



FOR IMMEDIATE RELEASE March 24, 2016

Federal budget funding commits to improving the health of Canadian men

Vancouver B.C. - Yesterday's Federal budget committed funding of "\$4 million over four years to help promote lifestyle and behavioural changes for Canadian men" through the Canadian Men's Health Foundation (CMHF).

The Canadian Men's Health Foundation, through its campaign called Don't Change Much, is focused on inspiring men across Canada to live longer, healthier lives. Statistics show that Canadian men are in poor health. They are 79 per cent more likely than women to die from heart disease, 57 per cent more likely to die from diabetes, and account for 82 per cent of alcohol related deaths, yet 70 per cent of men's health conditions and diseases are preventable. Economic modeling conducted by H. Kreuger & Associates Inc. shows the total economic burden attributable to just the four risk factors of smoking, excess weight, physical inactivity and alcohol use in Canadian males to be \$36.9 billion per year.

"CMHF envisions a country where men are acutely aware of their health risks and Canadian society values men as the final piece of the family health puzzle". "We can prevent up to 70 per cent of men's chronic health problems without adding another dollar, doctor or hospital to the health care system through health initiatives directed at men", says Dr. Larry Goldenberg, a national men's health advocate and Chair of the CMHF. "This funding commitment will be a significant step toward bringing more attention to men's health and I applaud the Government of Canada on funding health lifestyle promotion."

"The results from our 'Don't Change Much' lifestyle campaign show that Canadian men and their families are more motivated when armed with health information and lifestyle programs and support", says Wayne Hartrick, President the CMHF. "Our campaign is enabling men to hear, absorb and act on the idea that small lifestyle changes can have significant, long term health benefits."

The CMHF sees this funding as an opportunity to engage Canadians from coast to coast to coast in improving men's health now and for future generations. The CMHF thanks the Honourable Jane Philpott, the Minister of Health, and all Parliamentarians for their support.



About Canadian Men's Health Foundation

The Canadian Men's Health Foundation, launched in June 2014, is a national, non-profit organization focused on inspiring men to live longer, healthier lives. The CMHF is one of the only organizations of its kind to develop a market-based research approach to communicating the importance of male health in a way that men can relate to. The CMHF is focused on promoting the most important lifestyle factors in preventing the onset of health problems. CMHF produces new evidence-based health promotion content year-round including [You Check](#), a men's health risk assessment tool.

Funding for CMHF has been provided by private donors, the Government of British Columbia, Sun Life Financial, and the Government of Canada.

For more information and to sign up for news, please visit the CMHF website at menshealthfoundation.ca and get some healthy tips at dontchangemuch.ca.

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