

Supporting Men's Health: Starting the Conversation

WPA

Men's Health Week – a timely opportunity to engage

Men's Health Week (taking place in June each year) is a valuable opportunity to raise awareness and encourage more open conversations around health and wellbeing.

While often associated with physical health, men's health is much broader – encompassing mental wellbeing, burnout, lifestyle factors, and how confident individuals feel in seeking support.

Why this matters

Challenges such as stress and burnout affect everyone. However, research consistently shows that men are often less likely to seek help or access support early.

This makes **early engagement and accessible support** particularly important – not only to prevent issues escalating, but also to create a culture where health and wellbeing conversations are normalised.



How to support better health engagement

Advisers play a critical role in helping both corporate and individual clients engage more proactively with their health and wellbeing.

By helping clients:

- Open up conversations around wellbeing;
- Promote available tools and support;
- Encourage early intervention.

You can help ensure your clients, their employees, families or wider support networks, feel informed and supported before challenges reach crisis point.

Men's Health Week provides a natural moment to start that conversation.



Starting the conversation

Simple actions can make a significant difference.

Encourage your clients to:

- Use awareness moments like Men's Health Week to highlight available support;
- Share accessible, relevant health content;
- Promote a culture where seeking help is encouraged and normalised;
- Consider the needs of employees and their families.

How we can support

We offer a range of tools and services that can help support men's health – across prevention, awareness and early intervention.



Awareness and education

- Access a range of men's health resources on the [Health & Wellbeing Hub](#).
- Content designed to support conversations around both physical and mental health.



Preventative support

- [LifeStage Health](#) provides proactive support tailored to key stages of life.
- Includes areas particularly relevant to men's health, helping individuals take action earlier.



Mental wellbeing and burnout

- Resources and services that support stress management and mental wellbeing.
- Helping individuals access support early – before challenges escalate.



Supporting families

- Many of our services extend beyond the individual.
- Helping ensure partners and family members on cover can also access appropriate support.



A simple next step

Men's Health Week is the perfect opportunity to:

- Start conversations with your clients;
- Highlight the importance of early support;
- Signpost the tools and services already available to them.

By focusing on awareness, prevention and access, we can help ensure better outcomes – not just for men, but for individuals and families more broadly.

Need support? Speak to your usual contact to find out more about how these services can support your clients.

Retail

01823 625092

retailbrokersales@wpa.org.uk

SME/Commercial

01823 625247

SMESales@wpa.org.uk

Mid-Large Corporate (claims rated)

01823 625051

mcdquotes@wpa.org.uk