



**mensHEALTH**  
INITIATIVE OF BC



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## 2011: A Year in Review

The MHIBC experienced a year of tremendous growth and exposure. Campaigns and initiatives launched, staff and members increased and Dr. Larry Goldenberg travelled to Ottawa to gain government support.

### Man Up Canada Scores

In March we launched the ManUpCanada.ca website to 18,000 fans at a Vancouver Canucks game with the help of Canucks legend Stan Smyl. The Men's Health team was on hand to provide health checks and info.

### Men's Health in the Community

Yaletown Roundhouse Community Centre housed our first live men's education session – High Performance Man – in September. Our panelist of speakers included Dr. Gerry Brock, Dr. Richard Bebb, Dr. Stacy Elliott and Dr. Larry Goldenberg. The largely male audience received a rousing series of presentations focusing on sex - nutrition, steroids, cycling supplements and their relations to male health and sexual health.

### BC Men's Health Summit

The beginning of November held the inaugural British Columbia Men's Health Summit. It brought together a variety of men's health stakeholders 'to produce a frame-

work for a coordinated provincial approach to address the health of men across their full life course. Attendees broke into groups and recommend and prioritized needs and next steps for each of their areas of focus. At the end of the summit these assessments were compiled into a priority matrix highlighting the most significant but poorly addressed areas of men's health.

### Men's Health in Ottawa

Dr. Larry Goldenberg made a trip to Ottawa in late November to talk with various government representatives about the need for a national men's health strategy. Dr. Goldenberg's words resonated with MP Justin Trudeau, as Trudeau spoke to the importance of a men's health initiative in a House of Commons address on November 30, 2011. The call for a national Men's Health Initiative was featured in a number of print publications, and a CBC radio and SunTV News feature.

### New Executive Director

August marked a changing of the guard as Marcel Labbé handed over the Executive Director role to Wayne Hartwick. Marcel continues to provide excellent strategic advice and shepherds our groundbreaking Risk Assessment Tool towards implementation.



## About the MHIBC

Over the past two years, Dr. Larry Goldenberg and his team have campaigned for a national, non-profit organization dedicated to developing a men's health strategy with awareness, education and prevention across all age groups as foundational pillars. There is substantial need for a national men's health identity that will 'catalyze national collaboration and cooperation' and bring together specialists. Through collaboration and government support we aim to increase awareness, early diagnosis, prevention and nutritional health. Taking steps in the short run means costs associated with treating male illness decrease while concurrently raising the standard of health for men. From health care practitioners to researchers to policy makers to grassroot groups, we will connect the dots and 'add 10 good, quality years to the middle of a man's life'.