



**mensHEALTH**  
INITIATIVE



## 2012: A Year in Review

### About the Men's Health Initiative

The Men's Health Initiative of British Columbia (MHI) was founded in 2009 by Dr. Larry Goldenberg to “add 10 good, quality years to the middle of a man's life” by making men more aware and proactive about their health. The MHI also exists to cultivate collaboration with organizations that have a stake in a healthy male population.

*“Men's health is the final piece of the family health puzzle”*

**Dr Larry Goldenberg, OBC, MD**

Professor and Head of the Department of Urologic Sciences, University of British Columbia and Vancouver General Hospital

### MHI in the Community

In 2012, the Vancouver Canucks invited MHI to return for a second time to an NHL game at Roger's Arena to promote men's health. Once again, hockey legend and former Canucks captain Stan Smyl helped out.

The Vancouver Native Health Society held its first annual DUDES' Club (Downtown Urban Knights Defending Equality), an innovative health service model for marginalized inner-city men. MHI was there to offer assistance and expertise.

MHI also tested a new community outreach campaign called Know Your Numbers. Aimed at creating awareness of the four most important numbers for men: weight, blood pressure, waist size, and cholesterol levels, the pilot project tested more than 300 men for body mass index at six events.

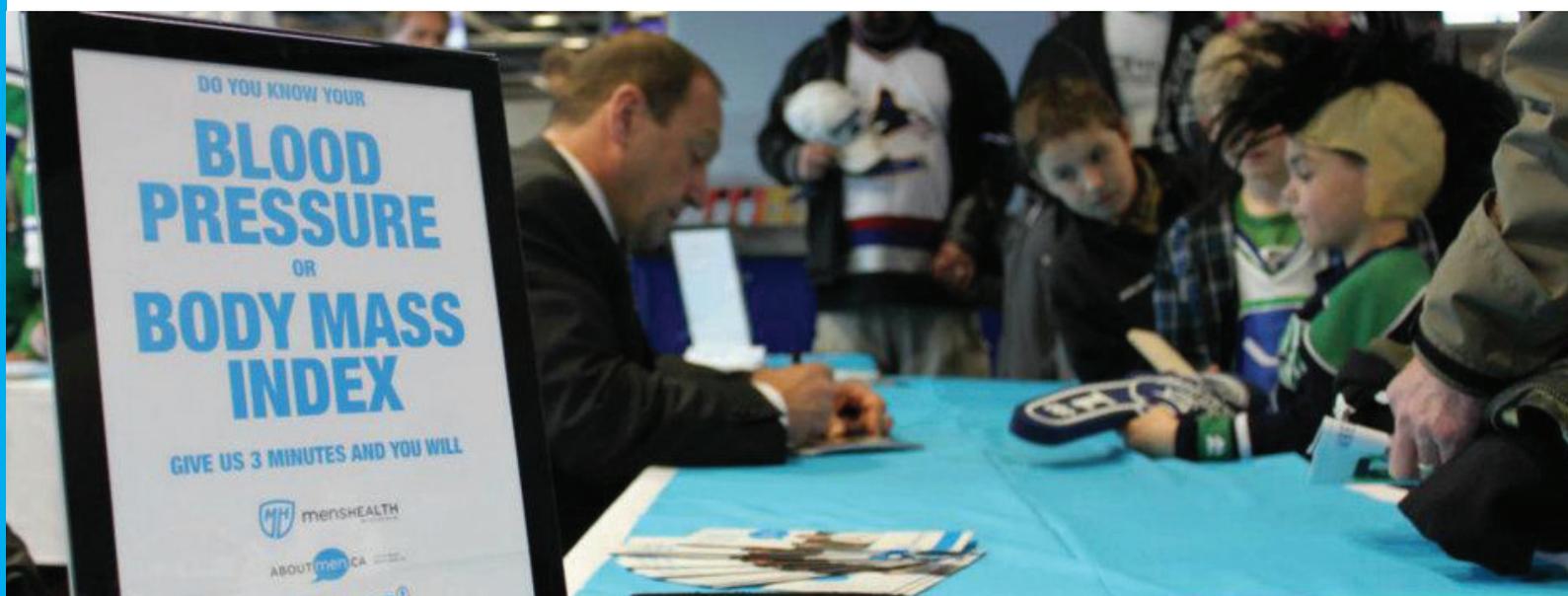
The year wrapped up with MHI President Wayne Harrick delivering a men's health speech to more than 400 people at Sam Sullivan's Public Salon in Vancouver.

### MHI Talked to Men

MHI facilitated a test series of 10 focus groups of men in Vancouver, Toronto and Montreal. MHI led a wide-ranging discussion about men's health while exploring the most effective way to communicate key health messages to men. The guys talked and MHI listened and learned.

### MHI Talked to Doctors

With Dr. Larry Goldenberg leading the charge, MHI launched its 2012 program by hosting Men's Health Day: Focus on Testosterone, featuring guest urologist Dr. Anthony Bella of the University of Ottawa. Dr. Goldenberg wrapped up the year with his presentation, What is Men's Health: Connecting the Dots, to more than 1,400 doctors at the 58th Annual St. Paul's Hospital Continuing Medical Education Conference.



## MHI Went National

MHI broadened its scope, forming a new non-governmental organization (NGO) to catalyze a national movement in men's health. The NGO received its charitable status from the Canada Revenue Agency in September 2012.

## MHI in Ottawa

Dr. Goldenberg and MHI President Wayne Hartrick visited Ottawa twice in 2012. As a result, a group of federal MP's agreed to form the first-ever Men's Health Caucus.

## MHI in Victoria

Dr. Goldenberg and Wayne Hartrick made several trips to the provincial capital to meet with MLAs and the Ministers of Health and Finance. The Liberal and NDP leadership agreed on the importance of men's health and pledged to support the activities of MHI.

## MHI Partnered

MHI continued to develop the Online Health Risk Assessment Tool in partnership with the University of British Columbia Department of Urologic Sciences, the University of British Columbia Faculty of Medicine e-Health Strategy Office, and the University of British Columbia School of Population and Public Health. The Health Risk Assessment Tool is currently in Stage 2 of development.

## MHI Creating Guidelines

MHI commenced the development of Clinical Practice Guidelines on Testosterone Deficiency to fill the void of reliable information for general practitioners in Canada.

## MHI Researched

MHI conducted an international literature review of academic and grey literature to identify examples of successful health promotion initiatives directed at men. MHI discovered that there is very little recorded on the subject, emphasizing the need to learn how to motivate men to be proactive about their health.

## MHI Reported

MHI published its report, *The XY Factor: The State of Boy's and Young Men's Health in BC*, the first compendium of statistics on young men's health. The report was delivered in July 2012 following peer review and determination of recommendations.

## MHI Educated

MHI recently completed an educational series of prostate videos featuring Dr. Goldenberg. These videos, along with a survey, are being given to a test group of 50 newly diagnosed prostate cancer patients. Survey responses to date have been very positive and implementation on a larger scale may be a possibility.

## MHI President Wayne Hartrick's Message

2012 was my 1st full year as President of the Men's Health Initiative. We have formed a national charitable organization to expand our work in B.C. and be a catalyst and advocate for men's health across Canada. In B.C., we concentrated on outreach, including piloting an engagement program called 'Know Your Numbers', patient education videos, print material, restructuring of the web site, and I ended my year by giving a speech to 400 people at the Sam Sullivan Public Salon. The positive and enthusiastic response from the audience continues the vision of MHI's founder, Dr. Larry Goldenberg, to catalyze a movement of men's health in Canadian men.

