



November 2024

Official Date is Tuesday 19 November
but many employers will take part
during the week before or after

Employer Guide

www.ukmensday.org.uk



Introduction

International Men's Day in the UK (officially Tuesday 19 November) has grown in popularity over the past decade with employers and organisations using it as a reason to hold well-being events and activities for male members of staff in all their diversity. There were around 800 UK organisations involved in events in 2023 and this has grown from ten, over a decade ago.

A list of some organisations who took part in 2023 are listed on this organisation page: <https://ukmensday.org.uk/organisations-supporting-imd23/>

Many also use it to support charities in the men and boys' wellbeing sphere and others also use it for PR purposes too.

It is a very inclusive event so this is a platform that encourages women and girls to also take part and does not seek to create a competition with the wellbeing challenges that they face.

International Men's Day in the UK and its brand, platform and management is the responsibility of the Men and Boys Coalition. The charity comprises of more than 100 charities, academics and professionals in the field of men and boys' health wellbeing.

Often the employee events and campaigns are organised by HR departments, EDI leads, CSR managers, internal welfare staff groups/committees and employer fundraising teams.

This short guide therefore sets out some ideas for those involved in these roles, to help more employers to take part and to ultimately provide more wellbeing support to male members of staff. And of course, the better the wellbeing of male employees, the better the wellbeing of female employees and the organisation as a whole.

If you require further information, please contact me via contact@ukmensday.org.uk or 07834 452357. There is also plenty of information on our website (www.ukmensday.org.uk) and we are on Twitter ([@ukmensday](https://twitter.com/ukmensday)) and www.facebook.com/InternationalMensDayUK too.

If you do choose to hold an event, please let us know as well, we would love to mention it.

Good luck and thank you for your support.

Mark Brooks OBE
National Ambassador
International Men's Day UK Team

Please note: No one has to stick rigidly to 19 November, many events are run around those dates as often that can be more convenient for work schedules etc.



About International Men's Day in the UK

Every year, International Men's Day in the UK is marked by more and more women, men and organisations across the country with over 400 organisations involved in events in 2021, 600 in 2022 and 800 in 2023. <https://ukmensday.org.uk/thankyou-2023/>, It also saw 100,000 tweets (the biggest trend for most of the day - #internationalmensday).

In 2023, across November there were a range of activities including Parliamentary debates, policy launches, employer days, community events, health days, business events, staff support days, debates, student events, political events, lectures, research launches, gigs, charity promotion days, book launches, mental health discussions, film showings, conferences, competitions, comedy nights, get-togethers, award announcements and charity fundraisers – the most anywhere in the world.

The platform is overseen by the Men and Boys Coalition charity and activities for International Men's Day are centred and managed on three broad themes which allows as many people and organisations to take part in the best way they see fit.

- Making a positive difference to the wellbeing and lives of men and boys
- Raising awareness and/or funds for charities supporting men and boys' wellbeing
- Promoting a positive conversation about men, manhood and masculinity

For more information on the themes and ideas on how to use them, please visit: <https://ukmensday.org.uk/2024-theme/>



The day is also endorsed by the Government with in 2020, the then Prime Minister stating: "This International Men's Day let us recognise and celebrate the incredible contribution that men and boys make to our society – and make sure that they are not alone to suffer in silence."

About International Men's Day in the UK

These core International Men's Day themes help to address some of the issues that affect men and boys in the UK, such as:

- The high male suicide rate
- The challenges faced by boys and men at all stages of education and work including attainment, re-training, stress, redundancy and unemployment
- Men's health (including male cancers), shorter life expectancy, body image and workplace deaths – plus the health impact of Covid-19
- The challenges faced by the most marginalised men and boys in society – for instance, homeless men, boys in care, school excluded boys and the high rate of male deaths in custody
- Male victims of violence and crime – for instance, bullying, sexual violence, gang violence, and, those coerced into county lines and other criminal activity
- The challenges faced by men as parents, particularly new fathers and separated fathers
- Male victims and survivors of sexual abuse, rape, sexual exploitation, domestic abuse, forced marriage, honour-based crime, stalking, online image-abuse, sextortion and modern slavery
- Boys with no positive male role models in their lives
- The negative portrayal of men, boys and fathers

For a range of statistics, please visit [the IMD UK facts page](#).



Why get involved

There is a growing emphasis by employers that the wellbeing of their employees is key to the success of their organisation alongside the recognition of the need to play a wider role in improving the wellbeing of society as a whole.

Workplaces are communities, and employers need to recognise that men need to be supported and encouraged to bring their best selves to work. This means helping to support any vulnerabilities they have alongside recognising their role and achievements in being part of the success of an organisation. There are lots of charities who recognise the difference it makes in allowing men the space to share their emotions with others who are prepared to listen and take them seriously. Employers have a key role here too.

International Men's Day provides a great opportunity to use the platform as a way of supporting male employees:

- raising awareness of the support available to them including by others (charities)
- recognising issues that affect their wellbeing and the help you provide
- raising funds for related charities and also in a way that is positive, fun, instructive and engaging

Using International Men's Day also demonstrates an organisation's commitment more widely to their staff (alongside International Women's Day) especially as it has become mainstream and is recognised as part of the wider EDI, wellbeing and CSR calendars.

The key is also for it to be as inclusive as possible because we live in a 360 degree world where men and women do not live or work in isolation from each other. So please do not think women cannot and should not be involved in taking part in the events!



How to get involved

We often get asked by employers – what can we do? Here are a summary of ideas and the case studies at the end showcasing what others have done (there is far more information on our Get Involved Page - <https://ukmensday.org.uk/how-to-mark-imd-in-2024/>):

- 1) Speakers for a lunchtime event including motivational speakers or speakers from charities;
- 2) Hold conferences and/or sponsoring conferences held by others;
- 3) Health events (how to check for prostate cancer, wellbeing/mindfulness, mental health, obesity, fitness events);
- 4) Issue positive messages (email, intranets) on the importance of checking for male cancers, support on mental health and look after your male work colleagues and show how important men are to the success of your organisation (there is far more information on our Get Involved Page - <https://ukmensday.org.uk/how-to-mark-imd-in-2024/>);
- 5) Create videos and/or use social media;
- 6) Signpost men and boys to charities and organisations that can help them – great for employers (intranets, leaflets);
- 7) Ask internal male role models to leads the campaign and also ask to take part in talking about mental health and mindfulness/wellbeing;
- 8) Hold fun events which also are really good for including women (“my favourite man”, “the most inspirational man in my life”);
- 9) Allow other organisations to use your conference facilities to host an event;
- 10) Raise funds for men and boys charities, many of whom have local branches - including sponsoring the annual National Men and Boys awards for charities and leaders who have the made the biggest contribution to the wellbeing of men and boys.”
([list of suggestions](#))
- 11) Use the logo on email signatures, and,
- 12) Launch new research, campaigns and public policies on men and boys issues.



Examples

Here is a list of examples of the types of events with links where available:

- **UK Civil Service:** across the country the [civil service held events](#) in every region including a focus on arranging guest speakers who will be sharing their personal stories and offering practical advice on important issues affecting men in the UK today
- **Legal and General** sponsored a national International Men's Day summit organised by [Moving Ahead](#)
- **John Lewis** hosted a "[Dad takeover](#)" event for working parents
- **Next** produced a wonderful video with a range of male employees talking about their [mental health challenges](#).
- **Standard Chartered** have produced first class positive videos in 2021 ([What does it mean to you?](#))
- **Federation of Small Business** held an event on [positive male rodents](#).

Images

There are a range of different International Men's Day UK [logos and other images](#) that can be used by for any events.

Event lists

There is a [calendar of events](#) that are listed for International Men's Day and these can be found on the main website. These are added to as the month's progress. You can also see in detail the events that have been created in previous years.



Keep in Touch and Next Steps

If you require further information and support about International Men's Day including the UK, please do not hesitate to get in touch.

If you are holding any events, please let us know so we can add them to our organisation list .

We will also help with any publicity (if appropriate) and of course please use the following in any social media.

■ <https://x.com/UKMensDay>

■ [@ukmensday](https://twitter.com/ukmensday)

■ <https://www.facebook.com/InternationalMensDayUk>

■ www.ukmensday.org.uk

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