



MOVEMBER®

TO CHANGE THE FACE OF MEN'S HEALTH

— OUR VISION —

MOVEMBER 101

Well known for the moustache growing campaign in November, Movember Foundation is the only global charity focused solely on men's health. Everything the Movember Foundation does is to stop men dying too young. Movember wants to help men live happier, healthier, longer lives.

From a group of friends in a bar to now the world's only charity recognised as a cult brand, Movember has grown into the largest men's health organisation in the world, funding over 1200 game changing projects. But we're not stopping there.

THE CAUSES WE FUND

- Prostate cancer
- Testicular cancer
- Male mental health and suicide prevention

DOING THINGS DIFFERENTLY

Being completely global means we're doing what others can't.

We bring leading experts together from around the world to collaborate on solutions that will fundamentally change the way men are treated and supported.

On top of that, we're not only funding to find a cure, we're looking at life after diagnosis and what that means for men and their loved ones.

This includes getting men to open up. Too many men are toughing it out, suffering in silence and not talking when things get tough.

THE FACTS

- On average, men die six years earlier than women
- Every minute, somewhere in the world, a man takes his own life
- 3 out of 4 suicides are men
- 380,000 men die from prostate cancer every year around the world
- Testicular cancer is the most common cancer for young men under 40

OUR 2030 GOALS:

- Reduce the number of men dying prematurely by 25%
- Halve the number of deaths from prostate cancer and testicular cancer.
- Reduce the number of men taking their own lives by 25%

**TALKING SAVES LIVES.
YOU HAVE ALL THE
EXPERIENCE YOU NEED.**





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HEALTH INFO

— REAL ISSUES —

Prostate cancer

- Prostate cancer is the most commonly diagnosed cancer among men
- 1 in 8 men will be diagnosed with prostate cancer in their lifetime

What do we want men to know about prostate cancer?

- When you're 50 you need to have a conversation with your doctor about PSA testing
- If you're black, do it at 45
- If you have a family history, do it at 45

Testicular cancer

- Most common cancer in young men
- In most cases, the outcome for men with testicular cancer is positive, but a 95% chance of survival is no comfort to the 1 man in 20 who won't make it

What do we want men to know about testicular cancer?

- Get to know what's normal, check your nuts in the shower once a month
- If you notice a change in size or shape, a lump that wasn't there before, or if they become painful to touch, see a doctor.
- Don't panic, but do get it checked out.

Male Suicide

- 3 out of 4 suicides are by men
- Globally, a man every minute is taking his life by suicide.

What we want the audience to know around mental health:

- It's OK to not be OK. Take action by opening up, because talking saves lives.
- Asking is the first step in being there for the men in your life. Some simple steps to remember are: Ask, Listen, Encourage Action, Check in (ALEC)
- Spend time with your mates, it's good for you.
- Social connections are a protective factor against depression, anxiety, and even suicide
- Keep an eye on men who are going through the big life stuff, if you think someone's not doing too good, reach out to them

LIFE SAVING
MOUSTACHES

