



OUR IMPACT INVESTMENT STRATEGY



CONTENTS

Foreword	3
Men living happier, healthier and longer lives	4
Why invest in men's health?	4
We will create positive change for men's health globally	6
Our model for change	6
What we do	7
Our work areas	8
Prostate cancer	8
Testicular cancer	8
Poor mental health	9
Physical inactivity	9
Investing donations from the Mo Community, the Movember way	10
Our activities support our model for change	10
The Global Action Plan	10
Global Men's Health Survey	11
MOVE	11
TrueNTH	11
Farmstrong: putting farmers first	12
Preparing men for fatherhood	13
Like Father, Like Son	13
Being accountable	14
Key definitions	15

FOREWORD

Since 2003, the Movember Foundation has set itself a tough and audacious challenge: to have an everlasting impact on the face of men's health. It is a tough challenge for many reasons. While there is no biological reason as to why women should live longer than men, history tells us that average life expectancy for men is lower. Men are slow to take action when they experience a health problem. When they do take action, it is often too late. Indeed traditional notions of masculinity often characterise it as a weakness for a man to acknowledge he has a health problem (especially a mental health problem) and that it is not OK to talk about it and take action.

Health systems around the world are not configured with a gendered lens in mind, yet we know that the way in which men prefer to engage with their health is different to women. Confronted with what many would regard as an impossible challenge, the Movember Foundation has embraced this challenge and dedicated itself to designing and implementing an investment strategy that achieves the greatest possible impact. The Movember Foundation is an independent global men's charity with a vision to have an everlasting impact on the face of men's health. Operating in 21 countries around the world, the Foundation is committed to driving significant improvements in men's health.

This document explains our impact investment strategy from the funds raised by the Movember Foundation. To realise our vision, we seek a world where men are living happier, healthier and longer lives. To achieve this, the Movember Foundation has chosen to focus initially on four issues: prostate cancer, testicular cancer, poor mental health and physical inactivity. We aim to make strong progress in each of these issues before we tackle the many other critical health issues that we know exist.

In tackling these issues, we believe that we will achieve results faster through fostering and facilitating collaboration both at a national and international level, leveraging our unique role as a global charity across 21 countries. The complexity of these issues challenges us to address them at every level:

- The way men think and act on their health
- Understanding how traditional notions of masculinity can impact on men's mental health
- The way health services are provided to men
- New tests and treatments required to be developed to slow or stop disease progression
- Transforming health systems to place a stronger focus on outcomes that matter to men

Having an everlasting impact on the face of men's health will not be achieved through incremental change. True to its core values, the Movember Foundation's approach is one of constructive disruption - being prepared to take risks and use novel approaches to solving problems - while acknowledging that achieving real change and improvement across a population requires the support of many stakeholders, including the clinical community and governments.

Paul Villanti, Executive Director, Programs and Adam Garone, CEO and Co-founder.
The Movember Foundation

MEN LIVING HAPPIER, HEALTHIER AND LONGER LIVES

The Movember Foundation is the leading global organisation committed to changing the face of men's health. We seek to make a global contribution to men living happier, healthier and longer lives. This ambition underpins our program strategy and investments. Through our own organisation and our men's health partners, we are uniquely placed to make our vision a reality.

Central to realising our goal is the strategy behind our investments.

WHY INVEST IN MEN'S HEALTH?

Around the world, the statistics about men's health tell us that more action is needed to tackle the specific issues that affect men's health. There is an urgent need to make men's health a priority issue, alongside the health and wellbeing of the women and children in our communities.

We know that on average across the world men die 6 years earlier than women. Men are significantly impacted by poor mental health, this is highlighted by the high rates of suicide amongst men, three out of four suicides are men. The World Health Organisation estimates that 510,000 men die from suicide globally each year, that's one every minute...

The impact of prostate and testicular cancer on the lives of boys and men is substantial. Prostate cancer is the second most common cancer in men worldwide, with the number of cases expected to almost double to 1.7 million cases by 2030. It is the 6th leading cause of cancer death among men worldwide. For men and boys aged between 15 and 40, testicular cancer is the most common cancer for all countries except Australia. We want to increase awareness and find breakthrough solutions that improve the quality of life and the chances of survival for men living with these cancers.

RESEARCH ALSO TELLS US THAT BEHAVIOURAL TRENDS CONTRIBUTE TO POOR MEN'S HEALTH:

- Men are often reluctant to openly discuss their health or how they feel about the impact of significant life events;
- Men are more reluctant to take action when they don't feel physically or mentally well, and;
- Men engage in more risky activities that are harmful to their health.

These behaviours are strongly linked to adherence to some harmful aspects of traditional masculinity. Men often feel pressure to appear strong and stoic, and talking about feeling mentally or physically unwell can be perceived as weakness. By allowing negative and harmful aspects of masculinity to be considered the norm, men feel there's only one way they can be considered "manly".

MEN LIVING HAPPIER, HEALTHIER AND LONGER LIVES

Widespread lack of awareness, understanding, and stigma only create more silence around men's health issues. The Movember Foundation is committed to making it the norm for men to be talking about their health. The Movember Foundation wants men to step forward, and understand that taking action for and talking about their health isn't a sign of weakness - there are plenty of different perceptions of "manliness" that aren't contingent upon the stereotypical 'strong and stoic' man.

"SOME OF THESE CHALLENGES, SUCH AS BOYS AND MEN TAKING ACTION EARLY WHEN THEY EXPERIENCE A HEALTH PROBLEM, REQUIRE A FUNDAMENTAL PARADIGM SHIFT IN PREVAILING ATTITUDES AND BELIEFS OF WHAT IT IS TO BE A MAN. TACKLING THESE CHALLENGES THROUGH A GENDERED LENS IS FUNDAMENTAL TO MAKING PROGRESS. WE SEE A SIGNIFICANT OPPORTUNITY TO IMPROVE HEALTH BY UNDERSTANDING HOW WE CAN BUILD ON THE POSITIVE STRENGTHS OF MASCULINITY IN A WAY THAT LEADS TO MEN TAKING ACTION TO STAY WELL AND ACTING EARLY WHEN THEY EXPERIENCE HEALTH PROBLEMS."

PAUL VILLANTI, EXECUTIVE DIRECTOR, PROGRAMS

The Movember Foundation's Executive Director, Programs, Paul Villanti, explains that tackling the challenges of improving men's health through a "gendered lens" is fundamental. After all, gender is one of the strongest and most consistent predictor of health and life expectancy. At the Movember Foundation we pay attention to the differences between men and women whether it's about mortality, physical inactivity or poor mental health. We also explore the potential to make a huge difference by encouraging an expanded definition of what it means to be a man.

"It is time to not only acknowledge the benefits of such action to men, but also to recognize and measure its potential benefits to women, children and society as a whole." (Baker Pet al. 2014)

WE WILL CREATE POSITIVE CHANGE FOR MEN'S HEALTH GLOBALLY

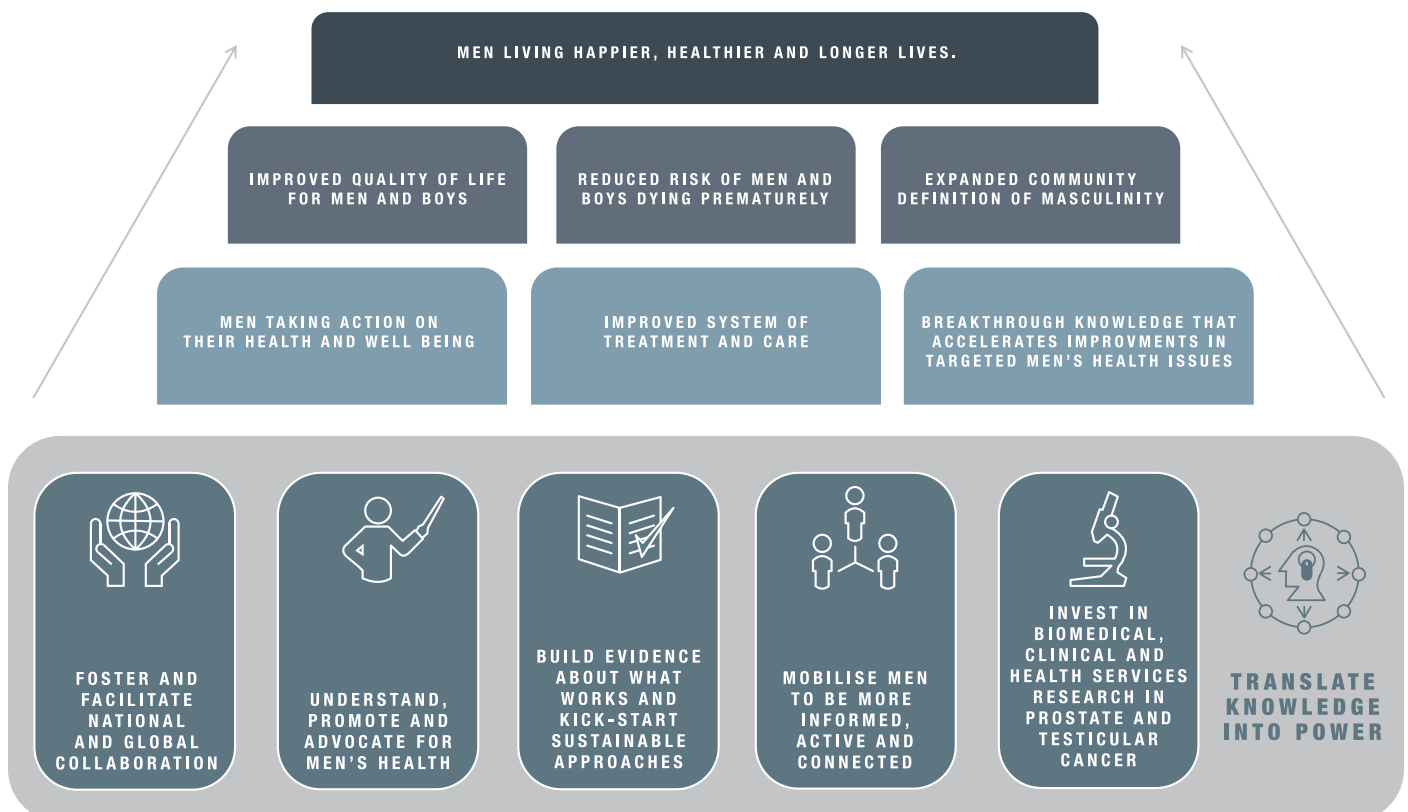
Our model for change guides how we invest the money we raise. It clearly describes the steps we use to deliver change and the way these steps effect change within 5-10 years.

TRANSLATE KNOWLEDGE INTO ACTION

A key principle underlying our strategy for change is ensuring knowledge is translated into action. We not only undertake and invest in research, we use it and we encourage others to use it too. We want to accelerate new ideas into practice.

'Knowledge translation' is a term used to describe the activities that move knowledge into action. Knowledge translation aims to get the right information, to the right people, at the right time, and in the most effective way to ensure that policies, programs and practice are informed by the best available evidence. The Movember Foundation has a knowledge translation strategy that drives its methods of bringing about change. It ensures that our funded programs and projects are informed by the best available evidence, and that our funded research is used to improve health outcomes for men.

OUR MODEL FOR CHANGE



WHAT WE DO



FOSTER AND FACILITATE NATIONAL AND GLOBAL COLLABORATION

We want to help those researchers and practitioners focused on our priority men's health issues to work together towards common goals to enable them to share resources and knowledge. By eliminating overlap and duplication of effort while allowing more resources to be available, we support and accelerate the development of solutions to complex men's health problems.



UNDERSTAND, PROMOTE AND ADVOCATE FOR MEN'S HEALTH

By making the community aware of the issues around men's health, we foster an environment that supports men to take action when it comes to their health and wellbeing. We work across the whole population, and tailor approaches for different groups.



BUILD EVIDENCE ABOUT WHAT WORKS AND KICK-START SUSTAINABLE APPROACHES

The Movember Foundation has invested resources in innovative programs that have real and long term impacts on improving how health promotion is undertaken, and how systems of treatment and care are delivered. We need to continually test and evaluate our approaches, share our learnings, and undertake further research, to refine our work. Once we find something that works, we find ways to catalyse its implementation where it can be of greatest benefit, scaling up what works so it has the greatest reach..



MOBILIZE MEN TO BE MORE INFORMED, ACTIVE AND CONNECTED

Large scale shifts in complex social problems are best achieved through engaging people across the many environments where they live, learn, work and play. We endorse programs that find creative and effective ways of supporting men to be proactive about their health, and to engage with each other about their health and wellbeing.



INVEST IN BIOMEDICAL, CLINICAL AND HEALTH SERVICES RESEARCH IN PROSTATE AND TESTICULAR CANCER

A significant national and international research base supports that long term change can only be achieved by addressing the root causes of how men's health issues, such as prostate and testicular cancer, arise and the treatments that are available to manage them. Through undertaking and investing in research, we are actively contributing to the search for breakthrough knowledge that accelerates improvements in targeted men's health issues. We need to find answers to the key scientific and clinical questions that will lead to men not dying from prostate or testicular cancer, and living long, quality lives. Through investing in research, we are making a powerful global contribution to finding those answers and accelerating improvement in these health issues.

OUR WORK AREAS

PROSTATE CANCER

Prostate cancer is full of hard choices. Do I get treatment or actively monitor my health? What treatment is right for me? Is my type of prostate cancer harmless or lethal? Can I slow or stop the progression of my type of cancer? What are the side effects of treatment options and are they short term or permanent? Although treatment in many cases is successful in slowing or stopping the cancer progressing, it often leads to serious side effects including, incontinence, sexual dysfunction and bowel problems. If a man realises after treatment that he chose the wrong treatment or has trouble with the side-effects, this can lead to poor mental health.

**THE MOVEMBER FOUNDATION IS THE LARGEST
NON-GOVERNMENT INVESTOR IN PROSTATE
CANCER RESEARCH IN THE WORLD**

The Movember Foundation is investing in research to find out how to give men the best possible outcomes after their diagnosis. Together with a coalition of Men's Health Partners from around the globe, we are tackling all of the critical issues facing men and using our size and global network to bring experts and men living with prostate cancer together from across the world to find answers and solutions. Programs like TrueNTH, Global Action Plan (GAP) and Prostate Cancer Outcomes are bringing together the best minds around the globe to have an unprecedented collective impact. The annual Movember campaign is a key way of getting men the information they need to take charge of their health, make informed treatment decisions, and empower them to take action where necessary. Through these and many other programs delivered through our partners, we are working hard to reach a day where no man dies of prostate cancer.

TESTICULAR CANCER

Testicular cancer strikes hard and strikes early. Around the world, it is among the leading cancer diagnosis in men and boys aged between 15 and 40. Better than 95% of cases in the developed world are cured, but for the 1 in 20 men who are not, this is still a death sentence. Some of the treatments can cause damage to the heart, brain and kidneys. In young men, fertility can also be affected by aggressive forms of chemotherapy and future parental goals are often not well defined. Despite these side-effects, not enough is being done to make sure that affected men live well after their treatment. The Movember Foundation is filling this gap.

We are investing in treatment, educational and support services to improve outcomes for men and boys who have survived testicular cancer. We are looking at why some men get testicular cancer and also why some men respond better to treatment than others through programs like GAP. The annual Movember campaign is also our key way of spreading the message so that men and boys can get the information they need to take charge of their health and empower them to take action if they have concerns.

OUR WORK AREAS

POOR MENTAL HEALTH

Poor mental health affects men and boys of all ages across the community and means that they cannot live their lives to the full. Even worse, too many men try to remain 'strong and in control', feeling that asking for help is unmanly and weak. Connecting with friends and family helps to protect men from poor mental health and suicide when the tough times come but too often men feel that they can't share their problems. This contributes to the high suicide rate among men, with approximately three quarters of all deaths by suicide being men.

To give men and boys the best chance of a happier, healthier and longer life, the Movember Foundation is working to determine how to improve the social networks of men and implement the findings. We are helping to develop better strategies so that men have the support they need to address their mental health problems, rather than trying to go it alone. This involves finding ways to encourage men to talk about significant life events and their mental health at work or on the sports field or watching a game. The Movember Foundation is also actively involved in calling out language that makes it harder for men to discuss their problems with friends. Whilst we are working with men and boys across the community, including our Mo Bros, we are putting a particular focus on men from harder to reach populations groups who have a higher rate of poor mental health and suicide. Through working closely with these groups, the Movember Foundation has the biggest opportunity to have an everlasting impact on men's health.

PHYSICAL INACTIVITY

It's no secret that the world is getting fatter. We are eating more and exercising less. This is a problem because being active reduces the risk of cancer, diabetes, osteoarthritis and kidney disease. Whilst these outcomes alone would be great reasons to get active, being active also helps build friendships, promotes good mental health and even encourages men and the people around them to adopt other positive behaviours like drinking less, quitting smoking and improving their diets! Given all these advantages, it's no wonder that the Movember Foundation is focussing on getting men off the couch and into a better, more active life.

The first program to be launched is MOVE, a 30-day fitness challenge during the month of Movember. The challenge is to do 30 MOVEs in 30 days. How you MOVE is up to you.

MOVE not only helps those participating, it also helps spread our message. We are also researching ways to get more men more active, piloting programs that can be scaled up for better health for men everywhere. This includes looking at physical inactivity, designed with men's preferences in mind, to see why men aren't making the most of opportunities to be physically active. We are especially looking to mobilise at risk groups, including men of low socioeconomic status and men who are out of work, so that they can enjoy the benefits of an active life.

INVESTING DONATIONS FROM THE MO COMMUNITY, THE MOVEMBER WAY

• CATALYST FOR CHANGE

The Movember Foundation stands for constructive change. We challenge the status quo, with the result of driving significant outcomes from the conversations we generate and the funds we raise. Our targeted methods of bringing about change translate directly into our approach to program investments.

• CONNECT

The Movember Foundation cannot achieve the goal of men living happier, healthier and longer lives without building a MOVement – with partners at all levels of government, civil society, research organizations, academia, schools, workplaces and other organisations, and across countries. Some of our most significant investments – such as the Global Action Plan (below) use connection as a way of getting the best results.

• INNOVATE

We need to think differently– and deliver new approaches to solving old problems that draw on new ideas and new technology.

• ACCELERATE

We invest in programs that will accelerate an improvement in health for men. We act as a disruptive but positive force for rapid progress and change.

OUR ACTIVITIES SUPPORT OUR MODEL FOR CHANGE

Within our four key work areas, we are investing in innovative programs that are in line with the ways we bring about change, set out in our model for change. Some of the activities that demonstrate the Movember Foundation's approach to investments are outlined below. These are only a sample – there are many more – you can find them on our website.



THE GLOBAL ACTION PLAN

The Global Action Plan is about connecting clinicians and researchers from around the world to get the best outcomes for men living with prostate cancer or testicular cancer. Because the Movember Foundation works in the USA, Canada, Australasia, the UK and Europe, we are in the perfect position to bring researchers together to get the best possible results. We help researchers understand what their global colleagues are researching both within a country and around the world. This lets researchers exchange critical knowledge as soon as possible and work together across borders to get the best results to make sure that the global research effort is innovative and integrated, and improves the lives of men across the world.

This coordination helps us to make breakthroughs in our scientific knowledge, and to get better and faster outcomes for the men who need it. For example, the Global Action Plan 5 (GAP 5) provides insight through two scientific research projects into what needs to be done to determine the best treatment for men who have been diagnosed with testicular cancer. It also aims to improve our understanding of why some men with testicular cancer relapse, after primary therapy while others are cured – and by unearthing the cellular mechanisms for relapse, we hope to inform tailored treatment choices.

INVESTING DONATIONS FROM THE MO COMMUNITY, THE MOVEMBER WAY



GLOBAL MEN'S HEALTH SURVEY

We have been working in the area of men's health since 2004 and continue to better our understanding of men and their perceptions about health. By focusing on why men don't talk about their health and their reluctance to take action will help provide additional knowledge for tailoring our men's health programs. That's why the Movember Foundation is investing in the Global Health and Wellbeing Survey. This is an on-line survey that has researchers across Australia, New Zealand, United Kingdom, Canada and the United States investigating men's health and wellbeing. During 2015 to 2016, 2,000 men and women, aged 16 and over, from each of these countries will be asked questions about health and wellbeing so that we can better understand men's health and how men are tracking compared to women on a whole range of important health related areas. To get as many different voices heard as possible, we'll be using all sorts of networks to connect with participants including Facebook, Google, Twitter, YouTube and Instagram.

Once our 2015-2016 Survey is done, we will know where to focus in 2016 and beyond. The Movember Foundation will also look at sharing our data with researchers, program developers and others who have an interest program across the world so that everyone can better understand men's health. Once we know why men and boys aren't living their happiest, healthiest and longest lives, we can start to turn things around.



MOVE

MOVE is a 30-day fitness challenge directly linked to our vision of having an everlasting impact on the face of men's health. A world where men live happier, healthier and longer lives, starts with simply moving. The moustache starts a conversation about men's health and MOVE puts our vision into immediate action. We're challenging people to MOVE every day of Movember - 30 MOVEs in 30 days.

Being active is one of the best things you can do for your health. Too many of us spend far too long sitting in front of a computer, a TV, or in transit. Our bodies just weren't designed to sit for that long and studies show that all this sitting is taking a major toll on our health – sitting has become the new smoking.

The good news – moving on a regular basis can reduce your risk of heart disease, diabetes, and cancer by up to 50% and lower your risk of early death by up to 30%. It's also one of the best ways to stay mentally healthy and one of the best treatments for mild to moderate depression.



TrueNTH

As we make progress in achieving our goal of men living with and beyond prostate cancer, the reality for many men is that there are significant physical and mental side effects of prostate cancer treatment. These side effects include leaking urine, lack of sexual function, bowel problems, depression, pain, nausea and fatigue. Some of these side effects also extend to a man's partner, caregiver and family. With the growing success of treatments, and an ageing population, the number of men around the world that are expected to be diagnosed and living with prostate cancer will increase dramatically over the next 15 years. For many men, prostate cancer will become more like a chronic disease, creating health issues that need to be managed over decades. Currently most health systems are not structured or equipped to support the ongoing needs of men. Without a transformation in the way we care for men, their quality of life will be poor.

INVESTING DONATIONS FROM THE MO COMMUNITY, THE MOVEMBER WAY

The TrueNTH program, now operating across six countries, is the most significant global investment made to improve the quality of life for men with prostate cancer and their families.

We have brought together over 300 leading experts around the world, across a range of health disciplines, to work with men in designing innovative solutions that tackle the key challenges. Solutions that work will then be scaled up nationally to reach all men. The solutions address all stages of the disease, and include decision support, exercise and diet, peer support, self management, care co-ordination, health system navigation, care plans, sexual recovery, continence support, support for anxiety and depression, health professional education, and support for men living with advanced disease. Over the coming years, this unprecedented “collective impact” initiative will rapidly progress towards significantly improving the lives of men with prostate cancer.

PROSTATE CANCER OUTCOMES INITIATIVES

This mainly involves the collection and reporting of data on how men are doing throughout their prostate cancer journey, together with research designed to look at what is working and what is not. The aim is to improve health outcomes for men by focusing on variation in care and engaging clinicians and researchers across 14 Movember Foundation countries from around the world. This includes Austria, Australia, Canada, Czech Republic, Denmark, Finland, Germany, Ireland, Italy, Spain, the Netherlands, New Zealand, the UK and the US. Two new initiatives have recently been announced:

PROJECT 1: PROSTATE CANCER OUTCOMES - COMPARE AND REDUCE VARIATION

This project will help us have a better understanding of which clinical practices create better outcomes for men with localised prostate cancer.

PROJECT 2: PROSTATE CANCER OUTCOMES - ADVANCED PROSTATE CANCER

This will involve the collection of clinical data, specimens and patient data for 5,000 men around the world with advanced prostate cancer. The project aims to understand different treatments, which combinations of treatments work best, and to collect both clinical data and blood samples to support future scientific research.

These investments represent a significant commitment from the Movember Foundation to improve clinical practices and outcomes for men with prostate cancer around the world.



FARMSTRONG: PUTTING FARMERS FIRST

Farmstrong will help shift the focus of mental health from depression and illness to one of wellbeing, making a positive difference to the lives of farmers across New Zealand.

This program is implemented by our men's health partner Mental Health Foundation New Zealand (MHFNZ) who will recruit and support ambassadors and champions - who have credibility with farmers - to promote knowledge, skills and behaviours that increase health and wellbeing and can be applied to a farming business context.

INVESTING DONATIONS FROM THE MO COMMUNITY, THE MOVEMBER WAY

We've always assumed that farmers tend to be better at looking after their stock, crops and farming equipment than looking after themselves. However, recent research carried out by our friends at the Mental Health Foundation of New Zealand has found that almost half (47%) of farmers identified wellbeing and quality of life as being top of mind.



PREPARING MEN FOR FATHERHOOD

The Movember Foundation has recognised the important role of a father by funding a number of programs aiming to assist men to plan for fatherhood and some of the unknowns.

Fatherhood can be daunting. There aren't any clear guidelines to prepare men for this significant change in their roles, and first time fathers are at particular risk of experiencing mental health problems. So the Movember Foundation is working with international partners to equip new fathers with knowledge, tools and support to help them stay resilient in the face of the stresses of fatherhood.



LIKE FATHER, LIKE SON

The Movember Foundation is also addressing the mental health outcomes of young boys with behavioural conduct problems, through engaging the fathers of these boys in the treatment process. This program seeks to establish a national collaboration of cross-disciplinary researchers, clinicians, policy leaders, and consumer groups to effectively reduce aggression and antisocial behaviour in Australian communities by improving the engagement of fathers in treatment for their sons' conduct problems.

BEING ACCOUNTABLE

Accountability is an organisational value for the Movember Foundation. We make sure that when we invest in programs, we also invest in evaluating the success those programs have in achieving the desired outcomes. We commission many publicly available independent reports and program evaluations.

In addition to this, we remain accountable to the Movember fundraising community. We communicate all program investments through publicly available Report Cards. These detail the funds invested in programs globally, the activity and resulting impact on men's health outcomes from each investment.

The Movember Foundation is governed by a Board, which is accountable to the Movember community and general public. The Board has set up specialised committees that assist the Board by providing strategic thought leadership and monitoring outcomes:

- The Global Scientific Committee (and specific Research Advisory Committees)
- The Global Prostate Cancer Outcomes Committee
- The Global Men's Health Advisory Committee

We have adopted a Results Based Accountability Framework, because we're not just interested in how much we've funded – we want to use a data driven decision making process to support our investment strategy. The results based accountability framework asks three simple questions to get at the most important performance measures:

- How much did we do?
- How well did we do it?
- Is anyone better off?

We use the Results Based Accountability framework because it:

- Gets from talk to action quickly;
- Is a simple, common sense process that everyone can understand;
- Helps us to challenge assumptions that can be barriers to innovation;
- Builds collaboration and consensus, and;
- Uses data and transparency to ensure accountability for both the well-being of people and the performance of programs.

Outputs from this framework help us to tailor our investments, to ensure we are investing in programs that have the maximum impact possible.

KEY DEFINITIONS

GENDERED APPROACH:

Taking a gendered approach to health is acknowledging that men and women face different barriers to good health, and often have different experiences and preferences. Viewing health issues under a gendered lens allows the Movember Foundation to invest in programs that are likely to have a real impact with men, and through that, on men's health globally.

MASCULINITY:

Masculinity can be defined as “the way men are brought up to behave and the roles, attributes and behaviours that society expects of them” (The Samaritans, UK ‘Men, Suicide and Society Report’)

Currently, a narrow definition of ‘what it means to be a man’ is presented and reinforced to men and boys by society. It is often thought that masculinity requires power, strength, control and invincibility. On the other hand, the Movember Foundation views masculinity as whatever men would like it to be on an individual level. We want to move towards a society that allows the individual to redefine masculinity, and that is more accepting of this non-prescriptive definition. We seek to encourage perceptions of masculinity that allow for and support displays of emotion, that accept that men can feel overwhelmed or sad and that this does not make them “less of a man”.

MENTAL HEALTH:

The World Health Organisation (WHO) has defined mental health as a state of wellbeing in which every individual realises his or her own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to her or his community.

WELLBEING:

Wellbeing is a simply feeling good and functioning well. The Movember Foundation is primarily concerned with ensuring good wellbeing for all men.

WHAT WE MEAN WHEN WE SAY WE WANT TO SEE MEN LIVING HAPPIER, HEALTHIER, LONGER LIVES...

HAPPIER:

Men who see improvement in, or maintenance of, good mental health and general happiness. We want men to feel satisfied and content, and to feel supported when dealing with adverse issues.

HEALTHIER:

Men who can function optimally because they are physically and mentally healthy. Men looking after their physical health, and staying physically active. Men who proactively manage their health issues.

LONGER:

Men living out their happy and healthy lives in full, and not dying from preventable causes.