



MOVEMBER

CHANGING THE FACE OF MEN'S HEALTH

A black and white photograph of two men with mustaches engaged in conversation outdoors. The man on the left is in profile, looking towards the right. The man on the right is facing him, looking slightly away. They are both wearing collared shirts. The background is blurred, showing trees and a fence.

CAN WE TALK?

A mental health discussion with Movember



MOVEMBER[®]



WHAT'S NEXT?

PART 1: MOVEMBER AND MENTAL HEALTH

- Movember 101
- 260 weekends
- Men and mental health

PART 2: HOW TO HAVE BETTER CONVERSATIONS

- ALEC (Ask, Listen, Encourage Action, Check-in)
- Movember Conversations
- What is Therapy?
- Take action

OUTCOME: we're all better informed about mental health and equipped to manage difficult conversations.



MOVEMBER

CHANGING THE FACE OF MEN'S HEALTH

THE MOVEMBER JOURNEY

THE LEGEND OF THE MOUSTACHE



5M+

INSPIRED TO JOIN GLOBAL MEN'S HEALTH MOVEMENT

20

COUNTRIES

\$1B

RAISED GLOBALLY

1,300+

MEN'S HEALTH PROGRAMS FUNDED THROUGH 2021



THE GLOBAL GAP IN LIFE EXPECTANCY
BETWEEN MEN AND WOMEN IS



5 YEARS

MEN ARE DYING TOO YOUNG AND FROM LARGELY
PREVENTABLE CAUSES



**LET'S PUT THIS IN
REAL TERMS**



5 YEARS x
52 WEEKENDS =

260

LOST WEEKENDS



MOVEMBER®

CHANGING THE FACE OF MEN'S HEALTH

A black and white photograph of two men standing together and smiling. The man on the left has a mustache and is wearing a button-down shirt. The man on the right is wearing a sweater and has his arm around the other man's shoulder. The background is slightly blurred, showing what appears to be an outdoor setting with a banner and a sign.

**MENTAL HEALTH
AND SUICIDE PREVENTION**

www.m

MACELLAIO

EVERY DAY
TRADY

THE PROBLEM

A man wearing a brown hat and a red and black plaid shirt stands on a rocky, brush-covered hillside. The background shows a range of mountains under a clear sky. The foreground is filled with dry, yellowish-brown brush and rocks.

3 OUT OF 4

suicides are men

**MEN AGE
15-45**

suicide is the 2nd leading
cause of death for Canadian
men

EXAMINING THE PROBLEM



Suicide is complex, and is rarely caused by any single factor

Men often burden under **traditional masculinity social norms** (particularly self-reliance and stoicism) and can be slow to take action for their health.

This **“tough it out” mentality** works against their well being.

**OVER HALF
(59%)**

of Canadian men feel society expects them to be **“emotionally strong and to show no weakness.”**

**OVER A THIRD
(37%)**

of Canadian men said they will not talk to others about how they feel to avoid feeling **“unmanly”**.

* Based on 2019 study of 1,000 Canadian men





Men often don't recognize symptoms of depression and are **more likely to "mask" or hide their feelings** with behaviours such as:

- Becoming irritable or aggressive
- Work compulsively
- Isolate from friends + family
- Increased consumption of alcohol or drugs
- Engage in higher risk activities

Significant life events often contribute to mental health challenges. Tough times to watch out for include:

Becoming a father

Loss of job

Relationship breakdowns

Physical health challenges

Retirement



PART TWO

STARTING BETTER CONVERSATIONS

A black and white photograph of three men standing on a rooftop balcony, looking out over a city skyline. The man on the left is wearing a striped shirt and is smiling. The man in the middle is wearing a dark jacket and is also smiling. The man on the right is wearing a dark t-shirt and has a beard. The background shows a city with many buildings.

CAN YOU SPOT A BRO WHO'S FEELING LOW?

If a friend hasn't seemed himself lately it might be a sign that he's struggling

Does Mr. Laid-back seem a bit edge?

Has your group chat king gone quiet?

Is the party animal just not feeling it?

Did the sporty one miss a session?

I WANT TO HELP BUT...
**WHAT DO
YOU SAY?**





**SIMPLE STEPS TO
POWERFUL CONVERSATIONS**

A.SK

Ask how they're doing

L.LISTEN

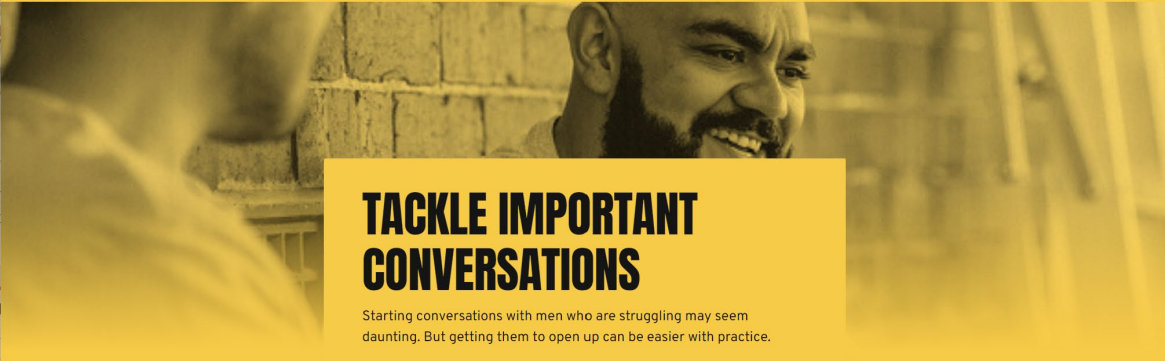
Listen to what they say

E.ENCOURAGE ACTION

Explore the options they might have

C.CHECK-IN

Keep in touch with where they're at



TACKLE IMPORTANT CONVERSATIONS

Starting conversations with men who are struggling may seem daunting. But getting them to open up can be easier with practice.

[Start a practice conversation](#)



Hey! We're glad you're here!

How can we help you have a conversation with a man in your life who is struggling?

November - 10:01 am

[I need to practice having the conversation with him](#)

[I need help asking him what's going on](#)

FIND YOUR PRACTICE CONVERSATION

Pick any topic to practice. We'll guide you through how to start the conversation with confidence and keep it moving in a helpful direction.

[View all conversations](#)

YOU NOTICE
HE'S WITHDRAWN AND OBSESSING

YOU NOTICE
HE'S JUGGLING WORK & FAMILY

SOMETHING HAPPENED
HE'S HEARTBROKEN

MOVEMBER CONVERSATIONS

conversations.movember.com

Movember Conversations is a free online mental health tool designed to provide you practical guidance on how to support the men in your life who might be struggling.

After **15 minutes** you will:

- **Increase your confidence** on how to support others
- Learn how to use **ALEC** framework with **5-minute scenarios**
- Understand what **therapy** is and **how to access it if you need it**

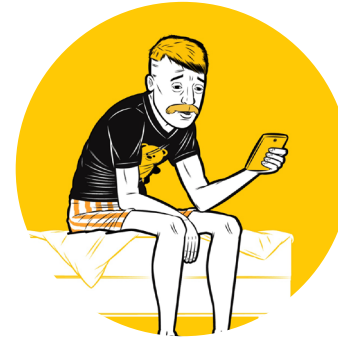




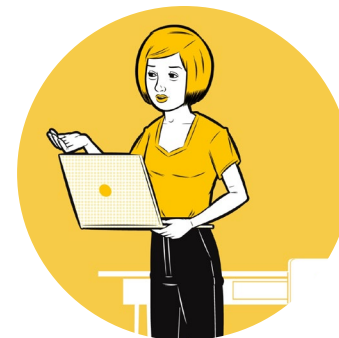
MOVEMBER[®] CONVERSATIONS



How useful do you think the tool might be?



Can you think of someone who you could try these skills out on?



What's stopping you?



**IF YOU THINK SOMEONES NOT
DOING GOOD, REACH OUT TO THEM.**

**DO SOMETHING. TAKE A WALK.
PLAN A CATCHUP.**

**BE THERE. LISTEN. SHARE WHAT'S
HAPPENING WITH YOU TOO.**



TAKE ACTION

01 Take 5 minutes to check-in with a friend or colleague

02 Head to movember.com/conversations, practice ALEC, share with someone in your life.

03 This Movember, join us, sign up on movember.com to help change the face of men's health.





MOVEMBER®

THANK YOU

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