



## **MEDIA RELEASE**

**FOR IMMEDIATE RELEASE**

# **MEN WHO TAKE PART IN MOVEMBER'S ANNUAL FUNDRAISING CAMPAIGN MORE LIKELY TO REPORT BETTER MENTAL HEALTH AND WELLBEING THAN GENERAL MALE POPULATION, NEW RESEARCH SHOWS**

Toronto, Canada | October 26, 2020- A new study shows that Movember supporters – known as Mo Bros – score more highly than the general male population across a range of mental wellbeing indicators, including having lower levels of negative mental wellbeing and higher levels of eudaimonic wellbeing (living a life with purpose).

The global survey of 7,162 men (including 2,531 Canadians), commissioned by Movember compared Movember's database of fundraisers with a nationally representative sample of the general male population online (sampled by YouGov), also found that Movember fundraisers are more likely to admit when they are struggling with their mental health and to seek help when they need it - which can have a positive impact on overall wellbeing.

In Canada, just over two fifths (41.1%) of Mo Bros said they had confided in a friend about their problems (compared with 19.3% from the general male population that had confided with a friend, colleague or family member) while nearly three in 10 (27.7%) have spoken to a healthcare professional about their mental health, all within the last year (compared with 17.2% of males from the general male population).

“We know many guys struggle with their mental health and when it comes to suicide, men are disproportionately impacted, accounting for three out of four people who take their own lives. There is evidence to show that having strong social connections can have a protective effect against poor mental health – that’s why we ask men to spend quality time with their friends and reach out and speak to someone if they are struggling,” says Michelle Terry, CEO of Movember.

“It’s extremely encouraging to see that our fundraising community have taken this message on board, especially during the uncertain times we’re living in. We want them to carry on spreading the word that spending time with your friends, talking more often and talking openly with someone you trust is good for your mental health.”

The results also showed that Movember supporters tend to be more physically active, better understand the risk factors for prostate cancer and are more likely to carry out testicular self-examination checks than those who did not take part in the campaign. Over a third (33.9 %) of Canadian Mo Bros exercised at least 20 times in the last month (compared with 20.8% of the general

male population who say they have been physically active for 30 minutes or more, more than 20 times). Over half (52%) of Canadian Mo Bros over the age of 45 have spoken to their doctor (or other healthcare professional) about their prostate cancer risk in the past year (compared with 24 % of 45s and over in the general male population). Among the under 45s, almost seven out of 10 (68%) of Canadian Mo Bros have checked their testicles at least once in the last year, compared with 28% of the general male population sample.

“These results confirm that being part of the Movember community really is good for your health,” said Michelle Terry. “It’s not just the feel-good factor you get from helping others around you but making a few small changes can have a real impact on your own physical and mental health. It’s been a really tough year – heightened by the pressures of the pandemic – so we want as many men as possible to join our fight for men’s health. It’s time to have fun, do good and improve your health at the same time.”

Support Movember by signing up or donating at [Movember.com](https://www.movember.com).

**-ENDS-**

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**About Movember**

Movember is the leading charity changing the face of men’s health on a global scale. The charity raises funds to deliver innovative, breakthrough research and support programs 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 focusing on mental health and suicide prevention, prostate cancer and testicular cancer. 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)

**Note to Editors:**

Measures of mental wellbeing used in both Movember and YouGov surveys were taken from items used in the Wellbeing module of the European Social Survey and used in a study of the impact of volunteering on wellbeing (Plagnol and Huppert, 2010: [https://openaccess.city.ac.uk/id/eprint/2552/5/Happy\\_to\\_help.pdf](https://openaccess.city.ac.uk/id/eprint/2552/5/Happy_to_help.pdf)). Four domains of mental wellbeing were assessed (positive, negative, life satisfaction, eudaimonic (life purpose)) and sample means calculated on behalf Movember using the Movember and YouGov datasets for each domain.

The mean scores for negative mental wellbeing were

10.6 (out of 24) for Movember

11.6 (out of 24) for the YouGov general male population

\*negative wellbeing significantly lower in Movember than YouGov

The mean scores for eudaimonic wellbeing were

7.3 (out of 10) for Movember

6.9 (out of 10) for the YouGov general male population

\*eudaimonic wellbeing significantly higher in Movember than YouGov

There were no differences in measured life satisfaction or positive wellbeing between Movember and YouGov survey participants. After adjustment for age, income and education statistically significant differences in the above mental wellbeing measures remained.

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 8419 adults (3951 males). In the UK (of which 957 were males), US (of which 1220 were males), Canada (of which 799 were males) and Australia (of which 975 were males). Fieldwork was undertaken between 29th September - 13th October 2020. The survey was carried out online. The figures have been weighted and are representative of adults 18+ in all countries. The figures have been given an even weighting for each country to produce an 'average' value.