



CANADIAN MEN'S HEALTH FOUNDATION

Canadian Men's Health Foundation (CMHF) is a national, non-profit organization founded by Order of Canada recipient Dr. Larry Goldenberg.

CMHF's mission is to inspire Canadian men to live healthier lives. We envision a nation where men actively care for their health and society values this final piece of the family health puzzle. Through a new social awareness, we will motivate men and their families using health information and lifestyle programs in ways they can hear, absorb, and act on.

The Problem

The statistics around men's health in Canada are alarming, yet 70% of men's health conditions/diseases are preventable¹

- Men are 79% more likely to die from heart disease.²
- Men are 57% more likely to die from diabetes³
- Over 80.7% of spinal cord injuries have occurred among males.⁴
- Males account for 82% of alcohol related deaths.⁵
- Males are 80% of successful suicides in Canada.⁶
- 29% more likely to be diagnosed with cancer and 40% more likely to die as a result.⁷
- Men are 24% less likely than women to have visited a doctor within the past year⁸
- 67% of Canadian men are overweight or obese and 85 % of men exceed their daily recommended sodium intake.⁹
- Men on average have more than 9 years of unhealthy life, most of which is preventable.¹⁰



Don't Change Much Campaign

CMHF will launch a national campaign to build awareness of men's health issues, change attitudes and then change behaviours to improve men's overall health. The campaign, 'Don't Change Much' is built around the concept that small steps become habit, and habit becomes a healthier lifestyle.

'Don't Change Much' will be delivered through a guy-to-guy approach to address men in a way that speaks to them. The campaign will shift the perception of healthy behaviours from un-masculine to masculine: the right thing to do for those who count on you.

¹ 89. Willett W. C. *Balancing Lifestyle and Genomics Research for Disease Prevention*. *Science*. 2002;296:695–98

² Statistics Canada. Source: Statistics Canada, CANSIM, table 102-0552. <http://www.statcan.gc.ca/tables-tableaux/sum-som/l01/cst01/health30b-eng.htm>

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³ Statistics Canada. Source: Statistics Canada, CANSIM, table 102-0552. <http://www.statcan.gc.ca/tables-tableaux/sum-som/l01/cst01/health30b-eng.htm>

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⁴ National SCI Statistical Center. *Spinal Cord Injury—Facts and Figures at a Glance, 2012*, https://www.nscisc.uab.edu/PublicDocuments/fact_figures_docs/Facts%202012%20Feb%20Final.pdf.

⁵ Rehm, J., Baliunas, D., Brochu, S., Fischer, B. et al. (2006). *The Costs of Substance Abuse in Canada, 2002*.

⁶ Statistics Canada. <http://www.statcan.gc.ca/tables-tableaux/sum-som/l01/cst01/hlth66c-eng.htm>

⁷ Chronic Diseases and Injuries in Canada. <http://www.phac-aspc.gc.ca/publicat/cdic-mcbc/33-2/ar-03-eng.php>

⁸ Agency for Healthcare research and Quality <http://www.ahrq.gov/patients-consumers/patient-involvement/healthy-men/index.html>

⁹ The Heart and Stroke Foundation. <http://www.heartandstroke.com/site/c.ikiQLcMWJtE/b.3483991/>

¹⁰ Statistics Canada, CANSIM, table 102-0122 and Catalogue no. 82-221-X.

Last modified: 2012-05-24; <http://www.statcan.gc.ca/tables-tableaux/sum-som/l01/cst01/hlth67-eng.htm>



DontChangeMuch.ca will provide tips, information and resources for men to assess their health risks, and take concrete steps to improve their health. A national media campaign including print, outdoor, web, radio and TV will be launched on June 3rd. CMHF's celebrity sports and cooking 'Champions' will help spread the CMHF word and attract the attention of their followers.

**DON'T
CHANGE
MUCH.ca**

The campaign will first target men between the ages of 30 – 50 who have devalued their health for a variety of reasons (career/family/fear/etc.).

National Champions

CMHF is partnering with seven National Champions to inspire men to live healthier lives:

- Trevor Linden – President of Hockey Operations, Vancouver Canucks; 20 year NHL veteran; and Order of Canada Recipient
- Simon Whitfield - Four-time Olympian and two-time medalist
- Shea Emry - Two-time Grey Cup champion and CFL All-Star
- Adam Kreek - 2008 Olympic gold medalist
- Alain Vigneault - Head Coach, New York Rangers
- Jim Hughson - Voice of Hockey Night in Canada
- Ned Bell - Executive Chef, Four Seasons Hotel - Vancouver

Funding & Corporate Sponsors

Funding for CMHF has been provided by private donors, grants from the British Columbia Provincial Government, and Sun Life Financial.

CMHF Founder

Dr. S. Larry Goldenberg, CM, OBC, MD, FRCSC
Professor and Head, Department of Urologic Sciences, University of British Columbia
Respected clinical scientist and urologic surgeon
Champion of men's health
Order of Canada recipient
Founding Director of the Vancouver Prostate Centre



CMHF President, Wayne Hartrick

Founder and past president of successful public relations firm and entrepreneur for over 25 years. Instrumental in providing strategic communications and leadership for a number of successful political campaigns.