



## **MOVEMBER 2020: The most important Mo you'll ever grow**

**PRESS RELEASE:** New Zealand, 22 October, 2020

New Zealand's leading men's health organisation, Movember, is reminding Kiwis that in 2020, it will be the most important Mo you'll ever grow. In what has been a tougher year than most, the charity is calling on Mo Bros to unite, farewell the follicles and shave down on October 30, to raise funds that will stop men dying too young.

Now in its 17<sup>th</sup> year, the annual Mo-growing campaign encourages 'Mo Bros' and 'Mo Sisters' across the country, to rally in support of Movember's cause areas; men's mental health, suicide prevention, prostate cancer and testicular cancer.

Movember's APAC Country Director Rachel Carr said, "If there's ever been a time to embrace Movember and shed those lockdown beards, it's now, in 2020. It's been an incredibly difficult year for men, which makes this year's campaign our most important, yet.

"Research conducted by Movember shows us the effects of the pandemic on men's mental health in particular, is concerning, and is still far from over. Job losses, relationship stresses and social isolation are taking a toll. We've been working hard to fast-track digital mental health resources, to address the need.

"Every donation, no matter how small adds up. Signing up for Mo-season is also great way to stay connected within your own social circles, it's been shown that supporting others can improve your own wellbeing.

"With the help of our community, Movember will continue funding and applying research to prevent our fathers, brothers, partners, sons and friends, from dying prematurely," she said.

### **Men's mental health and COVID**

There's been extensive speculation over the impact of the pandemic on mental health. In New Zealand, suicide rates are trending downwards for the first time in three years, but we know that 2020 is going to be a tough year for many. On the whole, things aren't actually looking that great for a few key reasons:

- Heightened financial pressure, uncertainty about the future, job insecurity and relationship stress are currently at the forefront of many men's minds
- Movember research conducted earlier this year found nearly a quarter of men globally (23 per cent) reported their mental health had worsened in the first six weeks of the COVID-19 pandemic, while almost a third of men (30 per cent) noted increased feelings of loneliness
- Spaces where men to socially connect have been severely reduced – including organised sport and places like pubs, restaurants and gyms

Movember's Global Director of Mental Health and Suicide Prevention Brendan Maher said, "Not surprisingly, our research confirmed that the impact of COVID-19 has hit men pretty hard.

# **CHANGING THE FACE OF MEN'S HEALTH**

The Movember Foundation New Zealand Registered Charity number CC51320

**MOVEMBER®**



“Many guys are isolated and disconnected from their usual social support networks – and the places where men usually go to have those shoulder-to-shoulder conversations with their mates, like going out for a drink or a bite to eat, watching or playing sport, or going to the gym, have been severely reduced.

“We know men aren’t great at asking for, or seeking help at the best of times, so we need to do as much as we can to buffer some of the problems they’re facing, now. The programs Movember have delivered this year will make a meaningful impact going forward,” he said.

#### Where the money goes, 2020 initiatives:

- Digital mental health tools, including [Movember Conversations](#), a free online ‘conversation simulator’ to kick start conversations with the men who might be struggling
- [Man Enough Documentary](#), a Movember funded two part series. Matt Chisholm sets out on a mission to understand why Kiwi men are struggling with their mental health and what we can do about it.
- \$3.7million into the [Social Innovators Challenge](#), designed to fund projects aimed at creating social connectedness and mental wellbeing in men
- Mental health grants for [Veterans and First Responders](#) initiatives with an initial investment of \$6.34million over the next two years ([supported by DGR](#))

#### TIPS TO GROW YOUR MO

- **Be prepared:** Aim for a style that will grace your face, but embrace the moustache that nature gives you, because whatever you grow will save a bro.
- **Be brave:** The first few days, even weeks, can be uncomfortable as your Mo takes shape. Ride it out to encourage donations.
- **Ignore the itching:** Remind yourself that men have endured worse in the past. You can stand a little face tickle.
- **Shape your moustache:** Get across all the proper grooming techniques. A great Mo comes down to great grooming.
- **Nurture it and keep it clean:** Look after your Mo, and your Mo will look after you.

#### OTHER WAYS TO GET INVOLVED

- **Move for Movember-** Commit to running or walking 60kms over the month. That’s 60kms for the 60 men we lose to suicide each hour, every hour across the world. You can join a team or run solo.
- **Host a Mo-ment-** Rally a crew and do something fun. Hosting is all about having a good time for a good cause. And you can always put a virtual spin on your plans. The best part? Virtual events are easy to organise, cheap to run and you can go in your slippers. Think an online gaming tournament, Mo Bingo or a virtual trivia night.
- **Mo Your Own Way-** A choose-your-own-adventure challenge, epic in scope and scale. You make the rules. You set the limits and chase them down. Take a hike, run a relay, ride from Dunedin to Nelson. Get creative, push your limits and inspire donations with sheer grit.

#### Why do we do it again?

- Globally, we lose one man every minute to suicide
- Men account for three out of every four suicides.
- We want to halve the number of deaths from prostate and testicular cancer by 2030
- Over 13,500 men are living with or beyond prostate cancer in New Zealand



- Testicular cancer is the most common cancer in young men

To date, Movember has welcomed six million supporters and helped fund 1250 innovative health projects across 20 countries. But we're not done yet.

**Crisis support can be found at Lifeline on 0800 543 354 or Suicide Crisis Helpline on 0508 828 865 (0508 TAUTOKO).**

**ENDS**

**Press contact : Robert Dunne via 0211825395 / [Robert@movember.com](mailto:Robert@movember.com)**

**Notes to editors:**

<sup>i</sup> SRC conducted a survey through an online panel with 5,737 people aged 18 or older across the UK, US, Canada and Australia (approximately 1,430 respondents in each country). This included 809 men in the UK, 804 men in the US, 794 men in Canada and 806 men in Australia. Response quotas were set based on age, region and gender and the final data were weighted to reflect the profiles of each country. Fieldwork ran from 22nd April – 4th May 2020.

**About Movember:** Movember is the leading charity changing the face of men's health on a global scale, focusing on mental health and suicide prevention, prostate cancer and testicular cancer. The charity raises funds to deliver innovative, breakthrough research and support programmes that enable men to live happier, healthier and longer lives. Committed to disrupting the status quo, millions have joined the movement, helping fund over 1,250 projects around the world.

In addition to tackling key health issues faced by men, Movember is working to encourage men to stay healthy in all areas of their life, with a focus on men staying socially connected and becoming more open to discussing their health and significant moments in their lives. The charity's vision is to have an everlasting impact on the face of men's health. To donate or learn more, please visit [Movember.com](https://www.movember.com).