

MANOTHERAPY.ORG /

ASTHO / NACCHO / Safe States Alliance Webinar

March 5, 2013

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PARTNERS /PUBLIC, PRIVATE, NON-PROFIT

Office of Suicide Prevention

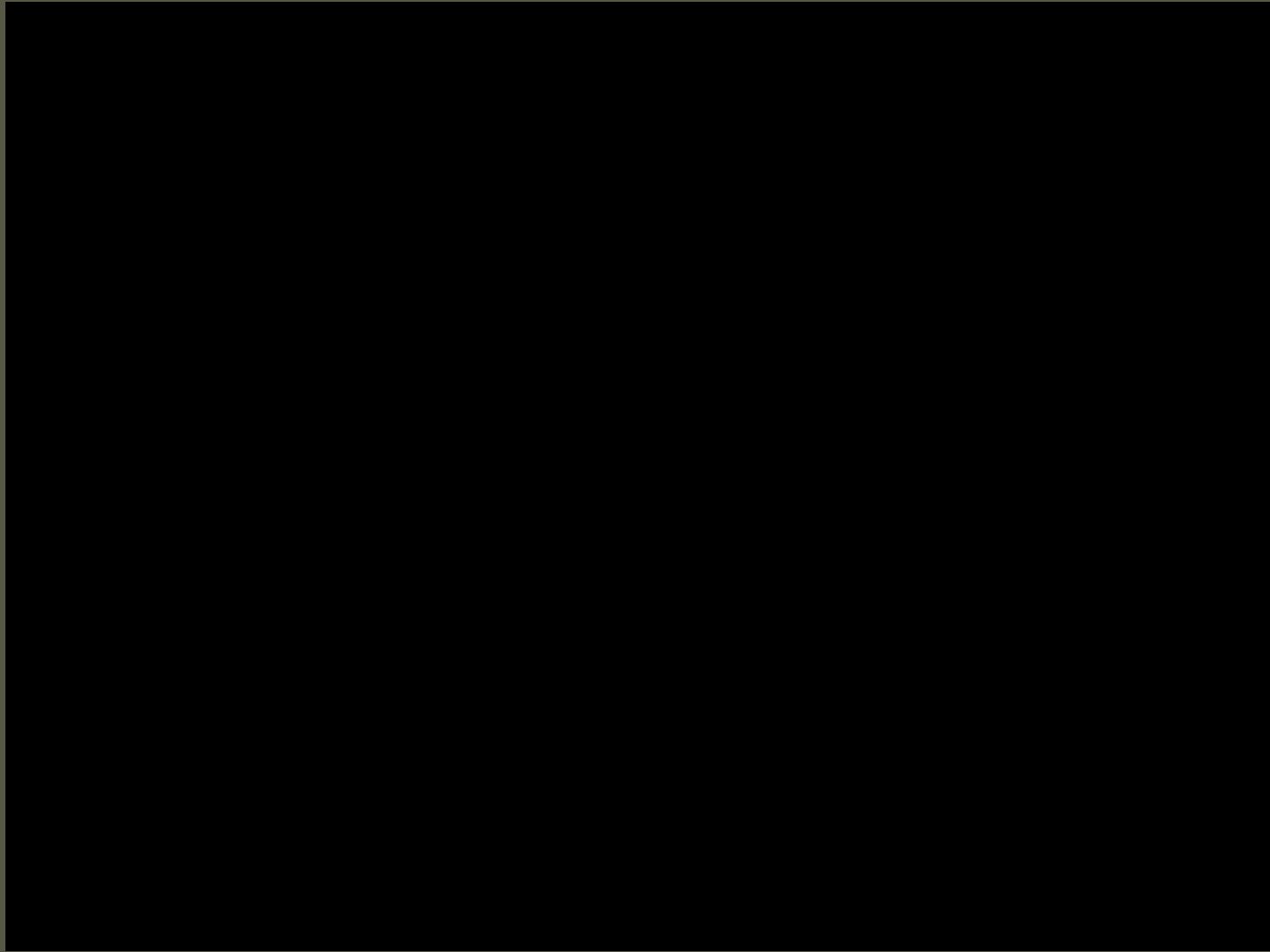


Linking Communities, Building Awareness,
Preventing Suicide
www.coosp.org



THE Carson J Spencer
FOUNDATION

MANOTHERAPY.ORG /PSA



D. BOONE /

“I WAS NEVER LOST BUT I WAS POWERFULLY
BEWILDERED ONCE FOR THREE DAYS.”

Man



ON



OFF

Billie Lory 100-1001

Woman

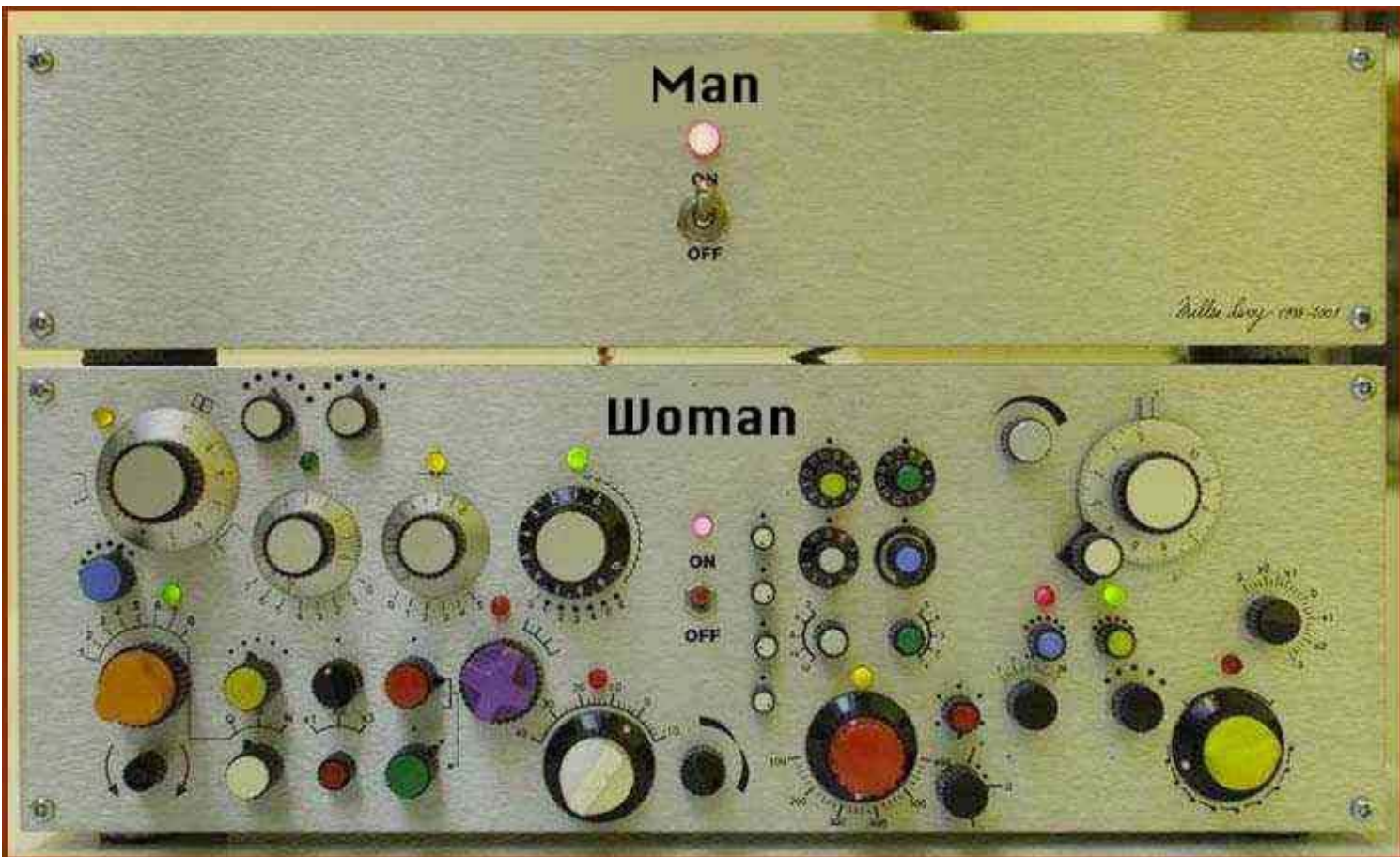
ON



OFF

ON

OFF



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

SUICIDE IN COLORADO / MEN 25 TO 64

- 2011 – COHID
 - 57% of suicide deaths (520/910)
 - 36.7/100,000 (all ages, 17.4/100,000)
- 2004-2010 – NVDRS
 - 63.6% - current depressed mood
 - 49.7% - firearm
 - 46.4% - intimate partner problem
 - 39.0% - crisis within 2 wks of the suicide
 - 37.1% - disclosed intent
 - 32.8% - problem with alcohol
 - 30.0% - job problem
 - 28.5% - financial problem
 - 24.1% - physical health problem

UNDERSTANDING MALE SUICIDE /

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

[1] "Ranking America's Mental Health: An Analysis of Depression Across the States." Prepared for Mental Health America by Thomson Healthcare. November 29, 2007.

[2] "Suicide – Men at Risk". Julie-Anne Davies and Steve Waldon. March 2004.

CONSTRUCTION OF MALENESS /

- **No Sissy Stuff** – Stigma of all stereotyped feminine qualities including openness and vulnerability. Never resemble women or display strongly feminine characteristics for fear of being a “sissy”.
- **The Big Wheel** – Success, status and the need to be looked up to for what one can do or has achieved.
- **The Sturdy Oak** – A manly air of toughness, confidence and self-reliance.
- **Give ‘em Hell** – The aura of aggression, violence and daring.

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”

CAMPAIGN APPROACH /

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.

MATERIALS DEVELOPED /

Mantherapy.org Website

Advertising

- :30 PSA TV Spot
- Viral Videos
- Online Banners

Outdoor

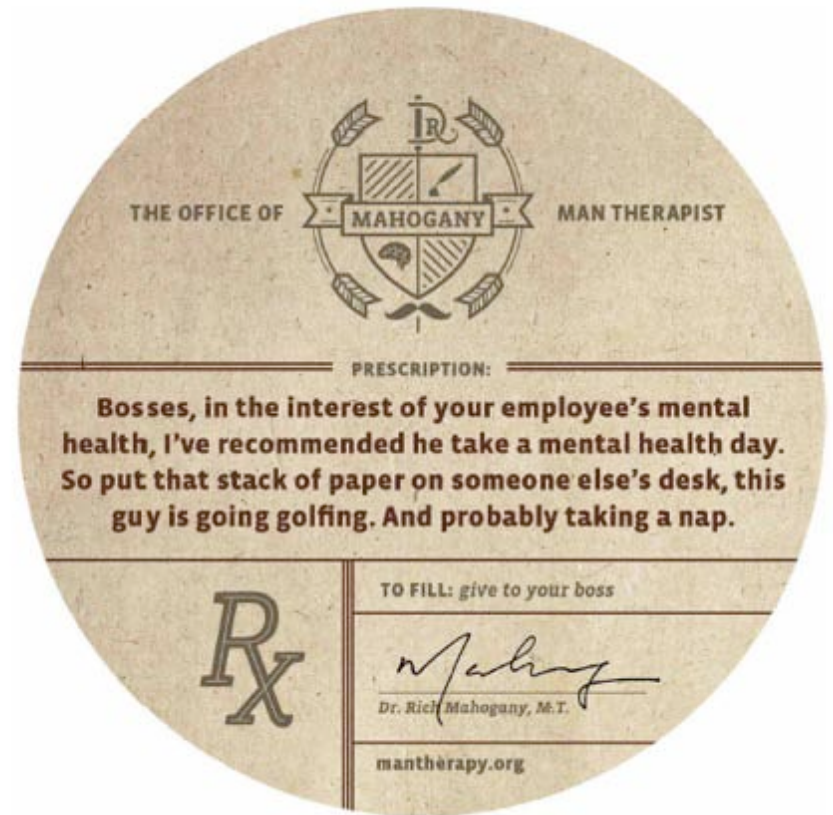
- Billboards
- Bus Shelters

Collateral

- Posters
- Coasters
- Business Card

Media Kit – Online

COLLATERAL / COASTERS



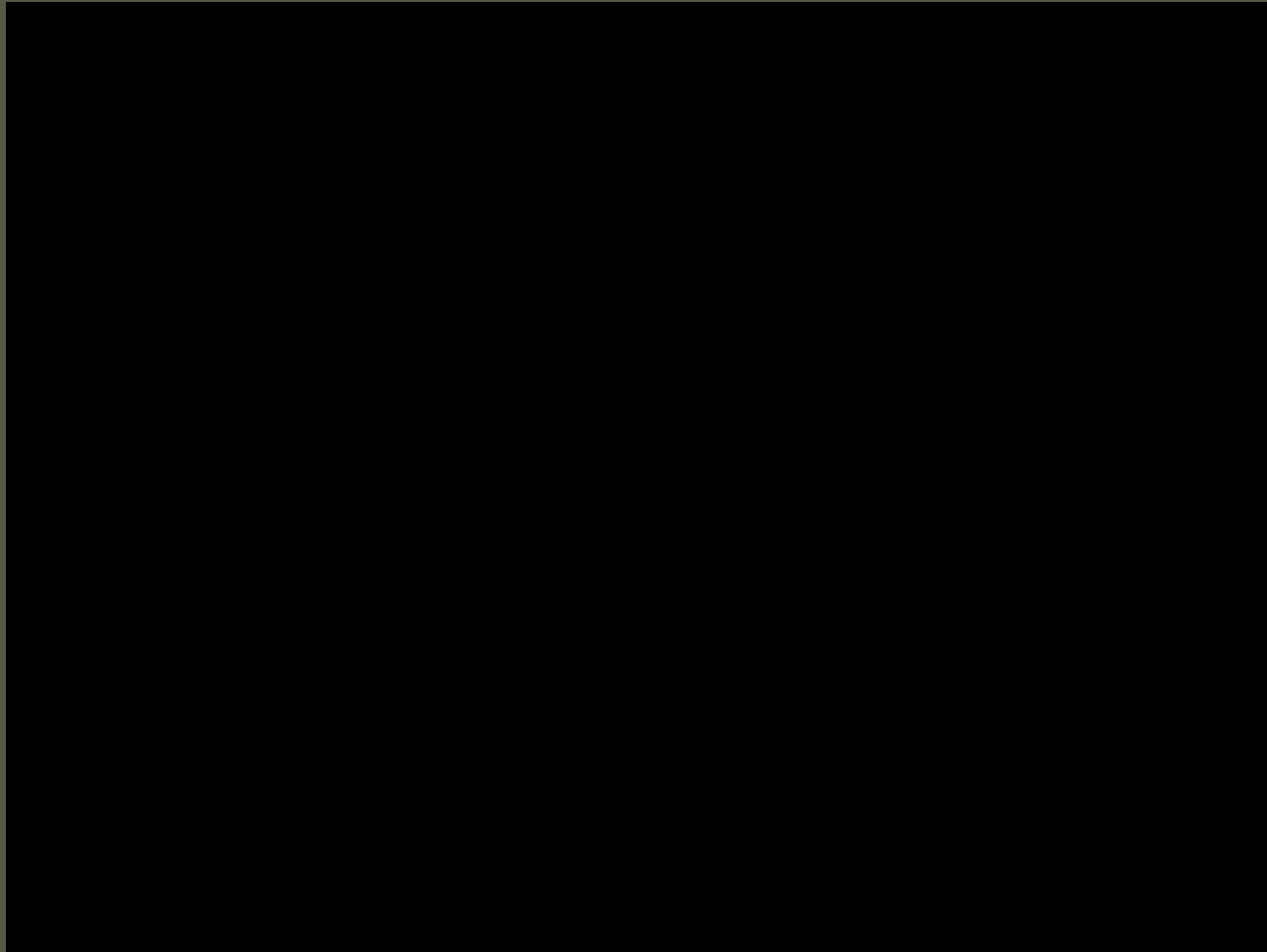
OUTDOOR / BILLBOARDS



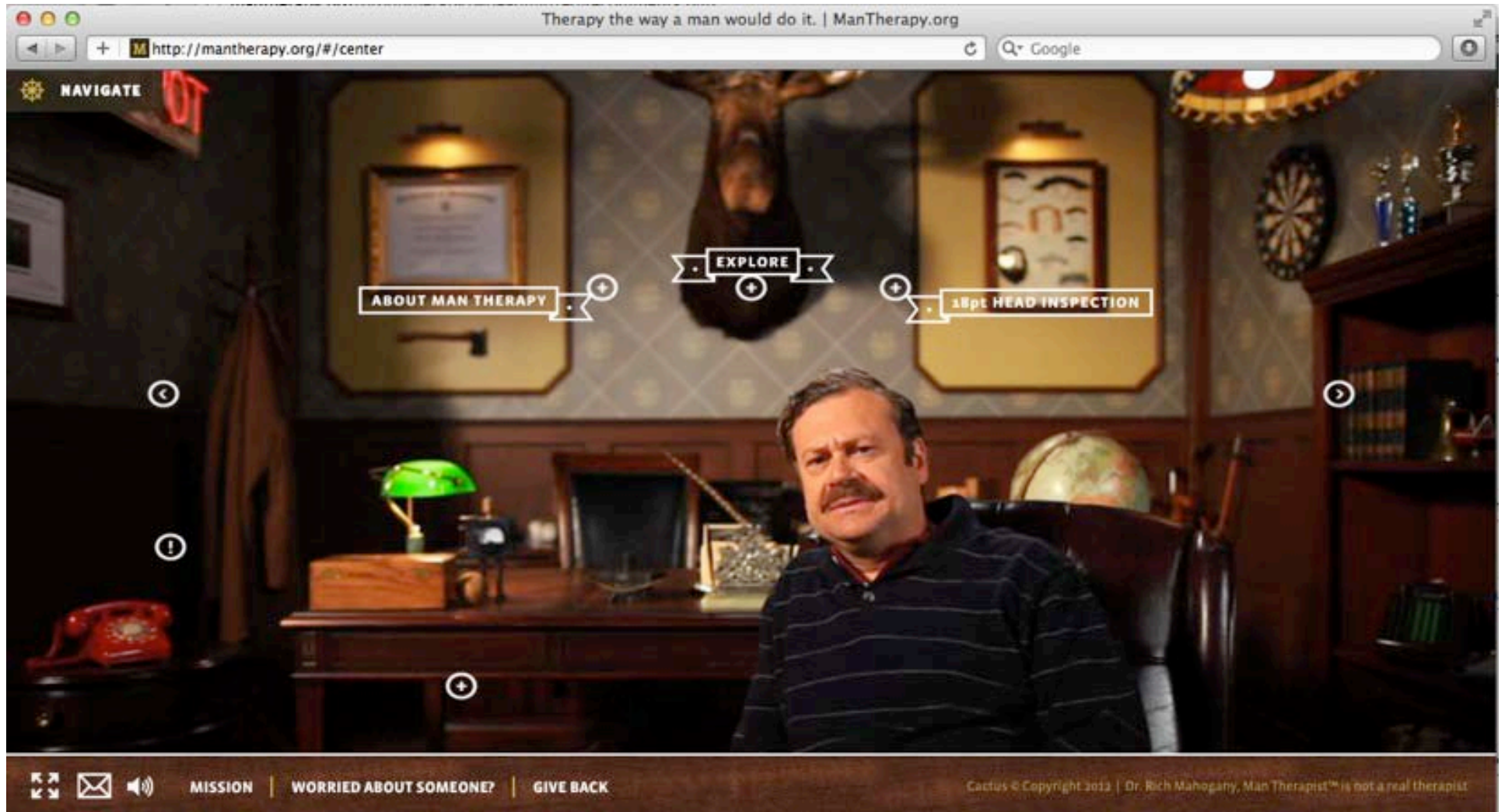
COLLATERAL / BUSINESS CARD



MAN THERAPY.ORG /INTRO

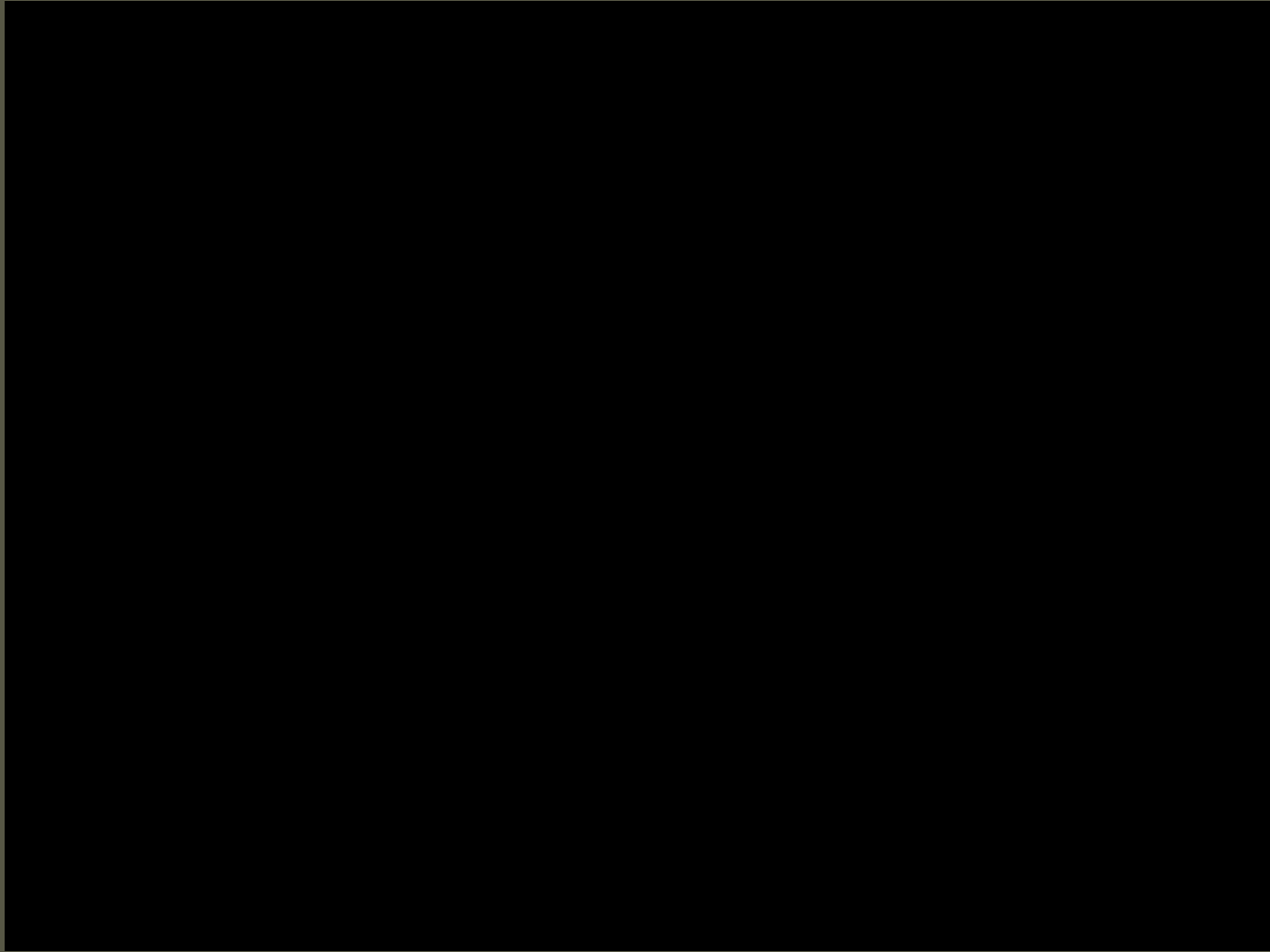


WEBSITE /

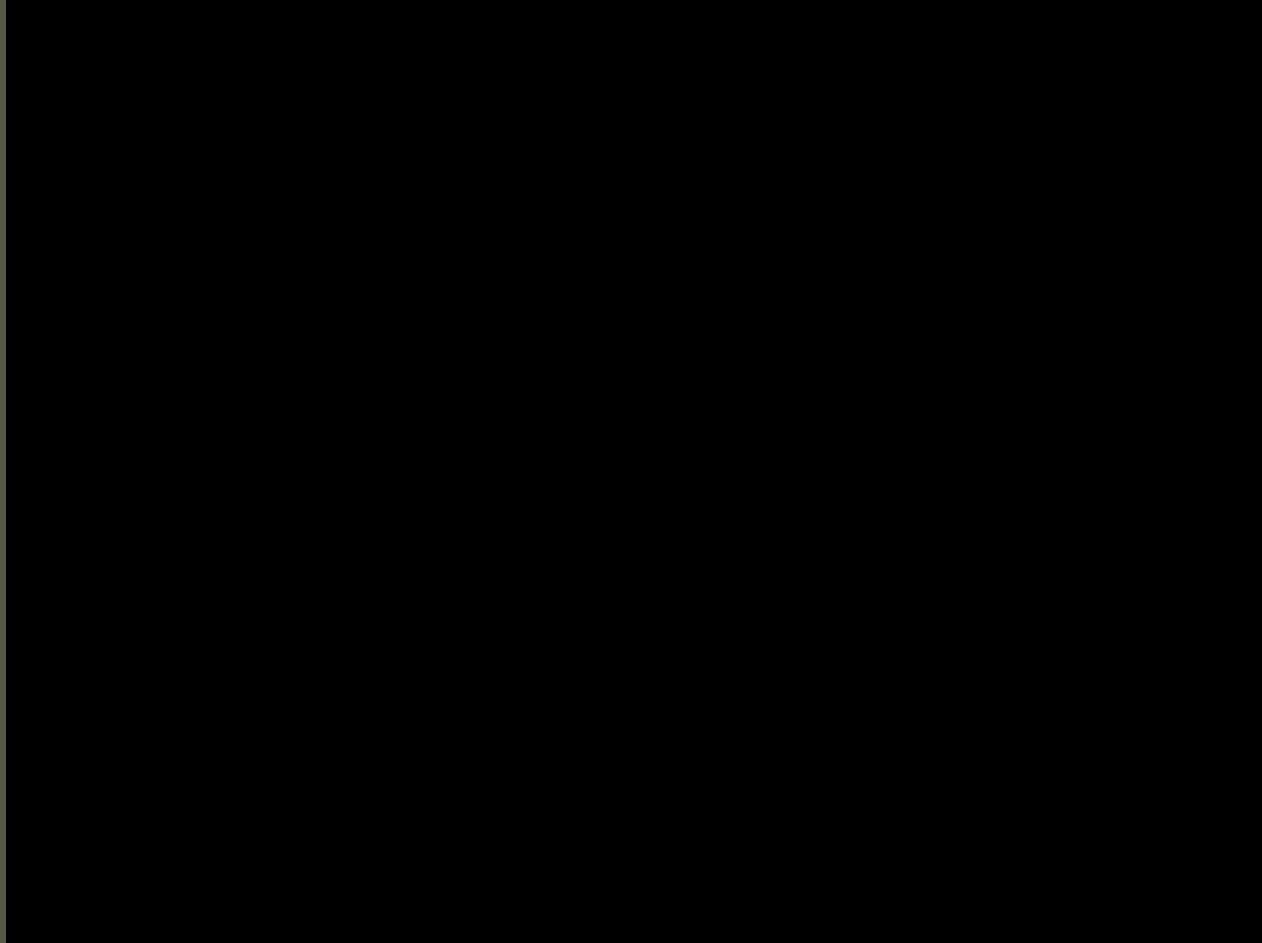


Mantherapy.org

MAN THERAPY.ORG /ABOUT



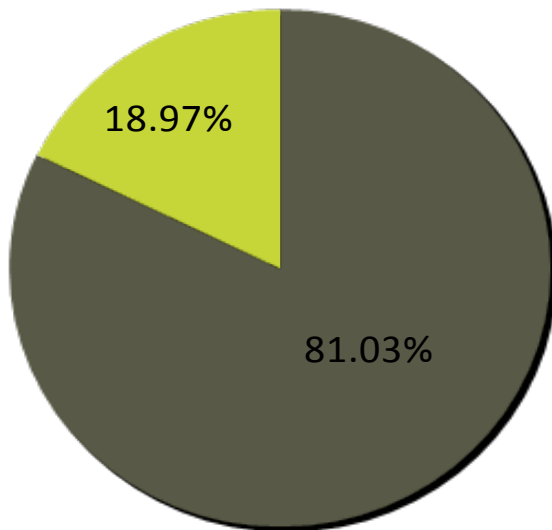
MAN THERAPY.ORG /RESULTS...NOT SO HOT



MANOTHERAPY.ORG/ANALYTICS & EVALUATION

RESULTS /

■ New Visitors ■ Returning Visitors



Total Visits: 189,591

Unique Visitors: 153,521

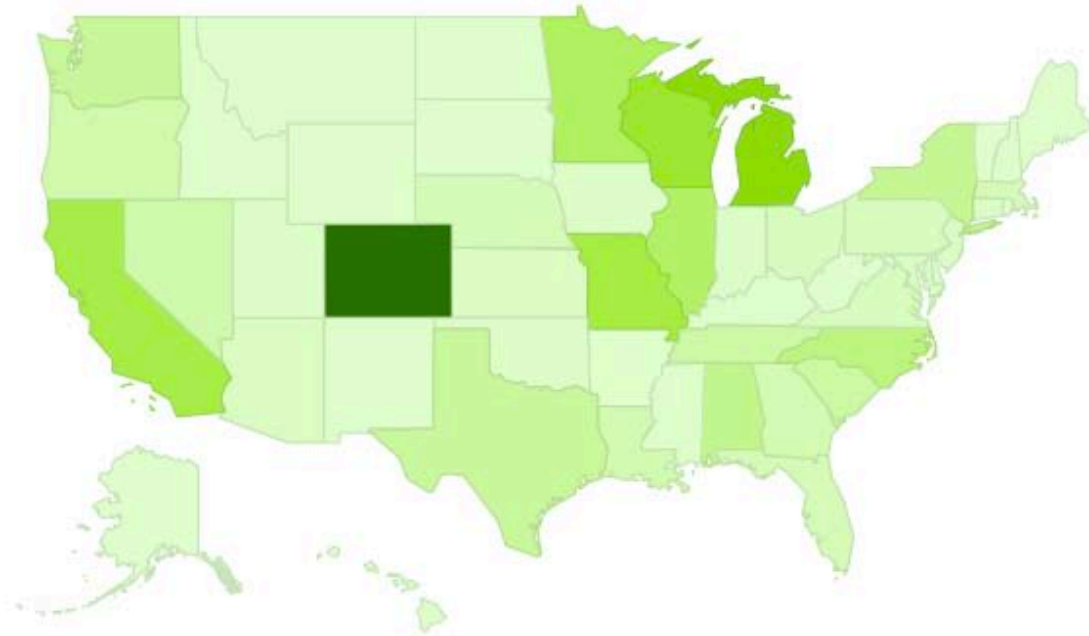
Average Time: 5:38

Quiz: 26,261

Crisis Line: 13,597

YouTube Views: 22,569

VISITS BY STATE /



1. Colorado – 33,976
2. Michigan – 13,917
3. Wisconsin – 11,561
4. California – 10,605
5. Missouri – 10,304
6. Minnesota – 8,319
7. Illinois – 7,893
8. New York – 5,932
9. North Carolina – 5,924
10. Alabama – 5,058

SURVEY /

- 77% male / 78% ages 25 to 64 / 15% active duty or veteran
- 84% would recommend the site to a friend in need
- 50% agreed or strongly agreed that after visiting the site, they were more likely to seek professional help (therapist or MH pro)
- 72% said the 18-pt Head Inspection helped direct them to the appropriate resources on the website
- 77% were satisfied or very satisfied with the quality of the Man Therapies
- 73% were satisfied or very satisfied with the info in Gentlemental Health 101
- 66% were satisfied or very satisfied with the quality of Tales of Triumph

Barrier – Very small sample size (N=258). Data are anecdotal at this point.

POP-UPS /

- 5,023 responses to 4 pop-up questions (14% of visits from 12.18.12-02.25.13)
- Gentlemental Health – 70% probably or definitely plan to use the information
- Man Therapies – 84% probably or definitely plan to use the strategies
- Tales of Triumph – 88% found the videos pretty or very helpful
- 18-Pt Head Inspection – 90% may or will definitely use the recommended techniques
 - Able to cross-tab w/ 3 response categories (A-ok, So so, Not so hot) across 4 results categories (Depression/suicide, Anger, Anxiety, Substance Use)

Barrier – No way to determine unique responses and no demographic or follow-up info

FOLLOW-UP /

GOALS:

- Measure utilization of recommended activities
- Measure connectedness
- Measure help seeking behavior
- Measure attitudes and beliefs about suicide and mental health
- Identify independent / outside evaluation team

Barrier – Low response rate

QUALITATIVE FROM WEBSITE SURVEY /

“I have never regarded myself as a stereotypical macho male, but was struck by: (i) how many of the macho-male myths I subscribed to and (ii) how fast they crumble when they are examined. Thanks.”

“I am a mental health clinician and I love the idea and the concept of using humor to get men the help they need. This is such an important area.”

“Extremely engaging use of humor, not only via the actor and faux therapist, but throughout. As a therapist and a man, I was pleased to see such a resource. Well done! Hopefully this will become the model for preventative campaigns within public health using modern media.”

“Dr. Mahogany is hilarious, with just the right level of warmth to keep me feeling engaged. That's not easy!”

“My 23-year-old, summa cum laude college graduate, and new engineer son is struggling with ADHD. He will not take medication. Of course he is having problems at work. I hope one day he will try medication, but in the meantime, your website helps him feel normal. I am so grateful for your website that tears are in my eyes as I write, and I rarely cry. The website is helpful to me also. It is interesting to get insight into the way men must think and feel. You guys are really a mystery!!!”

MAN THERAPY.ORG /YOUTUBE - COOKING

