
NEWS RELEASE

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Ministry of Health

\$5 million to support men's health

VANCOUVER – The Province has provided \$5 million to the VGH & UBC Hospital Foundation to help its fundraising efforts for research and health promotion that supports the well-being of men and their families in British Columbia through the Men's Health Initiative of B.C.

"Everyone has a man in their life they care about – a son, brother, husband, father, uncle, grandfather, friend or loved one," said Health Minister Margaret MacDiarmid. "Unfortunately, many men have unaddressed health issues because they are reluctant to take care of their health. Research into how we can improve men's health will not only benefit their families but also the health system through avoiding the need for health care later in life."

The Men's Health Initiative of B.C. was created in 2009 by Dr. Larry Goldenberg, who is also the founding director of the Vancouver Prostate Centre. The goal of the Men's Health Initiative is to improve the general health statistics of men by making them aware of their risks, changing their behaviour, promoting preventative health measures, encouraging better co-ordination of information and providing clinical services specifically for men and boys.

"The \$5 million in funding will increase our opportunities to reach out to men across the province of British Columbia to be more involved in their own health and to 'take charge'. We plan to implement support services utilizing social media, smart phone technology, men's health clinics and educational programs. We will expand the scope of our research to learn how to engage men and boys and figure out how to get them to modify their behaviour, not a simple task!" said Goldenberg.

Successful programs to date include a conference with health stakeholders, ongoing awareness and health promotion initiatives, research into how to effect behavioural change as well as setting up a Men's Health Clinic at Vancouver General Hospital.

Through the Provincial Health Services Authority, the Province provided \$500,000 in 2010-11 to help launch the initiative. Goldenberg and his team have leveraged government support to raise significant dollars from philanthropic individuals and organizations.

For more information visit: www.aboutmen.ca

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