



THE MOVEMBER MAN FILES

A LOOK BEHIND THE MO INTO AUSSIE MEN'S
AWARENESS AND ATTITUDES ABOUT THEIR HEALTH

OCTOBER 2014

Brought to you by the Movember Foundation Australia

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SINCE ITS
INCEPTION,
THE
MOVEMBER
COMMUNITY
HAS RAISED
MORE THAN
\$580 MILLION

JEREMY MACVEAN

Movember's Asia Pacific Director

Over the last few years, there is no doubt that the issues of men's health have become more common topics of conversation - both in the media and in day-to-day life. Guys are beginning to become more comfortable talking to friends and family about concerns they might be facing and starting to take action to tackle these head on. But there is still a lot more that can be done.

Prostate cancer, testicular cancer and mental health problems such as depression and anxiety affect every Australian, whether directly or through family or loved ones.

That's why, this year we've taken our commitment to men's health one step further with the development of *The Movember Man Files*, an inaugural study into the awareness and attitudes of Australian men towards their health. We want every man across Australia to take their health seriously and the study aims to uncover what makes men tick when it comes to their health, and what they do (or don't do) when they get sick - with the ultimate goal being to raise funds and awareness for prostate cancer, testicular cancer and mental health.

Since the inception of the Movember Foundation, the Movember community has raised more than \$580 million and has funded over 800 programs in 21 countries around the world. In 2013, the Australian Movember community raised \$26.4 million alone.

In addition to funding game-changing health programs, Movember is helping to generate millions of conversations around the world, thanks to the power of the moustache. Conversations that truly move the dial in terms of action and behaviour.

So we ask that all Mo Bros around Australia donate their upper lips to becoming walking, talking, hairy billboards for men's health. Sign up at Movember.com to get your Mo party started and be ready to rumble on 1 November.

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ABOUT THE RESEARCH

Now in its 12th year, the Movember Foundation aims to improve the lives of men around the world by finding breakthrough solutions that produce tangible results in the areas of prostate cancer, testicular cancer and mental health problems.

To further these goals, in October 2014 the inaugural *Movember Man Files* study questioned over 1,500 Australian men on their health and wellbeing, with specific reference to the three causes the Movember Foundation supports.

The study reveals a range of unique insights into the attitudes Australian men have towards their health, along with their awareness and understanding of issues that can impact their overall well-being. Its aim is to help change the face of men's health in Australia by sparking conversations and showing guys what more they can do to look after themselves. The findings in this report are supplemented by existing medical facts from the Australian Bureau of Statistics, Cancer Council Australia, Prostate Cancer Foundation of Australia and *beyondblue*.

The Movember Man Files is the latest result of the Movember Foundation's efforts to raise funds and awareness for prostate cancer, testicular cancer and mental health problems across Australia.

Last year, research showed that as a result of Movember, 62 per cent of Mo Bros and Sistas had a check-up with their doctor, 99 per cent discussed their health with family, friends and colleagues and 75 per cent became more aware of their health and the risks they faced.

In 2014, with the help of *The Man Files*, Movember is hoping to have an impact on even more people across Australia.

The research was conducted by Jigsaw Strategic Research.



30-34 YEARS

PERCEIVED
AS THE
HAPPIEST AND
HEALTHIEST
YEARS OF
MEN'S LIVES

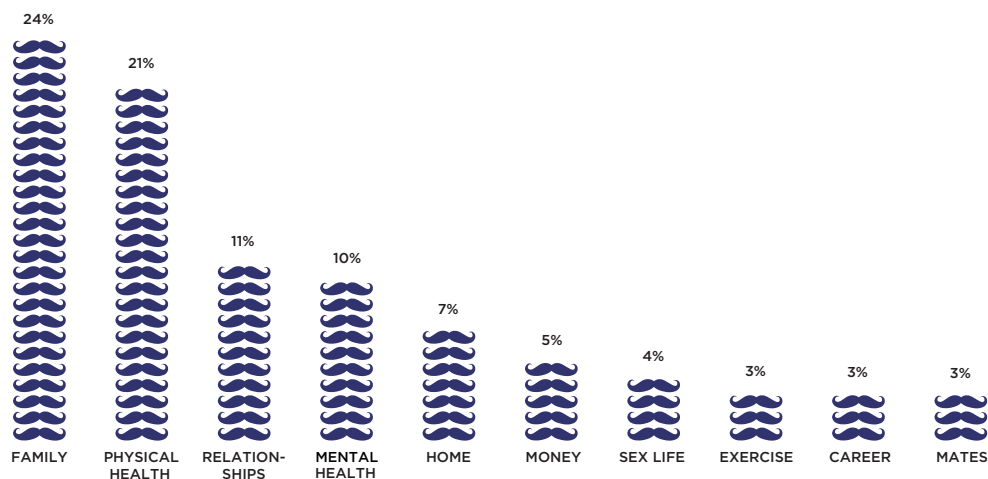
1 IN 5

ONLY 17% OF
GUYS FEEL THEY
ARE AT THE
HEALTHIEST AND
HAPPIEST POINT
IN THEIR LIFE

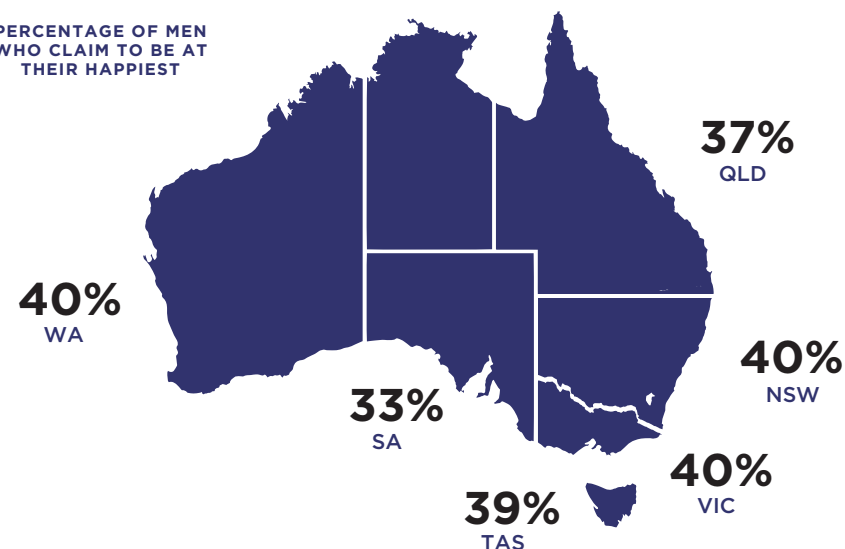
45-49 YEARS

PERCEIVED
AS THE
UNHAPPIEST AND
UNHEALTHIEST
YEARS OF MEN'S LIVES

THE MOST IMPORTANT THINGS IN GUY'S LIVES



PERCENTAGE OF MEN
WHO CLAIM TO BE AT
THEIR HAPPIEST



THE HAIRY FACTS

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NO.1 PROSTATE CANCER IS THE MOST COMMONLY
DIAGNOSED CANCER IN AUSTRALIAN MEN

18-39 TESTICULAR CANCER IS THE SECOND MOST
COMMON CANCER IN MEN AGED 18-39

48.1% ALMOST HALF OF AUSTRALIAN MEN WILL
EXPERIENCE A MENTAL HEALTH PROBLEM
AT SOME POINT IN THEIR LIVES

2X

MEN ARE TWICE AS LIKELY TO
SPEAK TO THEIR MATES ABOUT
POLITICS THAN THEY ARE ABOUT
FEELING LOW OR DEPRESSED

1 IN 5

UNDER 30s DON'T BELIEVE MAJOR
HEALTH ISSUES SUCH AS
DEPRESSION ARE A CONCERN FOR
PEOPLE OF THEIR AGE

ONLY 1
IN 5 (17%)
AUSTRALIAN
MEN CLAIM
TO BE
AT THEIR
HAPPIEST AND
HEALTHIEST

SUMMARY OF FINDINGS

HAPPINESS AND HEALTH

The study reveals that only one in five (17%) Australian men claim they're at their happiest and healthiest, despite the relaxed lifestyle our country is known for. Men were found to be at their happiest and healthiest in their early thirties, with almost half (48%) of those aged 30 - 34 stating they are the happiest they have been in their life and one in three (32%) at their healthiest. General contentment and perceived health declines as Australian men hit the middle age bracket of 35-39 years old where only one in three (36%) are at their happiest and one in four (28%) their healthiest. The late 40s presents a period of heightened risk for Australian men, as only one in ten (10%) see themselves as at their healthiest and 29 per cent at their happiest - the lowest rate across all age groups.

HEALTH AWARENESS

While one in two Australian men will be diagnosed with cancer by the age of 85*, and around one in eight Australian men (1.3 million) experiencing depression at any given time in their lives+, *The Movember Man Files* found that Australian men professed a lack of knowledge or reluctance to discuss health issues. One in three (33%) don't say they take their health seriously, while the similar proportion don't have a great idea as to what they need to do to stay healthy. A worrying three out of four guys also don't know the symptoms of prostate cancer (71%) and testicular cancer (75%). This lack of awareness is



mirrored in regards to men's mental health, with half (50%) of all men surveyed unfamiliar with the symptoms of depression.

TALKING ABOUT HEALTH

While family, health and relationships are the most important things in the lives of Australian men, many are reluctant to speak with loved ones about mental health issues, opting for impersonal sources and topics instead:

- Google outweighs mates (35% vs 28%)
- GPs vastly outrank partners (83% vs 68%)
- Twice as many men would talk politics with mates as would talk about mental health concerns (56% vs 28%).

TAKING ACTION

When it comes to taking action, Australian men are far quicker to respond to a physical health issue over a mental one. One in four (25%) will wait several months to seek advice if concerned about their mental health, compared to 86 per cent who would action a physical issue in just a matter of weeks.

The findings from *The Movember Man Files* highlight that Australian men, and indeed men around the world, need to sit up and take notice of their health and well-being and discuss serious health issues as soon as they recognise the signs. This study aims to raise much-needed awareness for men's health, in particular prostate cancer, testicular cancer and mental health.

*Cancer Council Australia
+ *beyondblue*

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MORE MO FINDINGS

GENERAL HEALTH



1 IN 3
(33%)

DON'T SAY THEY
TAKE THEIR HEALTH
SERIOUSLY

1 IN 3
(30%)

DON'T KNOW WHAT
THEY NEED TO DO TO
STAY HEALTHY



1 IN 4 (26%)

■ AUSSIE MEN DON'T
KNOW THEIR FAMILY
MEDICAL HISTORY

PHYSICAL HEALTH



3 IN 4
(75%)

DON'T HAVE A GOOD IDEA OF THE
SYMPTOMS OF PROSTATE CANCER (71%)
AND TESTICULAR CANCER (75%)



8 IN 10

■ OF MEN UNDER 30 DON'T THINK
TESTICULAR CANCER IS A CONCERN FOR
THEM DESPITE IT BEING THE SECOND MOST
COMMON CANCER FOR THEIR AGE GROUP

1 IN 2

ONLY HALF (51%) OF GUYS
UNDER 30 CHECK/SELF-
EXAMINE THEIR TESTES
ONCE A YEAR

MENTAL HEALTH



50%

50% OF GUYS DON'T HAVE A
GOOD IDEA OF THE SYMPTOMS OF
DEPRESSION

56% VS 28%

TWICE AS MANY GUYS WOULD SPEAK
TO THEIR MATES ABOUT POLITICS
THAN THEY WOULD ABOUT FEELING
LOW OR DEPRESSED

51% VS 14%

THREE TIMES AS MANY GUYS
WOULD LIE TO THEIR BOSS ABOUT
NEEDING TIME OFF WORK FOR A
MENTAL HEALTH ISSUE VS A SERIOUS
PHYSICAL HEALTH ISSUE

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MORE MO FINDINGS

WHO GUYS TALK TO ABOUT MENTAL HEALTH CONCERNS

| | | | | | | | | | |
|---------------|------------------------|-----------------|-----|----------|-----|-------|---------|--------|-----------------|
| 83% | 68% | 68% | 36% | 35% | 29% | 28% | 25% | 19% | 11% |
| GP/ DOCTOR | HEALTH PROFESSIONAL | YOUR PARTNER | MUM | INTERNET | DAD | MATES | BROTHER | SISTER | SOCIAL MEDIA |

1 IN 10
UNDER 30s
WOULDN'T TALK
TO ANYONE
ABOUT A HEALTH
CONCERN



**MUM VS
MATE**

MORE MEN WOULD
TALK TO THEIR MUMS
ABOUT HEALTH
CONCERNS THAN
THEIR MATES

5X

AS MANY GUYS DID
NOTHING AT ALL
ABOUT A MENTAL
HEALTH CONCERN VS
A PHYSICAL HEALTH
CONCERN

25 %

OF MEN WAITED A
FEW MONTHS OR
LONGER TO TAKE
ACTION FOR A
MENTAL HEALTH
ISSUE COMPARED TO
11% FOR A PHYSICAL
HEALTH ISSUE



WHO

THE MOVEMBER FOUNDATION IS THE LEADING GLOBAL ORGANISATION COMMITTED TO CHANGING THE FACE OF MEN'S HEALTH. WE ACHIEVE THIS BY CHALLENGING MEN TO GROW MOUSTACHES DURING MOVEMBER (THE MONTH FORMERLY KNOWN AS NOVEMBER) TO SPARK CONVERSATION AND RAISE FUNDS FOR PROSTATE CANCER, TESTICULAR CANCER AND MENTAL HEALTH PROBLEMS.

WHEN

Movember started in Melbourne, Australia in 2003. It is now seen around the globe every November 1st – 30th, with campaigns in 21 countries.

WHY

To create conversations about men's health and to find breakthrough solutions that produce tangible improvements in the lives of those dealing with prostate cancer, testicular cancer and mental health problems.

HOW

Mo Bros (guys who grow a Mo) sign up online. Starting clean-shaven on November 1st then donate their face for 30 days by growing and grooming the best moustache they can muster, raising funds and awareness along the way.

Women (known as Mo Sistas) play a key supporting role by signing up as team captains, recruiting Mo Bros, helping to raise funds, and also encouraging the men in their life to take action when it comes to their health.

FUNDS

Funds raised are committed to combating prostate cancer, testicular cancer and mental health problems and have supported over 800 men's health programs to date.

Our goal is to make a significant impact on men's health through increased understanding of the health risks men face, encouraging men to take action to remain well, and ensuring that when men are sick they know what to do and take action. Specifically:

PROSTATE CANCER

Men living with and beyond prostate cancer have the treatment and care needed to be physically and mentally well.

TESTICULAR CANCER

Men living with and beyond testicular cancer have the treatment and care needed to be physically and mentally well.

MENTAL HEALTH

Men and boys are mentally healthy and take action to remain so. Those who experience mental health problems take action early and live lives free of stigma and discrimination.

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INTERVIEW OPPORTUNITIES

SPOKESPEOPLE

For interview opportunities with *The Movember Man Files* spokespeople please get in touch:

JEREMY MACVEAN

Movember's Asia Pacific Director

DR JULIAN OLDMEADOW

Social psychologist

TOM CARROLL

Movember Ambassador and mental health spokesperson;
2X World Champion surfer

We are honoured to receive many inspiring stories from the Movember community. If you're interested in crafting a story about the power of the moustache we can put you in touch with a participant to learn first-hand about their Movember journey and experiences with men's health problems.

FOR FURTHER INFORMATION
ABOUT INTERVIEW OPPORTUNITIES
PLEASE CONTACT

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SIGN UP, GROW AND DONATE AT
MOVEMBER.COM

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