



# **GAMH Presentation**

**September 28, 2017**



# CMHF

Canadian Men's Health Foundation

- The Canadian Men's Health Foundation (CMHF) was launched in June 2014.
- The CMHF is a national, not for profit organization with a mission to inspire Canadian men and their families to live healthier lives.



# Canadian Men's Health Week

Men's Health Week takes place the week of Father's Day. The goal is to create awareness, amplify the men's health message and mobilize other organizations to participate.

1. Positioning the Foundation as the thought leader in Men's Health in Canada
2. Connecting the dots of people or organizations conducting work in the men's health space
3. Sharing that information with the Canadian public



# Canadian Men's Health Week

CMHF messages two different streams of stakeholders during Men's Health Week.

1. Business to business
2. Business to consumer

## In 2017 we:

- CMHF relaunched the federal Men's health caucus
- Officially announced our funding from the Federal government
- Officially announced our funding from the provincial Ontario government
- Don't Change Much launched a humour Father's Day e-card campaign
- Primary press release – focused on the roles of father's and eating habits with children
- CanadianMensHealthWeek.ca positioned itself as a content curator for organizations and subject matter experts that want to contribute to the men's health conversation

A person is walking away from the camera on a wooden boardwalk that winds through a forest. The trees are mostly bare, suggesting late autumn or winter. The lighting is dim, with a soft glow from the setting or rising sun. A semi-transparent orange banner is overlaid across the middle of the image, containing white text.

**The previous 3 years we had variations  
on what we delivered in 2017.**

A man in a suit is speaking at a wooden podium. He is holding a small device in his hands. In the background, several other people are seated at tables, some looking towards the speaker. The setting appears to be a formal conference or meeting.

## **Building our relationship with government:**

- Launched the first federal Men's Health Caucus
- Funding announcements and associated media events
- MP tool kits
- Video health challenges

**And sometimes the government does something unexpected, and a simple request becomes something much, much larger as happened in 2016:**







# Building our relationship with consumers:

[DONTCHANGEMUCH.ca](http://DONTCHANGEMUCH.ca)

DCM/CMHF partnered with a national retailer and created two Father's Day themed contests:

- The Great Golf Give-Away
- Cuba Adventure

AND

- Produced a Pledge Campaign
- Humorous Father's Day e-card campaign

# Building our relationship with partners:



## Canadian Men's Health Week

Only two years old, we are still defining its purpose and role.

- Currently the place to aggregate and curate men's health information from our partners and subject matter experts.
- Furthers our position as a thought leader in men's health.

A group of five people in business attire are on a stage, holding hockey sticks and a puck. In the background, there are Canadian and British Columbia flags. The scene is dimly lit with string lights hanging from the ceiling.

## Building our relationship with media:

Issuing news releases on the Monday on significant reports/research:

- The Cost of Poor Men's Health In Canada
- Study Finds a third of Canadian men are sleep deprived
- Cost of Unhealthy Behaviour to the Individual
- Are Canadian Dads Making their Kids Fat?
- Launch of YouCheck.ca

# THE COST OF POOR MEN'S HEALTH



|                       |               |
|-----------------------|---------------|
| <b>DIRECT</b>         |               |
| Health Care Costs     | \$11.9        |
| <b>INDIRECT</b>       |               |
| Premature Mortality   | \$14          |
| Short-Term Disability | \$2.4         |
| Long-Term Disability  | \$8.6         |
| <b>TOTAL</b>          | <b>\$36.9</b> |

Thanks to bad lifestyle behaviours

THE GOOD NEWS IS IF CANADIAN MEN:

- GOT ACTIVE
- QUIT SMOKING
- SHED EXCESS WEIGHT
- REDUCE ALCOHOL

**WE COULD PREVENT UP TO 70% OF THESE COSTS**



[DontChangeMuch.ca](http://DontChangeMuch.ca)  
[CanadianMensHealthWeek.ca](http://CanadianMensHealthWeek.ca)  
[MensHealthFoundation.ca](http://MensHealthFoundation.ca)

**SOURCE: CANADIAN MEN'S HEALTH FOUNDATION**  
 Prepared by: H. Krueger & Associates Inc., *The Economic Burden Associated with Diseases in Men And the Contribution of Tobacco Smoking, Excess Weight, Alcohol Consumption and Physical Inactivity to this Burden*, October 2014.

A person is walking away from the camera on a wooden boardwalk that winds through a forest. The trees are tall and thin, with bare branches, suggesting a late autumn or winter setting. The sky is a pale, hazy blue, indicating dusk or dawn. A semi-transparent orange horizontal band is overlaid across the middle of the image, containing white text. The person is wearing a dark jacket and light-colored shoes.

**That is our very abbreviated history.  
So what have we learned from the past 4 years?**

# Government Challenges and Learnings

- Remain nonpartisan
- Provide a call to action for the Men's Health Caucus
- Need to be prepared as government changes
- Be current with policies and dynamics.
- Be clear about your mandate

A man in a plaid shirt is shown from the chest up. A deer head is superimposed over his face, with the antlers extending outwards. The background is a dark, textured grey.

**DONTCHANGEMUCH.ca**  
**Challenges and Learnings**

- Integration of messaging. E.g. meshing Father's Day with Men's Health Week
- We cannot do this alone – we need our partners to help spread the message
- Still seeking the ideal strategy to engage the public and create awareness
- Budget to promote





## Canadian Men's Health Week

### Challenges and Learnings

- To remain neutral
- To activate other organizations and non-profits to participate
- To determine the role of the web site, its true audience and how it should be communicating.
- Budget to promote



## Media Challenges and Learnings

- They want new information
- Require local experts for geographic representation
- Operating in two official languages

# What is the secret formula for a successful Men's Health Week?

$$\sum_d^{(ED,DB,BD,PC,MH,CVD,LT)} \int_d^{(ED,DB,BD,PC,MH,CVD,LT)} (RISKPERCENTAGE_d) = \sum_d^{(ED,DB,BD,PC,MH,CVD,LT)} \left( \frac{\sum_{q=QUESTION_{first}}^{QUESTION_{last}} (QuestionBaseRiskFactor_{qd} \times SelectedAnswerImportanceFactor_{qd})}{\sum_{q=QUESTION_{first}}^{QUESTION_{last}} \left( \text{Maximum of } \sum_{a=ANSWEROPTION_{first}}^{ANSWEROPTION_{last}} (QuestionBaseRiskFactor_{qd} \times AnswerImportanceFactor_{aqd}) \right)} \right) \times 100$$



Each year we have successes

Each year we learn

Each year we improve

Each year we adapt

And when we get it right we will share!