



WORLD-FIRST: MOVEMBER FOUNDATION TO CROWD-SOURCE BREAKTHROUGH PROJECTS TO CHANGE THE FACE OF MEN'S MENTAL HEALTH

NATIONAL: The Movember Foundation has today launched the Social Innovators Challenge, which hopes to find the best and brightest minds around the country, and the world, to help address the hidden crisis of men being socially isolated – an issue that has a significant impact on the health of men, including risk of suicide.

In the first initiative of its kind, the Movember Foundation has pledged over \$5 million to help bring ideas from inspiration to reality for anyone who can provide game-changing solutions to this escalating crisis. The Challenge asks people to reinvent and create new models for change that will ultimately help tackle some of the most pressing issues faced by men.

The Social Innovators Challenge calls upon anyone with a passion for innovation, providing them with the opportunity and funding to bring their ideas for creating social change to life. The Movember Foundation, in partnership with *beyondblue*, hopes the initiative will provide ideas which help restore and strengthen the social connections of men and provide solutions to those experiencing or vulnerable to social isolation or loneliness.

Last year, research funded by the Movember Foundation, conducted by *beyondblue*, found that over 1 in 3 men were not satisfied with the quality of their relationships and that almost 50 per cent didn't feel that they were able to rely on their friends for social support.

Research from the World Health Organisation has also shown that increasing the level of social connectedness among men can have a significant impact on their health and even reduce their risk of suicide. Nearly one in four men worldwide experience low levels of social support and a quarter of them have no one outside of their immediate family to rely on. Currently, there are no existing initiatives or real solutions that have successfully addressed the issue of social connections and the isolation men can experience during significant life-events.

Paul Villanti, Movember Foundation Executive Director of Programs, said encouraging men to be more socially connected and drawing on these connections when they go through tough times and transitions in life is a critical priority for the Movember Foundation.

"Through research that the Movember Foundation has funded, we've identified some of the key challenges that need to be addressed as we seek to reduce the number of men who die by suicide each year," said Villanti.

"We're launching this international challenge to test and prove the best ideas to help increase the level of social connectedness among men," he added.



Georgie Harman, *beyondblue* Chief Executive Officer, said she is delighted the partnership with the Movember Foundation is continuing, creating opportunities to translate research findings into real world projects that build social connectedness.

“It’s encouraging to see further innovation in this space through this initiative from the Movember Foundation. We hope that many unique community-driven ideas will emerge that will complement *beyondblue*’s future work in this area,” she said.

The Movember Social Innovators Challenge is open to anyone with an idea that helps tackle this pressing issue. Following the initial submissions the Movember Foundation will support and fund the scale and expansion of innovations which show the greatest promise. To find out more visit: <https://socialconnection.fluidreview.com> or contact: socialconnections@movember.com.



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ABOUT THE MOVEMBER FOUNDATION

The Movember Foundation is a global men’s health charity. The Foundation raises funds that deliver innovative, breakthrough programs that allow men to live happier, healthier and longer lives. Millions have joined the men’s health movement, raising \$680 million and funding over 1,000 projects, focusing on prostate cancer, testicular cancer, poor mental health and physical inactivity.

For more information of the Movember Foundation’s programs and funding and to sign up for this year’s Movember, visit Movember.com