PARTNERS /PUBLIC, PRIVATE, NON-PROFIT

Office of Suicide Prevention
Linking Communities, Building Awareness, Preventing Suicide
www.coosp.org

CACTUS

The Carson J Spencer Foundation
D. BOONE /

“I WAS NEVER LOST BUT I WAS POWERFULLY BEWILDERED ONCE FOR THREE DAYS.”
MALE HEALTH DISPARITIES / ISSUES

- More unintentional injuries and death
- More HIV/AIDS
- More liver disease, heart disease, heart attacks
- More smoking, binge drinking, HBP
- More homicides
- More suicides (4 to 1)
- More uninsured
The Male Cultural Stigma to Seeking Help

- Men are far less likely to report depression. While there is no evidence that women experience higher rates of depression, men account for only 1 in 10 diagnosed cases of depression.¹

- Men have a resistance to asking for help, communicating inner feelings and forming groups around emotional issues.²

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BACKGROUND

2007-2009 Research and Development Period

Research question #1: “How do we reach men in distress who do not access mental health services?”
- Five focus groups – male business leaders, sociologists specializing in men’s studies, faith leaders, employee professionals, HR professionals, mental health service providers
- Transcribed/qualitative analysis

Research Question #2: How do suicidal men “come back to life”?
- 8 in-depth interviews with men who had experienced a suicide crisis, were at least 2 years out and were now considered “thriving”; 30-54 years old
- 2-hour interviews, transcribed/qualitative analysis
CONCLUSIONS AND APPROACH /

1) Soften the mental health language in initial communication
2) Show role models of hope and recovery
3) Connect the dots: physical symptoms
4) Meet men where they are
5) Target “double jeopardy men”
6) Offer opportunities to give back & make meaning out of the struggle
7) Coach the people around the high-risk men
8) Give men at least a chance to assess and “fix themselves”
Men think therapy is for women and sissies. So they don’t seek the help that they need, when they need it. Let’s show them that therapy and honest talk can be masculine, by providing them the therapist they need. A therapist who is a no-nonsense, man’s man. A therapist who will tell it like it is. A therapist like Dr. Rich Mahogany.
Dr. Rich Mahogany

PART DOCTOR
Dr. Rich Mahogany

PART
FOOTBALL COACH
Dr. Rich Mahogany

100% ACTION HERO
WEBSITE / Mantherapy.org
QUESTION 11

Life is full of annoyances—like speed bumps, mosquitos and telemarketers. On occasion, these annoyances can turn into anger. How easily are you angered?

- Not easily, I am able to control my temper
- Some things make me angry, but my temper is generally under control
- I don’t always show my anger, but if I do—watch out
- I fly off the handle easily
On the matter of **DEPRESSION**

I think you’re depressed. You spend your days thinking about how unhappy you are. You hate your job, you avoid your friends and overall you’re pretty bummed out about your life. So what are you going to do? Continue to wallow in your sadness or get off your rear end and get some help? You know the answer. Here’s what you need to do. Head over to the Professional Therapy section of my office to find a Man Therapist recommended doctor in your area, make an appointment and get better. If you need to talk to someone now, please use the red phone to reach the Crisis Line. Find yourself some hope, sir. I know you can.

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On the matter of **ANGER**

You’re like a bottle rocket attached to a stick of dynamite attached to a pound of C-4 plastic explosives. You’re just one tiny incident away from detonating with rage. It’s time for you to get some serious help. In professional therapy you’ll find a listing of Man Therapist™-recommended psychologists and doctors in your area. With their expert knowledge, and in some cases, medication, these pros can help guys like you get your anger under control. With time, effort and hard work, you can get better. Anyone who doubts you can go straight to the cosmetic counter of a department store on free sample day—also known as hell.

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On the matter of **ANXIETY**

You’re anxious. You’re nervous. You’re stressed the hell out. You lose sleep over things you can’t control. You need to get some help. But getting help is not something you should worry about. Because, in my office, I’ve made finding professional help easy. Simply click your way over to the Professional Therapy section. There you’ll find Man Therapist™-recommended doctors and mental health professionals to help you get your anxiety under control. And with the help of a professional, many men just like you have transformed themselves from worriers into warriors.

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On the matter of **SUBSTANCE USE**

While you walk away, you’d be wise to drown your worries and stresses in a liquid hence filled with bugs and dugs. Instead of drinking your way out of your problems, think about getting help. Your Man Therapist™-recommended doctors and mental health professionals can help you handle your issues. And with time, effort and hard work, you can get better.
Collateral / Coasters

- The left coaster features a logo with the text "ManTherapy.ORG This coaster is more than a buffer between the bar and your cup. Flip it over for a many prescription to help better your mental health. ManTherapy.ORG".

- The right coaster contains a prescription slip with the text: "Prescription: Bosses, in the interest of your employee’s mental health, I’ve recommended he take a mental health day. So, put that stack of paper on someone else’s desk, this guy is going golfing. And probably taking a nap. Rx. Dr. Rich Mahogany, M.T. To fill: give to your boss. mantherapy.org".

Both coasters have a circular design with ornate detailing.
POOPING.
Meditation. The way a man would do it.

mantherapy.org
Therapy: The way a man would do it.

Give your mind the same attention you give your penis.

mantherapy.org
Therapy: The way a man would do it.
Visit me at [mantherapy.org](http://mantherapy.org). It’s an online effort to help men deal with everyday turd tornadoes and mental health issues. Come prepared with a working computing gadget and a brain ready to be fine-tuned like an Italian sports car.
OUTDOOR / BILLBOARDS

You can’t fix your mental health with duct tape.

mantherapy.org

Therapy from the creators of pork chops and fighter jets.

mantherapy.org

Men have feelings too. No, not just the hippies.

mantherapy.org
ONLINE ASSETS / BANNERS

TRUST ME.
Therapy will not cause you to grow lady bits.

mantherapy.org
Therapy. The way a man would do it.

You can't fix your mental health with duct tape.

mantherapy.org
Therapy. The way a man would do it.
AN INNOVATIVE APPROACH TO SUICIDE PREVENTION FOR WORKING AGED MEN

Junior Beau, Kurt Cobain, Hunter S Thompson, Ernest Hemingway, and Don Cornelius were all famous and influential men whose lives were cut short by suicide. These deaths were widely covered in the media and discussed publicly, with little understanding of how or why men with such success died with such great despair. Unfortunately, far too many men, particularly men of working age, are dying every year by suicide without public knowledge or outcry, which contributes to the lack of awareness of the signifiance of suicide in the US.

MEDIA CONTACT / MIKE LEE / MIKE@SHARPIDEAS.COM / 303.455.7345
RESULTS

Total Visits: 281,485
Unique Visitors: 225,366
Average Time: 5:56
Quiz: 32,265
Mobile Quiz: 12,858
Crisis Line: 16,714

Statistics from July 9, 2012 – August 11, 2013
VISITS BY STATE

1. Colorado – 41,975
2. Michigan – 14,599
3. California – 14,075
4. Wisconsin – 12,274
5. Missouri – 10,801
6. Minnesota – 8,955
7. Illinois – 8,793
8. New York – 7,634
9. North Carolina – 6,573
10. Texas – 5,780

Statistics from July 9, 2012 – August 11, 2013
SURVEY RESULTS

- 79% Male
- 80% Age 25 to 64
- 11% Active duty or veteran
- 80% Recommend to a friend in need
- 50% agreed or strongly agreed they were more likely to seek help after visiting the site
- 68% said the 18-pt Head Inspection helped direct them to the appropriate resources on the web
SURVEY RESULTS /

74%
satisfied or very satisfied with the quality of the Man Therapies

70%
were satisfied or very satisfied with the info on Gentlemental Health 101

62%
were satisfied or very satisfied with the quality of Tales of Triumph
POP-UP RESULTS / OF 9,821 RESPONDENTS
11% OF VISITS FROM 12.18.12

Gentlemental Health: 66%
probably or definitely plan to use the information

Man Therapies: 70%
probably or definitely plan to use the information

Tales of Triumph: 70%
found the videos pretty or very helpful

18-Pt Head Inspection: 79%
may or will definitely use the recommended techniques
AUSTRALIA – www.mantherapy.org.au
Launched June 5, 2013
55,951 Aussie visits to US mantherapy.org