

Henri Hyvönen**Men's identity work and affective-discursive practices around workplace health promotion**

The article focuses on men's identity work and affective-discursive practices around workplace health promotion. The study draws on socio-economically diverse data consisting of interviews with 17 men. Based on the analysis, health is – to use Ahmed's concept – a 'happy object,' the achievement and maintenance of which is set as a necessary condition for a good working life. The self is positioned as entitled to the help of the employer. At the same time, workplace health promotion is identified as a power relation. In addition to health-aware and cooperative health citizenship, the participants perform masculinity that emphasizes autonomy and an opposing relationship with workplace health promotion. Workplace health promotion deemed impractical or insufficient is viewed with hostility. Masculinity is a component of a positive self-understanding both in the context of identity work that aligns with workplace health promotion, and in the context of identity work that opposes it.

Keywords: men, masculinities, health behaviour, occupational safety and health administration, workplace health promotion