



**Cancer Society New Zealand
Te Kāhui Matepukupuku o Aotearoa**

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Media Release

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Men do care!

“Contrary to popular belief we know men **do** care about their health and are interested in what they can do to improve it,” said Dalton Kelly, Chief Executive of the Cancer Society.

“International Men’s Health Week is the perfect time to highlight the information we have gathered about the status of men’s health and further encourage them to look at any risk factors and actively make changes to their lifestyle.”

The Cancer Society has focused on men’s health in recent times because of their poorer outcomes compared to women. A promotion on Father’s Day last year ‘challenged’ men to fill in a scorecard and if two or more risks were identified they were encouraged to visit their health professional. Scorecards were sent to the society for eligibility in a prize draw and the entrants were asked if they would be willing to participate in a survey. As a result 113 men who indicated they were willing to participate were randomly selected from the scorecard database.

The research found that:

- men who know someone who has or has had cancer, or who have been diagnosed with cancer themselves, are quite vocal about their desire to participate in and support the health challenge initiative. Half the participants (51%) said they had a family history of cancer
- close to 90% would participate in the programme if it was run again in a year’s time and a quarter would recommended it to other men

- requests and possibly pressure from people at work and/or home were strong motivators for men to take up the challenge
- men were interested in the opportunity to identify their own health risks
- of those who had not yet visited their health professional, half said they intended to go to talk over the scorecard results. Many others said that they already regularly visit their GP or had recently had a check up
- when the results for visits to a health professional and discussions with others are combined, they show that two thirds of participants discussed their health with at least someone else as a result of filling in the score card

“Clearly these results show that men want to do something about their health and we are very pleased to know that just under half of those surveyed say that the scorecard prompted them to take some form of action.”

“We also learned that men most often found out about the Men’s Health Challenge through their workplace, so this is some key information about where we could be targeting them in future for maximum effect.”

International Health Men’s Health week is 15 - 22 June.

For further information contact

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