



CMHFCanadian Men's Health Foundation

- The Canadian Men's Health Foundation (CMHF) was launched in June 2014.
- The CMHF is a national, not for profit organization with a mission to inspire Canadian men and their families to live healthier lives.



Canadian Men's Health Week

Men's Health Week takes place the week of Father's Day. The goal is to create awareness, amplify the men's health message and mobilize other organizations to participate.

- 1. Positioning the Foundation as the thought leader in Men's Health in Canada
- 2. Connecting the dots of people or organizations conducting work in the men's health space
- 3. Sharing that information with the Canadian pubic



Canadian Men's Health Week

CMHF messages two different streams of stakeholders during Men's Health Week.

- 1. Business to business
- 2. Business to consumer

In 2017 we:

- CMHF relaunched the federal Men's health caucus
- Officially announced our funding from the Federal government
- Officially announced our funding from the provincial Ontario government
- Don't Change Much launched a humour Father's Day e-card campaign
- Primary press release focused on the roles of father's and eating habits with children
- CanadianMensHealthWeek.ca positioned itself as a content curator for organizations and subject matter experts that want to contribute to the men's health conversation





- Launched the first federal Men's Health Caucus
- Funding announcements and associated media events
- MP tool kits
- Video health challenges

And sometimes the government does something unexpected, and a simple request becomes something much, much larger as happened in 2016:



Building our relationship with consumers:

DONTCHANGEMUCH.ca

DCM/CMHF partnered with a national retailer and created two Father's Day themed contests:

- The Great Golf Give-Away
- Cuba Adventure

AND

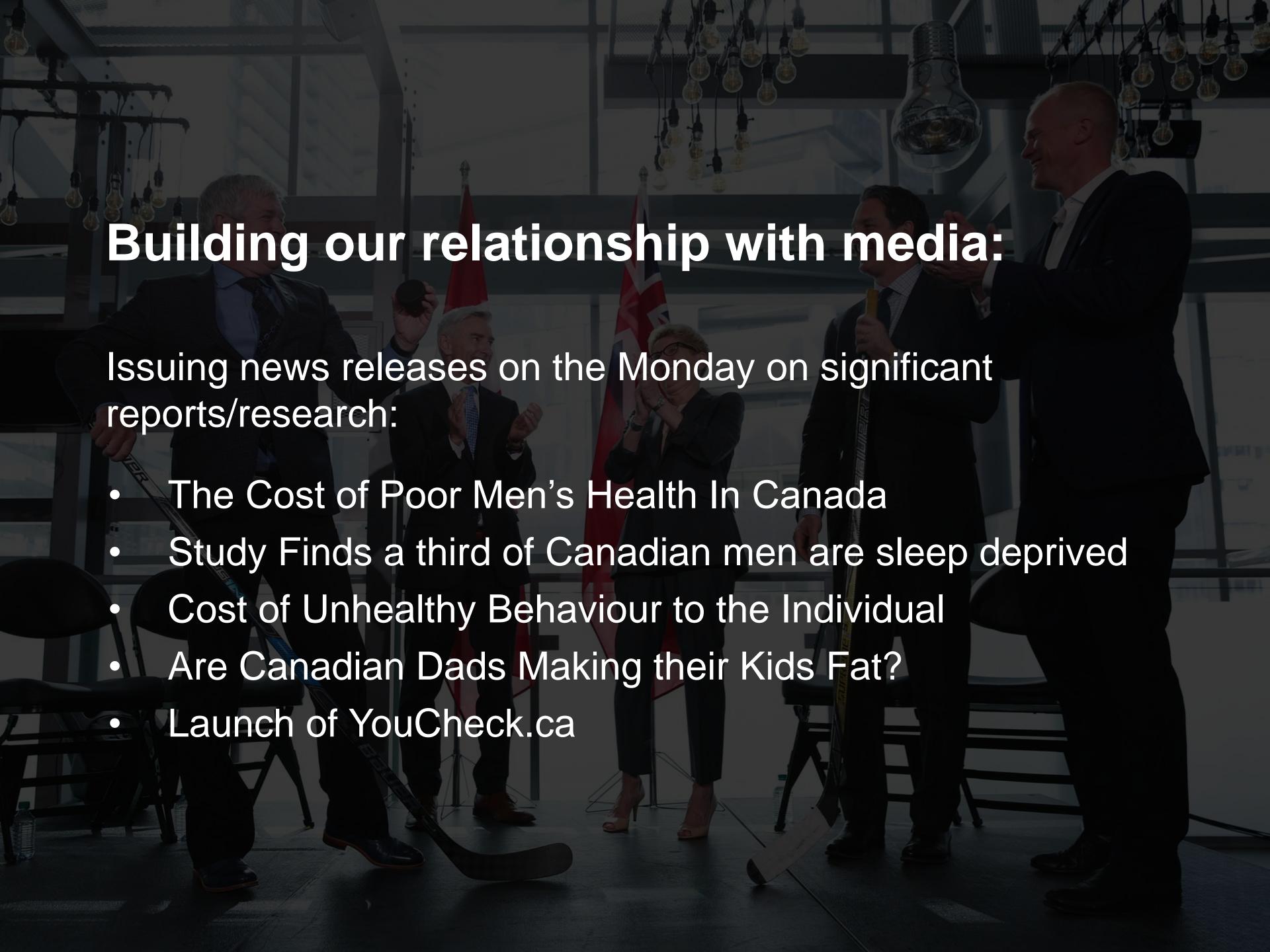
- Produced a Pledge Campaign
- Humourous Father's Day e-card campaign

Building our relationship with partners:

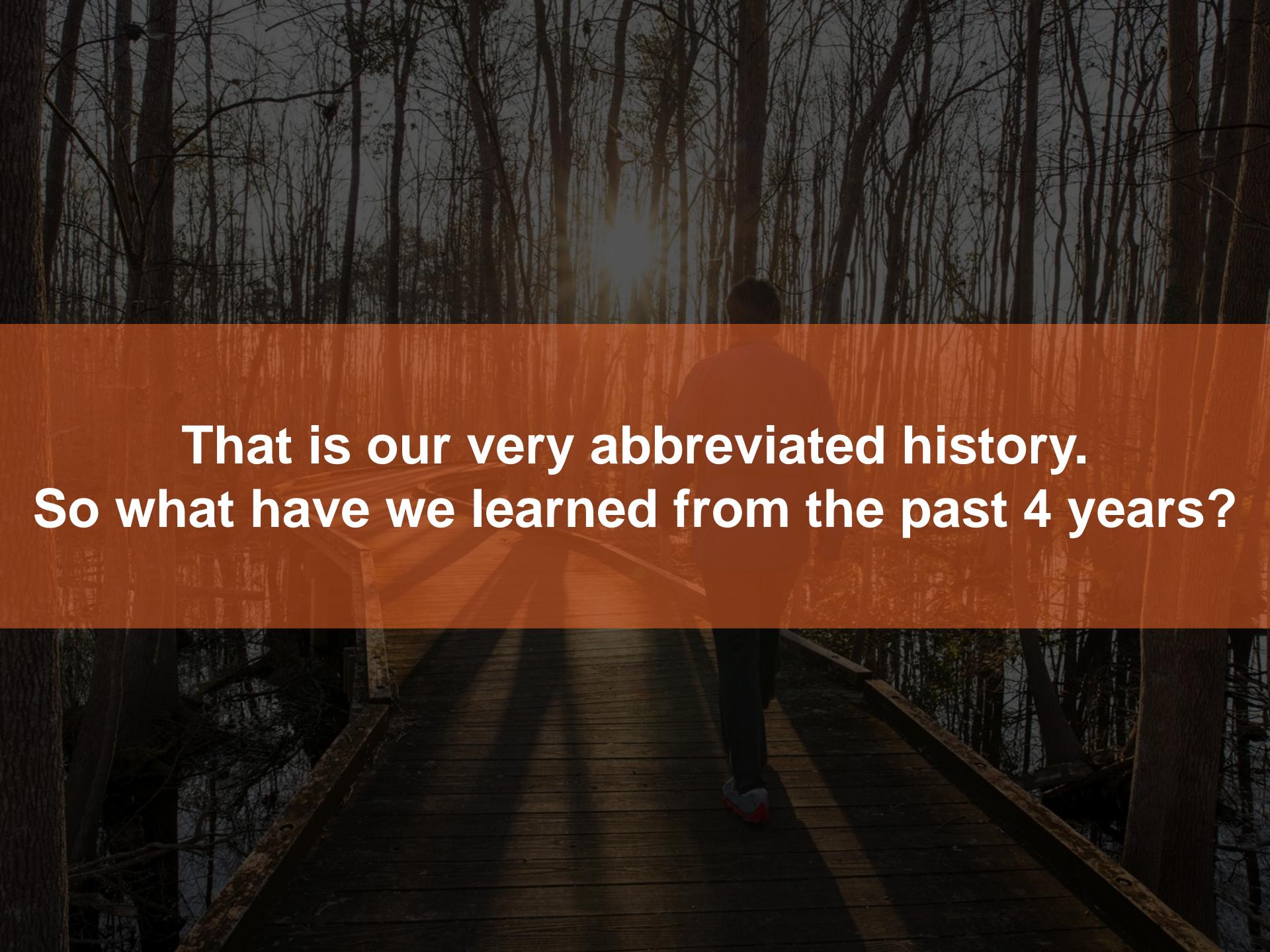


Only two years old, we are still defining its purpose and role.

- Currently the place to aggregate and curate men's health information from our partners and subject matter experts.
- Furthers our position as a thought leader in men's health.









- Remain nonpartisan
- Provide a call to action for the Men's Health Caucus
- Need to be prepared as government changes
- Be current with policies and dynamics.
- Be clear about your mandate

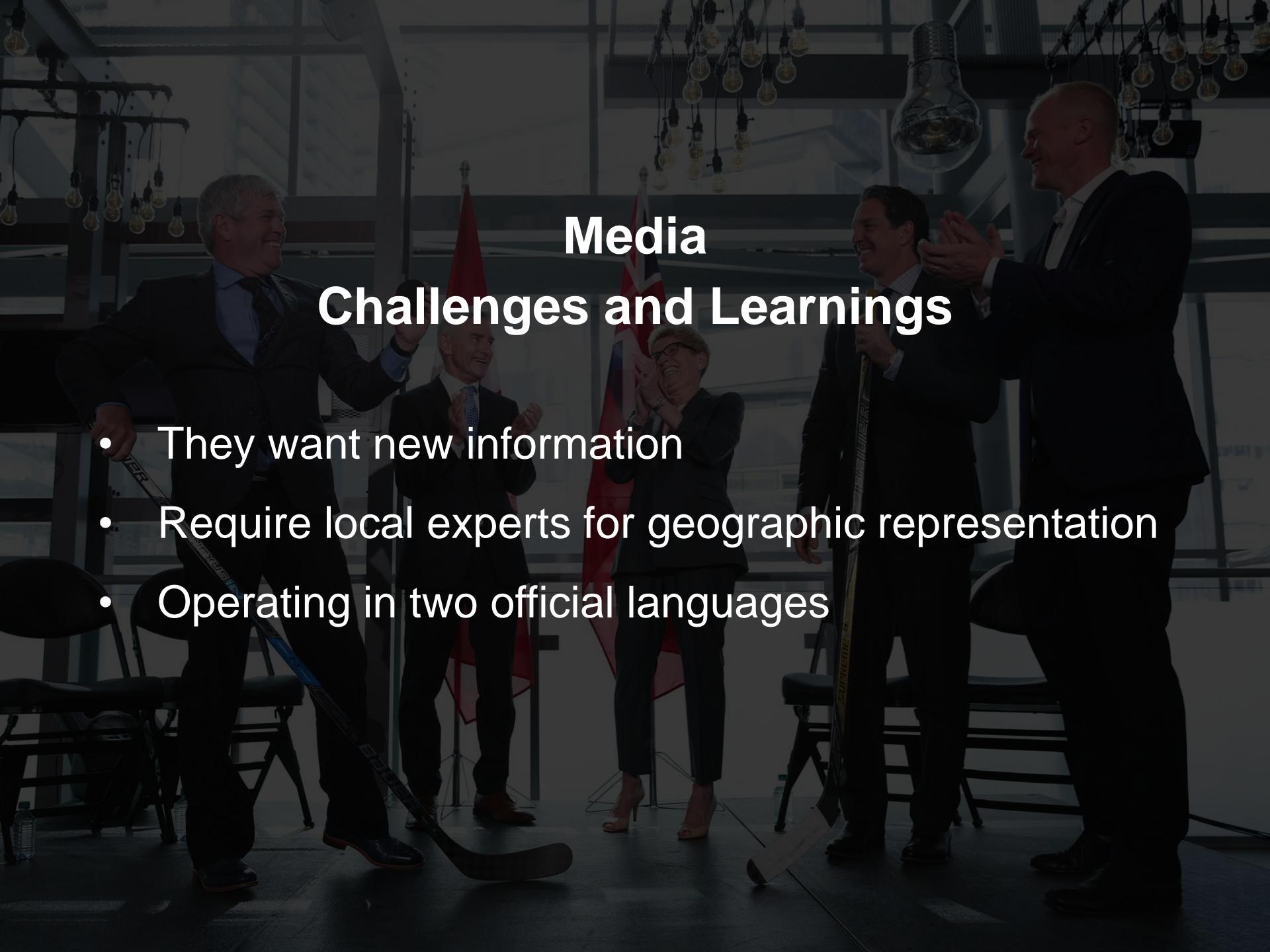
DONTCHANGEMUCH.ca Challenges and Learnings

- Integration of messaging. E.g. meshing Father's Day with Men's Health Week
- We cannot do this alone we need our partners to help spread the message
- Still seeking the ideal strategy to engage the public and create awareness
- Budget to promote



Challenges and Learnings

- To remain neutral
- To activate other organizations and non-profits to participate
- To determine the role of the web site, its true audience and how it should be communicating.
- Budget to promote



What is the secret formula for a successful Men's Health Week?

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\int_{d}^{(ED,DB,BD,PC,MH,CVD,LT)} (RISKPERCENTAGE_{d}) = \\ \sum_{d}^{\langle ED,DB,BD,PC,MH,CVD,LT \rangle} \left( \frac{\sum_{q=QUESTION_{last}}^{QUESTION_{last}} (QuestionBaseRiskFactor_{qd} xSelectedAnswerImportanceFactor_{qd})}{\sum_{q=QUESTION_{first}}^{QUESTION_{last}} (Maximum of \frac{ANSWEROPTION_{last}}{a=ANSWEROPTION_{first}} (QuestionBaseRiskFactor_{qd} \times AnswerImportanceFactor_{aqd})} \right) x100
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Each year we have successes

Each year we learn

Each year we improve

Each year we adapt

And when we get it right we will share!