



CANADIAN MEN'S HEALTH FOUNDATION BACKGROUNDER

The mission of Canadian Men's Health Foundation (CMHF) is to inspire Canadian men to live healthier lives.

The CMHF is a national, not for profit organization established in 2014 by its visionary Dr. Larry Goldenberg and founding President Wayne Hartrick.

There is a real need in Canada to provide men health marketing messages in a way they can truly hear, absorb and act on. 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.

The Problem

The statistics around men's health in Canada are alarming, yet 70% of men's health conditions/diseases are preventable.¹

- Men are 79% more likely to die from heart disease.²
- Men are 57% more likely to die from diabetes.³
- Over 80% of spinal cord injuries have occurred among males.⁴
- Males account for 82% of alcohol related deaths.⁵
- 80% of successful suicides in Canada are men.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 year.⁸
- 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

CMHF creates national campaigns throughout the year to build awareness of men's health issues, change attitudes and then change behaviours to inspire men to live healthier lives. The campaign, 'Don't Change Much' is built around the concept that small steps become habit, and habit becomes a healthier lifestyle.

DontChangeMuch.ca is where guys go to get healthy. 'Don't Change Much' provides tips, information and resources for men to assess their health risks, and take concrete steps to improve their health.

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

Canadian Men's Health Week

In 2014, the (CMHF) created Canadian Men's Health Week, held annually in June, during the week leading into Father's Day to build awareness for men's health matters. The campaign is a nation-wide call to action to men, those who love them, those who employ them, and the government to rally together to improve men's health in Canada.

YouCheck

YouCheck.ca is a world first for men. YouCheck is the first health awareness tool developed specifically for men and it was created in partnership between the Canadian Men's Health Foundation and the UBC Faculty of Medicine.

Simply put, YouCheck is a web based tool that asks men 20 questions about their health. In the roughly 8 minutes it takes to use You Check the participant will be delivered with a report and action plan that will assess their 10-year risk for developing one of the 8 diseases/conditions most common to men in Canada, strategies to reduce the risk, and how small, simple lifestyle changes can lead to risk reduction and disease prevention.

Those 8 diseases and conditions include:

1. Heart attack
2. Type 2 diabetes
3. Prostate cancer
4. Osteoporosis
5. Erectile dysfunction
6. Low testosterone levels
7. Depression (current risk)
8. Colon cancer (20-year risk)

National Champions

CMHF partnered with ten 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, Ocean Wise
- Brendan Shanahan - Three-time Stanley Cup Champion, President and Alternate Governor of the Toronto Maple Leafs.
- Cassie Campbell-Pascall - Three-time Olympic medalist, hockey broadcaster and appointee of the Order of Canada
- Luc Robitaille - Hockey Hall of Famer, the highest scoring left wing in NHL history, President of Business Operations and Alternate Governor for the L.A. Kings.

Funding & Corporate Sponsors

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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> Last modified: 2012-05-31

³ Statistics Canada. Source: Statistics Canada, CANSIM, table 102-0552. <http://www.statcan.gc.ca/tables-tableaux/sum-som/l01/cst01/health30b-eng.htm> Last modified: 2012-05-31

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.iKlQLcMWJtE/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>