

# Menswatch

Promoting Male Mental Health & Suicide Prevention

## MENSWATCH PROSPECTUS

Information for  
Corporate Partners,  
Donors and Sponsors



# THE COST OF MALE SUICIDE IN AUSTRALIA

AT LEAST 40 MEN TAKE THEIR OWN LIVES IN AUSTRALIA EVERY WEEK, OVER 2,000 EVERY YEAR

It is generally agreed that the national suicide figures are considerably under-reported.

Whilst some organisations focus on support at the point of considering suicide not enough is done to understand the root causes and to help avoid men getting to this point.

Not only is the current approach to the prevention of suicide in Australia NOT reducing the numbers of suicide deaths, but recent figures show an alarming INCREASE in numbers – from 2,522 in 2013 to 2,864 in 2014 (ABS 2016).

## THE TRAGIC SOCIAL COST

The overwhelming majority of suicides in Australia are adult males (more than 75%).

These deaths have an enormous impact on families and communities throughout the country.

## THE SUBSTANTIAL ECONOMIC COST OF SUICIDE

As well as the great individual and social cost of suicide there is an enormous economic cost.

KPMG estimated the cost to Australia of Male suicide in 2013 at around 1.482 billion dollars. Following this report, in 2014 we saw a further substantial increase in these deaths.

## NUMBER OF MALE DEATHS BY STATE - 2014



A large burden of this economic cost is carried by the Superannuation, Life Insurance and Health Insurance industries. In 2014 Industry fund support group Superfriend suggested that suicide related claims within the funds they supported over a 5 year period amounted to almost 200 million dollars.

Mental Health 'living benefits' claims added another 147 million dollars to this figure. Extrapolated across the industry, this suggests that the Life Insurance industry pays between \$115m and \$230m every year in just suicide death claims. The research found claims attributed to mental illness and suicide represent approximately 10% of all insurance claims within their Superannuation funds. The number of suicide deaths amounts to nearly twice all road fatalities and all homicides put together.

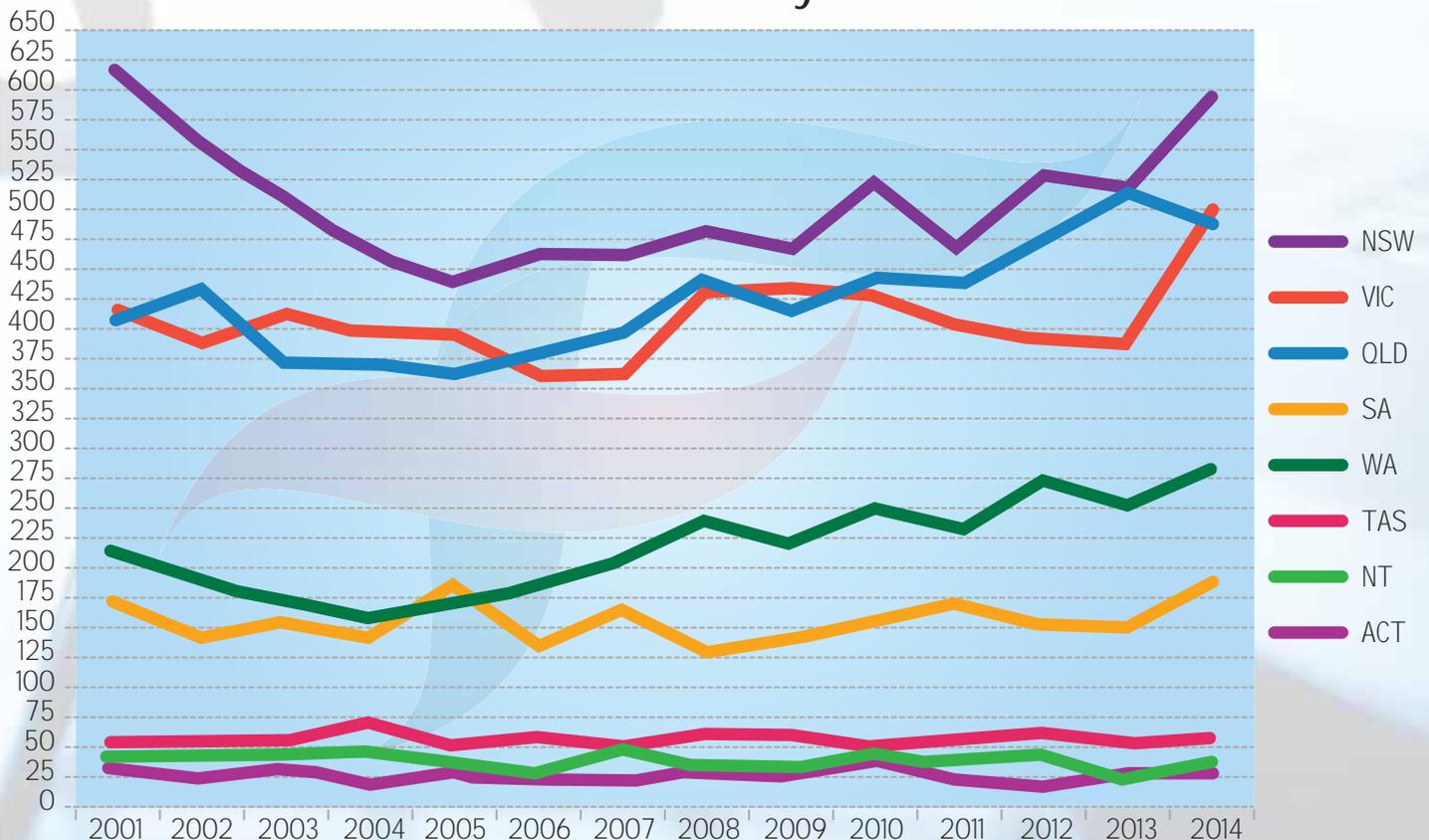
**MALE SUICIDE COST AUSTRALIA 1.482 BILLION DOLLARS IN 2013**

Much of this cost is borne by the Superannuation Industry and the Health industry

The largest grouping of road fatalities is 'single vehicle run off road' – amounting to about 400 deaths per year. Many of these are considered to be suicides but are not reported as such. The substantial economic cost of these deaths is not included in the calculations for suicide deaths.

The case for reducing the suicide rate is not only based on societal need but can also be justified from a purely economic point of view.

Number of Male Suicide Deaths by Australian State



# IT IS TIME FOR A MUCH NEEDED PARADIGM SHIFT IN SUICIDE PREVENTION

Even senior government and high profile suicide prevention/mental health personnel are challenging the current approach.

## WE NEED APPROPRIATE LEADERSHIP

Leadership that has the confidence of communities. Leadership that is in-touch and engages with communities.

## WE NEED NEW STRATEGIES

Strategies that are:

- ✂ Evidence-based
- ✂ Suited to the needs of men
- ✂ Suited to the needs of practitioners

THE AGE Federal Politics

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### Federal election 2016: Pat McGorry slams politicians and health bureaucrats: 'They're ignoring the evidence'

Michael Koziol

SHARE TWEET MORE 99 SHARES

- Federal election 2016: Video, news and analysis
- YourVote: Are you voting for the right party?
- Migrants, non-English speakers less likely to use mental health services

Mental health has gone backwards under the Abbott-Turnbull government and health bureaucrats are ill-equipped to make decisions on programs and services, according to Australia's leading mental health advocate.

Professor Pat McGorry warned that a focus on "awareness" was counter-productive and perhaps even harmful, because it absolved policymakers from responsibility. "We've allowed awareness to substitute for action and investment," he said. "Well, we were wrong."  
*(The Age June 2015)*

THE AGE Federal Politics

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### Federal election 2016: The blunt suicide question that caught the Prime Minister by surprise

Jane Lee

SHARE TWEET MORE SHARE

Editorial: Suicide the tragic issue missing from Australia's national agenda

It was the question that caught the Prime Minister off-guard.

**'...THERE'S BEEN A 22% INCREASE in suicides over the past 10 years... At the same time, more money has been put into it - more effort - but it's not working... [we need] an acknowledgement that it's not working and we've got to change that...'**

**Katy Gallagher** - Opposition spokesperson on Mental Health  
*(Fairfax Media, 26th May 2016)*

Male Suicide has a significant impact on families, communities and the workplace; it is about the lonely and tragic death of much loved fathers, sons, husbands, brothers, uncles, grandfathers, and friends.

There is broad agreement that the current approach to suicide prevention is not working. The current approach to suicide prevention for men is NOT helpful for many men and may compound the difficulties for many men as well as for practitioners involved in suicide prevention.

## SOME FACTS ABOUT SUICIDE AND MEN IN AUSTRALIA

- ✂ The overwhelming majority of suicide deaths in Australia are adult men.<sup>1</sup>
- ✂ There is common agreement in Australia that the suicide figures are considerably under-reported.<sup>2</sup>
- ✂ Deaths due to suicide significantly exceed fatalities from motor vehicle accidents and homicides combined.<sup>3</sup>
- ✂ The majority of men will die on their first attempt.<sup>4</sup>
- ✂ The majority of men who kill themselves are not employed.<sup>5</sup>
- ✂ Many men who suicide have no psychiatric history or known mental disorder.<sup>5</sup>
- ✂ There are significant shortcomings to suicide research as it is practised.<sup>6</sup>
- ✂ There is little evidence linking awareness campaigns to a reduction in suicide.<sup>7</sup> WHO
- ✂ Within the general category of men there are even higher rates of suicide amongst unemployed men<sup>8</sup>, rural men<sup>9</sup>, indigenous men<sup>10</sup> and gay men.<sup>11</sup>
- ✂ There is significant gender difference across self-harm and suicide deaths. Non-fatal self-harm tends to be women while suicide deaths tend to be men.<sup>12</sup>



# WHAT WE PLAN TO ACHIEVE

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**CORPORATE PARTNERS, SPONSORS AND DONORS** have an opportunity to help establish a comprehensive national male suicide prevention model incorporating mutually complementary and interlinked programs and services. Only this multi-pronged approach can provide more effective support for men in distress – and reduce the toll and cost of suicide deaths in Australia.

Our targeted and evidence based approach including: our community and workforce capacity building programs, counselling and mental health support service, quality mass distribution literature, and

programs aimed at mobilising women, are essential ingredients of a new national approach.

The *Australian Institute of Male Health and Studies (AIMHS)* *Menswatch Program* already has a strong presence and reputation in many Australian organisations and communities; we expect this to develop significantly as our profile grows. The nature of any partnership relationship with *AIMHS* can vary to suit potential partners and can be negotiated on a case-by-case basis. The partnership possibilities include: commercial partnership, mutual product development, distribution (partner branding), and developmental donations for specific activities.

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## COMPLEMENTING YET REACHING BEYOND CURRENT APPROACHES

### A PARADIGM SHIFT IN ACTION

Our work will complement yet reach beyond current suicide prevention efforts in Australia. Taking account of the most recent knowledge and paying attention to mortality data, our approach to suicide prevention will ensure more effective outcomes. Our leadership in this field will also help bring a more cohesive approach to suicide prevention efforts generally.

### A BROADER APPROACH – THE CONSIDERATION OF SOCIAL DETERMINANTS

We will ensure that factors in male suicide such as unemployment, relationship breakdown, financial difficulties, and the lack of appropriate services and staff training have a stronger place in research and program development rather than merely focusing on mental ill-health.

## IMPROVED RESEARCH TARGETS AND METHODOLOGY

We will help broaden the research in Australia beyond the current scope and consultation processes and ensure that strong recent international research is reflected in policy planning and program development.

### ACKNOWLEDGEMENT OF GENDER DIFFERENCE

We will utilise knowledge of gender differences across the range of intentional self-harm and suicide deaths, because this is vital for the development of effective suicide prevention responses.

### LEADERSHIP AND EXPERTISE

We will exercise our expertise in seeking to influence State and Federal government policy development, program innovation and planning, and funding allocation decisions in the field of suicide prevention.

We will deliver targeted quality programs, services and resources to suit the needs of communities and organisations.



## **INNOVATIVE PROGRAMS AND SERVICES TO ACHIEVE REAL OUTCOMES**

Our interlinked programs and services address a number of suicide risk and protective factors through: informing and building the capacity of communities for suicide prevention, early intervention counselling for men and their partners, and mobilising the custodians of the emotional and psychological health of society, women. Our current initiatives include:

### **MENSWATCH COUNSELLING AND MENTAL HEALTH SUPPORT SERVICE**

Offering specialised early intervention counselling and mental health support for men experiencing psychological distress anywhere in Australia.

### **COMMUNITY ALLIANCE PROGRAM, MALE PEER SUPPORT TRAINING PROGRAM AND CONVERSATIONS WITH WOMEN ABOUT MEN**

Building the capacity of at risk communities and employer organisations for male suicide prevention and preventative mental health.

### **COMMUNITY ALLIANCE PROGRAM & MALE PEER SUPPORT TRAINING PROGRAM**

Building the capacity of employer organisations in Australia to identify and respond to suicide risk and signs of deteriorating mental health of employees.

### **PREVENTING SUICIDE IN INDIGENOUS COMMUNITIES EDUCATION**

Mobilising the literate workforces of Aboriginal and Torres Strait Islander corporations, communities, and health councils for suicide prevention, through in-service training and professional development.

### **GENDER MATTERS AND GP TRAINING**

Training health and mental health service professionals and personnel in understanding and working effectively with men in distress or at risk of suicide or deteriorating mental health.

### **INFORMING HOUSEHOLDS AND INDIVIDUALS**

Informing women, households and communities about suicide prevention and practical prevention strategies through mass distribution of targeted literature.

# MENSWATCH IS A PROGRAM OF:



# Menswatch

Promoting Male Mental Health & Suicide Prevention

## ABOUT AIMHS

The Australian Institute of Male Health and Studies is a not-for-profit, non-government organisation with DGR, Registered Charity, and Tax Exemption Status.

AIMHS was created to pursue improved health and wellbeing outcomes for men and boys through innovative initiatives, programs and activities, those endeavouring to effect institutional and societal change, as well as those of immediate practical importance and benefit.

In its commitment to this pursuit, the AIMHS is guided by principles of equity, intellectual integrity, and a view of human experience, society, and ethics that is inseparable from biological, psychological, and cultural realities.

AIMHS pursues and promotes excellence in the fields of male health and male studies, through: education, publishing, symposia, forums of discussion, programs of male health and mental health promotion, mentoring, consultancy, and support for undergraduate and post-graduate students.

AIMHS has DGR, Registered Charity, and Tax Exemption status.

**Our Australian Business Number (ABN):**

89 146 084 022

**Website:** [www.aimhs.com.au](http://www.aimhs.com.au)



## WHAT IS MENSWATCH?

**Menswatch** represents a tried and tested *'end to end'* approach to promoting male mental health and suicide prevention in rural, regional, and urban settings. It has a strong reputation for community engagement, high quality programs and services, and outcomes based strategies.

## OUR HIGHEST PRIORITY

We make a special priority for requests by communities and organisations where men and their families are at risk of psychological distress, mental ill-health, or suicide.

We have been appointed by governments, corporations, and community organisations to respond in circumstances of drought, fire, industry collapse or transition, high unemployment, occasions of suicide, and male workforces at risk of poor mental health and suicide.



## WHY THE WORK OF MENSWATCH IS URGENT AND WORTHY OF SUPPORT

- By far the majority of suicides are male (around 78%)
- The majority of men die on their first attempt
- Suicide has a huge impact on surviving spouses, children, families, and communities
- Current mainstream approaches to suicide prevention have not stopped the disturbing increase in suicides
- Men experiencing psychological distress who are at greatest risk of suicide, are often not effectively engaged by service providers, and are poorly understood, reinforcing their isolation
- **Menswatch** is the most effective program in Australia for engaging men from all walks of life, and promoting male mental health and suicide prevention



## THE MENSWATCH SUITE OF PROGRAMS AND SERVICES INCLUDES:

- **Community Alliance Program** (3.5 hour community engagement program)
- **Male Peer Support Training Program** (three x 3 hour session group program) + Men's Health and Wellbeing Network
- **Conversations with Women about Men** (half day group program)
- **Counselling and Mental Health Support Service** (offered by video-conferencing and telephone)
- **Gender Matters: Staff In-service Training and Continuing Professional Development**
- **GP Training in Suicide Prevention Approaches**
- **Suicide Prevention & Self-Help Literature**
- **Male Suicide Prevention Australia Website**

\* All our programs have their own flyers or brochures which are available on request in PDF or hard copy format.

MENSWATCH  
COMPREHENSIVE  
MALE SUICIDE  
PREVENTION MODEL



## COMMUNITY ALLIANCE PROGRAM

*(3.5 hour community engagement program)*

- Designed to help communities mobilise for action and develop their own strategies to provide effective support for men who may be experiencing acute psychological distress
- Provides information and ideas from the latest research evidence and our experience as leaders in suicide prevention and promoting male mental health
- Works with communities by listening to their concerns and experiences and helping them turn their concern about mental health and suicide into practical action



# Menswatch

Promoting Male Mental Health & Suicide Prevention

A Unique Male Peer Support Training Program



## MALE PEER SUPPORT TRAINING PROGRAM

*(3 x 3 hour session group program)*

+ Men's Health and Wellbeing Network

- Trains key men in communities, workplaces and organisations to support other men
- Equips them with knowledge, skill and confidence to support other men experiencing challenges with personal, relationship, or mental health issues
- An award winning program that has trained 2,500 men across Australia

## CONVERSATIONS WITH WOMEN ABOUT MEN

*(half day group program)*

- Helps women make better sense of the males in their life, and how to support them if they are experiencing psychological distress
- Provides insights into male psychology and gender differences of enormous value for strengthening relationships, resolving conflict and promoting mutual understanding and support
- A perfect accompaniment to the **Male Peer Support Training Program** for host communities to build capacity for better mental health and relationships, and suicide prevention

## Conversations with Women about Men

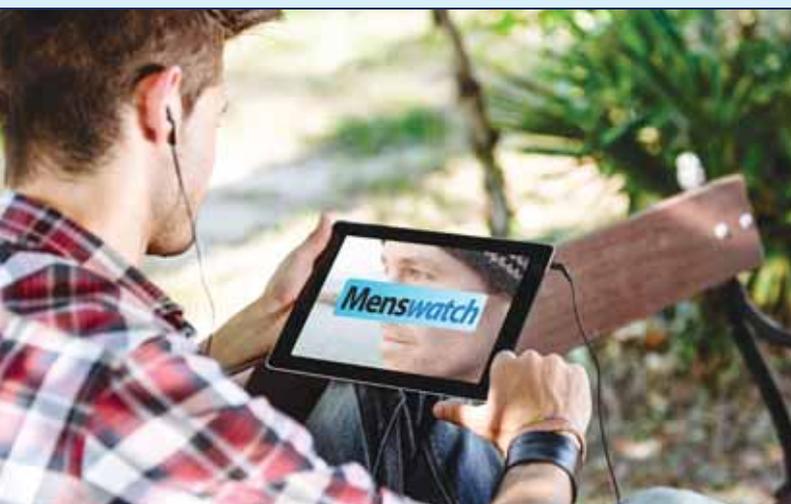


For women who want to make better sense of the males in their life

## COUNSELLING AND MENTAL HEALTH SUPPORT SERVICE

*(offered by video-conferencing and telephone)*

- A unique male friendly program supported by health professionals with specialised knowledge in working with men
- Caters for men's personal, relationship, and mental health concerns
- Is subsidised (funds permitting) to fit with individual circumstances
- Caters for men's partners



## **GENDER MATTERS: *Staff In-service Training and Continuing Professional Development***

- Ideal for staff, allied health professionals, in fact anyone working with and concerned about the mental health and wellbeing of males, and male suicide prevention
- Suited to staff in many different organisations in frequent contact with male clients or customers
- Provides evidence based insights into male psychology and male/female gender differences
- Outlines valuable ideas for engaging and working more effectively with males

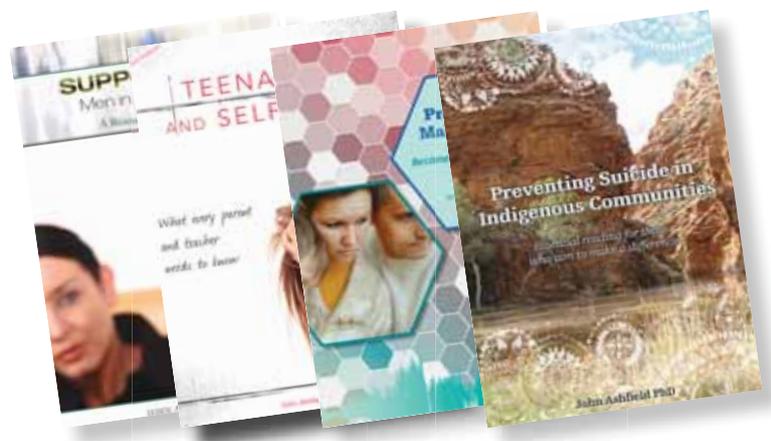


## **GP TRAINING IN SUICIDE PREVENTION APPROACHES**

- A unique approach which combines insight into the challenges and concerns of male mental health and suicide prevention in General Practice, with practical insights and strategies for improved patient care and outcomes
- Delivered by a GP specialising in male mental health assessment, treatment, and psychotherapy in General Practice

## **QUALITY SUICIDE PREVENTION LITERATURE AND RESOURCES**

- Specialised evidence based literature and resources focussing on mental health, self-harm and suicide prevention
- A broad range of National Guidelines for Male Suicide Prevention
- Resources for parents, school teachers, men and women, academics, Indigenous and non-indigenous health and human service professionals



## **MALE SUICIDE PREVENTION AUSTRALIA WEBSITE**

- A specialised male suicide prevention website, providing commentary, articles, bibliographies, resources, website links, and details about community programs and activities
- Providing a vehicle for promoting exchanges of information and ideas across Australia and internationally
- Offering a pathway to important services for men and their partners in need of counselling and/or mental health support or advice





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Superfriend – Media Release September 2014. New research shows true cost of mental illness and suicide.

<http://www.superfriend.com.au/news/2014-09-24/media-release-new-research-shows-true-cost-of-mental-illness-and-suicide>

Medibank – The Case for mental Health Reform in Australia

[https://www.medibank.com.au/Client/Documents/Pdfs/The\\_Case\\_for\\_Mental\\_Health\\_Reform\\_in\\_Australia.pdf](https://www.medibank.com.au/Client/Documents/Pdfs/The_Case_for_Mental_Health_Reform_in_Australia.pdf)

### ROAD TOLL – AUSTRALIAN GOVERNMENT

[https://bitre.gov.au/statistics/safety/fatal\\_road\\_crash\\_database.aspx](https://bitre.gov.au/statistics/safety/fatal_road_crash_database.aspx)

[https://bitre.gov.au/publications/ongoing/road\\_deaths\\_australia\\_annual\\_summaries.aspx](https://bitre.gov.au/publications/ongoing/road_deaths_australia_annual_summaries.aspx)

## POTENTIAL BENEFITS FOR CORPORATE PARTNERS, DONORS AND SPONSORS

Menswatch is a program of the Australian Institute of Male Health and Studies which has DGR, Registered Charity, and Tax Exemption status

### Potential benefits for donors and sponsors include:

- Tax-deductible donations
- Building into your business or organisation a strong public philanthropic dimension; Menswatch activities attract much community sympathy and support
- Opportunity to project the profile and reach of your business or organisation more broadly and interstate
- Banner opportunities at community and fundraising events
- Logo placement and acknowledgment on program and mass distribution literature
- Website branding and acknowledgment
- Mass media publicity profile associated with Menswatch activities
- Association with important partner activities of Menswatch involving health services, community organisations, and institutions such as universities

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### MEDIA

The Age June 10, 2016 – Federal election 2016: Pat McGorry slams politicians and health bureaucrats: 'They're ignoring the evidence'

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The Age May 25 2016 – Federal election 2016: The blunt suicide question that caught the Prime Minister by surprise

See link to video clip in this article

<http://www.theage.com.au/federal-politics/federal-election-2016/federal-election-2016-the-blunt-suicide-question-that-caught-the-prime-minister-by-surprise-20160524-gp2p0y.html>