
NEWS RELEASE

For Immediate Release
2018HLTH0061-001210
June 17, 2018

Ministry of Health

Funding to support men to live healthy, active lives

VICTORIA – The Government of British Columbia has provided \$1.5 million to the Canadian Men’s Health Foundation (CMHF) to support men in British Columbia to live healthier lives.

Adrian Dix, Minister of Health, announced the funding in recognition of Father’s Day on Sunday, June 17, 2018, and as a part of Canadian Men’s Health Awareness Week (June 11-17, 2018).

“On Father’s Day, many people will be spending extra time with their dads, or recalling special moments shared together, and what better time to inspire healthier living for a father, grandfather or someone close,” said Dix. “I know how important it is to make healthy choices to help us lead longer, healthier lives, and the Canadian Men’s Health Foundation is helping men make those changes.”

CMHF is a national, non-profit organization that works to encourage men to adopt a healthier lifestyle, and prevent men’s health problems, such as prostate cancer. The funding will support the foundation to expand its programs, including Don’t Change Much, a campaign and website with quick recipes, easy tips on how to be active, and advice from celebrities, such as NHL great Trevor Linden and four-time Olympian Simon Whitfield. A CMHF study found that 72% of men who engaged in the Don’t Change Much campaign reported improvements in their health.

“The results from our Don’t Change Much initiative show that B.C. men and their families are more motivated when empowered with health information, lifestyle programs and support,” said Wayne Hartrick, Canadian Men’s Health Foundation president. “The DontChangeMuch.ca initiative is enabling B.C. men to hear, absorb and act on the idea that small lifestyle changes may have significant, long-term health benefits.”

“We applaud the foresight of the B.C. government in demonstrating continued support of the Canadian Men’s Health Foundation,” said Dr. Larry Goldenberg, Canadian Men’s Health Foundation chair. “This support enables CMHF to continue to build and deliver programs, content and resources to B.C. men and their families, with the aim of encouraging better health behaviours now, for healthier dads, husbands, sons, brothers and friends later in life.”

The foundation will also continue to raise awareness of You Check, a risk self-assessment tool, with an online, 18-set questionnaire that men can use to get a snapshot of their health. You Check was developed to encourage men to learn about their risk of developing illnesses later in life. Men who complete the assessment are provided with personalized preventative health information, and are encouraged to visit their primary health-care provider.

CMHF will also expand Downtown Urban Knights Defending Equality and Solidarity (DUDES Club), a community-driven program focused on improving the health of Indigenous men. DUDES Club offers events and activities that focus on the spiritual, physical, mental, emotional,

and social aspects of wellness. DUDES Club started in the Downtown Eastside and, in partnership with the First Nations Health Authority, is creating train the trainer programs to help expand the program into First Nations communities throughout British Columbia.

Quick Facts:

- More than 4,800 men die from cancer each year in B.C.
- More than 3,300 men die from heart diseases each year in B.C.

Learn More:

For more information on men's health and the Canadian Men's Health Foundation, visit: menshealthfoundation.ca/

For more information on Don't Change Much, visit: dontchangemuch.ca/

For more information on You Check, visit: youcheck.ca/

For more information on DUDES Club, visit: www.dudesclub.ca/

Contact:

Ministry of Health
Communications
250 952-1887 (media line)

Connect with the Province of B.C. at: news.gov.bc.ca/connect