MEN’S HEALTH NETWORK

Capabilities and Opportunities
Our Mission

Through a network of physicians, researchers, public health workers, healthcare professionals and key thought leaders, Men’s Health Network is committed to improving the health and wellbeing of men, boys and their loved ones.

WE WORK TO:

- Reduce premature mortality of men and boys
- Foster healthcare education and services that encourage men to implement positive lifestyle decisions
- Energize government involvement in men’s health activities
- Encourage women to expand their role as family healthcare leader

*Reaching men, boys and their families where they:*

**Live. Work. Play. Pray.**
Our Strategies

- **Develop national educational campaigns** to promote public and media awareness of men’s health issues

- Create and coordinate **comprehensive public and retail screening programs**

- Build growing **network of healthcare providers and services**

- Work actively with healthcare providers and government agencies to **advocate for improved government programs** for men and boys

- Leverage technology to **track and measure outcomes** and design programs with **increased participant engagement**
Why is men’s health so important?

-Men live sicker and die younger

- Lower rates of health insurance coverage
- Higher prevalence and death rates for 9 of the 10 leading causes of death
- Men’s life expectancy is nearly 5 years shorter than that of women
- Fewer physician visits, health maintenance
- Women are 100% more likely to seek preventative care
- Men perceive appearing “vulnerable” as unmanly
Education and Outreach

Creating objective information men and women need and use.

- **Addressing** the full circle of care impacting health and wellness and speaking to our audience with a supportive and conversational voice.

- **Delivering** information and interactive resources that benefit the healthcare provider, patient and caregivers, bringing them together in innovative ways.

- **Providing** credibility to campaigns with medically reviewed content.

- **Leveraging** our strategic partners and established relationships to scale campaigns, providing the breadth, reach and depth required by brands.

- **Empowering** individuals to plan, conduct, and evaluate their own health events within their social/work communities (e.g. HealthZone Toolkit)
Speakers

This is a partial list of speakers available from the Men's Health Network. MHN’s roster of speakers include experts in a variety of health and family related fields.

David H. Gremillion, MD, FACP
David has served as Director of the Rotating Residency Program at Kameda Medical Center in Japan. A retired Colonel, he is past-president of the Air Force Society of Physicians and former director, Medical Teaching service at UNC School of Medicine in Raleigh.

Jean Bonhomme, MD, MPH
Jean is a Board certified in Public Health and General Preventive Medicine. He is the founder of the National Black Men's Health Network and is an Assistant Professor at the Morehouse School of Medicine.

Armin Brott
An author, radio host (American Forces Radio) and hailed by Time Magazine as the “Superdad's Superdad” Armin is a nationally recognized parenting expert.

Salvatore Giorgianni, Pharm D
Sal is the former Director of External Affairs for Pfizer and originator and former Editor-in-Chief of the Pfizer Journal. A leading member of the team responsible for developing strategies and managing public policy for Viagra.
Together We Can Do More

We understand our audiences intimately and know where to reach them.

We know that collaboration on campaigns and advocacy extends resources and reach for greater impact.

- Conveners of Dialogue on Men’s Health

We also target women as a key audience influencing the health of men.

We recognize the interdependence of men and women’s health.

We develop caretaker toolkits so that men and women can help each other.

We are a mission-driven organization with a focus on knowledge and education for healthier lifestyles.
MHN’s Stakeholders

- Men and their families
- Nonprofit partners
- Corporate partners
- Board of Advisors
- Healthcare professionals
- Legislators
  - Congressional Men’s Health Caucus
- Government agencies
- Coalition partners
- American Public Health Association
  - Men’s Health Caucus
We Focus on His Needs

- Diabetes
- Prostate Health
- Cardiovascular Health
- Mental Health
- Obesity
- Respiratory Health
- Sexual Health
- Caregiver Support and Resources
- Parenting
Our Audiences And Where We Reach Them

**WHO**

- **Men (and their families)** who are single, married, parents and caregivers
- **Health care Professionals**
  - Nurse Practitioners
  - Nurses
  - Physician Assistants
  - MDs/DOs
  - Specialists
- **Government Officials**
  - Caucuses
  - Coalitions
  - Legislators (*State and Federal*)

**WHERE**

- **In-person**: Sporting events, Faith-based communities, work sites
- **Traditional Media Outlets**: 15,000+ reporters and established media news engines
- **Webinars**: Million Hearts and Native American
- **Online**: SEO - 3rd to 5th search rank (Google)
- **E-Newsletters**: (Healthy E-Male & Board of Advisors)
- **Blog**: Talking About Men’s Health, named one of the “Top 10” men’s health blogs, provides thought leadership via high-profile contributors
- **Social Channels**:
  - Twitter: 45,000 followers (*all accounts*)
  - Facebook: 17,000+ likes (*all accounts*)
  - Pinterest
  - Instagram
  - Google +
Partnerships

Our partners and established relationships allow us to scale campaigns and provide the breadth, depth and reach required.

- Veterans Health Council
- HealthyWomen
- One Voice Against Cancer
- Boy Scouts of America
- Rotary International
- Nuclear Medicine Coalition
- Women Against Prostate Cancer
- Healthy Start
- Mental Health America
- Diagnostics Access Coalition
- Healthcare companies
- Hospitals and Clinics

- Public Health Departments
- Fraternal/Service organizations
- Places of worship
- C-Change
- Dialog Health
- Corporations
- Fatherhood groups
- Men’s groups
- NCPIE

100 BLACK MEN OF AMERICA, INC.
Million Hearts™
APHA
Dialog Health
APR Rx
DeMolay International
Healthcare companies
Hospitals and Clinics
Men’s Health Network
HealthyWomen Partnership

MHN has established a partnership with HealthyWomen that harnesses our collective strengths to address health conditions that affect men, women, and their families.

HealthyWomen is the nation’s leading nonprofit resource that women trust for health and wellness information.

This partnership complements MHN’s existing influential outreach to women, and allows us to reinforce our strong position among healthcare professionals, in the patient community, and in the marketplace.
Live, Work, Play, Pray – Programs That Deliver

67%+ of participants saw or intended to consult their HCP

Faith-Based Initiative -
MHN partners with church pastors and parish nurses to coordinate church health screenings and education, utilizing the trusted network of the church community.

Timeout for Your Health -
MHN partners with large retailers and sports leagues and teams (NFL, NBA, NASCAR) to provide education and health screenings for men and women on the go.

Outreach Programs –
Speaking Series – speaking tours at churches, veterans’ groups and civic orgs
Social Media – Reaching men and their families through social platforms such as Twitter, Blogs, Facebook, Texting and Pinterest.

Men at Work -
MHN partners with over 75 corporate employers across the country including, John Deere, Harley Davidson and UPS to provide education and/or health screenings through corporate wellness activities.
Case Study
Ask About the Curve

What program entailed:
- Webpage on MHN site
- Joint press release
- Social media
- Op-eds

Results:
- In June, 42% of all external referrals to the “Ask About the Curve” website were generated by menshealthnetwork.org.

Take-a-ways:
Men’s Health Network generated qualified web traffic to partner’s site and created buzz through social channels.
Case Studies

Health Tune-up Campaign

**What program entailed:**
- Six week campaign
- Established website
- Enrolled ~2,700 physicians in 972 cities
- ~ 26,000 patients (office reported)
- Provided posters and brochures for offices
- Media outreach

**Results:**
- 63 million media impressions
  - Chicago Tribune, CNN, Boston Herald
- **Patients:** 92.7% found program helpful
- **Physicians:** 57.1% reported increase in men asking about the health condition.

**Take-a-ways:**
MHN promotion and outreach via network of health partners increased awareness of the health condition encouraging men to seek care.

Removal of Unapproved Drugs

**What program entailed:**
- Comments to FDA encouraging strict enforcement of the guidelines
- White Paper
- Public Outreach
- Op-eds
- Radio Talk Shows

**Results:**
- Unapproved drug was removed from shelves.

**Take-a-ways:**
MHN has a strong and effective voice advocating for patients to receive safe and approved treatment options.
Advocacy

MHN provides leadership in men’s health at the local, state and federal levels. MHN is coordinating efforts to establish a Commission on Men’s Health in each state and a national Office on Men’s Health.

- Men and Families Health Care Act (Congress)
  - Will create the Office of Men’s Health at HHS to serve as a focal point for health activities for boys and men
- Office of Indian Men’s Health (authorized 2010)
- Men’s Health Caucus (Congress)
- Men’s Health Caucus (American Public Health Association)
- Prostate Cancer Research Funding
- General Cancer Funding for NIH, NCI and CDC
- HP 2020
- State Men’s Health and PCa Commissions
- Welfare Reform
- CDC
- Offer comments on regulatory issues affecting patients (FDA/CMS)
- Welcome to Medicaid letter
- Prevention “Ask”
- State Symposia
- State level work – presence in all states
- State of Men’s Health Reports
- International efforts
Dialogue on Men’s Health

A MHN initiative, the Dialogue on Men’s Health / Men’s Health Braintrust is a national stakeholder group of over 50 broad-based organizations and experts involved in advancing the health of all Americans.

To date there have been over a dozen meetings of the Dialogue, including the White House Dialogue on Men’s Health held in 2016.

The Dialogue/Braintrust develops materials, such as white papers and professional articles, in collaboration with its “member” organizations, and engages provider groups and other key entities nationwide.
Conferences, Conventions & Tradeshows

MHN encourages data sharing and best practice application to issues in men’s health by convening and participating in meetings, symposia and conferences throughout the year.

MHN’s exhibit booth. We attend medical association conferences throughout the year to reach doctors. Conferences provide us a venue to survey physicians.
Men’s Health Month/Men’s Health Week

Men’s Health Month - June
- Surveys of Clinicians and Patients
- Packaged promotional/educational events at many health departments, workplaces, and places of worship
- Media coverage
- Social Media campaigns
- Screenings and health fairs across the country
- Corporations and public health departments participate
- Prostate Cancer education and outreach

National Men’s Health Week
- Created in 1994 by Congress
- Bob Dole & Bill Richardson in collaboration with MHN
- Signed into law by President Clinton
- Week ending on Father’s Day each June
- Congressional Health Awareness Events
- Mayors and governors proclaim Men’s Health Week each year
- International Men’s Health Week

Men’s Health Network
Publications and Journals

MHN publishes culturally sensitive and linguistically appropriate brochures for women about men’s health.

Journals
- American Journal of Men’s Health (SAGE) “Published in association with Men’s Health Network”
- American Journal of Lifestyle Medicine (SAGE)
Think/Wear Blue

NASCAR

Faith Based Initiative

NBA
Sponsorship Opportunities

We are seeking sponsorship partners to support our mission of educating people to live a healthier and happier life.

- **Surveys and Focus Groups**
- **Campaign Promotion and Content Development:** Public Service Announcements, Content licensing
- **Social/Digital Events:** Twitter Chats, Facebook Engagement, Community Engagement, Polls, Quizzes
- **Mobile Activation** Mobile/Text messaging campaigns, employee engagement, direct to consumer or through healthcare providers
- **Media Events:**
  - Expert/Spokesperson Networks
  - Radio, TV and Print tours
- **Speaking Tours**
- **In-Market or Work Site Health Events:** Health assessments, education, literature dissemination, sampling
- **Advocacy/policy agenda** (Federal, State, Local)
- **Sampling** *(Men At Work)*
- **Conferences/Tradeshows** *(domestic and international)*
LONG STORY SHORT

No “One Size Fits All” approach or model

We are committed to working with you to improve the health and well-being of men and their families
Contacts

Ana Fadich, MPH, CHES
Vice President
Ana@menshealthnetwork.org
202.543.6461 ext. 106