



MEDIA RELEASE

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STUDY: MEN MORE LIKELY TO SEEK HELP AFTER WATCHING MOVEMBER-FUNDED 'MAN UP' DOCO

New research by the University of Melbourne has found that Aussie men are more likely to seek help for personal and emotional problems after watching the three-part ['Man Up'](#) documentary, which first aired on the ABC last year.

Man Up, which was funded by the [Movember Foundation](#) and delivered in an innovative partnership with the University of Melbourne, Heiress Films and the ABC, followed all 'round good guy Gus Worland on a mission to tackle gender stereotypes, the pressures of manhood and, most importantly, why so many men are taking their own lives.

Published in the [Journal of Epidemiology and Community Health](#), the results of the randomised controlled trial testing the impact of the documentary on men demonstrated that 95 per cent of those who watched Man Up said it gave them a greater understanding of male suicide in Australia, while 84 per cent said it had triggered a change for the better in their life.

Craig Martin, Global Director, Mental Health & Suicide Prevention at the Movember Foundation said many theories had been put forward to explain the devastatingly high rate of suicide in Aussie men, one of which was that conforming to traditional masculine norms may make men less inclined to reach out for help if they were facing tough times.

"The 'dominant masculinity' in this country is one that champions stoicism, independence, invulnerability and avoidance of negative emotions. In particular, self-reliance has been shown to be associated with suicidal thinking," he said.

"It's outstanding to see evidence that men did shift from traditional masculine norms after watching Man Up, something which we hope would improve men's mental health and ultimately reduce the suicide rate. Importantly these findings demonstrate the huge potential that mass media campaigns and documentaries like this have to change thinking and behaviour, which is really exciting."

Dr Kylie King, Research Fellow in the Centre for Health Policy, Programs and Economics in the School of Population Health at the University of Melbourne said that men who viewed Man Up in the trial demonstrated a significant change in attitudes and an increase in their intention to seek help.

"After viewing the documentary, the men in our trial who viewed 'Man Up' indicated that they were more likely to seek help if they were facing difficulties and more likely to recommend that a friend do the same," Dr King said. "There was no such change in the men who viewed an unrelated 'control' documentary.

"Nearly three-quarters of men became more confident about reaching out to someone who they knew was struggling, while 61 per cent had offered a friend time to talk."



Last month, the Movember Foundation launched its 2017 campaign with *One Night In Movember (in October)*, a series of events for men inspired by the success of 'Man Up'. In partnership with Triple M, Movember took Man Up on the road to Hobart, Perth, Melbourne and Sydney, with the aim of bringing regular men together to talk about a better way to be an Aussie bloke.

In Australia, suicide is the leading cause of death for men aged 15-44. Three-quarters of suicides in Australia are men, with an average of six men each day taking their own lives.

The home-grown series will be making its international debut in the UK on Sky on Movember 22. Man Up is available to view online at www.manup.org.au or support via Movember.com.

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About the Movember Foundation

The Movember Foundation is the only global charity focused solely on men's health, funding over 1,200 innovative projects across 21 countries. To date, the Foundation has created a men's health movement of over 5 million people supporting these critical areas: prostate cancer, testicular cancer, mental health and suicide prevention. But our work is not done. Be the difference and go to Movember.com to donate or participate. Together we can stop men dying too young.