

## Public Health Toolkit **SOCIAL MEDIA**



### Men's Health

**POST:** Is the man in your life taking care of his health? Remind him to make his health a top priority with healthy eating, staying active, and by scheduling an annual health checkup.

**TWEET:** Show your man you love him. Remind him to schedule an annual health checkup.

**POST:** Guys: as you age your risk of developing Prostate cancer increases. Two-thirds of cases are diagnosed in men 65 and older. The risk is highest among African-American men. Family history plays a role too. Men whose close relatives (father, brother, son) who have had prostate cancer (especially at an early age) are more likely to get prostate cancer.

[http://www.health.ny.gov/statistics/cancer/registry/abouts/prostate.htm?utm\\_campaign=facebook&utm\\_source=lhd&utm\\_medium=social](http://www.health.ny.gov/statistics/cancer/registry/abouts/prostate.htm?utm_campaign=facebook&utm_source=lhd&utm_medium=social)

**TWEET:** In NY, African-American men are 1.5X more likely to get prostate cancer & 2X as likely to die compared to Caucasians.

[http://www.health.ny.gov/statistics/cancer/registry/abouts/prostate.htm?utm\\_campaign=twitter&utm\\_source=lhd&utm\\_medium=social](http://www.health.ny.gov/statistics/cancer/registry/abouts/prostate.htm?utm_campaign=twitter&utm_source=lhd&utm_medium=social)

**POST:** If you are an African-American man, over 65 with a family history of prostate cancer talk to your doctor about the risks and benefits of prostate cancer screening.

[http://www.health.ny.gov/statistics/cancer/registry/abouts/prostate.htm?utm\\_campaign=facebook&utm\\_source=lhd&utm\\_medium=social](http://www.health.ny.gov/statistics/cancer/registry/abouts/prostate.htm?utm_campaign=facebook&utm_source=lhd&utm_medium=social)

**TWEET:** Each year in NY, about 16,000 men are diagnosed with prostate cancer and over 1,700 men die of the disease.

[http://www.health.ny.gov/statistics/cancer/registry/abouts/prostate.htm?utm\\_campaign=twitter&utm\\_source=lhd&utm\\_medium=social](http://www.health.ny.gov/statistics/cancer/registry/abouts/prostate.htm?utm_campaign=twitter&utm_source=lhd&utm_medium=social)

**POST:** Excluding skin cancer, prostate cancer is the most common cancer among men in New York state. To help reduce your risk, talk with your doctor about prostate cancer screening and whether it is right for you.

[http://www.health.ny.gov/statistics/cancer/registry/abouts/prostate.htm?utm\\_campaign=facebook&utm\\_source=lhd&utm\\_medium=social](http://www.health.ny.gov/statistics/cancer/registry/abouts/prostate.htm?utm_campaign=facebook&utm_source=lhd&utm_medium=social)

**TWEET:** It's estimated that 1 in 7 men will develop prostate cancer during his life. Screening is key.

[http://www.health.ny.gov/statistics/cancer/registry/abouts/prostate.htm?utm\\_campaign=twitter&utm\\_source=lhd&utm\\_medium=social](http://www.health.ny.gov/statistics/cancer/registry/abouts/prostate.htm?utm_campaign=twitter&utm_source=lhd&utm_medium=social)

**POST:** Hey guys! Osteoporosis doesn't just affect women. Learn your risk factors: White or Asian, older age, smoking, small/thin body type, low physical activity and too little calcium or vitamin D.

[http://www.health.ny.gov/diseases/conditions/osteoporosis/risk\\_factors.htm?utm\\_campaign=facebook&utm\\_source=lhd&utm\\_medium=social](http://www.health.ny.gov/diseases/conditions/osteoporosis/risk_factors.htm?utm_campaign=facebook&utm_source=lhd&utm_medium=social)

**TWEET:** 1 in 4 men will experience a broken bone after 50, putting them at risk for osteoporosis. Know the risks.

[http://www.health.ny.gov/diseases/conditions/osteoporosis/risk\\_factors.htm?utm\\_campaign=twitter&utm\\_source=lhd&utm\\_medium=social](http://www.health.ny.gov/diseases/conditions/osteoporosis/risk_factors.htm?utm_campaign=twitter&utm_source=lhd&utm_medium=social)