

The Real Face of Men's Health

Supporter Toolkit

What to expect from this toolkit

This toolkit introduces you to The Real Face of Men's Health, Movember's new campaign that shares insights into the true state of men's health, and builds on the groundswell for prioritising action.

Inside you'll find what the campaign is about, what Movember is aiming to achieve and, most importantly, how you can be part of the solution.



What is The Real Face of Men's Health?

In 2024, Movember launched a global impact campaign, and the inaugural Real Face of Men's Health Report in Australia and the UK.

In 2025 the campaign continues with a Canadian Men's Health Report released in June, and Aotearoa New Zealand Men's Health Report released in August, soon to be unveiled in USA. This September, we launch the Ireland Men's Health Report that dives deeply into the systemic barriers that contribute to poor health outcomes among men, Why?

Because men continue to face significant health challenges, this includes shorter life expectancy compared to women, a higher burden of chronic disease, substance misuse, social isolation, and unacceptably high rates of suicide.

Men are also less likely to seek preventive healthcare than women. The system that is meant to support boys and men is not serving them – and this is placing enormous pressure on the families and communities who care for men. We need to advocate for change – for healthcare systems that meet the unique needs of all genders, and for more government action around men's health issues, because healthier men means a healthier world for all.

By highlighting the factors that contribute to preventable disease and premature death in men, the Real Face of Men's Health seeks to drive real change - ensuring that men's health receives the attention it so desperately deserves. This is not just about raising awareness – it's about shifting attitudes, changing behaviours, and transforming the systems and services that men rely on. In doing so, we hope to leave a legacy of better health that will benefit boys and men for generations to come.

The Real Face of Men's Health Report

You'll likely hear and see us reference this report a lot over the next few months and even years. Commissioned by Movember, and written by a team of Irish researchers, Dr Noel Richardson, Dr Aisling McGrath and The Men's Health Forum in Ireland (MHFI) lead by Colin Fowler, it makes clear the full impact of men's poor health.

Give your community more reasons to get on board by sharing relevant stats and insights from the report, which you'll find on the next page.



These are The Real Face of Men's Health report's biggest findings.
Decide which points matter most to your community, then share away.

ON THE CURRENT STATE OF MEN’S HEALTH

Men Are Dying Too Young

- Too many men in Ireland still die before their time, often from preventable causes. Premature male death rates are 40% higher than those for females.
- In 2022, 7,453 males died prematurely in Ireland. This is the equivalent of 40.2% of all male deaths.
- Men die at higher rates than women across the five leading causes of death, including heart disease, lung cancer, and suicide.
- Men’s health is not just about adding years to life but ensuring quality, healthy years lived.
- Ireland introduced the world's first National Men’s Health Policy in 2009. Since then, male life expectancy has increased and is now among the highest in Europe. However, men in Ireland continue to face significant health challenges such as shorter life expectancy compared to women in Ireland, a greater incidence of chronic disease, substance misuse, social isolation, and higher rates of suicide.
- Co-authored by Movember, the Men’s Health Forum in Ireland, and the National Centre for Men’s Health (SETU), it highlights the ongoing need for targeted investment aligned to the Men’s Health Policy and subsequent action plans to support men and boys throughout Ireland.

Where You Live Shapes How Long You Live

- Men in Ireland’s most deprived areas live five years less than those in the most affluent areas.
- They are almost 1.5 times more likely to die prematurely.
- In deprived communities, men are 46% more likely to die prematurely than women living in the same areas.
- Health inequality is not just about personal choices. Race, geography, social class, and opportunity matter.

[DOWNLOAD FULL REPORT](#)

ON PERCEPTIONS, THE RIPPLE EFFECT AND IMPACT ON THE HEALTHCARE SYSTEM

The Ripple Effect of Men’s Health

- Men’s poor health doesn’t just affect men, it impacts partners, families, workplaces, and the economy.
- The majority of caregivers for men are women (68%) and new research by Movember shows that they report experiencing greater emotional, psychological, and physical strain compared to male caregivers. Approximately 65% of these women indicate ongoing worry or anxiety, while 60% note a deterioration in their mental health, which has influenced their overall energy levels and satisfaction with life.
- When men are well, they are better partners, fathers, carers, colleagues, and contributors to society.

Public Perception and Momentum for Change

- 3 in 4 adults in Ireland are concerned about the state of men’s health across all political, age, and gender lines.
- Over 80% of the public support a dedicated Men’s Health Action Plan.
- Half of adults in Ireland believe young men are becoming increasingly disconnected from society.
- Young people are especially concerned about men’s mental health, loneliness, and disconnection.
- Men’s health is a unifying issue: supporting men benefits women, families, and communities.

The Economic Cost

- The costs of the five conditions that cause the largest number of years of life lost to ill-health for men in Ireland: coronary heart disease (CHD), stroke, chronic obstructive pulmonary disease (COPD), lung cancer and suicide, were over €1 billion in 2023 alone. Of that €1 billion, €716 million (69%) was identified as potentially preventable. Better prevention and early intervention could save hundreds of millions annually, easing pressure on the health system and economy and paying dividends for society as a whole.

General Practitioners (GPs)

- 9 out of 10 GPs state they have good understanding of men’s health, but only 1 in 4 (29%) are confident in their knowledge.
- According to GPs, key barriers to addressing men's health include patients' reluctance (45%) to discuss sensitive topics and limited time available to doctors (46%).
- Mental health is the fourth most frequent reason for men to visit their general practitioner, after diabetes/cholesterol, blood pressure, cardiovascular health, and ahead of prostate cancer, which ranks fifth. Just under half (48%) of GPs report that male patients frequently seek assistance for mental health concerns.

Support The Real Face of Men's Health Campaign

We're asking this government to commit to men's health, fund the action plan and make men's health a national priority. Use these tools to spread the word on your own channels, and let's support the health and mental health of boys and men, and stop them from dying too young.

KEY MESSAGING

Men's Health impacts us all.
Together, we can change the face of men's health.
Be part of the solution at [Movember.com](https://movember.com)

BE SURE TO TAG YOUR POSTS WITH
[@MOVEMBER](https://www.linkedin.com/company/movember) ON LINKEDIN
[@MOVEMBER.IE](https://www.instagram.com/movember) ON INSTAGRAM

#MOVEMBER

STEP 1. SHARE IRELAND'S MEN'S HEALTH REPORT

Put the word out to your networks.
The more people who join us, the more pressure we can put on policymakers.



[SHARE THE REPORT](#)



STEP 2. SHARE THE FILM

To truly capture the sentiment that 'men's health impacts us all,' we needed to present not only diverse faces but also diverse experiences, highlighting the countless people affected by men's health. Our hero films depicts a full life cycle, celebrating both the good and the bad moments, because poor men's health affects us just as much as good men's health.

In this link you'll find our hero campaign asset, in sizes to support sharing in your social feed and stories.

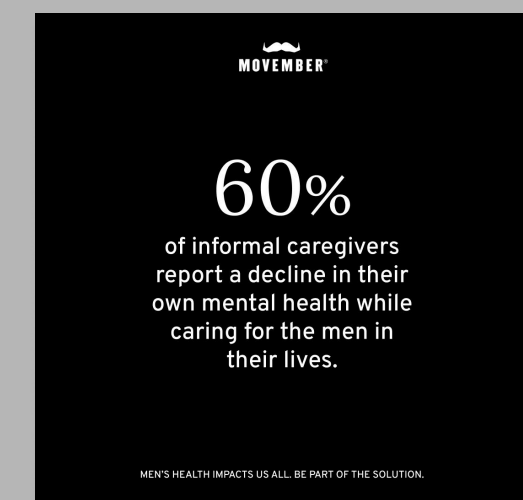


[HERO FILM](#)



STEP 3. SPREAD THE WORD

Getting more people onboard with men's health comes down to showing how men's health affects us all. In this toolkit we've shared the Real Face of Men's Health Report's biggest findings. Copy and paste the key points that matter most to your community. Share away using the key messaging provided or, use this toolkit to inspire your own words. Together, we can raise awareness for the real state of Men's Health in Ireland.



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[CREATE YOUR OWN ASSET,
AND SHARE YOUR
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Thank You