

Canadian Men's Health Week June 15 – 21, 2015
FOR IMMEDIATE RELEASE
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YouCheck.ca breaks new ground for men's health awareness

Vancouver—YouCheck.ca may be the most important survey Canadian men ever take. The innovative health awareness tool is a window into their futures, but it's no digital crystal ball. Rather, by asking 18 questions about health history and lifestyle, the eight-minute survey – the only one of its kind in the world – assesses the risk of developing seven of the most common diseases and conditions among Canadian men.

This wake-up call is badly needed. Compared to women, men die sooner, enter their unhealthy years approximately 10 years earlier, and succumb more often to 14 of the 15 most common causes of death in Canada.

But YouCheck.ca does more than reveal risk. The report it provides is a call to action that promotes healthy lifestyle habits such as healthier eating, fitness, alcohol moderation and sleep hygiene. Indeed, medical and health professionals across Canada agree that improving men's health isn't just about awareness – it's also about results.

“We know a lot of guys go online for information about their health,” says Dr. Kendall Ho, Co-Principal Investigator for YouCheck.ca. “But YouCheck.ca takes the crucial extra step of combining awareness with a viable strategy for reducing health risks and living a happier, healthier life.”

The free, anonymous tool was developed through a partnership with the University of British Columbia and the Canadian Men's Health Foundation with support from Sun Life Financial. “Sun Life is proud to support You Check as a way to bring early attention to the risk factors of certain diseases and promote a healthy lifestyle for Canadian men,” said Paul Joliat, Assistant Vice-President, Philanthropy & Sponsorships, Sun Life Financial. “Sun Life has always had a strong focus on preventative health and wellness programs that help to build stronger, healthier communities. As part of our philanthropic support, primarily aimed at diabetes awareness and prevention, we're thrilled to be part of an initiative that could make all the difference in someone's life,” said Joliat.

The tool was pilot tested last year by 2,400 users, many of whom provided glowing feedback. “I will work on lowering my risk factors and checking out some things with my GP right away,” said one participant. “I found the survey very revealing.”

Another enthused: “This helps me to be in control of my health and work with my healthcare provider to continue to maintain a good quality of life in my later years.”

But perhaps most telling was this admission: “It told me what I was expecting, but not wanting to admit.”

CMHF is proud to acknowledge the following organizations for their support of Canadian Men's Health Week - Presenting Sponsors: Scotiabank and Rexall. Supporting Partners: Deloitte, Rogers Communications, Sun Life Financial, Colliers International, Boston Pizza, Vancouver Coastal Health, BuildDirect, United Steelworkers, CFL Players Association, BC Hydro, Canadian Produce Marketing Association, Univar, Ariad Communications, Canadian Mental Health Association, Calgary Prostate Cancer Centre, Medicine Hat & District Health Foundation, Canadian Urological Association, Provincial Government of BC, Dietitians of Canada and the Heart & Stroke Foundation Alberta

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About [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. The mission of CMHF is to inspire Canadian men to live healthier lives. 70% of men's health problems can be prevented by adopting healthy lifestyles. CMHF will create a new social awareness and motivate men and their families using health information and lifestyle programs in ways they can hear, absorb, and act on.

About Sun Life Financial

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