

Logos



Colour Palette

Primary Colours



Secondary Colours



Pantone 108

Pantone 360

Pantone 7455

Pantone 200

Pantone 542

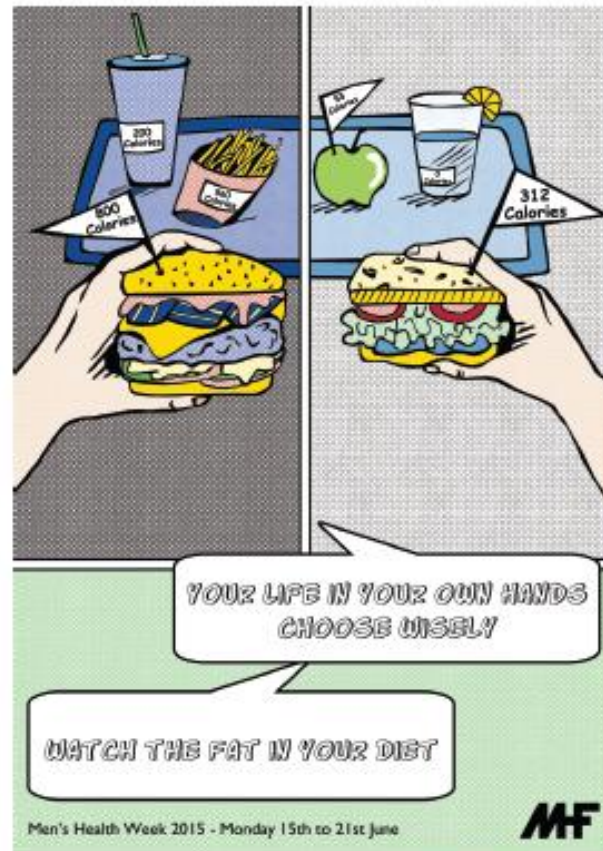
Type Specification

Gill Sans

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Posters



Report

STI
POSITIVE

YOUR LIFE IN YOUR OWN HANDS
CHOOSE WISELY

USE A CONDOM

Men's Health Week 2015 - Monday 15th to 21st June

MF

YOUR LIFE IN YOUR OWN HANDS
CHOOSE WISELY

QUIT SMOKING NOW

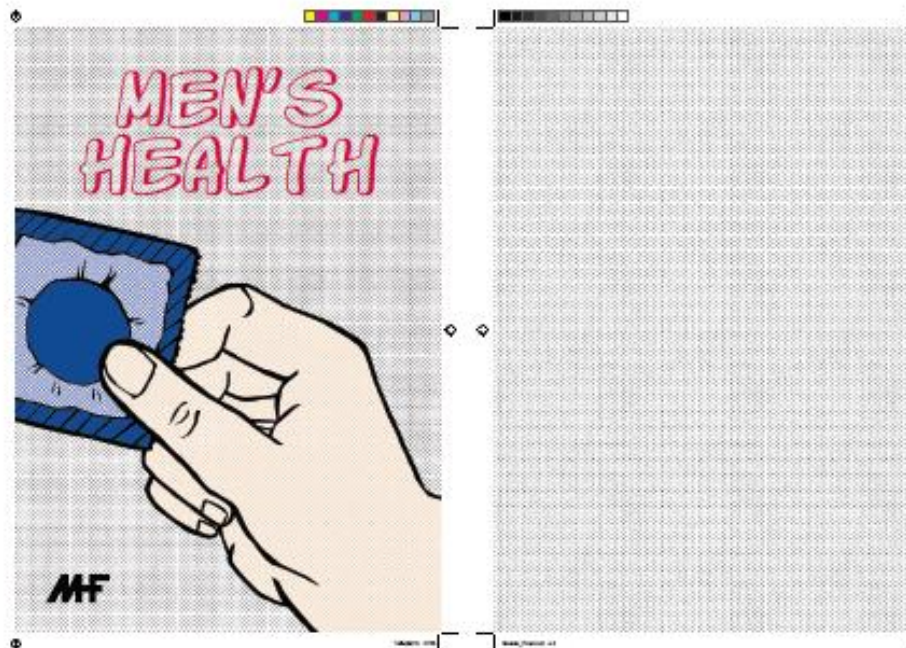
Men's Health Week 2015 - Monday 15th to 21st June

MF

Booklet

MEN'S HEALTH CHALLENGES

1. Order a soft drink the next time you're in the pub.
2. Try some fruit or vegetables you've never tasted before or drink you don't like.
3. Make at least one journey by foot or bicycle instead of going by car.
4. If you're under 25 and sexually active, get yourself checked for chlamydia.
5. Get a mate to give up smoking with you (if you've already given up, the challenge is to try to stay smoking as long as you can!).



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ALCOHOL

In 2012, the National Advisory Committee on Drugs in the Republic of Ireland published a report, among current drinkers aged 16-24 years, 82% of males scored positive for harmful drinking.

In 2007, the overall cost of problem alcohol use to the Republic of Ireland was estimated at €3.7 billion.

In the Republic of Ireland, there are 88 deaths every month which are directly attributable to alcohol.

ALCOHOL

Walk to the pub and turn off some of the extra calories on the way.

Drink plenty of water before, during and after the pub. If you're thirsty you'll need to drink more alcohol.

Drink after a meal rather than before you aren't full so hungry and so won't feel the drinking so much.

Cut down the strength of your drinks. If you normally drink strong lager (5.5ABV or higher) try switching to a lower strength lager (e.g. 4.5ABV).

Start by trying to have one alcohol-free day each week and if you can manage that, then go for two or three.

Avoid mixing alcohol and work. Drinking while on the job impairs work performance and increases your chances of an accident in the workplace. It also costs up some of your precious business sales.

FOOD

It is estimated that about 8 out of 10 men in Ireland don't eat enough fruit and vegetables.

Heart disease is the single biggest killer of men and bowel cancer is the second most common cancer. It is also the second most common cause of cancer deaths in Ireland.

THE GOOD NEWS - BOTH OF THESE ADVENTURES CAN BE PREVENTED.

First of all, do actually have breakfast. You wouldn't expect your car to start without fuel and your body is no different. Usually your breakfast just consists of what you can so take care over what you eat. That traditional Irish breakfast may be something - and even in a white meat - but it's not a breakfast. Try a light fry-up with bacon, sausages, fried egg, toast and a dollop of sauce to go with. Take up half of your recommended daily intake of calories, almost all your total recommended fat allowance, just about your entire salt intake and most of your daily protein as well!

If you like a cooked breakfast, why not try beans on toast, or scrambled eggs and mushrooms on toast - but make the toast wholemeal and grill rather than fry those mushrooms! Or maybe try some of the following instead.

A cereal with no added sugar, preferably wholegrain and low in salt. Perhaps try it with low fat milk.

Some fruit.

A couple of slices of wholemeal toast with low fat spread (or at least low salt butter).

A medium-sized glass of fruit drink - either fruit juice (not squash - which doesn't count towards the 5-a-day quota) or a fruit smoothie.

EXERCISE

On average, men in Ireland die almost four and a half years earlier than women.

1 in 4 men in Ireland now being obese. A further 44% are overweight.

Diabetes caused by obesity is increasing fast. Diabetes is one of the single most common causes of erectile dysfunction (ED or impotence).

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EXERCISE WILL HELP YOU FEEL BETTER, LOOK BETTER AND LIVE LONGER. IT'S THE ONLY WAY TO STAY HEALTHY!

Men who increase their activity level over a five year period cut their chances of dying early by almost half. Walking instead of using the car helps your health, your bank balance and the environment.

If your job doesn't, there are simple things you can consider doing to make exercise part of your normal working day. And what better way to start than with the journey to work in the morning.

Travelling to and from work:

The journey to work is a great chance to help build up the 30 minutes a day of regular physical activity that you need.

Walking or cycling to work (or to the train station if you have a longer journey). Instead of driving or using public transport, could make a huge difference.

At work:

There are a number of simple things you can do during the work day to stay active – and remember, the little things add up!

Take the stairs instead of the lift. If you work on the top floor get off a few floors early.

Take opportunities to walk around the office. Gather documents or messages to co-workers to person rather than by email.

Go for a walk at lunch time and during breaks.

Maybe join a sports team for football or other team activities.

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STI

Chlamydia is Ireland's most common sexually transmitted infection, and it's getting worse.

The NHS must definitely close not only women picking up infections. Condoms, or the other hand, will protect you and your partner from almost all other major STDs.

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JUST ONE TIP FOR PREVENTING SEXUALLY TRANSMITTED INFECTIONS:

Always practice safe sex. No '90' or '90s'. Use a condom whenever you have sex because it's the best. sexually transmitted infections are a greater threat. They can affect you at any age, whether you're straight or gay. It's a long-term relationship or with a casual partner. Symptoms don't always show up immediately so you could have been infected recently or a long time ago.

Although extra lubrication is sometimes required, do not use oil-based lubricants such as petroleum jelly or baby oil. They will damage most types of condoms. There are water-based lubricants available. If you are not sure, ask the chemist – they will not be embarrassed to give advice.

Find an expert:

It's all well and good to say use a condom but sometimes it happens – especially when the spirit is willing and the flesh is willing. The right one always knows that you have an infection, but a simple test will show you what you have and any discharge from the penis. A one-off dose of antibiotics does the trick for chlamydia.

If you haven't practiced safe sex, or are at all worried, you can have a confidential check-up and treatment. (If needed, at a genitourinary medicine (GUM) or STI clinic).

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TOBACCO

Smoking is the single greatest cause of death. Quit now!

Did you know that the risk of lung cancer is almost double in male smokers aged 40-69 years compared with non-smokers?

Smoking also leads to all sorts of serious health problems, including heart disease, stroke, various other cancers (such as bladder, mouth and throat cancer), as well as to bronchitis and emphysema.

OK, ENOUGH OF THE BAD NEWS. HERE'S THE GOOD PLAN.

Whichever you go for, it will be easier with some sort of Quit Plan.

Get information. Go online, make a call, visit your surgery or pharmacy. Arm yourself with as much information as possible about the most effective ways available to help you stop and stay stopped.

Set a day and date to stop. Tell all your friends and relatives – they will support you.

Use every occasion always take a buddy with you. Get someone to give up with you. You will reinforce each other's willpower.

Clear the house and your pockets of any cigarette packets, papers or matches.

Map out your progress on a chart or calendar.

Keep the money you save in a separate container.

Chew on a carrot. It will give you something to do with your mouth and hands.

Ask your friends not to smoke around you.