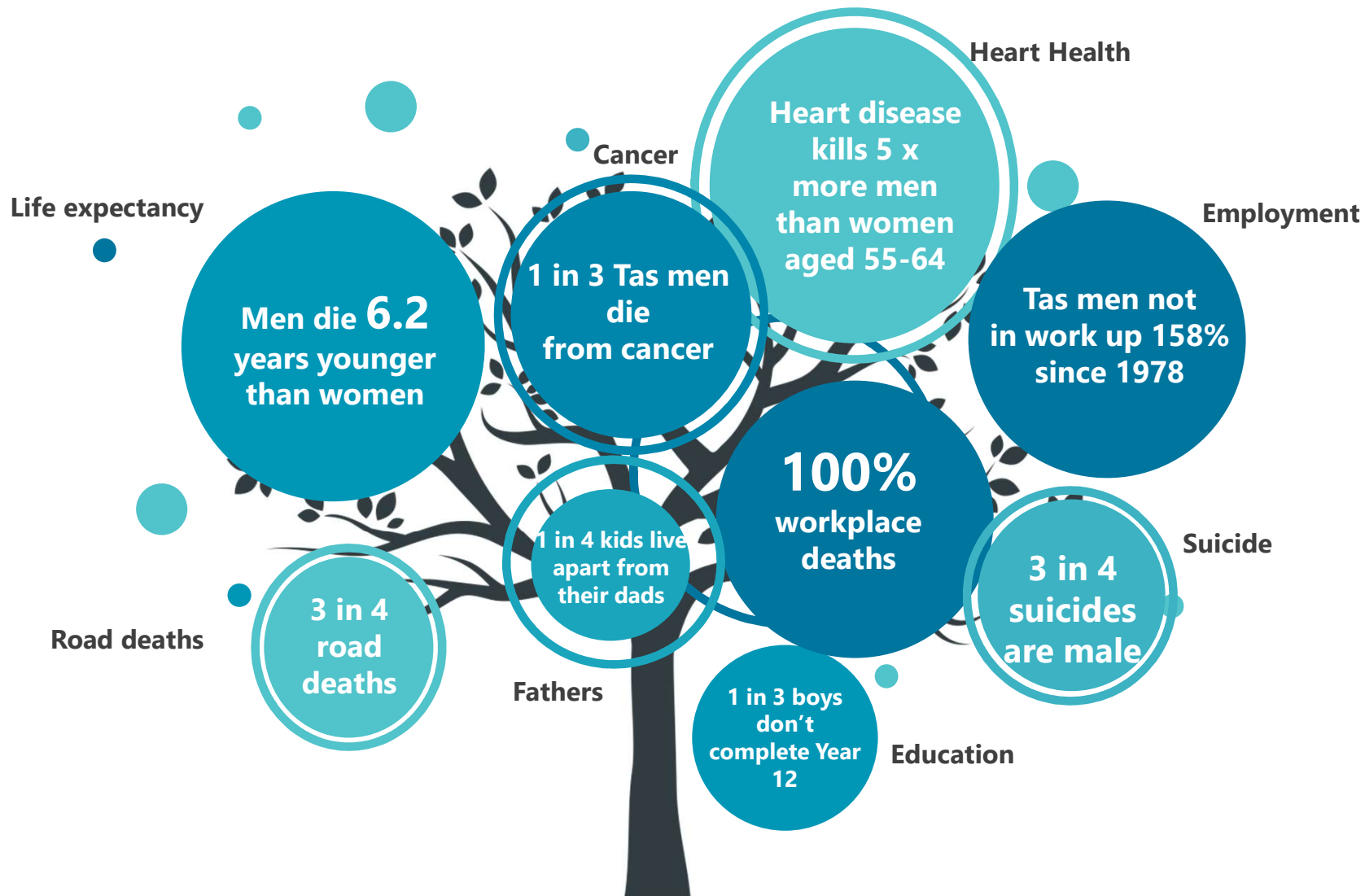


SHOULD NEIGHBOURHOOD HOUSES BE MORE MALE-FRIENDLY?

LOVE YOUR
NEIGHBOUR

The state of men's health in Tasmania





**Men in Tasmania die 6.2
years younger than women**

An elderly woman with grey hair, wearing a light pink button-down shirt and a patterned skirt, is leaning over an elderly man. She has her hands on his arm, appearing to comfort him. The man has grey hair and is wearing a blue t-shirt. He has a serious expression. The background is a plain, light-colored wall.

**Heart disease
kills
5 times
more men
than women
aged 55-64**



**1 in 3 men
in Tasmania die
from cancer**

**3 in 4 suicides in
Tasmania are men**





**3 in 4 road deaths in
Tasmania are men**

**100% of
workplace deaths
in Tasmania are
men**

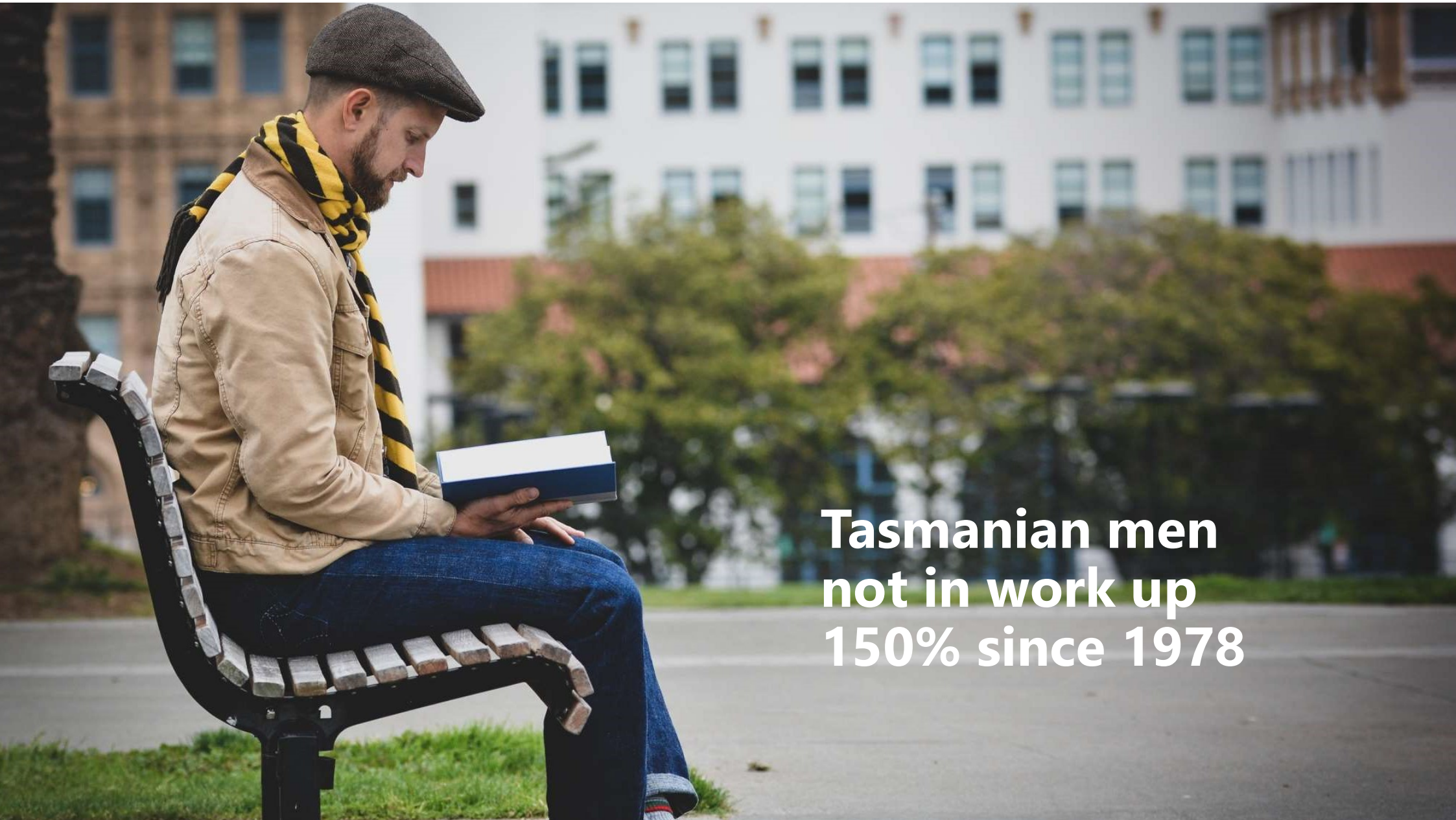


**Around 1 in 4
children live
apart from
their dads**



**1 in 3 boys don't
complete Year 12**





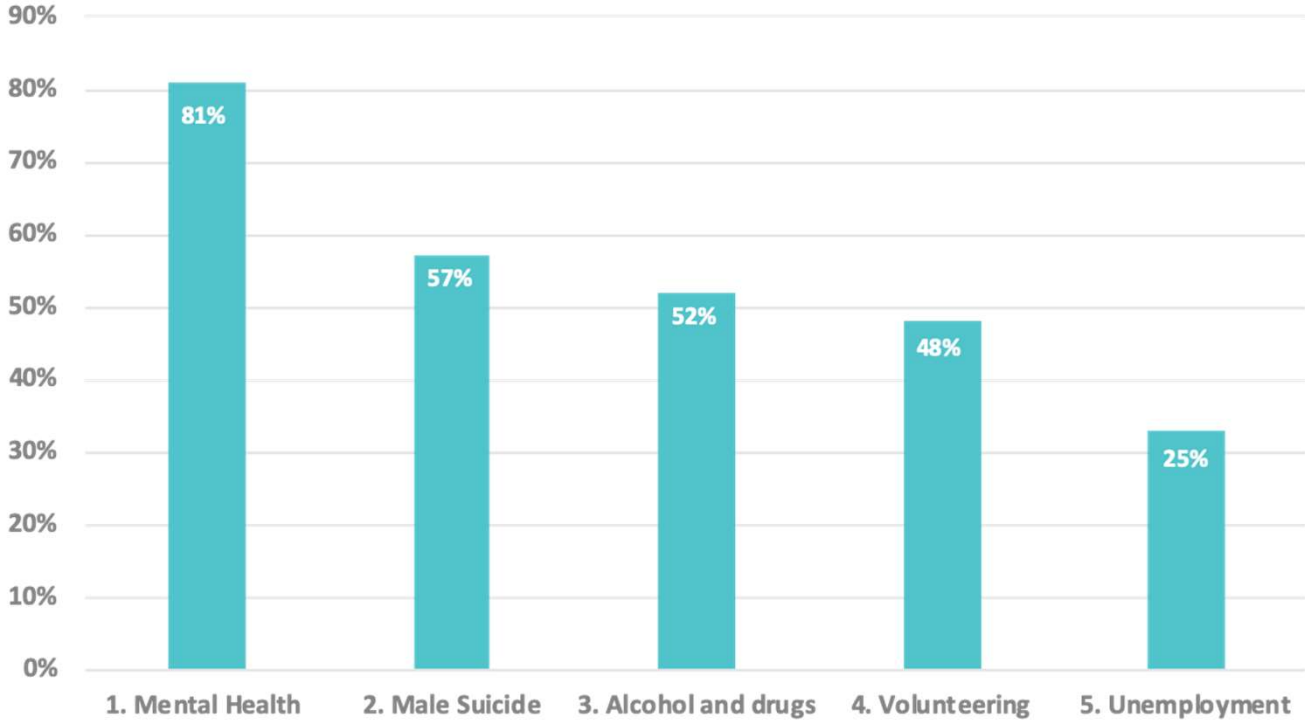
**Tasmanian men
not in work up
150% since 1978**

A man with a beard, wearing a blue beanie and a dark blue sweater, is looking intently at a large, detailed topographic map. He is holding a small, fluffy brown dog, possibly a Yorkshire Terrier, in his arms. The scene is set in what appears to be the interior of a vehicle or a small cabin, with a window and some equipment visible in the background. The lighting is soft and focused on the man and the dog.

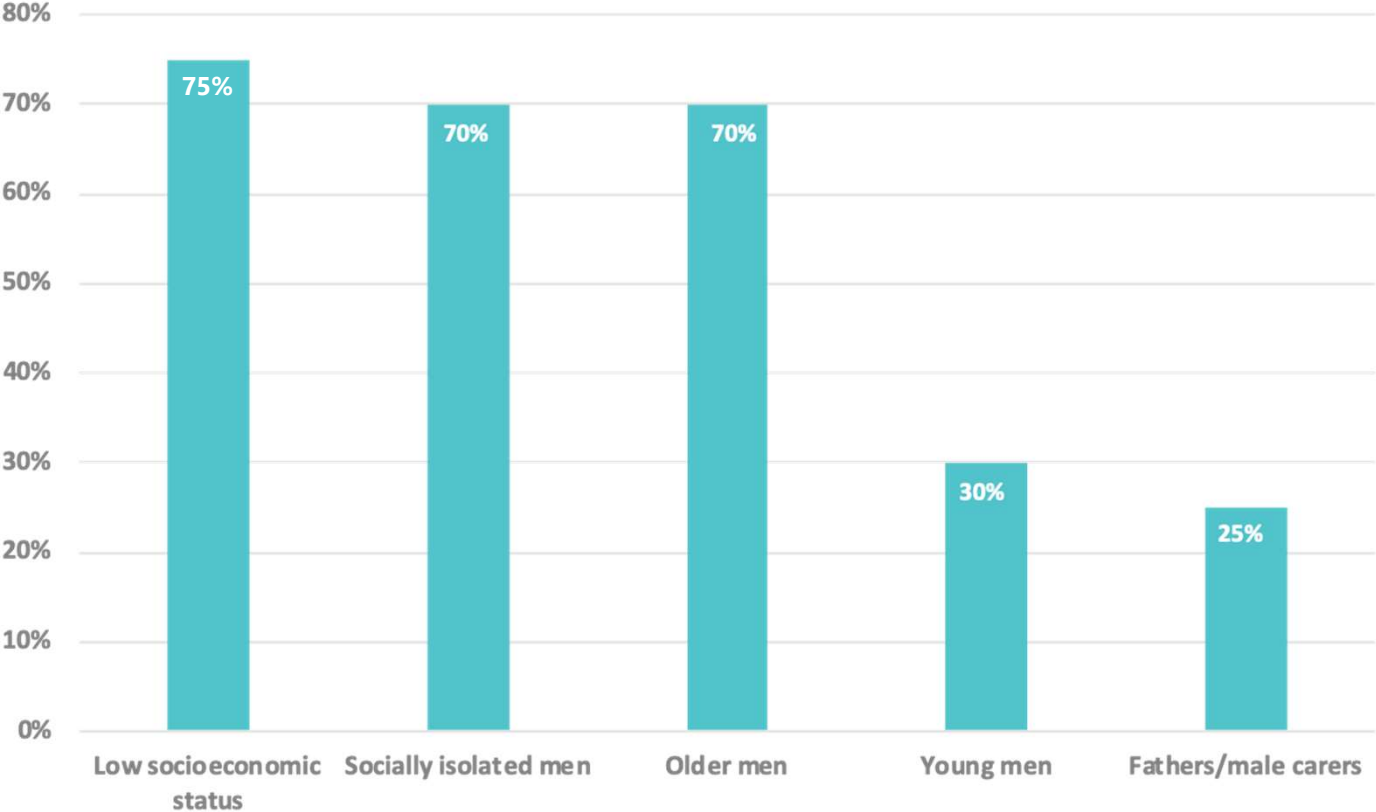
**Tasmania does not have a
men's health strategy**



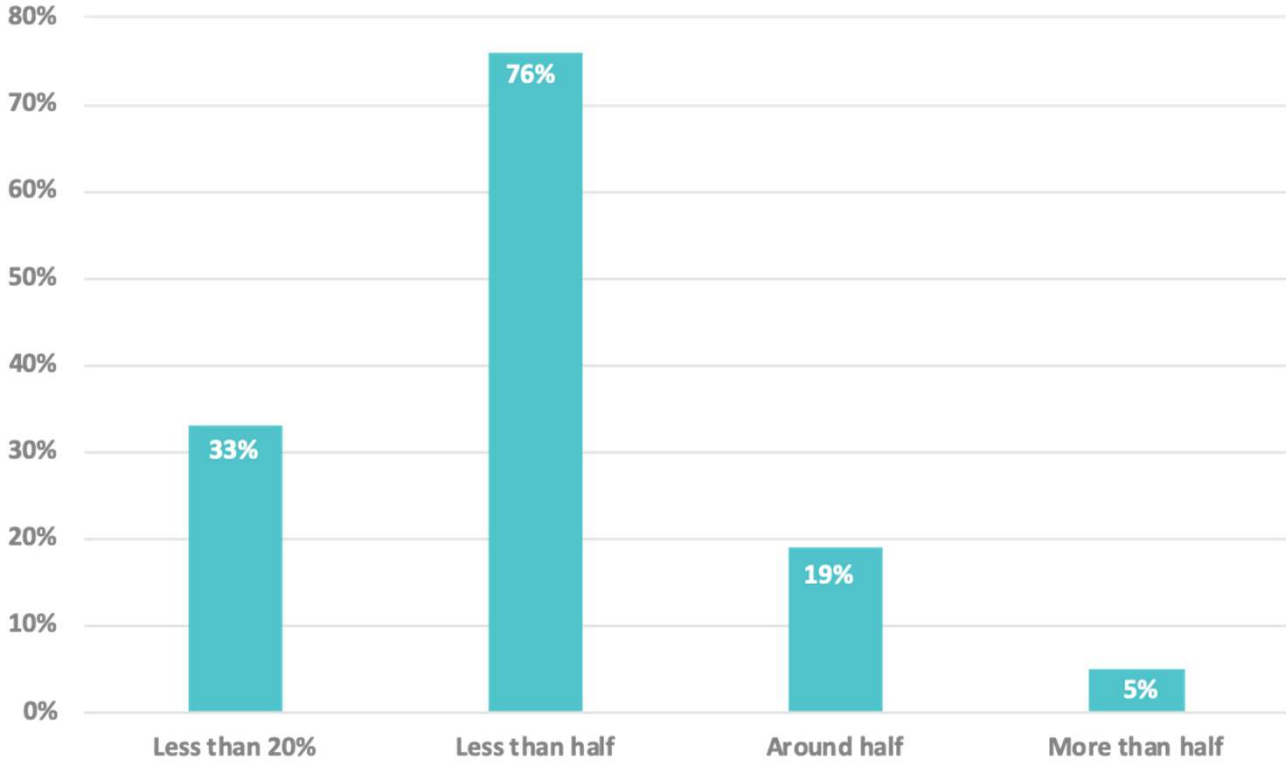
Top 5 local men's issues



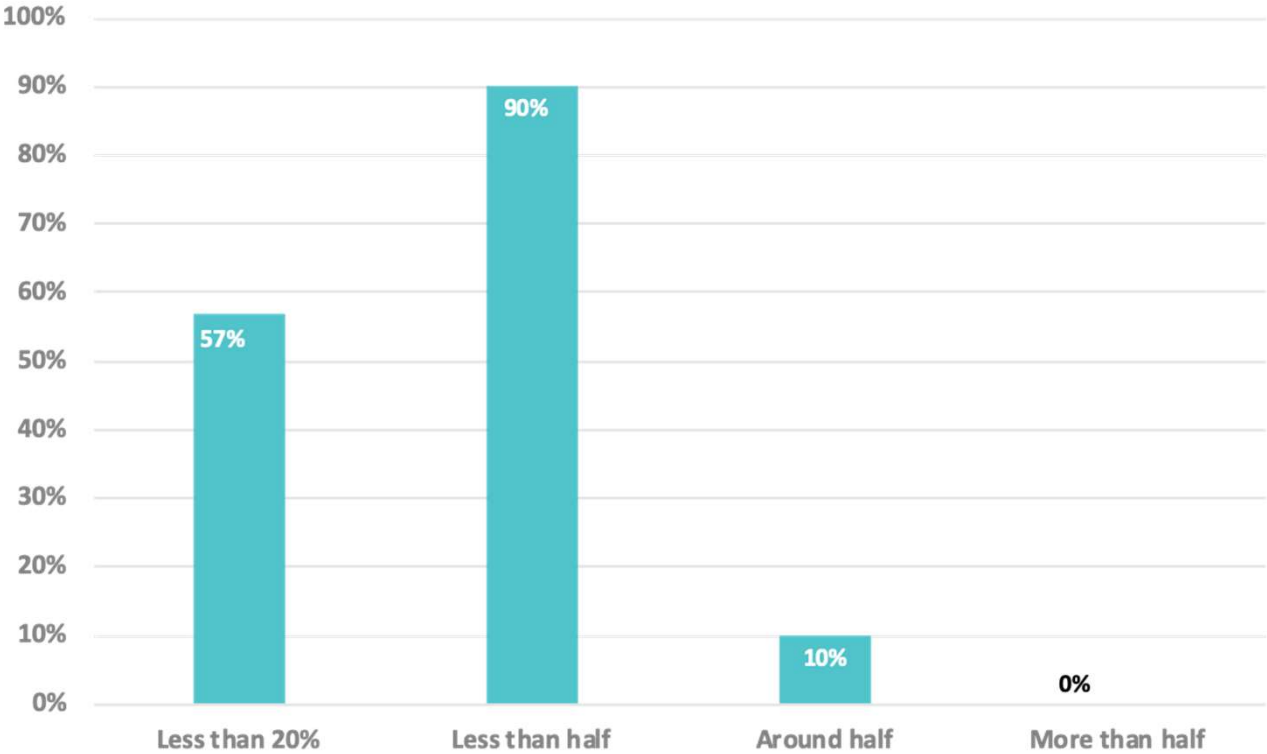
Top 5 priority populations



What proportion of clients are male?



What proportion of staff/volunteers are male?





DO YOU HAVE ANY SERVICES JUST FOR MEN?



YES 33%

NO 62%



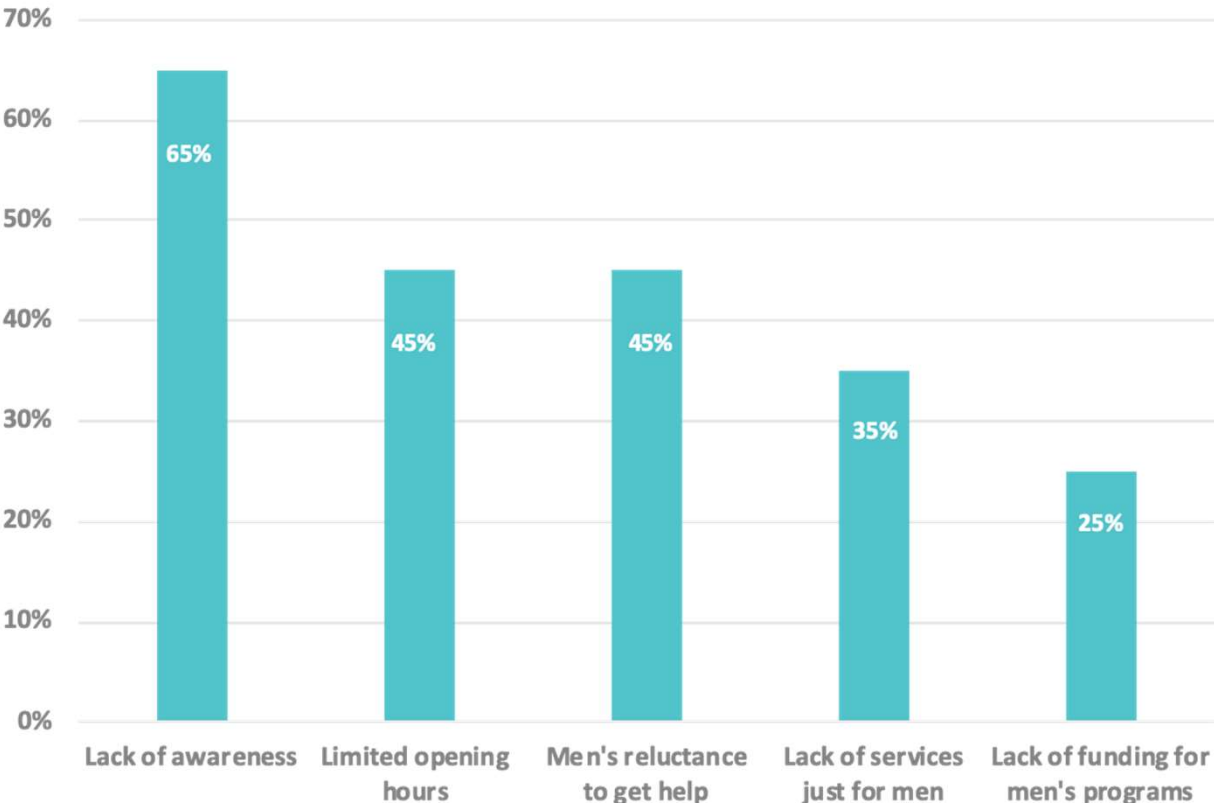
**DO YOU HAVE ANY
MARKETING THAT
DIRECTLY TARGETS MEN?**



YES 62%

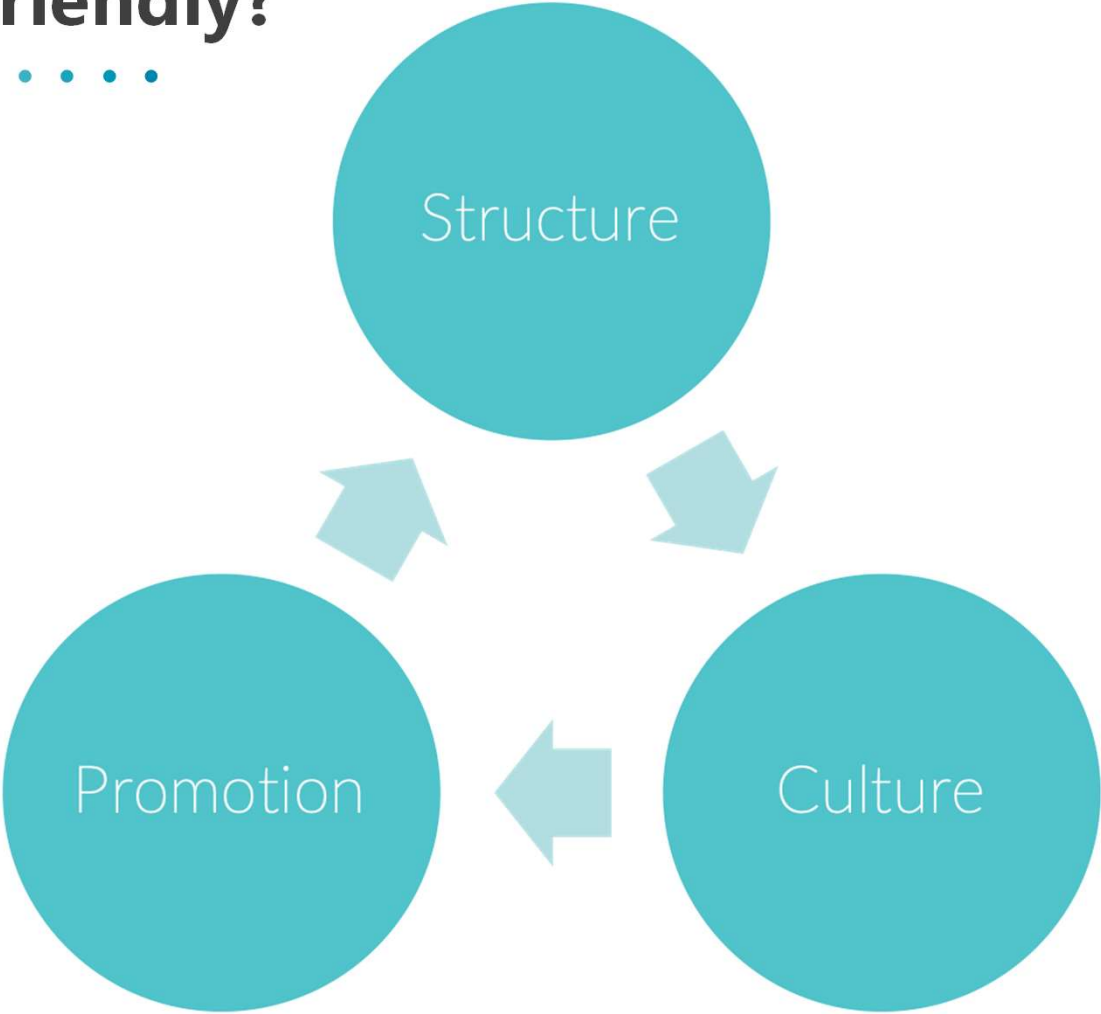
NO 29%

Top 5 barriers to men accessing services



What makes a service male-friendly?

.....



A photograph of two men shaking hands on an outdoor basketball court. The man on the left is white, wearing a black tank top and a black cap, holding a water bottle. The man on the right is Black, wearing a grey tank top and a brown cap, holding a basketball. A white towel is draped over his shoulder. The background shows a blue sky with clouds and a chain-link fence.

Male-friendly structure

**Don't position
men as a
'problem'**

Male-friendly structure

.....

Allow men
to give help while
getting help



Male-friendly structure

.....

Involvement
community
building



Male-friendly structure

**Allow men to
"do it yourself"**



Male-friendly culture

.....

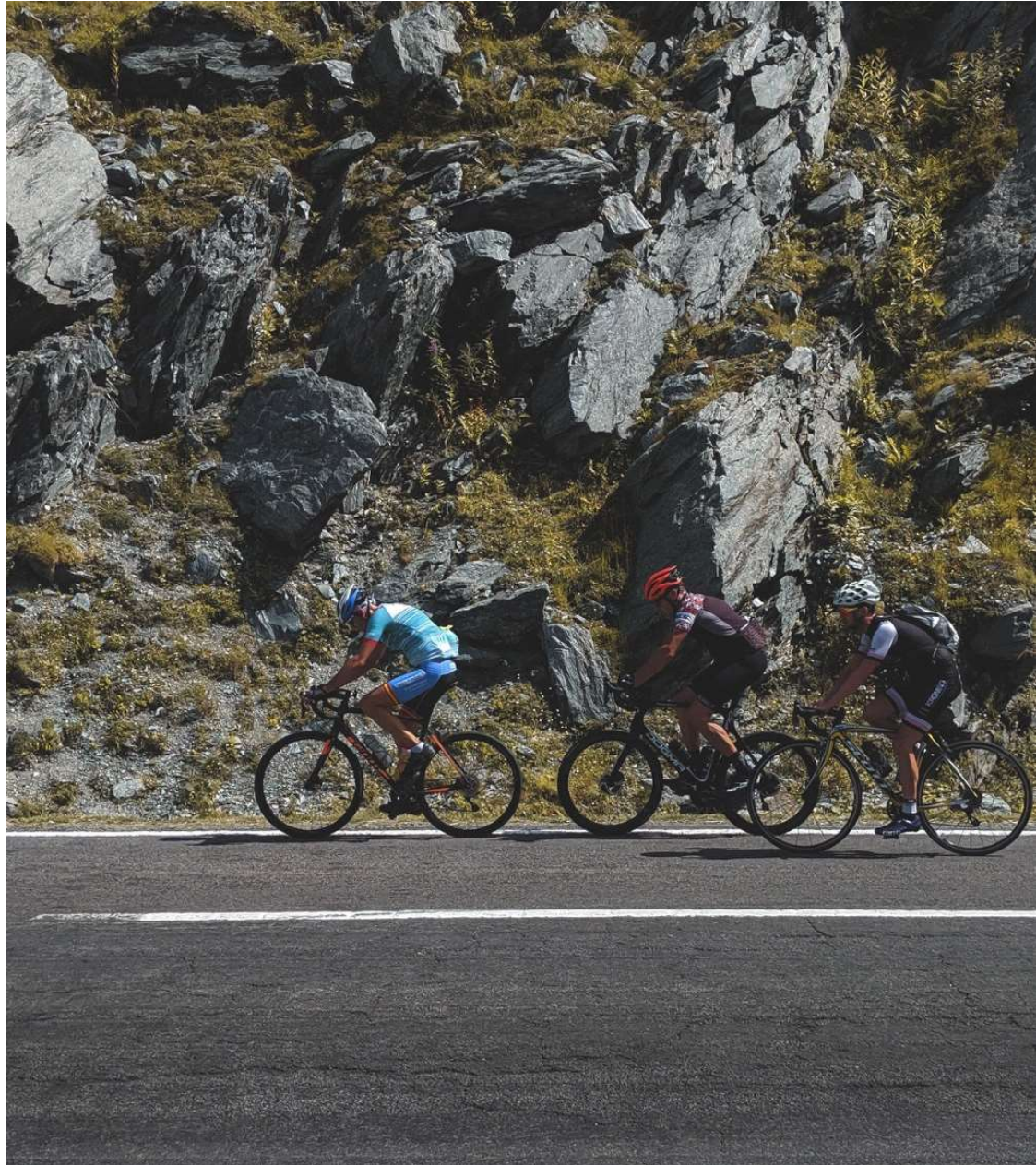
Run by men
for men



Male-friendly culture

.....

Use male-friendly
activities and
environments



Male-friendly culture

.....

Value men's
strengths



Male-friendly promotion

.....

Target men directly



Male-friendly promotion

.....

**Go where men already
are**



**EXIT
ONLY**

**Male friendly
promotion**



**Use male-friendly
language**

Any Questions?



Get in Touch



glen@amhf.org.au



0419 319 140

