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2015

BA Design Visual Communication Re-branding Project with Men's Health Forum Ireland

Technological University Dublin

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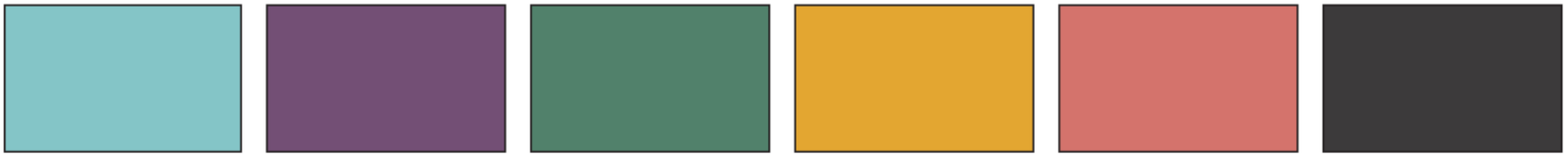
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Logos

MHI

MHW²⁰¹⁵

Colour palette



PAN-325C, PAN-5135C, PAN-556C, PAN-7409C, PAN-170C, PAN BLACK7C

Type specification

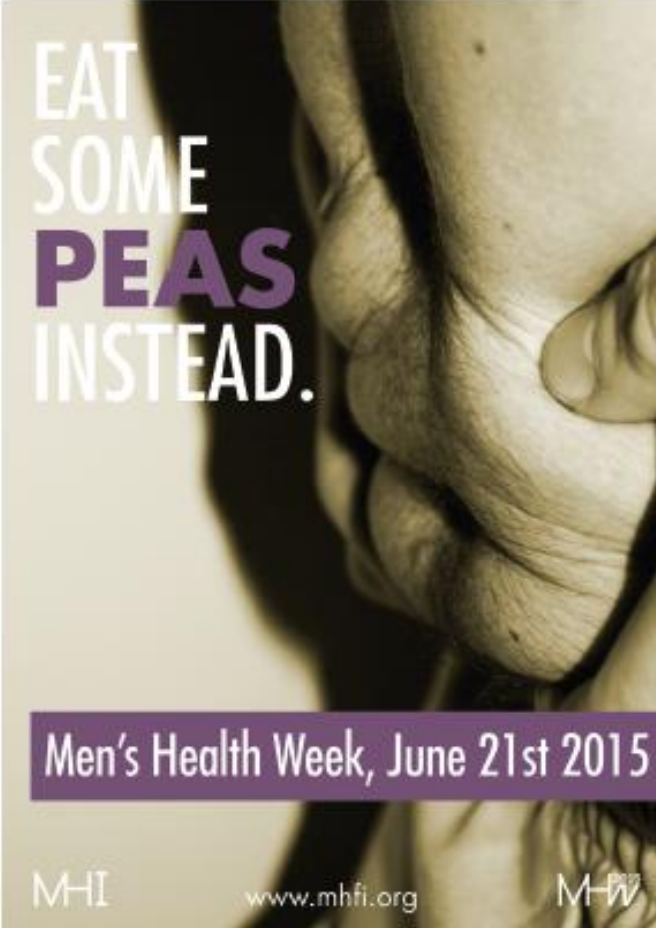
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Posters



EAT
SOME
PEAS
INSTEAD.

Men's Health Week, June 21st 2015

MHI www.mhfi.org M-W

This poster features a close-up, black and white photograph of a man's face, focusing on his nose and mouth. The text is overlaid on the left side of the image. At the bottom, there is a purple banner with white text, and a footer with logos and a website URL.



TELL
S.T.D.'S
TO STICK
IT.

Men's Health Week, June 21st 2015

MHI www.mhfi.org M-W

This poster features a black and white photograph of a hand making a peace sign (V-sign). The text is overlaid on the left side of the image. At the bottom, there is an orange banner with white text, and a footer with logos and a website URL.

A close-up photograph of a man's face as he lights a cigarette with a lighter. The lighting is dramatic, highlighting his features and the smoke.

GET A
CARROT
AND
CHEW
ON
IT.

Men's Health Week, June 21st 2015

MHI www.mhfi.org MHW²⁰¹⁵

A profile photograph of a woman looking at a glass of water she is holding. The background is a neutral, light color.

WATER
HELPS YOU
LAST
LONGER.

Men's Health Week, June 21st 2015

MHI www.mhfi.org MHW²⁰¹⁵

A close-up photograph of a hand gently touching a person's face. The image is in a warm, sepia tone.

STIGMA
IS JUST A
WORD.

Men's Health Week, June 21st 2015

MHI www.mhfi.org MHW²⁰¹⁵

Booklet

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First of all, do actually have breakfast. You wouldn't expect your car to work without fuel, and your body is no different. Equally, you wouldn't put crude oil into your car, so take care over what you eat. That traditional fried breakfast may be tempting - and once in a while won't harm you - but did you know that a typical fry-up with bacon, sausages, fried egg, toast and a dollop of sauce is going to take up half of your recommended daily intake of calories, almost all your total saturated 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:

1 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.

Try some fruit or vegetables you've never tasted before or think you don't like.

Some key ingredients to achieving your five a day.



● Spirits

● Alcopop

● Wine

● Beer



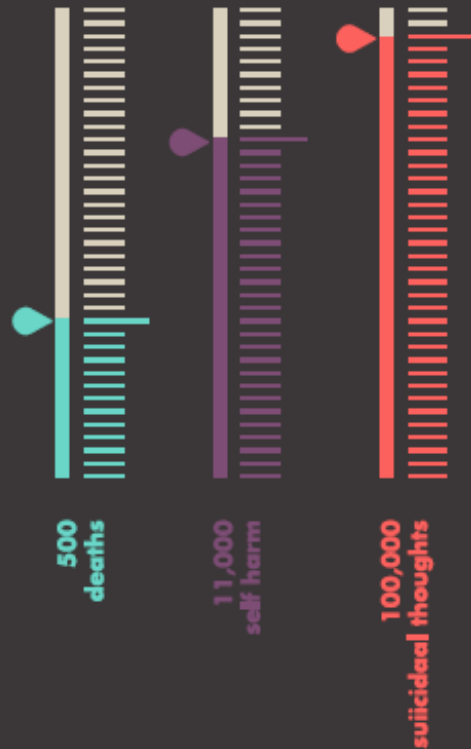
ALCOHOL

Some simple steps you can take to continue enjoying your evenings at the pub whilst avoiding the harmful effects are ...

Walk to the pub and burn 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 tend to drink more alcohol.
 Drink after a meal rather than before – you won't feel so hungry and, so, won't feel like drinking so much.
 Cut down the strength of your drinks . If you normally drink strong lager (5% ABV or higher), try switching to a lower strength lager (e.g. 3.5% ABV) .

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 uses up some of your precious 'maximum units' .

Annual suicide statistics



Stressed out? ... Walk out before you blow up . Removing yourself from the situation gives you the space to work out the best thing to do .

It can be hard to be rational when you are feeling very stressed, which is why it's important to take some time out .
Quick fix
 Getting yourself out of a stressful situation, even for a few moments, can give you the space you need to feel more able to tackle the problem . That's easy to say, but often hard to manage . Avoid taking refuge in smoking, junk food or alcohol! This won't help your stress levels .

Avoid too many caffeinated and sugary drinks: caffeine may make you feel more anxious, and bursts of sugar can cause mood swings. Drink plenty of water . This will help you to concentrate better and may stop you getting stress headaches . Improving your diet and drinking plenty of water will increase your body's resistance to stress . It's important to make time for proper meals to help you stay energised . Talk over meals .

Just one tip for preventing sexually-transmitted infections: always practise safer sex. No 'ifs' or 'buts'. Use a condom whenever you have sex because, to be honest, sexually-transmitted infections are a great leveller. They can affect you at any age, whether you're straight or gay, in 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.

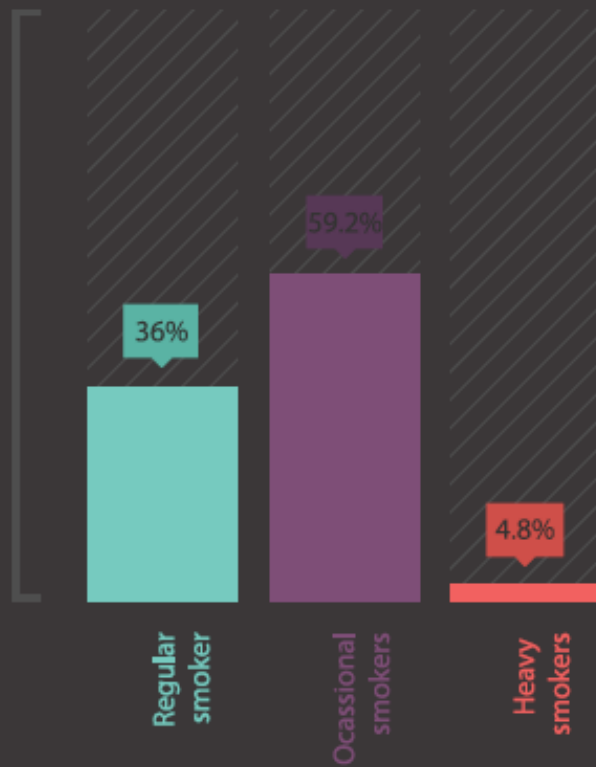
Although extra lubrication is sometimes required, do not use oil-based lubricants such as petroleum jelly or baby oil. They will damage most types of condom. There are water-based lubricants available. If you are not sure, ask the chemist – they will not be embarrassed to give advice.

If you're under 25 and sexually active, get yourself checked for chlamydia – the most common sexually-transmitted infection.



2/14

Test positive for
Chlamydia



TOBACCO

Get a mate to give up smoking with you (if you've already given up, the challenge is to try to stop looking so smug about it) .

Smoking is the single greatest cause of death . FULL STOP . It has killed more people than both world wars put together . It can also affect your children and those around you . Smoking causes lung cancer – even the tobacco companies now accept this simple fact . It can also lead to all sorts of serious health problems, including heart disease, stroke, various other cancers (such as bladder, mouth and throat cancers), in addition to bronchitis and emphysema .

What triggers the 'time for a cigarette' habit? Is it:

- When you wake up?
- With the first cup of tea/coffee?
- Talking on the phone?
- Watching TV?
- With an alcoholic drink?
- After a meal?
- While reading?
- When you are stressed?

These are only some examples, and you might have others . Try keeping a diary for a few days to record your smoking patterns . This can help you to understand when and why you smoke, and plan what to do instead .

MENS HEALTH WEEK CHALLENGES

XIV

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 think 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. Stressed out? Walk away from tense situations before you blow up.
6. Find out about opening hours at your local GP's surgery.
7. Get your blood pressure checked within the next two weeks.
8. Get a mate to quit smoking with you - and get advice about how to stop.
9. Show a doctor that lump, strange shaped mole, or rash that's bothering you.
10. If you have any other health related problems don't be shy to use the resources provided below.

www.hscni.net

www.hse.ie

www.mhfi.org

www.nhs.uk/SymptomCheckers