

How Movember raises awareness of men's health

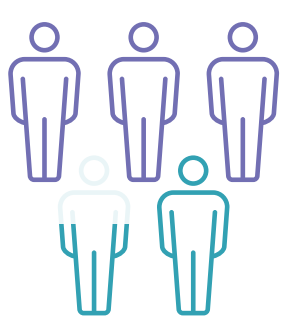
Movember originated from Melbourne, Australia, in 2003 to bring back the mustache fashion trend. They decided to associate the mustache with a campaign for men's health, specifically **prostate cancer**. The first 30 participants, known as "Mo Bros," grew mustaches for the month of November, raising awareness and funds for the Prostate Cancer Foundation of Australia.

It's since become a **world-wide awareness initiative!**

Men's health statistics in the UK

There has been a **9% increase** in prostate cancer rates in males over the last decade (2007-2009 to 2017-2019), with a **projected 15% rise** expected between 2023-2025 and 2038-2040.

Plus...



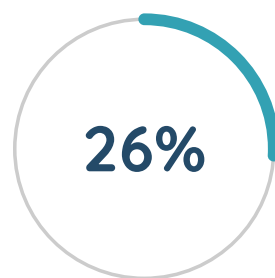
Almost 2 in 5 men die before the **age of 75**



3 times more likely to **die by suicide** than women



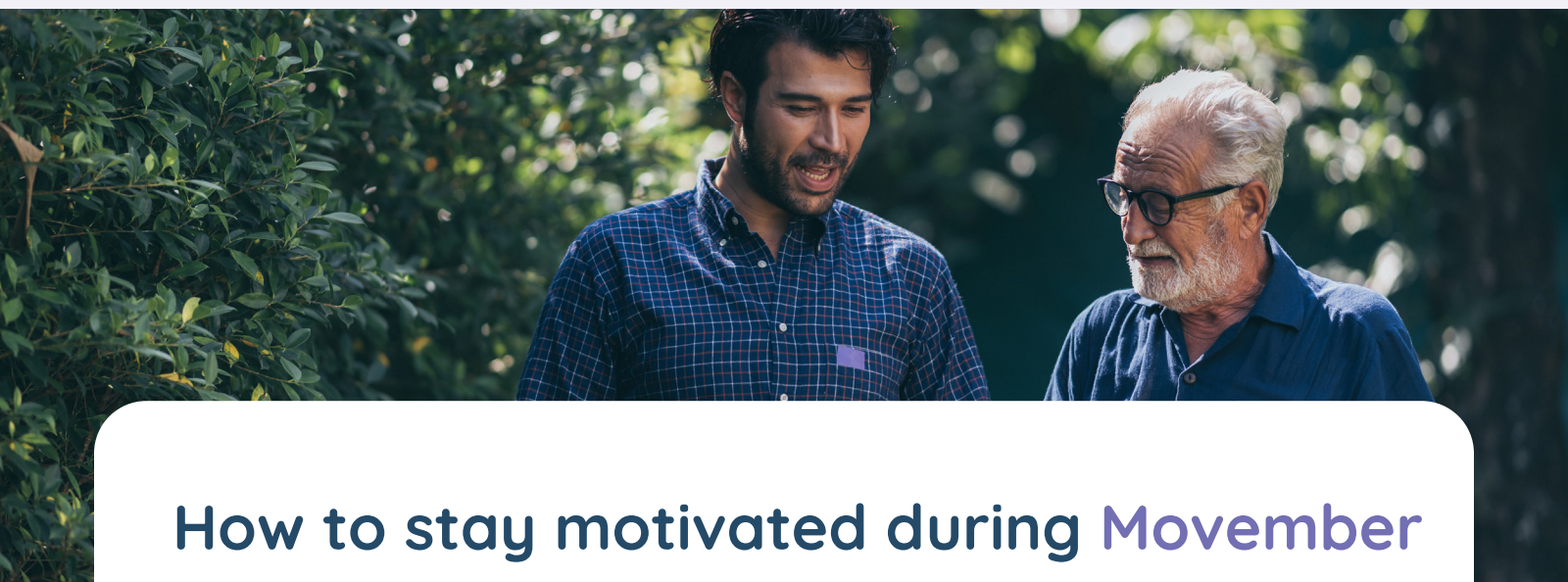
3 times more likely to be **alcohol dependent** than women



26% more likely to have **type 2 diabetes**

How to get involved in Movember

- ♡ Grow a Mo! (moustache)
- ♡ Partake in the **Movember Move challenge** by running or walking 60km over the month (60km for the 60 men lost to suicide each hour)
- ♡ Encourage **donations** for your Movember challenge
- ♡ Host a "Mo-moment" fundraising event
- ♡ Set a **personal** Movember challenge
 - Giving up sweets
 - Aiming for 10k steps a day
 - £1 a day towards a men's health charity



How to stay motivated during Movember

If you're fundraising, growing a Mo or both – here are some ways to keep on course throughout the month:

- | | |
|---------------------------|------------------------|
| ♡ Share your story | ♡ Get competitive |
| ♡ Remember your why | ♡ Set a personal goal |
| ♡ Collaborate with others | ♡ Prioritise self-care |

Sources

<https://www.local.gov.uk/topics/social-care-health-and-integration/mens-health-lives-men-our-communities>

<https://www.cancerresearchuk.org/health-professional/cancer-statistics/statistics-by-cancer-type/prostate-cancer>

<https://www.gov.uk/government/calls-for-evidence/mens-health-strategy-for-england-call-for-evidence/mens-health-strategy-for-england-call-for-evidence>