also probably do a bit of 'comfort eating' out of boredom, or to cheer ourselves up, or because we simply want the easiest option. That's a sure-fire way for men to add a few extra pounds to the belly.

A well-balanced diet not only improves men's general health, sense of wellbeing and helps maintain a healthy weight, but it can also lower their cholesterol, keep their blood pressure down, and reduce their risk of developing heart disease, diabetes and some cancers.

So, what men eat really matters. To find out why during #MensHealthWeek 2026, check out:

- <https://irishheart.ie/how-to-keep-your-heart-healthy/healthy-eating>
- <https://choosetolivebetter.com>
- <https://safefood.eu/Healthy-Eating>

#ProgressNotPerfection #SmallStepsBigResults



Do you need a reason to rethink what you eat? ... During #MensHealthWeek 2026 check out pages 6-8 in the 'Action Man' Manual: <https://mhfi.org/ActionMan.pdf> and see why.
#SmallStepsBigResults

Eating too much salt results in high blood pressure which can lead to stroke or heart disease: <https://safefood.net/healthy-eating/salt> Shake the habit for #MensHealthWeek

Men with a waist size of over 37 inches are at increased risk of some health conditions. Tighten-up this #MensHealthWeek and think about #SmallStepsBigResults See: <https://tinyurl.com/rjrr3nvx>

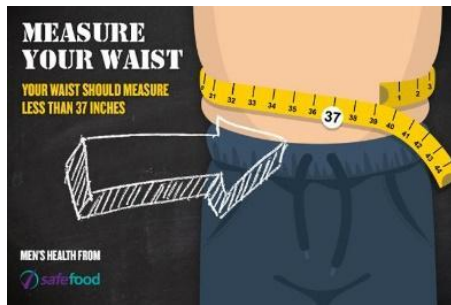
[RoI] #SmallStepsBigResults - what you eat can either protect you or increase your chances of getting heart disease or having a stroke. Understand the types of food that make up a healthy balanced diet this #MensHealthWeek Visit <https://irishheart.ie/how-to-keep-your-heart-healthy/healthy-eating>

[NI] #SmallStepsBigResults - what you eat can either protect you or increase your chances of getting heart disease or having a stroke. Understand the types of food that make up a healthy balanced diet this #MensHealthWeek by visiting <https://nichs.org.uk/health-information/risk-factors/healthy-eating>

#SmallStepsBigResults ... One of the best ways to prevent cardiovascular disease (e.g. stroke, heart attack & angina) is to have a well-balanced diet to keep your cholesterol level low. During #MensHealthWeek 2026, kick-start this process with your mates: <https://irishheart.ie/how-to-keep-your-heart-healthy/cholesterol>

Possible Images / Videos ...

	Available at: https://mhfi.org/mhw/mhw-image-pack.html#SocialMedia2026
	Available at: https://mhfi.org/Image9Safefood.jpg



Available at:
<https://mhfi.org/Image12Safefood.jpg>



Available at:
<https://mhfi.org/TakeControl.jpg>



Ciaran speaks about how healthy eating and exercise helped him to beat Type 2 Diabetes:
<https://youtu.be/PayqDOEry20>



Vinny talks about his weight loss journey, when he shed 18 stone in 24 months:
<https://youtu.be/kpcxAZj5MFM>

Thursday 18th June 2026
Rethink what you drink



Rethink What You Drink

What we drink makes a big difference to our weight, cholesterol level, mood, concentration, relationships, productivity, wallet, belly size ...

Of course, when we talk about 'drink' in Ireland we usually immediately think about alcohol. However, other things such as caffeine, the sugar added to soft drinks, fat levels in milk, protein in shakes etc. also need some consideration!

Many men in Ireland like an alcoholic drink, but problems start if you drink too much too often. There's also a hidden side to alcohol. It affects your body and brain, increases many health risks, and can damage your mental health. It can also mask problems and make life's ups-and-downs harder to deal with.

#MensHealthWeek 2026 offers an ideal opportunity to rethink what you drink and how much. Seek #ProgressNotPerfection - Think #SmallStepsBigResults

Begin by visiting: <https://askaboutalcohol.ie> **[RoI]** or <https://drugsandalcoholni.info/alcohol> **[NI]**.



[RoI] #SmallStepsBigResults - By knowing what the Low-Risk Drinking Guidelines are, you can maintain a balance in your drinking. Sticking to these guidelines can greatly improve your health and restore your wellbeing. During #MensHealthWeek find out more at: <https://askaboutalcohol.ie>

[NI] #SmallStepsBigResults - by knowing what the Low-Risk Drinking Guidelines are, you can maintain a balance in your drinking. By sticking to these, you can improve your health and restore your wellbeing. During #MensHealthWeek find out more at: <https://drugsandalcoholni.info/alcohol>

[RoI] Less is best, because alcohol contributes to a range of chronic health conditions and diseases. Many are avoidable - if you can restore a sensible balance to how much, and how often, you drink. Find out more this #MensHealthWeek at: <https://askaboutalcohol.ie>

[NI] Less is best, because alcohol contributes to a range of chronic health conditions and diseases. Many are avoidable - if you restore a sensible balance to how much and how often you drink. Find out more this #MensHealthWeek at: <https://drugsandalcoholni.info/alcohol>

#SmallStepsBigResults ... Alcohol has a much bigger impact than just a short-term hangover. Find out more at: <https://drugsandalcoholni.info/alcohol> during #MensHealthWeek 2026.

During #MensHealthWeek 2026, measure how your drinking is impacting on your health, your wallet and your weight. Use the online calculator at: <https://www2.hse.ie/living-well/alcohol/drinks-calculator> #ProgressNotPerfection

#SmallStepsBigResults Do you know the facts about all the things that you drink? ... If not, visit: <https://safefood.net/healthy-eating/drinks> this #MensHealthWeek

Possible Images ...

	Available at: https://mhfi.org/mhw/mhw-image-pack.html#SocialMedia2026
	Available at: https://mhfi.org/AlcoholWaistline.jpg

Friday 19th June 2026

Be mind fit



Get Your 'Five-A-Day'

Mental health difficulties affect society, and not just a small, isolated group. But good mind health is more than simply the absence of problems. It is just as important as good physical health and should be a priority for everyone.

There are five simple steps to help to maintain and improve your wellbeing. Try to build these into your daily life and think of them as your 'five-a-day' for mind fitness ...

1. **CONNECT** with the people around you - family, friends, colleagues and neighbours - and spend time developing relationships.
2. **BE ACTIVE** and find a physical activity that you enjoy. Go for a walk, run, cycle, do some gardening, wash the car, take the dog out ... Exercise makes you feel good.
3. **TAKE NOTICE** of the world around you, be observant, look for something beautiful or remark on something unusual. Savour and enjoy the moment, be aware of your surroundings and appreciate the place you're in.
4. **KEEP LEARNING** and don't be afraid to try something new. Rediscover an old hobby or sign-up for a course. Take on a different role, fix a bike, learn to play an instrument, develop a skill that you've always wanted to have ... Set yourself a challenge and have some fun.
5. **GIVE** to others. Do something nice for a friend or a stranger, thank someone, smile or volunteer your time. Find ways to work together with others on things rather than on your own.

During #MensHealthWeek 2026 take one step at a time towards improving your mind fitness. You'll feel better if you do. Seek #ProgressNotPerfection and remember #SmallStepsBigResults

For practical help, support, tips and advice, visit: <https://yourmentalhealth.ie> **[RoI]** or <https://mindingyourhead.info> **[NI]**



#ProgressNotPerfection ... It's Men's Mind Fitness Day during #MensHealthWeek 2026. Here are some tips for steps to improve your mental wellbeing: <https://www.3ts.ie/information-support/resources/self-help-guides>

[RoI] If your head's all over the place this #MensHealthWeek start by visiting:
<https://yourmentalhealth.ie> #SmallStepsBigResults

[NI] If your head's all over the place this #MensHealthWeek start by visiting:
<https://mindingyourhead.info> #SmallStepsBigResults

#ProgressNotPerfection - Good mental health is just as important as good physical health, and mind fitness should be a priority for everyone. This #MensHealthWeek follow the five-step plan to maintain and improve your wellbeing: <https://mentalhealthireland.ie/five-ways-to-wellbeing>

It's #MensHealthWeek and the stigma surrounding mental health is a huge barrier that many men face. Here is some information on what stigma is: <https://tinyurl.com/pk453m4a>
#ProgressNotPerfection

We all need support at some times in our lives, and it's good to talk about the things which are bothering us. The Samaritans can offer a free and confidential service to anyone who needs it this #MensHealthWeek Simply call 116 123 #SmallStepsBigResults

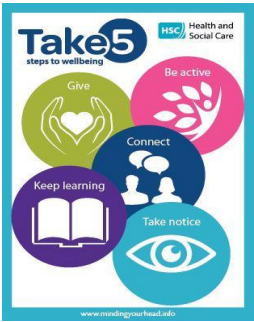
Strong relationships are a key pillar of healthy and happy lives. What changes can you make during #MensHealthWeek 2026 to build upon and improve your connections with others?
#ProgressNotPerfection

Social connections strengthen our immune system, help us to recover from disease faster, and may even lengthen our life. People who feel connected to others have lower rates of anxiety and depression. Build your networks during #MensHealthWeek #SmallStepsBigResults

Possible Images / Videos ...



Available at:
<https://mhfi.org/mhw/mhw-image-pack.html#SocialMedia2026>

	Available at: https://mhfi.org/TakeFive.JPG
	Available at: https://mhfi.org/Take5.jpg
	Available at: https://mhfi.org/Connect.jpg
	Available at: https://mhfi.org/BeActive.jpg
	Available at: https://mhfi.org/KeepLearning.jpg
	Available at: https://mhfi.org/Give.jpg
	Available at: https://mhfi.org/TakeNotice.jpg



Available at:
<https://mhfi.org/MentalFitness.jpg>



See Change [Shine] Ambassador Neil Kelders reflects upon the need to talk about what you're going through and the support you require: https://youtu.be/B6A_NU2_Wy4



See Change [Shine] Ambassador Rick Rossiter talks about the importance of not hiding behind a mask and seeking help and support when you need it:
<https://youtu.be/ZCviNh9gWHc>



Derek talks about his struggle with anxiety and the steps that he took to deal with it: <https://youtu.be/7QnIJExR0eA>

Saturday 20th June 2026

Let's get physical - be more than a sports spectator



Let's Get Physical

Physical activity can benefit every aspect of your health.

It has been shown that regular exercise reduces the risk of chronic diseases such as coronary heart disease, Type 2 diabetes, stroke, cancer, osteoporosis and depression. It reduces stress, improves sleeping patterns, builds-up bone and muscle strength, helps to control weight, tones body shape ... Indeed, men who increase their activity level over a five-year period cut their chances of dying early by almost half. It's the ultimate 'miracle drug'! So, start moving one step at a time today.

But being active doesn't have to mean going to the gym. This #MensHealthWeek there are loads of ways that you can do this in your daily life e.g. take the dog for a walk, go cycling, wash your car by hand, take the stairs instead of the lift, jump off the bus a stop or two before your destination, cut the grass, take-up jogging, dig-over the flower beds, join-in a kickabout ...

For ideas, and inspiration to get you started, aim for #ProgressNotPerfection and check out: <https://getirelandwalking.ie> | <https://outmoreni.com> | <https://IrishTrails.ie> | <https://parkrun.ie> | <https://choosetolivebetter.com/content/getting-active>



[RoI] Daily walking is the easiest way for men to get moving and active. Tips and advice for anybody who wants to start walking during #MensHealthWeek can be found at: <https://getirelandwalking.ie> #ProgressNotPerfection

[NI] Daily walking is the easiest way for men to get moving and active. Tips and advice for anybody who wants to start walking during #MensHealthWeek can be found at: <https://choosetolivebetter.com/content/getting-active> #ProgressNotPerfection

Men of all ages and abilities are encouraged to enjoy the outdoors during #MensHealthWeek. There are 900+ trails waiting to be discovered, so start to walk, bike, run and paddle your way through them all: <https://IrishTrails.ie> #SmallStepsBigResults

[RoI] Local Sports Partnerships across Ireland aim to increase levels of participation and help you to get active during #MensHealthWeek Find one near you at: <https://sportireland.ie/Participation> #SmallStepsBigResults

[NI] Why not pull that old bike out of the shed / cupboard and get cycling for #MensHealthWeek For ideas on where to go in Northern Ireland, visit: <https://outmoreni.com> #SmallStepsBigResults

Think about #ProgressNotPerfection this #MensHealthWeek and join a local 5k parkrun. Walk, jog, run, volunteer or spectate - the choice is yours. See: <https://parkrun.ie> #SmallStepsBigResults

Possible Images / Video ...



Available at:
<https://mhfi.org/mhw/mhw-image-pack.html#SocialMedia2026>



Available at:
<https://mhfi.org/WalkingGroups.jpg>

	Available at: https://mhfi.org/ParkRun.jpg
	Available at: https://mhfi.org/GetIrelandWalking.png
	Available at: https://mhfi.org/PhysicalActivityStats.jpg
	Available at: https://mhfi.org/IrishTrails.jpg
	Ciaran speaks about how healthy eating and exercise helped him to beat Type 2 Diabetes: https://youtu.be/PayqDOEry20

Sunday 21st June 2026

Father's Day - the important role of fathers in their children's lives



Happy Father's Day!

Today, Father's Day, marks the end of #MensHealthWeek 2026. Interestingly, when asked 'what is the best thing that has ever happened to you in your life', many men will say 'BECOMING A FATHER'.

Dads play an extremely important role in their children's lives, and there is a strong body of evidence which shows how they improve positive outcomes for their children. Today is, therefore, the perfect time to highlight this crucial input and to celebrate the contribution of men to raising children - #SmallStepsBigResults

Why not start by checking out: <https://mhfi.org/TheDadFactor.pdf> and have a look at an archive copy of 'Things for Dads to do with Kids' at: <https://mhfi.org/DadsAndKids.pdf>



Happy Father's Day! Have you ever thought about 'what good are dads?' If not, check out: <https://mhfi.org/WhatGoodAreDads.pdf> for #MensHealthWeek 2026.

It's #MensHealthWeek 2026. Fathers play a key role in improving their children's outcomes. This local briefing paper highlights how: <https://mhfi.org/TheDadFactor.pdf>
#SmallStepsBigResults

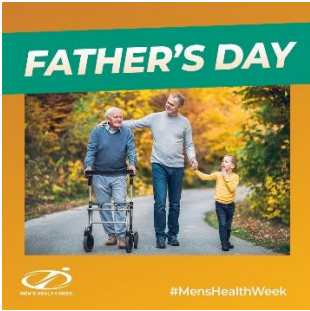
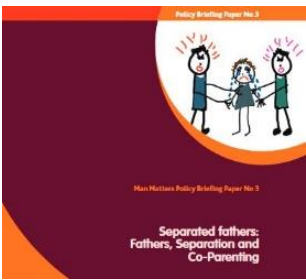
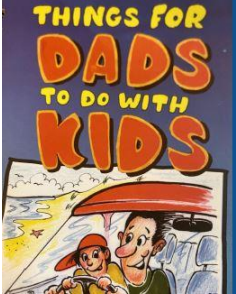
#SmallStepsBigResults What is the evidence for why dads need to be supported to stay involved in their children's lives? This #MensHealthWeek see: <https://mhfi.org/manmattersbriefing3.pdf>

#SmallStepsBigResults Fathers have a powerful impact upon their children's mental health. Find out how during #MensHealthWeek at: <https://mhfi.org/FathersAndChildMentalHealth.pdf>

#ProgressNotPerfection - Are you looking for ideas for activities to do with your kids during #MensHealthWeek 2026? If so, check out: <https://mhfi.org/DadsAndKids.pdf>

#MensHealthWeek 2026 ends today. Thanks to everyone who made it so successful. In the year ahead, remember that you need to aim for #ProgressNotPerfection - as small steps can bring big results

Possible Images ...

	Available at: https://mhfi.org/mhw/mhw-image-pack.html#SocialMedia2026
	Available at: https://mhfi.org/TheDadFactor.jpg
	Available at: https://mhfi.org/BriefingPaper3.jpg
	Available at: https://mhfi.org/FatherImpact.jpg
	Available at: https://mhfi.org/DadsAndKids.JPG

Men's Health Week



**ONE
STEP
AT A
TIME**

– progress, not
perfection



Monday 15th – Sunday 21st June 2026

Find out more at: www.mhfi.org



**Good luck with all your social media work during
Men's Health Week 2026!**