White House Dialogue on Men’s Health

Friday, January 8th, 2016
Welcome and Opening Remarks
Dr. Vivek Murthy

U.S. Surgeon General

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Michael P. Botticelli

Director, White House Office on National Drug Control Policy

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“His-Story”
Why Men’s Health Matters

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Kenneth Braswell

Executive Director, Fathers Incorporated
Director, National Responsible Fatherhood Clearinghouse

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Who Cares About My Health?
Motivation from unlikely places!

Kenneth Braswell
Director
When Do I Think About My Health?

- When I found out I needed more than one pair of glasses;

- When I find myself telling my son I have something to do, when I’m really too tired to go on;

- When I realized I was paying for a Gold Gym membership and don’t live in the city anymore and don’t remember signing up;

- Every time I get out of the car, stand up in chair, get outta of the bed or kneel down, and realize I can’t do it without making a noise.
When don’t I want to think about my health!

- When I’m sitting in the emergency room with an sports injury I know I’m too old to have;

- When I realize that everybody else is waiting for me to catch up;

- When my family is borrowing money to pay my funeral expenses because I thought I would live forever.
Love Attacks the Soul
Stevin Avila
Advisor,
U.S. Department of the Interior

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Ramin Bastani
CEO, Healthvana

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Jason Bellet

Founder & COO, Eko

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Bridges to Barriers: Strategies for Helping Men Address their Health

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Dr. Jean Bonhomme
Co-Founder,
National Black Men’s Health Network

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Are we keeping males connected to health care after the pediatric age group? The disconnection from health care of males compared to females is greatest in the 18 to 29 year age group and decreases with age. (Sandman et al, Out of Touch: American Men and the Healthcare System)

- Schedule conflicts (work hours vs. doctor’s hours)
- Men as a gender are less likely to carry health insurance.
- The general public lacks information on men’s health.
- Cultural barriers related to male socialization include:
  - Gender Role Stoicism
  - Distrust of the Health Care System
  - Fatalism
  - Maladaptive Self-Reliance
Some Lessons Learned on Health Outreach to Men

- Bringing health screenings to the workplace itself (Men’s Health Network).
- Events held on weekends, off men’s work hours (CHAMPS health fair, Atlanta).
- Engaging entire families to bring men in and promote compliance.
- Peer-to-peer approach.
- Taking time to explain and promote understanding of disease processes and management.
- Addressing performance concerns (not just sexual). Men are raised to compete, achieve, produce, good health is the way to accomplish this.
- Cultural sensitivity and linguistic appropriateness.
- Men may be more receptive to healthcare offered in the form of a group or community event, just like going to a ball game with other men.
- Publicizing the health screenings through multiple media venues (social media, radio, television, newspapers, posters, flyers, community organizations and churches).
- Sports medicine to retain males in health care after the pediatric age group.

- Consider how lack of attention to men’s health impacts the whole of society adversely.

- Following death or disability of a husband, a woman may suffer grief/loss of a long term companion, burden of care in disability. Widows are at increased risk of dying themselves. Family health care expenses may be increased in the face of reduced earnings.

- Economic effects include diminished work productivity, absenteeism, employers having to train and replace workers, former providers becoming dependents and former taxpayers becoming tax burdens.

- A father’s exposures, age and overall health may affect children through epigenetic inheritance.

- Men’s health and women’s health are not opposite ends of a seesaw. It is not either men’s health or women’s health, it is both or neither. We need to take a four pronged approach with women’s health, men’s health, children’s health and minority health as coequal partners in order to build a complete and inclusive health care system. Men’s health currently receives the least attention of these, and that is what we are here to change.
STRUCTURE: ASSOCIATIONS & BRANCHES

OUR REACH

FACTS

YMCA's
2,700
YMCA's in communities where household income is below the national average: 58%

Communities Served
10,000
States: 50 plus District of Columbia and Puerto Rico
HEALTHY LIVING FRAMEWORK

To PROMOTE WELLNESS (Primary)
- Personal Training
- Group Exercise
- Adventure Guides
- Aquatics

To REDUCE RISK (Secondary)
- Wellness Centers
- Brain Health
- Diabetes Prevention
- Smoking Cessation
- Falls Prevention

To RECLAIM HEALTH (Tertiary)
- Cardiovascular Health
- Diabetes Management
- Allergy Management
- Cancer Survivorship
- Parkinson’s Therapy

Impacting INDIVIDUALS
- Personal Training
- Group Exercise
- Adventure Guides
- Aquatics

Impacting FAMILIES
- Family Camp
- Youth Sports

Impacting ORGANIZATIONS
- Board Diversification
- Early Childhood and After-School HEPA Standards

Impacting COMMUNITIES
- Built Environment
- Access to Fresh Fruits & Veggies

Impacting SOCIETY
- Advocacy and Policy Change for Childhood Obesity Prevention
- Community Development

- Medicare Coverage of Diabetes Prevention
- Payment Reform

Healthy Living Framework

- Health Navigation
- ACO and PCMH Involvement
- Referral Systems

- Tobacco-free Environments
- Commercial Insurance Reimbursement for Prevention

- Safe places for active play
- Access to Care

-建成环境
-健康营养
-烟草免费环境
-商业保险预防

-健康导航
-ACO和PCMH参与
-转诊系统

-癌症差异
-支付改革

-非活跃场所
-医疗保健
-烟草免费环境
-商业保险预防

-预防
-卫生
-商业保险预防

-安全活跃场所
-医疗保健
-烟草免费环境
-商业保险预防

-非活跃场所
-医疗保健
-烟草免费环境
-商业保险预防
Armin Brott

Columnist, Blogger, Radio Host, Mr. Dad

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Trying to Reach Men

- Books
  - Mine
  - MHN
- Radio/Podcasts
- Columns
- Articles

- Websites
- Newsletters
- Blogs
  - TAMH
- Social Media
  - FB, Tw, etc.
The Most Successful Approach…. So far

• Appeal to the provider/protector
  • Unique role
  • Do it for them
  • Repercussions

Still not getting through…..

• Can’t wait for men to respond or take initiative
The Proactive Approach

Meet Them Where They Are

- Texting and Smartphones
  - 90% have cell (98% 18-45)
  - 66% have smartphone (83% 18-45)
  - 62% search for health
  - Smartphone dependent
Men and their Mental Health

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John Kevin Hines

Suicide Prevention &
Mental Health Advocate

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Sally Spencer-Thomas

Executive Director,
Carson J. Spencer Foundation

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Taylor Erickson
Youth Advocate

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#GetCovered

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1. Sign up by December 15 for coverage starting January 1.

2. 8 out of 10 can get financial help and most may pay less than $75 per month*.

3. Shop and save this year— you may get more and pay less than last year.

4. Signing up is easy and fast—often less than 10 minutes.

5. Free help 3 ways: in-person, by phone, and online.

* after tax credits.
Men’s Health & Sports - Partnerships for Men’s Health Awareness

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Dennis Moore

Vice President of Sales and Marketing
Denver NFL Franchise

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The Broncos Health and Wellness Initiative leverages the power and reach of the Broncos and the NFL to drive a year-round program that is supported by consistent engagement from players, cheerleaders, alumni, and other team personnel such as dieticians, chefs and trainers. Our objectives are to:

- **Educate** Broncos fans on the importance of health and wellness
- **Motivate** and inspire Broncos fans to make lifestyle changes that will benefit their health
- **Incentivize** Broncos fans with unique and aspirational Broncos gifts and experiences
The Denver Broncos conducted a 45 Day Fitness Challenge from October 12th – November 25th, 2015. The daily challenges encouraged fans to complete four daily activities consisting of various exercise and dietary related tasks.

- 10,800 participants; 65% of fans participated daily in all 45 days
- “This was the motivation I needed to get moving, please do more challenges like this!”
- “Participating in the challenge helped me improve my diabetes, I lowered by A1C from a 10.4 to a 7.4. My doctor is amazed!”
- “I lost 10 pounds since day one. This Challenge is exactly what I needed.”
- “Thank you, Broncos. Thank you for understanding the impact you can have”
Dr. Michael Lutz

Michigan Institute of Urology

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Michael D. Lutz, M.D., FACS

Michigan Institute of Urology

President, MIU Men's Health Foundation
Community Outreach
Events
MEN'S HEALTH EVENT
PROSTATE CANCER
Survivorship Series
MIU Men's Health Foundation
Run & Ribbon
BLUE MONDAY
Awareness...The Story and The Storyteller

Inclusivity / Partnerships / Ownership

Redefine Your “Why”
Christian Matthews
VP Strategy and Sponsorship
Washington NFL Franchise

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Through the partnership between the Washington Redskins, Men’s Health Network and a number of other sponsors, military members, veterans and their families received the opportunity for a free health screening at the home of the Burgundy & Gold.

Taking advantage of relevant days on the calendar:
- Veteran’s Day
- Draft Day

Tested for:
- Cholesterol
- Blood pressure
- Prostate
- Diabetes
- Lung-functions
- Glaucoma

Goals:
- Assist veterans in their fight against chronic diseases
- Create awareness
- Reduce the impact
In collaboration, the Washington Redskins, Bon Secours, and Men’s Health Network dedicated a day to men’s health. The event was promoted through various media channels as the organizations invited dads, sons, families, and friends of all ages to check their health in an afternoon of fitness, football and fun.

Health and Wellness activities included:
• Testing agility in combine drills for a chance to win prizes like signed memorabilia giveaways
• Take free health screenings
• Tour the Bon Secours Washington Redskins Training Center
• Learn from a team of expert physicians how to maintain an active and healthy lifestyle.
Redskins Health & Wellness is a unique marketing platform that provides an inside look at how the Redskins are continuing health and fitness efforts.

Redskins Health & Wellness efforts include:

- Working with companies like Men’s Health Network, American Diabetes Association, Bon Secours Health System
- Aligning with NFL Calendar & integrating with Marquee NFL events
- Redskins Health & Wellness magazine
- Health & Wellness TV special
- Wellness Wednesdays Social Posts
- RedskinsHealthandWellness.com
Tom Arndt

VP Marketing and Partnerships
Bellin Health

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Objectives

Campaign:
To drive men to pursue their health through a free health assessment

Ads:
Focus on sports and sports personality as the engagement platform
Use of humor to entertain and to leave a lasting impression

Tagline:
Real Men Don’t Wait
Total cholesterol lab work: High cholesterol levels can lead to heart disease, so this test lets us know where you stand.

Triglycerides: High triglycerides increase the risk of stroke, heart attack and heart disease.

Glucose: Knowing your glucose levels helps prevent long-term complications of diabetes.

Chemistry panel: This provides an overall picture of your body’s chemical balance and metabolism.

Liver function: A healthy liver helps your body digest food and gets rid of toxic substances.

Blood pressure: High blood pressure increases your risk of heart disease.

Body Mass Index (BMI): This helps us determine if you’re at a healthy weight.

Review of results with health provider: This lets you know the steps you need to take to get healthier.

FREE ($355 value) for a limited time only. For any man over 18 who hasn’t been to a doctor in 3 years or longer.
Media Strategy

Closing Remarks: Taking Action

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Broderick Johnson

White House Cabinet Secretary &
Chair of the My Brother’s Keeper Task Force

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