

Men's Mental Health Week

15 - 21 June 2026



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This Men's Mental Health Week, help the men in your audience by signposting them to Shout through your keyword. We've provided signposting graphics you can use to help your colleagues and your audience start a conversation with a man they're worried about.

Many men who use our support services show that feelings of shame, isolation and emotional exhaustion are common, particularly when life changes feel out of control. Many also say they find it easier to talk to someone outside of their personal circle, especially in a private and anonymous setting.

These behaviours are reflected on the Shout service - in 2025 approximately 45,900 men texted the Shout service, and were most likely to speak about low mood or sadness, followed by stress or worry and suicide. Just under half of those who contacted Shout wanted to talk to someone who didn't know them (46%), or said they felt more comfortable texting than talking about how they feel (44%).

Signpost

Let the men in your organisation know that support is out there including your free, confidential, 24/7 crisis text service.

Suggested copy for socials or newsletters

This Men's Mental Health Week, if there's someone you've been meaning to check in on, here's how to make that conversation a little easier.

Try doing an activity together while you talk, ask him to rate how he's feeling from 1-10, and meet whatever he shares with reassurance rather than solutions. And if he's not ready to open up yet, that's ok, just letting him know you're there matters more than you think.

You can also let him know that more support is available, he can text <KEYWORD> to 85258 any time of day or night. It's free, confidential and silent.

[Download Asset](#)

Men's Mental Health *How to start the conversation*



Walk and talk



On a scale of 1
to 10...



Use reassuring
statements



Ask open questions



Try not to force
it



Let them know
support is out
there

in partnership with

shout

Webinar: Beyond the Surface: Men's Mental Health Today

Suggested copy for your socials and newsletters:

Following Men's Health Week, let's be honest about mental health.

Join our partner Mental Health Innovations and the brilliant team at Run With Purpose, an organisation doing extraordinary things to support men's mental health, for a webinar that cuts through the noise.

Featuring the incredible [Ben West](#), we'll be exploring what men are actually experiencing right now, and the practical tools that genuinely help.

12pm, 23 June, online.

Register here: <https://bit.ly/4dhOoo0>

[Register](#)



Men's Mental Health Awareness

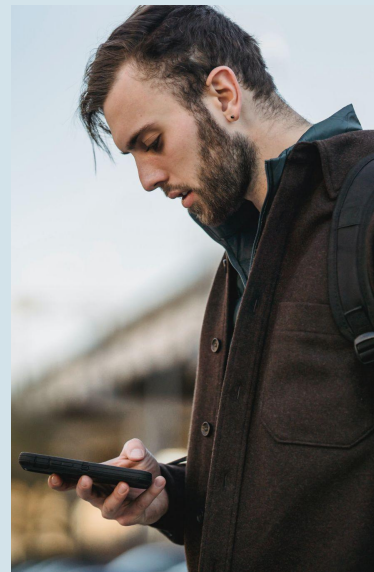
How our digital services empower men to open up about their mental health

How the Shout service can help

Men's Mental Health Week is not only about raising awareness, but also about challenging the idea that men should "just get on with it" or hide how they're feeling. Many men struggle silently with pressures linked to work, money, relationships and identity, often carrying these challenges alone because opening up can feel uncomfortable or unfamiliar.

Research and conversations with men using support services show that feelings of shame, isolation and emotional exhaustion are common, particularly when life changes feel out of control. Many also say they find it easier to talk to someone outside of their personal circle, especially in a private and anonymous setting.

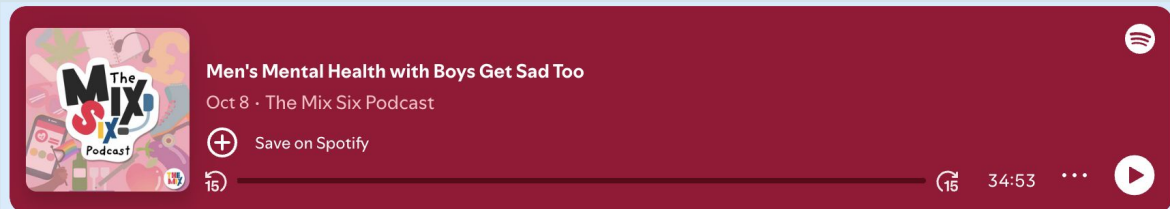
Campaigns, community partnerships and male role models are helping to shift attitudes by showing that vulnerability, honesty and asking for support are normal and important. Creating spaces where men feel heard, understood and accepted can encourage earlier conversations and help reduce the sense of loneliness many experience.



[Read full article](#)

The Mix Six Podcast

Boys Get Sad Too - Men's Mental Health



Boys Get Sad Too is a mental health fashion brand, established in 2018. Since then, it has exploded to become a leading voice in men's mental health, delivering their products to over 40 countries across the world and changing the conversation around men's wellbeing forever.

Suggested copy for socials or newsletters

Our partner The Mix's podcast covers all the topics young people from the ages of 11 to 25 might be curious about or navigating, whether it's relationships, exam stress, sex, LGBTQ+ rights and more.

It features celebrities and other amazing young people working their way through the same struggles.

Perfect for listening to in the car, or maybe as a link passed on to a young person in your life.

This episode focuses on Men's Mental Health with Boys Get Sad Too fashion brand.

Farmer Joe's story

We're working to create resources and stories that let farmers know they're not alone. In this video, Sussex dairy farmer Joe opened up about his mental health challenges and how he managed them.



Case Study: Ben's Story

Ben found Shout helpful when recovering from Gambling Addiction

Ben Texted Shout in a moment of crisis

As Ben entered recovery from gambling addiction, he texted Shout in a moment of crisis, finding it easier to text than talk verbally. A Shout volunteer gave Ben the space he needed to talk about his struggles and helped him to feel more like himself.

"If someone out there needs support but is afraid to ask or doesn't know how to reach out, I would say - always keep the Shout number saved in your phone, ready to text"

[Read his story](#)



Share your feedback

help us make these toolkits more useful for you

We'd really appreciate your feedback.

Please take this short survey to let us know how you use these toolkits and what you'd like to see more of.

[Take the survey](#)



Thank you

We're grateful for your support in helping us
transform the mental health of the nation



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