



White House Dialogue on Men's Health

Friday, January 8th, 2016



Welcome and Opening Remarks

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Broderick Johnson

White House Cabinet Secretary &
Chair of the My Brother's Keeper Task Force

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Dr. Vivek Murthy

U.S. Surgeon General

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Michael P. Botticelli

Director, White House Office on
National Drug Control Policy

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“His-Story”

Why Men’s Health Matters

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Kenneth Braswell

Executive Director, Fathers Incorporated
Director, National Responsible Fatherhood
Clearinghouse

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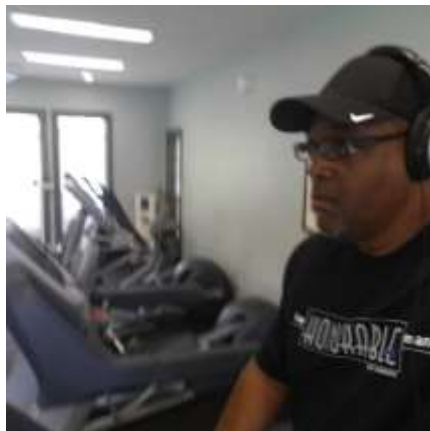
Who Cares About My Health?

Motivation from unlikely places!

Kenneth Braswell
Director



FATHERS
INCORPORATED



+ When Do I Think About My Health?



- When I found out I needed more than one pair of glasses;
- When I find my self telling my son I have something to do, when I'm really too tired to go on;
- When I realized I was paying for a Gold Gym membership and don't live in the city anymore and don't remember signing up;
- Every time I get out of the car, stand up in chair, get outta of the bed or kneel down, and realize I can't do it without making a noise.

+ When don't I want to think about my health!



- When I'm sitting in the emergency room with an sports injury I know I'm too old to have;
- When I realize that everybody else is waiting for me to catch up;
- When my family is borrowing money to pay my funeral expenses because I thought I would live forever.

+ Love Attacks the Soul





Stevin Avila

Advisor,
U.S. Department of the Interior

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Ramin Bastani

CEO, Healthvana

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Jason Bellet

Founder & COO, Eko

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Bridges to Barriers: Strategies for Helping Men Address their Health

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Dr. Jean Bonhomme

Co-Founder,
National Black Men's Health Network

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Defining and Overcoming Barriers: Building Bridges to Men's Health

Jean Bonhomme MD MPH

Assistant Professor, Morehouse School of Medicine

Men's Health Network

National Black Men's Health Network

- ◆ **Are we keeping males connected to health care after the pediatric age group? The disconnection from health care of males compared to females is greatest in the 18 to 29 year age group and decreases with age.**
(Sandman et al, Out of Touch: American Men and the Healthcare System)
- ◆ **Schedule conflicts (work hours vs. doctor's hours)**
- ◆ **Men as a gender are less likely to carry health insurance.**
- ◆ **The general public lacks information on men's health.**
- ◆ **Cultural barriers related to male socialization include:**
 - **Gender Role Stoicism**
 - **Distrust of the Health Care System**
 - **Fatalism**
 - **Maladaptive Self-Reliance**

Some Lessons Learned on Health Outreach to Men

- **Bringing health screenings to the workplace itself (Men's Health Network).**
- **Events held on weekends, off men's work hours (CHAMPS health fair, Atlanta).**
- **Engaging entire families to bring men in and promote compliance.**
- **Peer-to-peer approach.**
- **Taking time to explain and promote understanding of disease processes and management.**
- **Addressing performance concerns (not just sexual). Men are raised to compete, achieve, produce, good health is the way to accomplish this.**
- **Cultural sensitivity and linguistic appropriateness.**
- **Men may be more receptive to healthcare offered in the form of a group or community event, just like going to a ball game with other men.**
- **Publicizing the health screenings through multiple media venues (social media, radio, television, newspapers, posters, flyers, community organizations and churches).**
- **Sports medicine to retain males in health care after the pediatric age group.**

Let's Not Forget: Men's Health Is Not an Issue Affecting Only Men. A Rising Tide Lifts All Boats.

- ◆ **Consider how lack of attention to men's health impacts the whole of society adversely.**
- ◆ **Following death or disability of a husband, a woman may suffer grief/loss of a long term companion, burden of care in disability. Widows are at increased risk of dying themselves. Family health care expenses may be increased in the face of reduced earnings.**
- ◆ **Economic effects include diminished work productivity, absenteeism, employers having to train and replace workers, former providers becoming dependents and former taxpayers becoming tax burdens.**
- ◆ **A father's exposures, age and overall health may affect children through epigenetic inheritance.**
- ◆ **Men's health and women's health are not opposite ends of a seesaw. It is not either men's health or women's health, it is both or neither. We need to take a four pronged approach with women's health, men's health, children's health and minority health as coequal partners in order to to build a complete and inclusive health care system. Men's health currently receives the least attention of these, and that is what we are here to change.**



Dr. Matt Longjohn

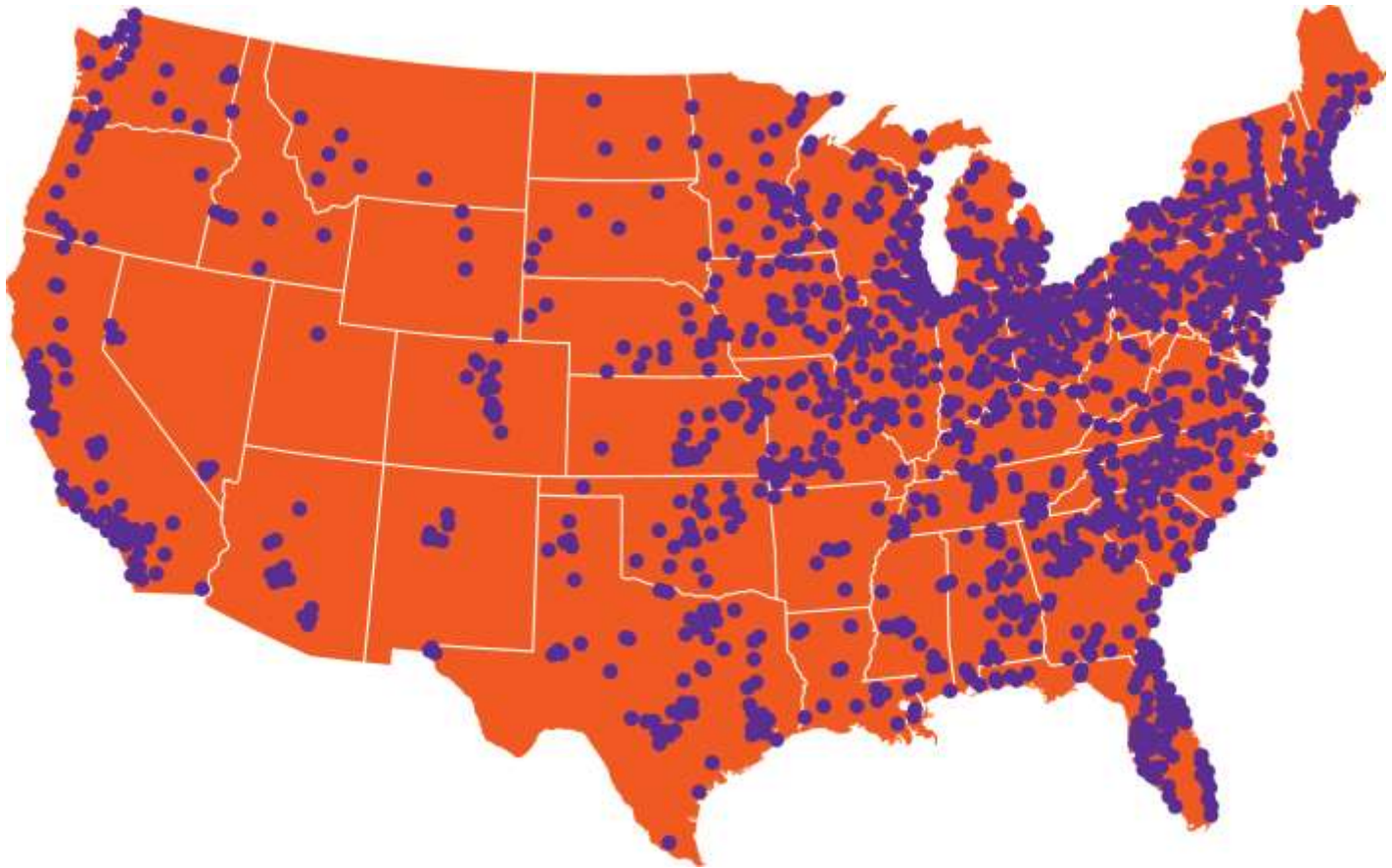
Director of Medical Services, YMCA

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STRUCTURE: ASSOCIATIONS & BRANCHES



OUR REACH

FACTS

YMCAs	COMMUNITIES SERVED
2,700	10,000
YMCAs IN COMMUNITIES WHERE HOUSEHOLD INCOME IS BELOW THE NATIONAL AVERAGE	STATES
58%	50 plus District of Columbia and Puerto Rico



HEALTHY LIVING FRAMEWORK



Impacting
INDIVIDUALS

Impacting
FAMILIES

Impacting
ORGANIZATIONS

Impacting
COMMUNITIES

Impacting
SOCIETY

To
**PROMOTE
WELLNESS**
(Primary)

To
**REDUCE
RISK**
(Secondary)

To
**RECLAIM
HEALTH**
(Tertiary)

Personal Training

Group Exercise

**Adventure
Guides
Aquatics**

Wellness Centers

Brain Health

**Diabetes
Prevention**

**Smoking
Cessation**

**Falls
Prevention**

**Blood Pressure
Self-Monitoring**

**Diabetes
Support**

**Cardiac
Rehab**

**Arthritis
Management**

Family Camp

Youth Sports

**Childhood
Obesity
Intervention**

**Cancer
Survivorship**

**Parkinson's
Therapy**

Board Diversification

**Early Childhood and
After-School HEPA
Standards**

Competencies for CHWs

Health Navigation

**ACO and PCMH
Involvement**

Referral Systems

Worksite Wellness

**Tobacco-free
Environments**

**Commercial Insurance
Reimbursement for
Prevention**

Built Environment

**Access to Fresh
Fruits & Veggies**

**Safe places for
active play**

Access to Care

Payment Reform

Cancer Disparities

**Advocacy and Policy
Change for Childhood
Obesity Prevention**

**Community
Development**

**Medicare Coverage of
Diabetes Prevention**



Armin Brott

Columnist, Blogger,
Radio Host, Mr. Dad

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Trying to Reach Men

- Books
 - Mine
 - MHN
- Radio/Podcasts
- Columns
- Articles
- Websites
- Newsletters
- Blogs
 - TAMH
- Social Media
 - FB, Tw, etc.



The Most Successful Approach.... So far

- Appeal to the provider/protector
 - Unique role
 - Do it for them
 - Repercussions

Still not getting through....

- Can't wait for men to respond or take initiative



The Proactive Approach

Meet Them Where They Are

- Texting and Smartphones
 - 90% have cell (98% 18-45)
 - 66% have smartphone (83% 18-45)
 - 62% search for health
 - Smartphone dependent





Men and their Mental Health

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John Kevin Hines

Suicide Prevention &
Mental Health Advocate

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KEVIN HINES

www.KEVINHINESStory.com



[@KEVINHINESStory](https://twitter.com/KEVINHINESStory)

[@TheEffectFilm](https://twitter.com/TheEffectFilm)



[/LivingMentallyWellWithKevinHines](https://www.facebook.com/LivingMentallyWellWithKevinHines)

[/SuicideTheRippleEffect](https://www.facebook.com/SuicideTheRippleEffect)





Sally Spencer-Thomas

Executive Director,
Carson J. Spencer Foundation

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Taylor Erickson

Youth Advocate

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Kevin Counihan

CEO, Health Insurance Marketplace

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FACTS
ABOUT
OPEN
ENROLLMENT

- 1. Sign up by December 15** for coverage starting January 1.
- 2. 8 out of 10 can get financial help** and most may pay less than \$75 per month*.
- 3. Shop and save** this year—you may get more and pay less than last year.
- 4. Signing up is easy** and fast—often less than 10 minutes.
- 5. Free help 3 ways:** in-person, by phone, and online.

* after tax credits.



Men's Health & Sports - Partnerships for Men's Health Awareness

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Dennis Moore

Vice President of Sales and Marketing
Denver NFL Franchise

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The Broncos Health and Wellness Initiative leverages the power and reach of the Broncos and the NFL to drive a year-round program that is supported by consistent engagement from players, cheerleaders, alumni, and other team personnel such as dietitians, chefs and trainers. Our objectives are to:

- **Educate** Broncos fans on the importance of health and wellness
- **Motivate** and inspire Broncos fans to make lifestyle changes that will benefit their health
- **Incentivize** Broncos fans with unique and aspirational Broncos gifts and experiences



BRONCOS MEN'S HEALTH MONTH





Health & Wellness 45 DAY FITNESS CHALLENGE



The Denver Broncos conducted a 45 Day Fitness Challenge from October 12th – November 25th, 2015. The daily challenges encouraged fans to complete four daily activities consisting of various exercise and dietary related tasks.

- 10,800 participants; 65% of fans participated daily in all 45 days
- *“This was the motivation I needed to get moving, please do more challenges like this!”*
- *“Participating in the challenge helped me improve my diabetes, I lowered by A1C from a 10.4 to a 7.4. My doctor is amazed!”*
- *“I lost 10 pounds since day one. This Challenge is exactly what I needed.”*
- *“Thank you, Broncos. Thank you for understanding the impact you can have”*



Dr. Michael Lutz

Michigan Institute of Urology

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Michael D. Lutz, M.D., FACS

Michigan Institute of Urology

President, MIU Men's Health Foundation



Community Outreach

Events **MEN'S HEALTH EVENT**



Run *Ribbon*

**BLUE
MONDAY**



**Awareness...The Story and The
Storyteller**

**Inclusivity / Partnerships /
Ownership**

Redefine Your “Why”





FIGHTlikeaMAN[®]
DETROIT 



Christian Matthews

VP Strategy and Sponsorship
Washington NFL Franchise

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WASHINGTON REDSKINS

WASHINGTON REDSKINS HEALTH SCREENINGS

Through the partnership between the Washington Redskins, Men's Health Network and a number of other sponsors, military members, veterans and their families received the opportunity for a free health screening at the home of the Burgundy & Gold.

Taking advantage of relevant days on the calendar:

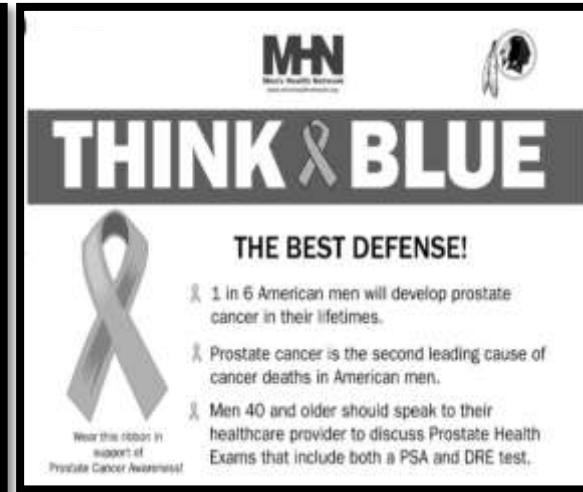
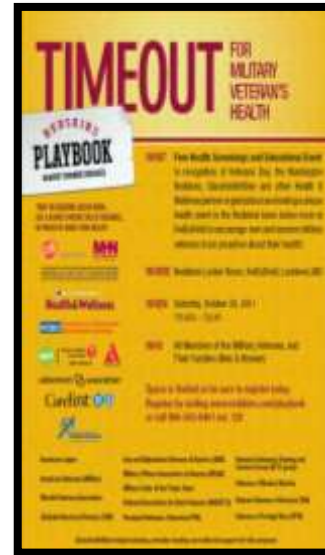
- Veteran's Day
- Draft Day

Tested for:

- Cholesterol
- Diabetes
- Blood pressure
- Lung-functions
- Prostate
- Glaucoma

Goals:

- Assist veterans in their fight against chronic diseases
- Create awareness
- Reduce the impact





In collaboration, the Washington Redskins, Bon Secours, and Men's Health Network dedicated a day to men's health. The event was promoted through various media channels as the organizations invited dads, sons, families, and friends of all ages to check their health in an afternoon of fitness, football and fun.

Health and Wellness activities included:

- Testing agility in combine drills for a chance to win prizes like signed memorabilia giveaways
- Take free health screenings
- Tour the Bon Secours Washington Redskins Training Center
- Learn from a team of expert physicians how to maintain an active and healthy lifestyle.





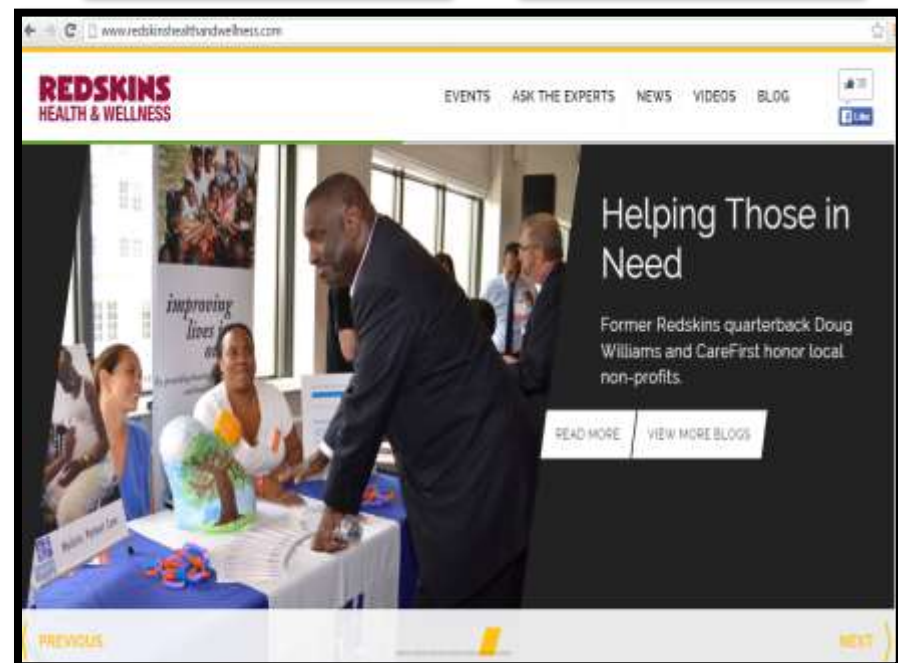
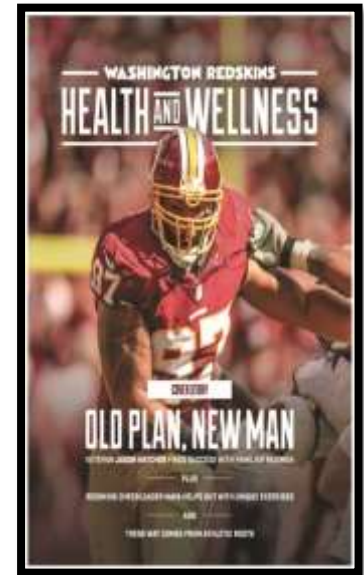
WASHINGTON REDSKINS

WASHINGTON REDSKINS HEALTH AND WELLNESS

Redskins Health & Wellness is a unique marketing platform that provides an inside look at how the Redskins are continuing health and fitness efforts.

Redskins Health & Wellness efforts include:

- Working with companies like Men's Health Network, American Diabetes Association, Bon Secours Health System
- Aligning with NFL Calendar & integrating with Marquee NFL events
- Redskins Health & Wellness magazine
- Health & Wellness TV special
- Wellness Wednesdays Social Posts
- RedskinsHealthandWellness.com





Tom Arndt

VP Marketing and Partnerships
Bellin Health

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Dr. James Gast

Bellin Health

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★★★ THE ★★★
**JORDY
NELSON**

MEN'S HEALTH ASSESSMENT

Objectives

Campaign:

To drive men to pursue their health
through a free health assessment

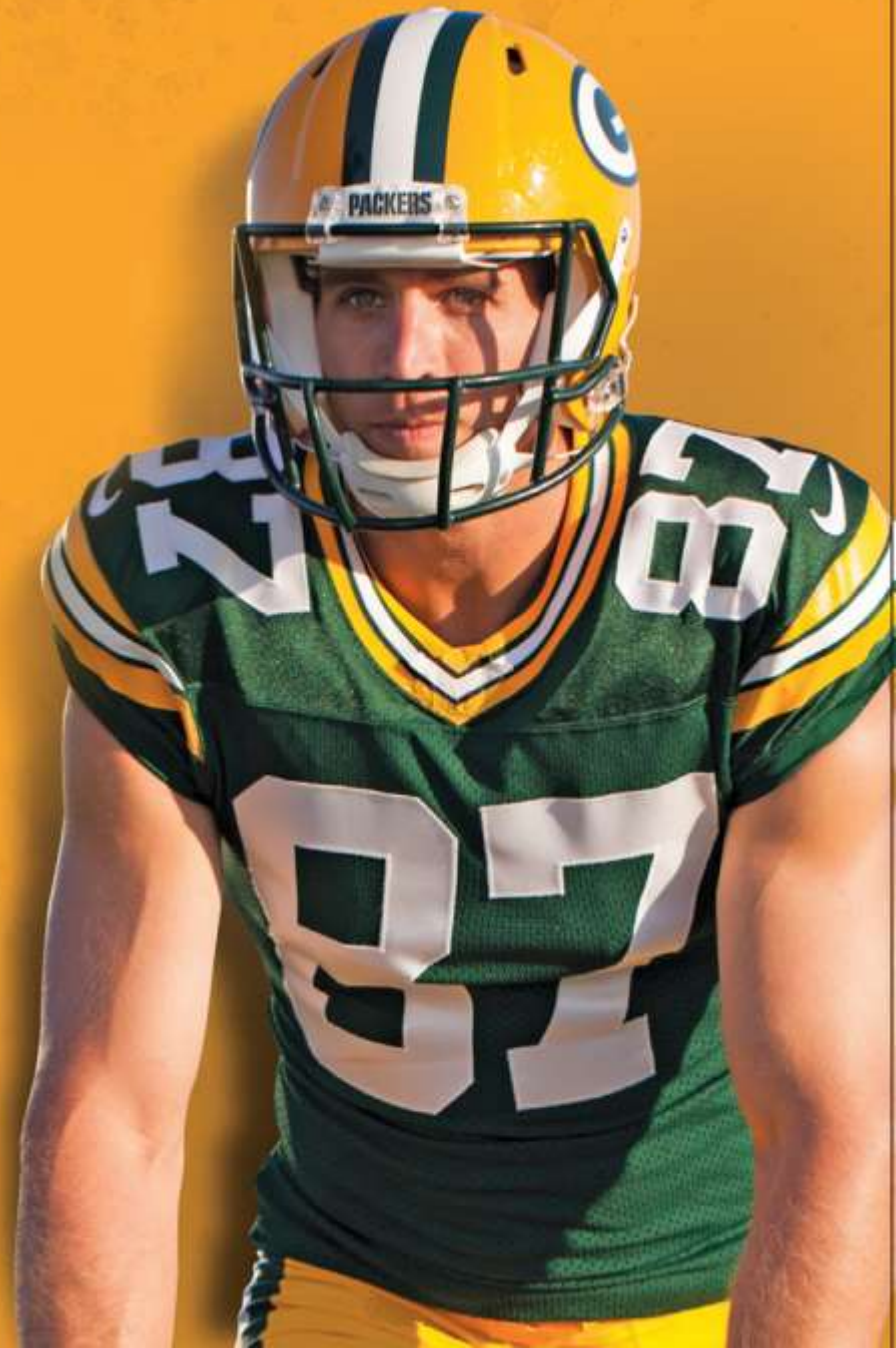
Ads:

Focus on sports and sports personality
as the engagement platform

Use of humor to entertain and to
leave a lasting impression

Tagline:

Real Men Don't Wait



Jordy Health Assessment

Total cholesterol lab work: High cholesterol levels can lead to heart disease, so this test lets us know where you stand.

Triglycerides: High triglycerides increase the risk of stroke, heart attack and heart disease.

Glucose: Knowing your glucose levels helps prevent long-term complications of diabetes.

Chemistry panel: This provides an overall picture of your body's chemical balance and metabolism.

Liver function: A healthy liver helps your body digest food and gets rid of toxic substances.



Blood pressure: High blood pressure increases your risk of heart disease.

Body Mass Index (BMI): This helps us determine if you're at a healthy weight.

Review of results with health provider: This lets you know the steps you need to take to get healthier.

FREE (\$355 value) for a limited time only. For any man over 18 who hasn't been to a doctor in 3 years or longer.

Media Strategy



FREE CHECK UP! [Learn More](#)

Schedule Watch

... THE ... **JORDY NELSON**
MEN'S HEALTH ASSESSMENT

For an appointment call **920 445-7373.** [Schedule](#) [Watch](#)

bellinhealth
Official Healthcare Partner of the Green Bay Packers

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Schedule Watch

STEP UP WITH JORDY

Every Sunday, Jordy Nelson steps up. He steps up for his teammates, and he steps up for the fans. Now it's your turn to join him. Step up for health. Step up for family. Step up for life. Because real men don't wait.

... THE ... **JORDY NELSON**
MEN'S HEALTH ASSESSMENT

FREE (\$355 value) for a limited time only.
For any man over 18 who hasn't been to a doctor in 3 years or longer.

- Total cholesterol lab work
- Triglycerides
- Glucose
- Chemistry panel
- Liver function
- Blood pressure
- Body Mass Index (BMI)
- Review of results with health provider

REALMENDONTWAIT.COM

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Step Up (2015): <https://vimeo.com/blrfurther/review/142560877/4b163e471f>

Real Men Don't Wait (2014): <https://vimeo.com/blrfurther/review/111149807/c209ffeed1>



Closing Remarks: Taking Action

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Broderick Johnson

White House Cabinet Secretary &
Chair of the My Brother's Keeper Task Force

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