

Do or die challenge

Media Release

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Unfortunately men die younger than women, are more likely to be diagnosed and die of cancer, and are less likely to visit a health professional for regular checkups!

The Cancer Society wants to change this sad state of affairs so on Father's Day issued a challenge to men to take better care of themselves, be responsible for their own health and seek professional advice if they have any health concerns.

Over the last few months the society has undertaken a couple of 'awareness-raising' activities about men's health, and in June announced it planned to give a major focus to men's health in the coming months.

The result is the 'Men's Health Challenge - Te Mātātaki Hauora Tāne' aimed at encouraging men - especially those over 50 - to be more proactive about their health. The challenge is to 'tick' their risk factors on a scorecard and make an appointment to see a health professional if they have ticked two or more risks.

New Zealand Police, New Zealand Fire Service, New Zealand Defence Force, New Zealand Federation of Taxis, the New Zealand Rugby Football Union, Lions Clubs, Air New Zealand and the Royal NZ Returned and Services Association are distributing the scorecard to their members. Support is provided by some high profile organisations including Telecom New Zealand, Fisher & Paykel, Lion Nathan, New Zealand Golf, New Zealand Cricket, the Shoe Clinic, Avanti Cycles and New Zealand Fitness.

Other health organisations supporting the initiative include the Stroke Foundation of New Zealand, Mental Health Foundation of New Zealand, the Royal New Zealand College of General Practitioners, Age Concern New Zealand and the Canterbury Men's Health Centre.

The scorecards are available at branches of The National Bank, at Telecom and ORB outlets, Cancer Society offices and online at www.menshealthchallenge.org.nz. The website provides a raft of information on the challenge and on men's health issues, and links to other websites where they can find information they can use to improve their health.

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