

# NATIONAL **MASCULINITY** WEEK

## CAMPUS PROGRAMMING GUIDE

THOUSANDS OF YEARS OF HISTORY HAVE DEFINED MASCULINITY.

CAMPUSPEAK is launching National Masculinity Week (NMW) with the intent of changing the narrative nationally.

The goal of National Masculinity Week is to change the national conversation to focus on what it means to be a positive male role model and challenge the unhealthy and harmful aspects of traditional manhood and the mantras that "boys will be boys" or "men will be men."

NATIONAL MASCULINITY WEEK IS HELD IN MID OCTOBER EVERY YEAR

National Masculinity Week is an investment in the future. NMW will create an opportunity for men to explore healthier norms of masculinity by providing a means of deconstructing traditional definitions of masculinity and exploring how they manifest in society and men's lives. Throughout the week CAMPUSPEAK will provide resources to advance the conversation and support university communities, athletic programs, fraternal organizations and men engaging in these critical conversations.

WHEN IS NATIONAL MASCULINITY WEEK?

National Masculinity Week (NMW) is observed the 3rd full week of October, however you can choose any week of the year that will work best for your community. What is most important is that your community identifies a week each year that they come together to change the conversation of what it means to be a man and to explore healthier norms of masculinity.

WHAT CAN MY COMMUNITY DO TO OBSERVE NATIONAL MASCULINITY WEEK?

1. Partner with student government, campus organizations and clubs, athletic teams and Greek Life to plan events throughout the week.
2. Bring a CAMPUSPEAK Speaker to campus.
3. Bring The Masculinity Project Workshop to campus.
4. Organize groups of men to come together to engage in dialogue about what it means to be a man. Conversation Starters for Unpacking Masculinity are available under Resources on <https://campuspeak.com/masculinity-week/>
5. Encourage men to in your community to take the Manhood Pledge found at <https://campuspeak.com/masculinity-week/>
6. Develop a Social Media Awareness Campaign through Facebook, Instagram and Twitter and share what your organization or your campus is doing to elevate the conversation related to healthy masculinity, use the hashtag #masculinityweek
7. Develop a print media campaign using the poster templates found at <https://campuspeak.com/masculinity-week/>
8. Order t-shirts or other swag for men in your community to wear throughout the week using the National Masculinity Week tagline "Hey Man Are You Okay? Hey Man That Is Not Okay!" Graphics found on [National Masculinity Week Page](#)
9. Encourage men in your community to participate in the National Masculinity Action Network contest where they can creatively express what they are going to do promote healthier norms of masculinity in their community.
10. Partner with Movember to host a Big Moustache on Campus (BMOC) challenge, visit [Movember.com](http://Movember.com) to learn more.