



**TALKING SAVES LIVES:
MOVEMBER'S *MAN OF MORE WORDS* CAMPAIGN URGES MEN TO SPEAK UP**

IMAGES AVAILABLE, Sept 10, 2018 - Suicide is the leading cause of death in Australian men aged 15-44. Three out of four suicides are men and 2,000 Australian men take their life each year.

It's a complex problem, but it is preventable. Which is why, on World Suicide Prevention Day, global men's health charity the [Movember Foundation](#) is urging men to speak up – because talking saves lives, through their *Man of More Words* campaign.

On September 10, the foundation is asking guys to be a *Man of More Words* by observing a minute of talking; spending 60 seconds having a meaningful conversation about what is going on in their life.

“One minute of silence is society's way of reflecting on and honouring significant deaths. However, in the case of suicide, it is this silence which is killing men. So, to change this, we are encouraging men to speak out for one minute on World Suicide Prevention Day,” says Craig Martin, Global Director, Mental Health & Suicide Prevention at the Movember Foundation.

“We know gender plays an important role, which is why we're talking specifically to men, equipping them to recognise the signs when they're not doing so well, and to talk up when times get tough.

“We're hoping to show men that to be the best versions of themselves – to be better dads, mates and sons – they need to be men of more words. We want men and their supporters to know that talking, more and with more meaningful words, saves lives.”

Man of More Words kicks off a month long campaign by the Movember Foundation, aimed at encouraging meaningful conversations around men's mental health as a way to ultimately reduce the high rate of male suicide.

The *Man of More Words* campaign builds on Movember's [UnMute](#) and [Suicide Notes Talk Too Late](#) campaigns of previous years. While *Suicide Notes Talk Too Late* encouraged men to open up and talk when times are tough, *UnMute* challenged supporters to really listen when men spoke up.

Man of More Words brings the two together, focusing on getting men to talk when times are tough, in the confidence that they will be heard. Through a series of videos, social media posts, and ads across print and radio, *Man of More Words* shares the stories of men who have benefited from speaking up.

To learn more about the campaign and how you can effectively help the men in your life to open up visit www.movember.com/iwanttoask.

For imagery: [Download here](#).



How to start a conversation with the men you care about in four simple steps:

1. Ask how they are doing
2. Listen without judgement
3. Encourage action
4. Check in regularly

Please remember to print local help lines should your media outlet choose to share suicide statistics and information. The local numbers are: Lifeline 13 11 14; Suicide Call Back Service 1300 659 467; if life is in danger call 000 or go directly to Emergency Services.

ENDS

Media Contact:

For further information or to arrange an interview, please contact –
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About the Movember Foundation

The Movember Foundation is the leading charity dedicated to changing the face of men's health around the world. With a singular goal to stop men dying too young, the foundation supports the following causes: prostate cancer, testicular cancer, mental health and suicide prevention. The Movember Foundation's suicide prevention campaign is a key strategic element of their goal to reduce the rate of male suicides by 25% by 2030. Since 2003, the support of more than 5 million participants has funded over 1,200 innovative projects across more than 20 countries. To donate or learn more, please visit movember.com