

## **Government of Canada Invests in Men's Health to Help Prevent Chronic Disease**

*Partnership with the Canadian Men's Health Foundation and the Urology Foundation, with funding from Google Grants, will promote healthy habits for men.*

July 31, 2015 - Ottawa, ON - Public Health Agency of Canada

Today, the Honourable Rona Ambrose, Minister of Health announced that the Government of Canada is investing \$519, 400 in an initiative to promote healthy habits in men and help prevent chronic diseases.

Men are at an increased risk of death due to heart disease, cancer, and complications from diabetes. This is due, in part, to the fact that most lifestyle-related risk factors – smoking, overuse of alcohol, physical inactivity, overweight/obesity – are more prevalent among males. However, many of these risk factors can be reduced.

The Don't Change Much Intervention Program, made possible through a partnership with the Canadian Men's Health Foundation, the Urology Foundation, and with funding from Google Grants, will empower men to make and sustain behaviour changes that reduce their risk of developing chronic diseases.

The online program will provide a virtual intervention that is anonymous and easy-to-use, providing men with access to health information resources. Once launched, participants will be able to select from five health behaviours (diet, sleep, alcohol consumption, physical activity or smoking) and various timeframes to accomplish the targeted lifestyle behaviour change. The program will provide personalized feedback and customized health reminders throughout the process.

### **Quick Facts**

- The Public Health Agency of Canada, the Canadian Men's Health Foundation, the Urology Foundation and Google Grants are investing a combined total of \$1,169,918 over three years in the Don't Change Much initiative.
- Through this initiative, the Canadian's Men Health Foundation will create a comprehensive men's health program to promote awareness and education, engagement, and action regarding healthy lifestyle behaviours in men.

The online program, expected in Spring 2017, will be available with a corresponding mobile app to track activities.

## Quotes

“Changing behavior is not easy. The Don’t Change Much intervention program helps Canadian men improve their health by making small changes that lead to healthy habits. The Government of Canada is proud to partner with the Canadian Men’s Health Foundation and the Urology Foundation, with funding from Google Grants, to offer this online program, which will empower men to live healthier, more active lifestyles.”

*The Honourable Rona Ambrose  
Minister of Health*

“The Sullivan Urology Research Foundation is honoured to support the development of the Canadian Men’s Health Foundation’s Don’t Change Much program for better men’s health today and prevention of chronic illnesses in years to come. In partnership with the Public Health Agency of Canada we know that we can improve the health of Canadian families by helping fathers, husbands, brothers and friends become more aware of positive health changes. I applaud the federal government for being at the forefront of completing the family healthcare puzzle.”

*Dr. Larry Goldenberg  
The Urology Foundation*

“Men across Canada have responded positively to the Don’t Change Much awareness campaign. This intervention and assessment program extends and enhances the campaign, and will be an important tool that motivates and guides men to make lifestyle changes that have a significant impact on their health outcomes. The Canadian Men’s Health Foundation with our partners on this project are excited to build a path that can lead to healthier men and families across Canada.”

*Wayne Hartrick  
Founder, Canadian Men’s Health Foundation*