



mantherapy.org

Therapy. The way a man does it.

What we're up against /

Working aged men (25-54 years old) account for the largest number of suicide deaths in the U.S. These men are also the least likely to receive any kind of support.

Depression

is the leading cause
of disability in the U.S.

affecting
16+ million Americans

White men
account for

7 of 10

of all completed
suicides

Men are

3.63x

more likely to die by
suicide than women

~550

Active Duty service
members die by
suicide each year

Man Therapy Goals /

An upstream approach before men reach a point of crisis.

Shrink Stigma

Increase
help-seeking

Decrease
Suicide
Ideation

Sustainable
Impact Model

Foundational Research Team /

Mental
Health
Experts

Suicidologists

Marketers &
Researchers

How do we reach men in distress who do not access mental health resources?

8 Approaches to successful men's outreach /

Meet men
where they are

Remove the
technical
mumbo jumbo

Give men
at least a
chance to
fix themselves

Connect
the dots

Show male
testimonials of
hope and
recovery

Target 'double-
jeopardy' men

Opportunities to
give back and
make meaning
out of struggle

Coach men's
supporters on
what to look for
and what to do

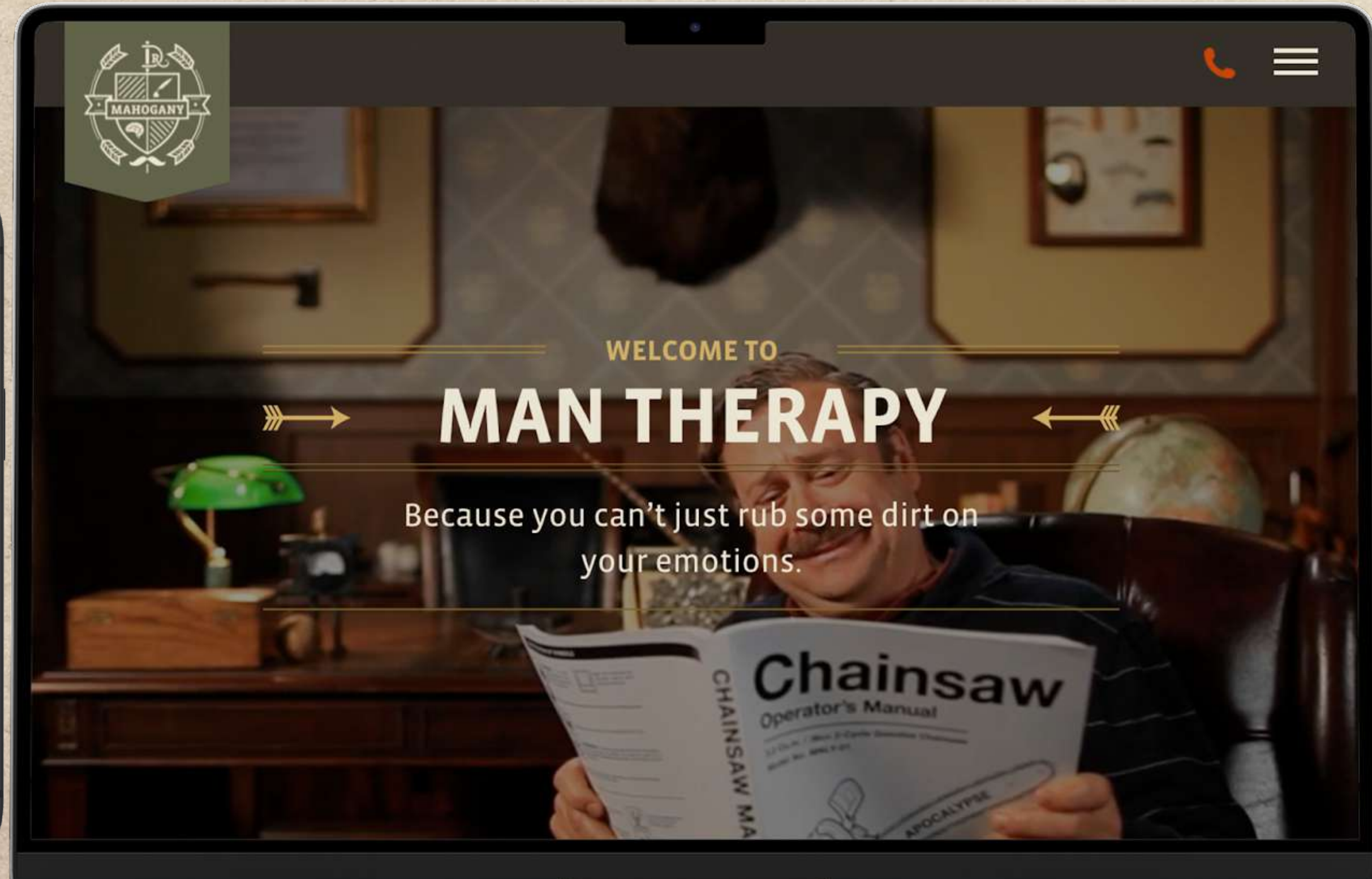
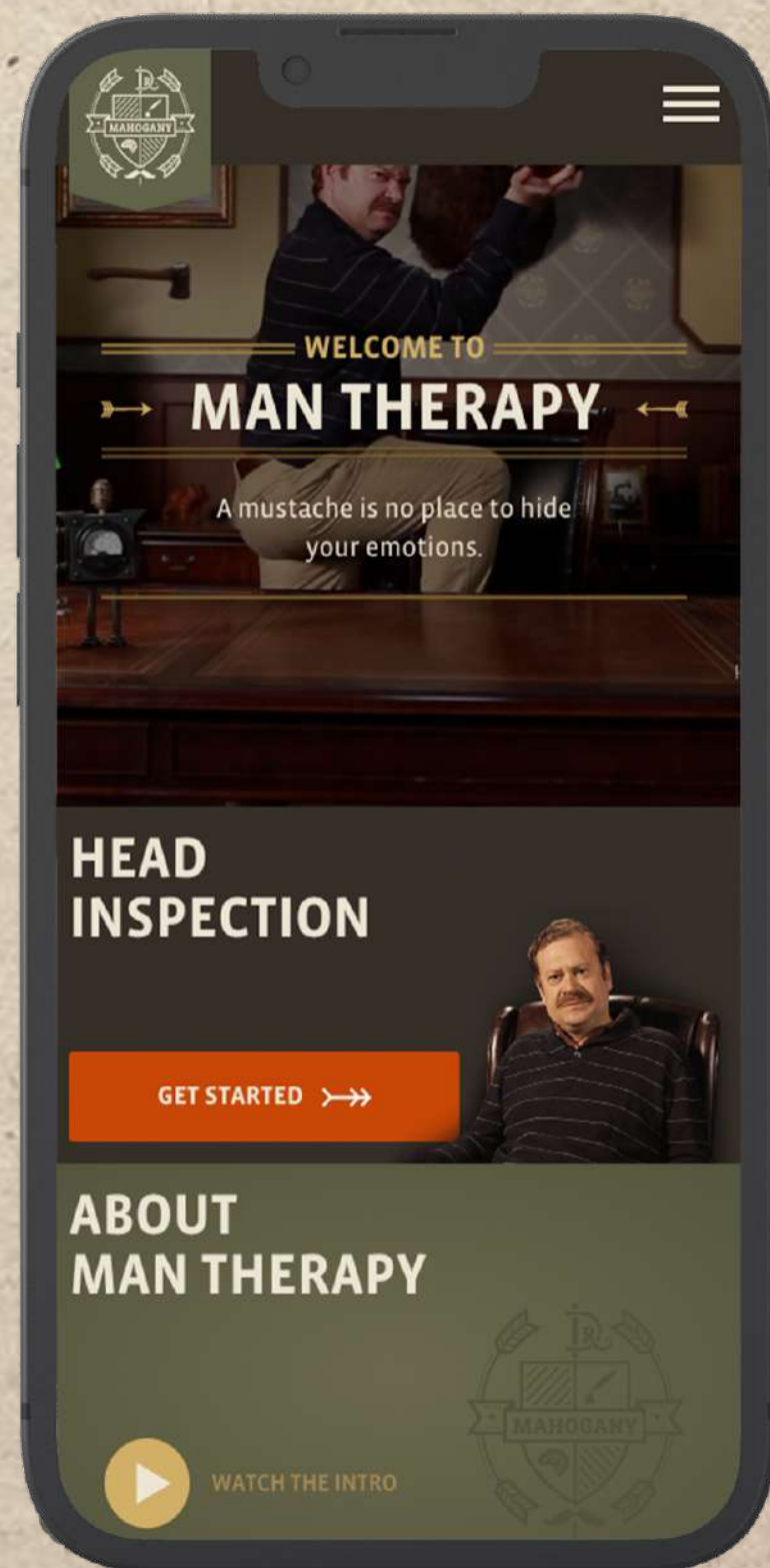
Bridging the Gap /

The Big Idea:

Use humor and male stereotypes to start the conversation and get men to think differently about their mental health.



24-7 Digital Platform Experience /



The Man Therapy Model /



STIGMA BUSTING, SELF-REFLECTION, SELF-AWARENESS, ACTION RESPONSE

mantherapy.org

Even the manliest men struggle with life's issues. A 20-point head inspection can get your brain box running tip top.

SOMETIMES YOU'VE GOT TO CLEAN YOUR MENTAL GUTTERS

LIFE GETS TOUGHER THAN OLD BEEF JERKY

NOT ALL PROBLEMS ARE CATCH AND RELEASE.

NEVER IGNORE YOUR MIND'S CHECK ENGINE!

Sometimes life's dog takes a DUMP ON YOUR LAWN.

Men, your LOVE HANDLES may not be the only place you're carrying baggage.

THE 7TH INNING STRETCH. Yoga. The way a man does it.

You can't fix your mental health with duct tape.

WHEN YOU KEEP TAKING IT TO THE HARD HAT.

IT'S DEMO DAY FOR YOUR MENTAL WALLS.

TOOLS FOR WHEN EVERYTHING'S SCREWED.

GRAB THE BS BY THE HORNS.

WHEN YOUR HORSE DOESN'T WANT TO HEAR IT ANYMORE.

TRASH DAY FOR YOUR MIND.

SOMETIMES YOUR FEELINGS PUNCH A STUD.

YOUR FEELINGS CAN'T BE FIXED WITH A BIGGER HAMMER.

WE ALL NEED A HAND WHEN LIFE GIVES US THE FINGER.

EMOTIONAL INJURIES SOMETIMES REQUIRE MORE THAN A FIRST AID KIT.

Men have feelings too. No, not just hippies.

GRILLING ANIMAL MEAT. Aromatherapy. The way a man would do it.

DON'T HOLSTER your feelings.

Get a few things off your HAIRY CHEST.

The Man Therapy Model /



SELF AWARENESS TOOLS



PSYCHOEDUCATIONAL TOOLS



HELP-SEEKING & CARE NAVIGATION

1/20

How often in the last month did you get enough sleep to feel refreshed?

- I feel refreshed every morning.
- I feel alert and ready to go more often than not.
- I feel tired most days, but able to function.
- Exhaustion gets the best of me most days.

TYPES OF SLEEP ISSUES

CATCH MORE ZZZZZZZ

ONE-ON-NONE™ THERAPY

JOURNALING

No one is asking you to be the next Bill Shakespeare. But just writing a simple entry once in a while can make you less stressed, increase self-esteem and improve your relationships.

MIKE: LAID OFF AT 50

AFRICAN-AMERICAN MAN SHARES STORY OF EXPERIENCE OF BEING LAID OFF AT AGE 50 AND HOW LAUGHTER AND HIS DESIRED LEGACY HELPED HIM FIND NEW DIRECTION

Man Therapy® Testimonials: Mike

Watch on YouTube

TAKEMYHAND PEER SUPPORT CHAT

RESOURCES NEAR ME

Talking is a pain in the ass, but it helps. Chat with Peer Support and express what's on your mind, no matter what it is or how big or small it may feel. Safe, confidential and **always free.**

TALK WITH A PEER

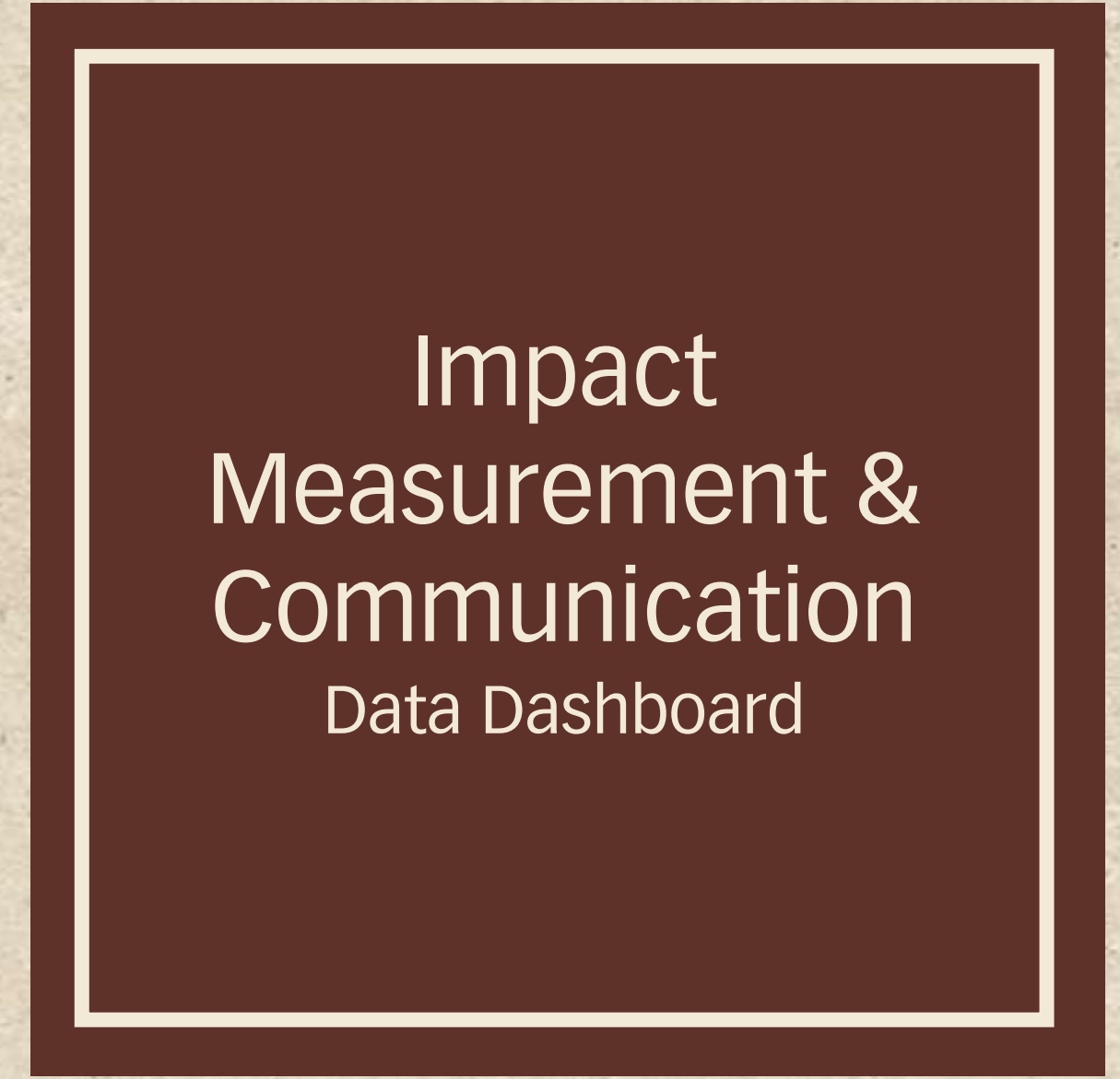
LIFELINE CRISIS CHAT

RESOURCES

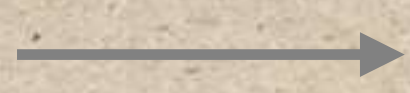
The Lifeline Crisis Chat is a place to talk about problems and stress that may be difficult to talk about anywhere else. It's a place to find nonjudgmental support and help through a difficult time. Lifeline Crisis Chat is also place to find information on mental health problems and services. It's a confidential, secure and anonymous way of reaching out for help when you don't know where else to turn.

FIND OUT MORE.

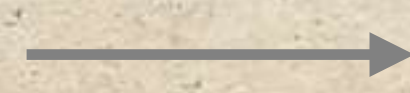
The Man Therapy Model /



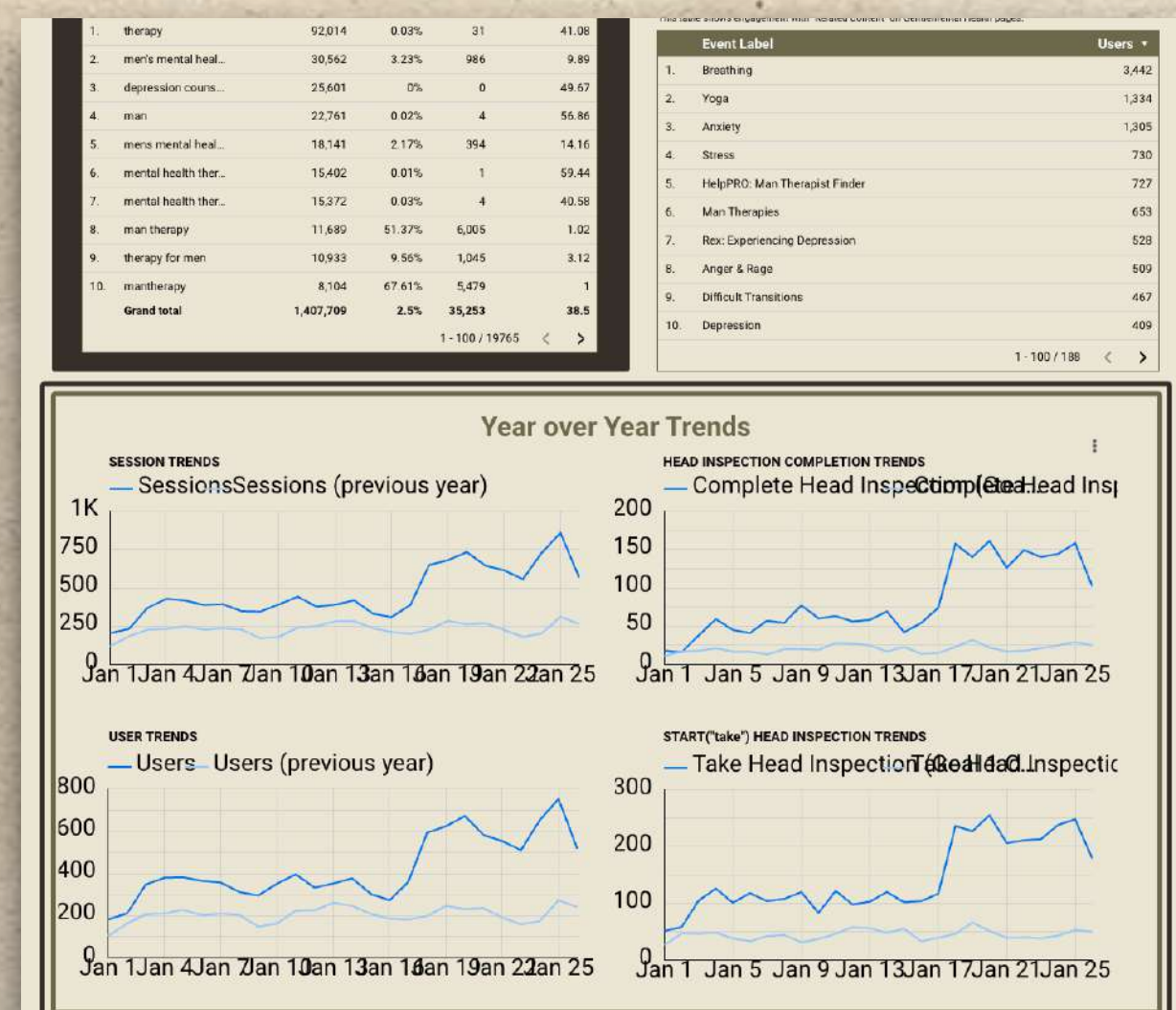
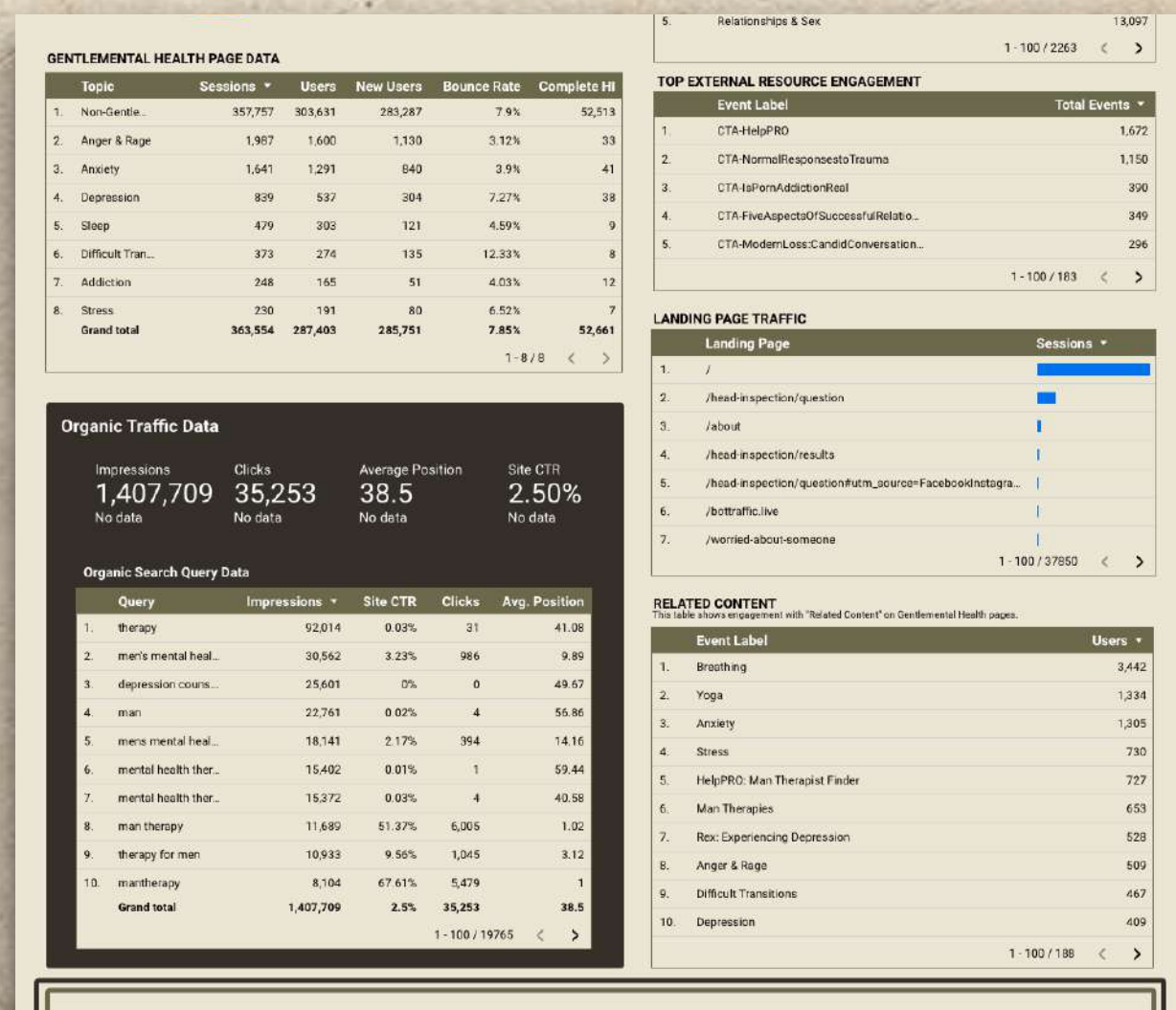
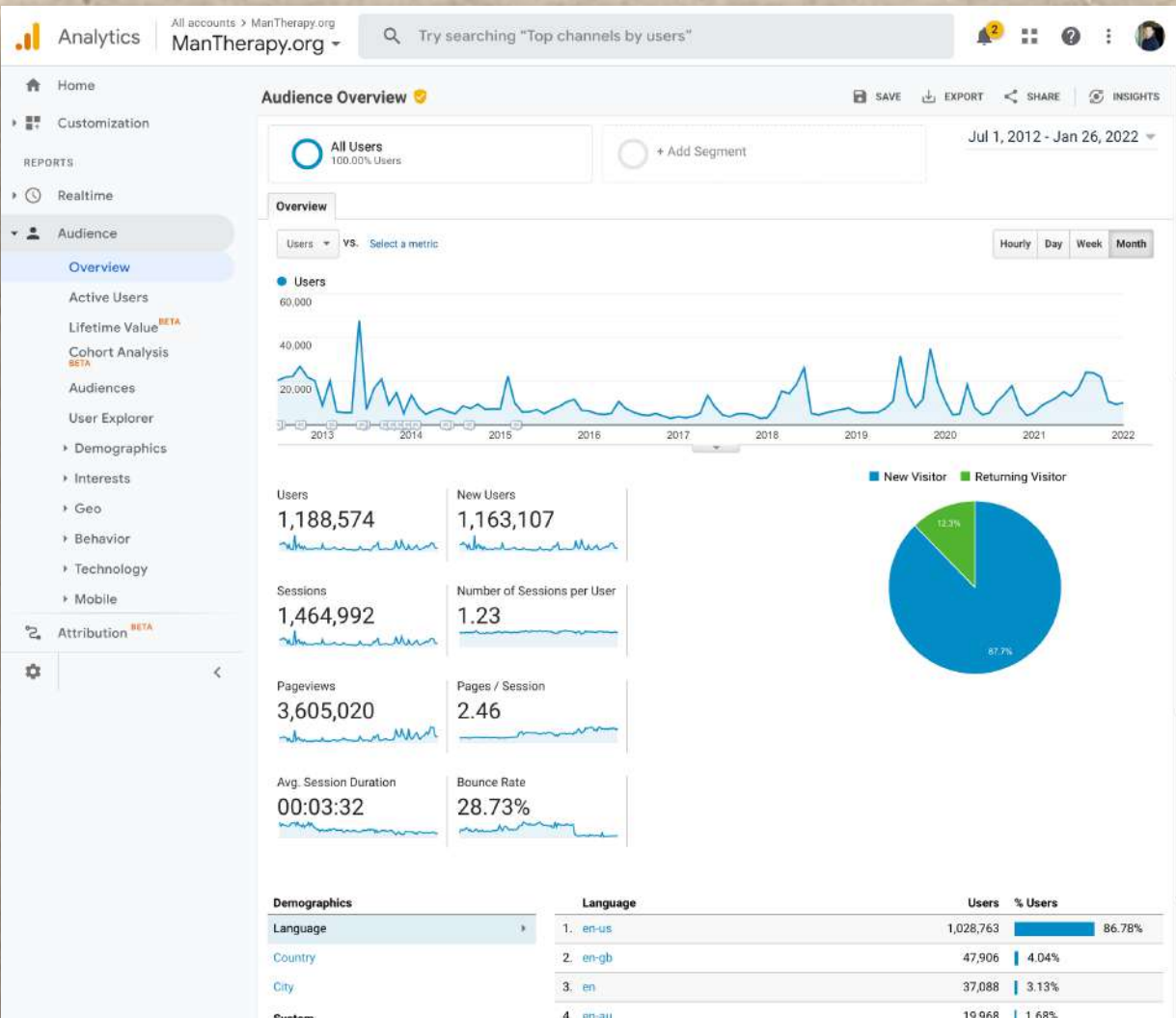
WEBSITE ANALYTICS DATA



REAL-TIME RIVERSIDE DATA DASHBOARD

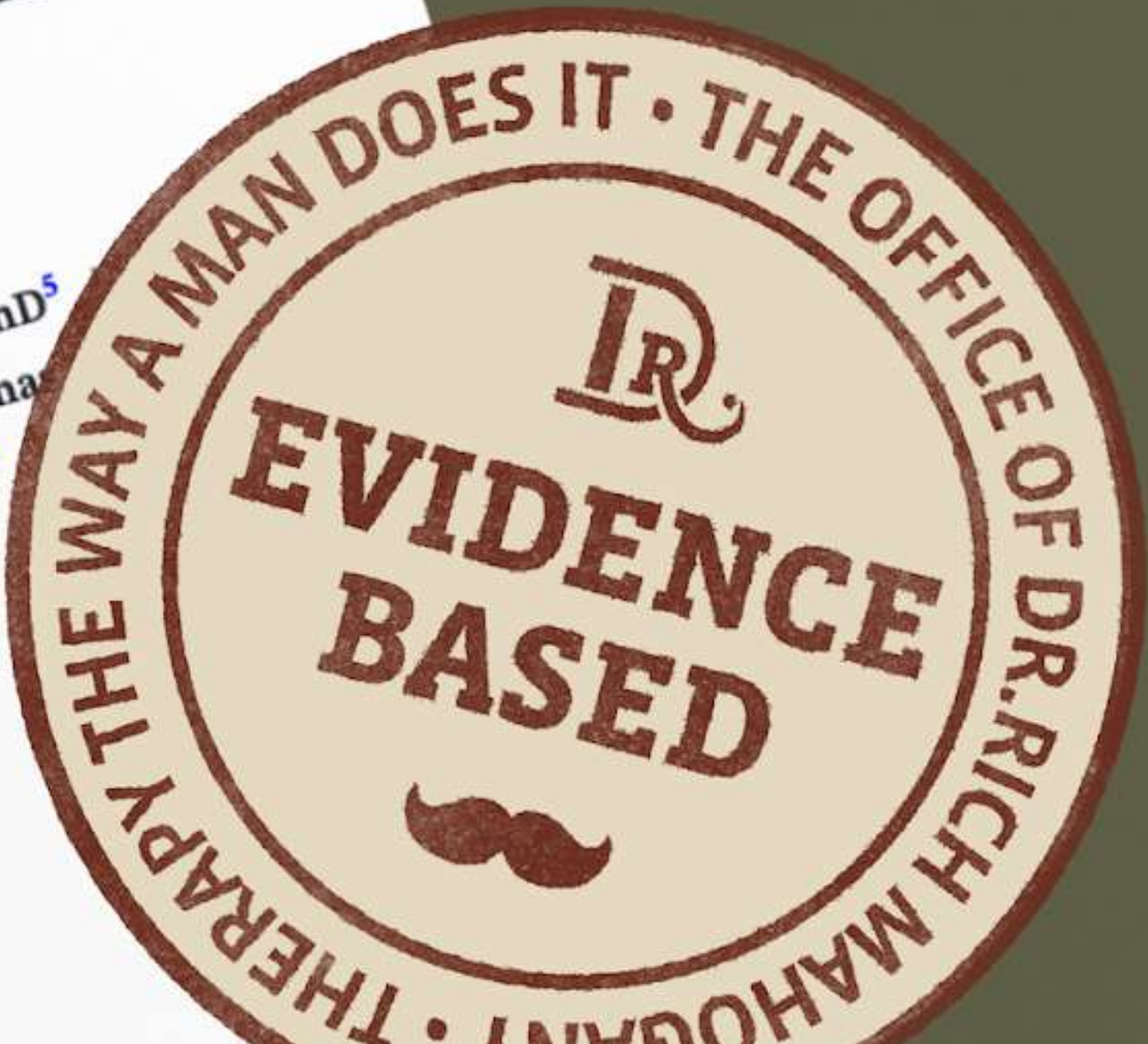


RIVERSIDE IMPACT REPORTS



Research-backed & Published /

Suicide and Life Threatening Behavior: The Official Journal of the American Association of Suicidology



Published Research Findings /

Men in both groups improved on measures of depression and suicidal ideation

80%

improved on depression
over the course of the project

36%

moved from high risk to moderate or low risk for depression and/or suicide risk

Key Man Therapy Research Findings /

Reported statistically significant:

Improved rates of engaging in formal help seeking behaviors

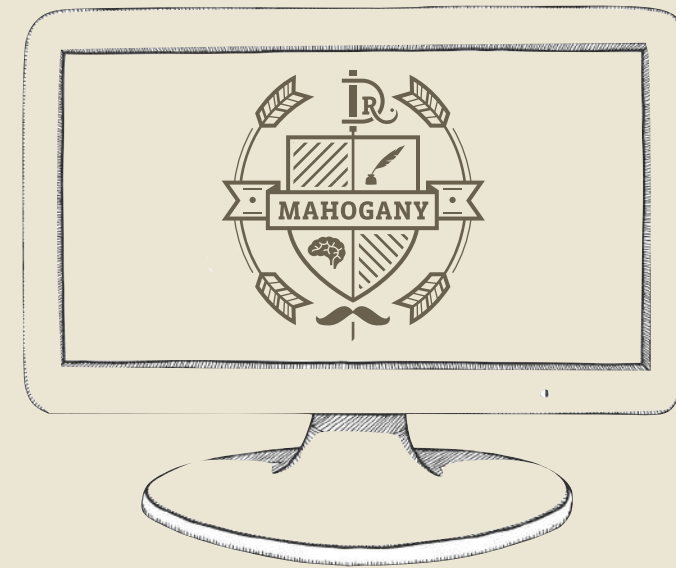
Includes: using online treatment locator systems, making or attending a mental health treatment appointment, meeting with a primary care physician about mental health or attending a professionally led support group

Depression and suicidal ideation scores significantly reduced, but uniquely so did:

1. Overall days of poor mental health
2. Improved perceived problem solving for social support and reaching out to others
3. Treatment motivation

LIFETIME IMPACT TO DATE

JULY 9, 2012 - DECEMBER 31, 2022



Website Users:
1,414,151



Average Time/Visit:
03:29



Head Inspections:
401,404



Crisis Line Clicks:
41,999

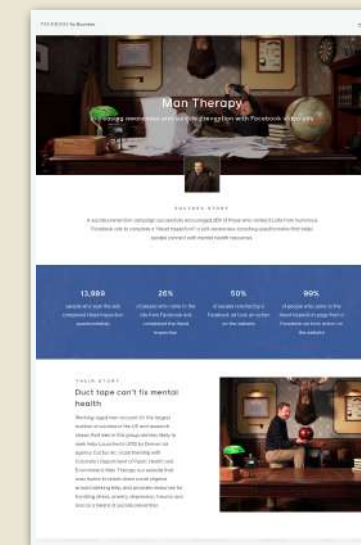
SXSW

AdAge

**The
New York
Times**

**The
Boston
Globe**

INSIDER



**15
ACTIVE
PARTNERS**

Riverside County, CA
Quarter 1 2023

**788 Completed
Head Inspections**

Compared to 39 HI
in previous quarter:
Oct - Dec 2022



State: California (1) ▾

County Segments: Exclude CITIES ... (1) ▾

Jan 1, 2023 - Mar 31, 2023 ▾

BASIC ENGAGEMENT DATA ?						
Sessions	Users (Unique Sessions)	New Users	Bounce Rate	Pageviews	Unique Pageviews	Avg. Session Duration
4,480	4,021	3,941	62.01%	8,189	6,926	01:23
↑ 1,434.2%	↑ 1,761.6%	↑ 1,910.7%	↑ 30.3%	↑ 990.4%	↑ 1,119.4%	↓ -60.5%

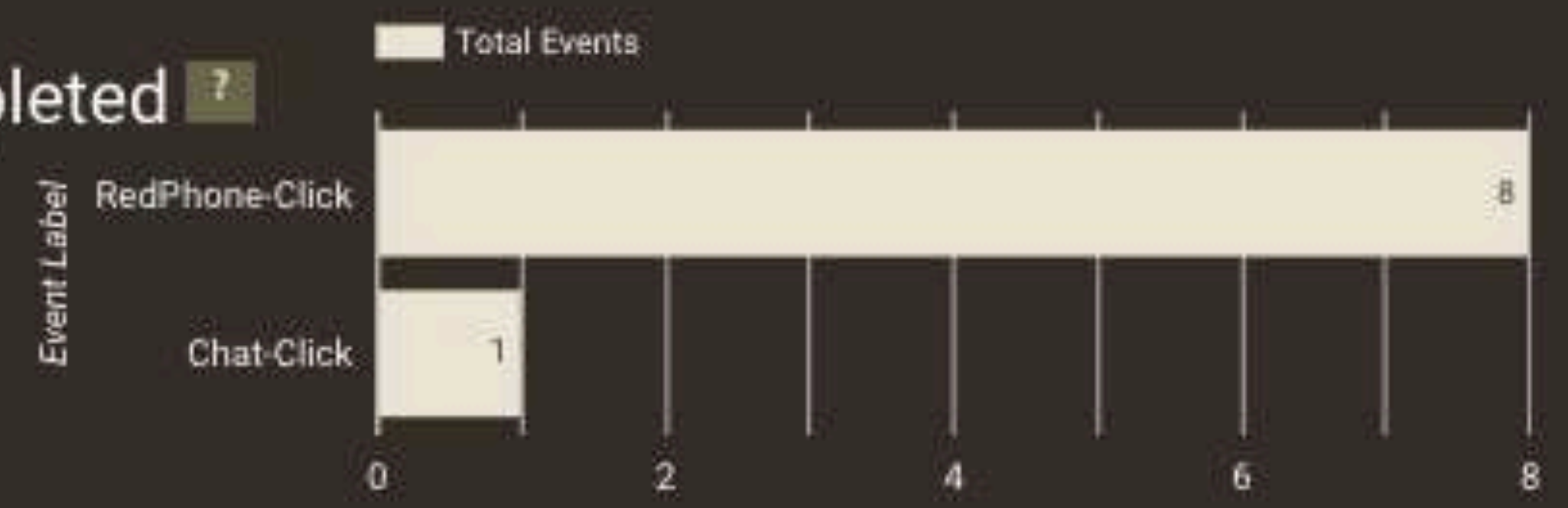
SITE GOALS

Head Inspections Started ?
1,155
↑ 1,891.4%



Head Inspections Completed ?
788
↑ 2,088.9%

CRISIS ACTIONS

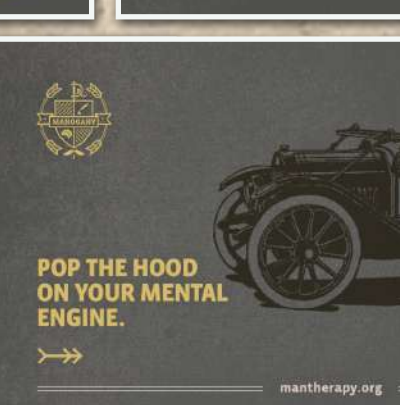
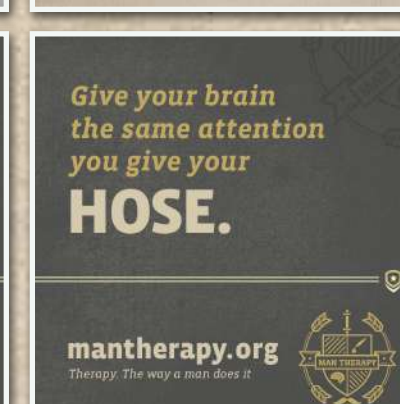
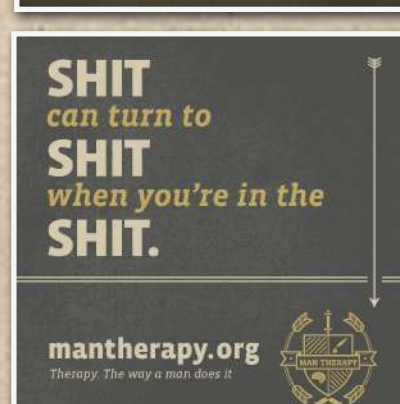
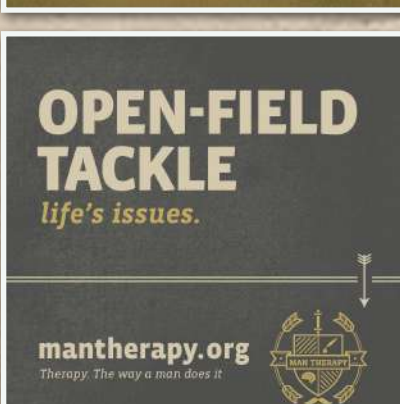
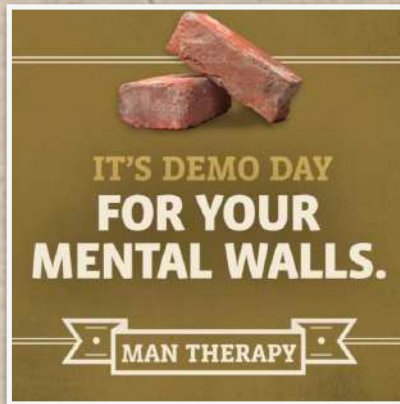
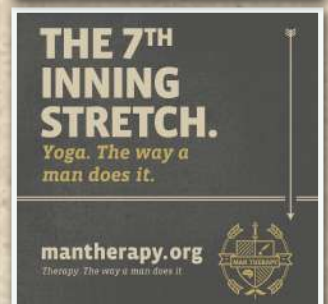
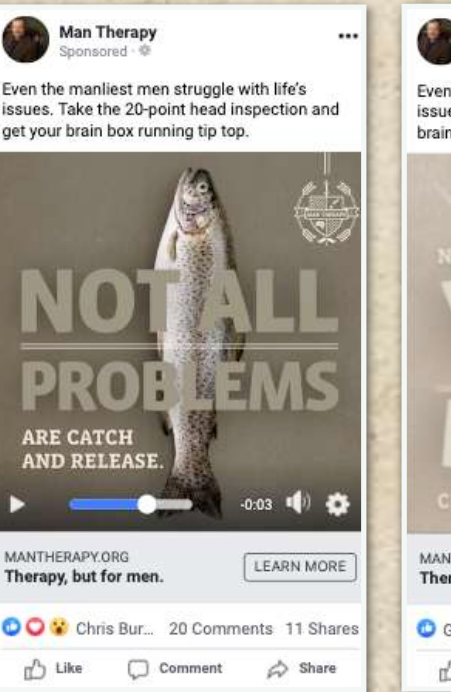
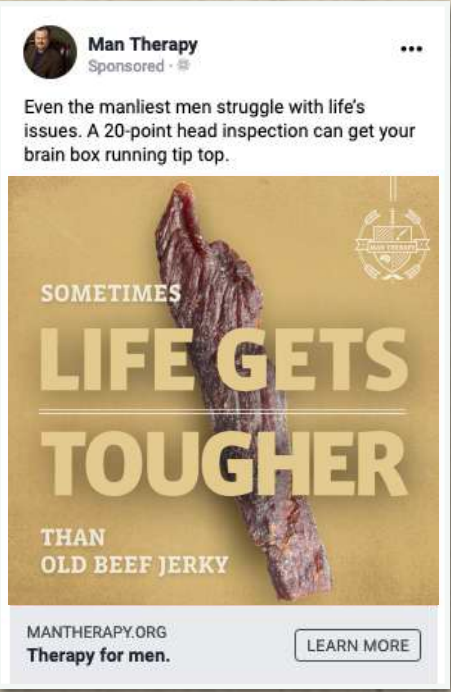
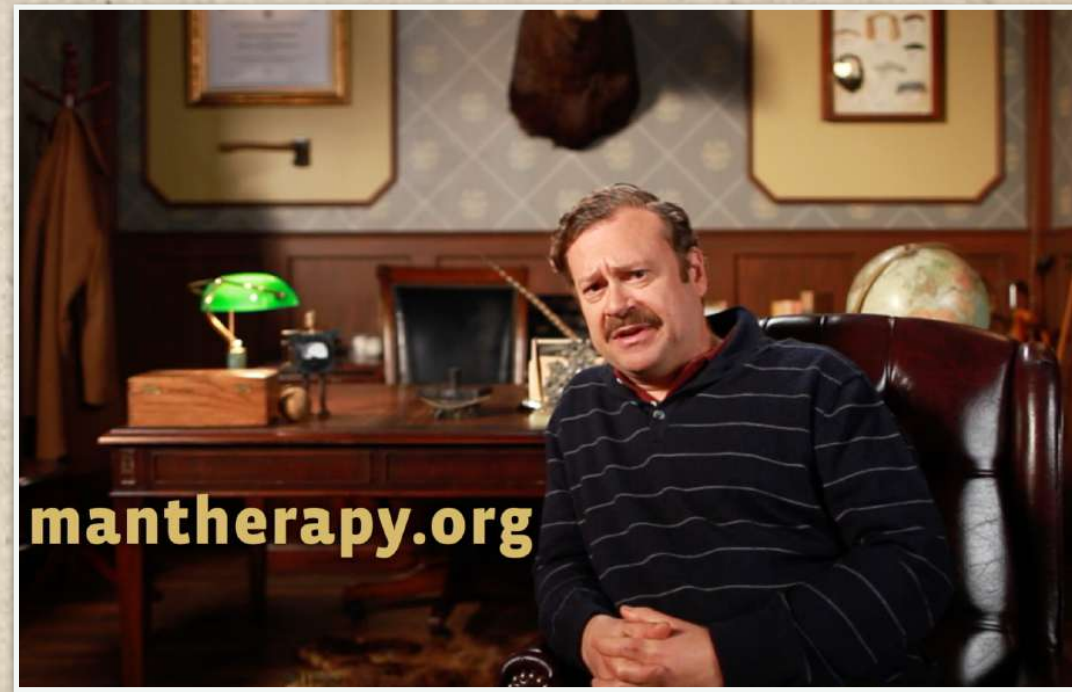


**Campaign Toolkit
Available**



Digital Assets: Videos, Social, Web, Viral by Audience

Audience specific: general, millennial, Gen x, construction, veteran, service industry, financial pressure, divorce, rural, agriculture, first responders, primary care



Print Assets: Posters, Wallet Cards, Coasters, Stickers, T-shirts

Audience specific: general, millennial, gen x, construction, veteran, first responder, Primary Care



Traditional Assets: Broadcast, OOH, Live Read Radio Scripts



CLIENT: Man Therapy / **FILE:** 10 Man Therapy (001) 0101
PROJECT: OOH Radio Book Placements / **MARKET:** 101 Austin /
DATE: 04.09.17 / **JOB NO.:** MTP409-003 /

LIVE READ 1: Guys, it's time to pop the hood on your mental health. Take the 20-point head inspection at mantherapy.org and get personalized tools and resources. Man Therapy — therapy, the way a man does it.

LIVE READ 2: Guys, it's time to get a few things off your hairy chest. Take the 20-point head inspection at mantherapy.org and get personalized tools and resources. Man Therapy — therapy, the way a man does it.

Punters...:15
 Did you know that men have feelings too? No not just kickers and punters, all of us. And if you're experiencing dangerous feelings like anger, depression or anxiety, it's important you do something about it. Check out ManTherapy.org to learn how.


Season...:30
 Gentlemen, football season is here. A time when a man's weekend is planned around kick off. A time when a man's diet is restricted to chips, dip and beer. And a time when a man's mental health is closely linked to the physical health of a certain quarterback's surgically repaired neck. For the fans, the football season can be an emotional rollercoaster. Luckily there's a new resource to help men deal with dangerous feelings like anger, depression or anxiety. Feelings that men can experience any time. Especially during the football season. Visit ManTherapy.org.

Fan Rage...:60
 Guys are passionate sports fans. So passionate that our moods and our emotions are directly linked to the fate of our favorite team. But if your team's loss turns into a hole punched through your wall, a remote control chucked through your LCD TV screen or a plate of half eaten chicken wings flung in the general direction of your dog, you might be a little too passionate. Fortunately there's a new resource out there to help guys deal with feelings like anger, sadness and stress. ManTherapy.org. At ManTherapy.org, you'll find resources you can use to help deal with tough life situations, like divorce, depression or a fourth quarter meltdown of epic proportions. So the next time you're feeling down about a loss or struggling with another issue, visit ManTherapy.org.

On Air Personality Testimonials
 Note: We've written a couple of these to give the Fan an idea of what we'd like to do. We can write more for different personalities.

:15 Seconds - OPT 1
 This spot would feature Big Al—a 104.3 the Fan host and also former Bronco and CU Defensive Lineman. Being a two-time Super Bowl champion may make me immune to shark bites and snake venom. But it doesn't make me immune to my emotions and feelings. So when they're getting the best of me, I go to ManTherapy.org. Check it out. It's ManTherapy.org.

:15 Seconds - OPT 2
 This spot could feature another on-air personality, such as D-Mac.
 Do you know who invented pork chops and fighter jets? Neither do I. But I'm pretty sure the same genius is behind ManTherapy.org—a new resource to help men deal with their mental and emotional health. Check out ManTherapy.org today.



*Therapy from the creators
of pork chops and fighter jets.*

↓

mantherapy.org



**OPEN-FIELD
TACKLE
life's issues.**

↓

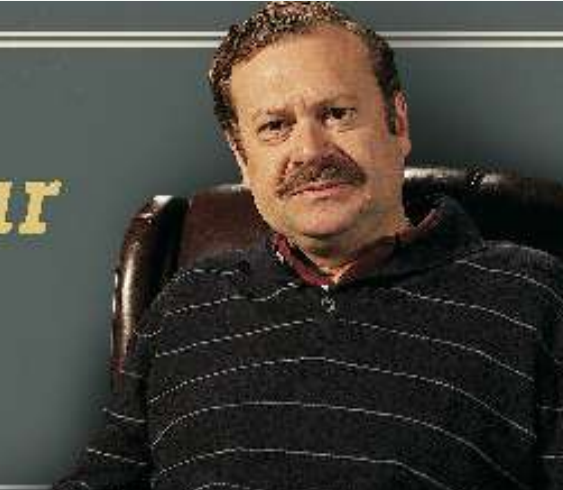
mantherapy.org
 Therapy. The way a man does it.



*Men have feelings too.
No, not just the hippies.*

→

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*Get a few things off your
HAIRY CHEST.*

↓


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*You can't fix your mental
health with duct tape.*

→

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**POP THE HOOD
on your mental engine.**

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mantherapy.org
 Therapy. The way a man does it.

Public Relations: PR Template, Facts & Figures, Viral Videos



THE OFFICE OF MAHOGANY MAN THERAPIST

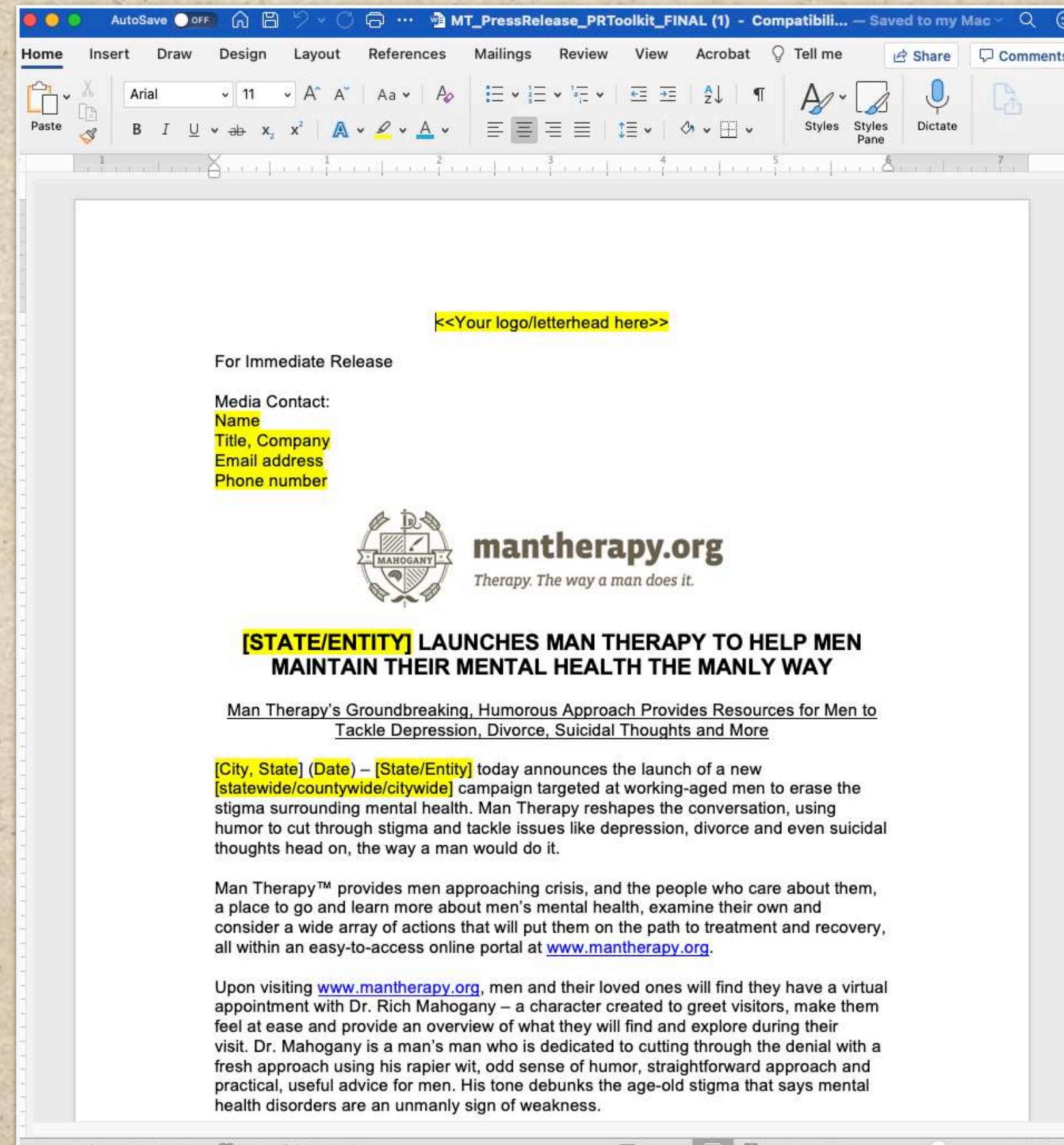
FACTS AND NUMBERS YOU SHOULD KNOW

THE MAN THERAPY CAMPAIGN

- The culmination of five years of research and development through a public, private, and non-profit partnership between the Office of Suicide Prevention at the Colorado Department of Public Health and Environment and Cactus Marketing Communications, Man Therapy was initially launched in Colorado in July 2012.
- The primary goals of Man Therapy are to:
 - Create social change among men and the general population about mental and overall wellness.
 - Empower men to take action/ownership of their mental health and over all wellness by increasing help-seeking behavior.
 - Reduce suicidal thoughts and deaths among men (long term)
- To date, more than 800,000 visitors from all over the world have visited www.mantherapy.org, spending an average of 5:50 minutes exploring the site.
- More than 130,000 visitors have completed the 20-pt Head Inspection and have been given advice and recommendations to consider. In a survey, the men who have completed this self-assessment, 77% have reported that they will probably or definitely use the recommended techniques.
- Over 35,000 visitors have clicked on the crisis red phone.

MENTAL HEALTH AND SUICIDE


- Anxiety disorders are the most common mental illness in the U.S.
- More than six million men are diagnosed with depression each year.
- Ninety percent of men who die by suicide have a diagnosable mental health issue at the time of death.
- Four out of every five Americans who die by suicide are men.
- Men ages 25 – 64 accounted for 55 percent of total deaths by suicide in the US in 2011.
- For every person who dies by suicide, an estimated six additional people are profoundly impacted for the rest of their lives.



<<Your logo/letterhead here>>

For Immediate Release

Media Contact:
Name
Title, Company
Email address
Phone number



mantherapy.org
Therapy. The way a man does it.

[STATE/ENTITY] LAUNCHES MAN THERAPY TO HELP MEN MAINTAIN THEIR MENTAL HEALTH THE MANLY WAY

Man Therapy's Groundbreaking, Humorous Approach Provides Resources for Men to Tackle Depression, Divorce, Suicidal Thoughts and More

[City, State] (Date) – [State/Entity] today announces the launch of a new [statewide/countywide/citywide] campaign targeted at working-aged men to erase the stigma surrounding mental health. Man Therapy reshapes the conversation, using humor to cut through stigma and tackle issues like depression, divorce and even suicidal thoughts head on, the way a man would do it.

Man Therapy™ provides men approaching crisis, and the people who care about them, a place to go and learn more about men's mental health, examine their own and consider a wide array of actions that will put them on the path to treatment and recovery, all within an easy-to-access online portal at www.mantherapy.org.

Upon visiting www.mantherapy.org, men and their loved ones will find they have a virtual appointment with Dr. Rich Mahogany – a character created to greet visitors, make them feel at ease and provide an overview of what they will find and explore during their visit. Dr. Mahogany is a man's man who is dedicated to cutting through the denial with a fresh approach using his rapier wit, odd sense of humor, straightforward approach and practical, useful advice for men. His tone debunks the age-old stigma that says mental health disorders are an unmanly sign of weakness.

Page 1 of 2 508 words English (United States) 140%



Layered Strategic Approach /

Use paid media to drive awareness and generate traffic to ManTherapy.org from your community

Using key printed materials, conduct community based outreach to disseminate and install materials

Empower local influencers & networks with key messages and materials

Establish infrastructure and a strong network for Man Therapy in order to support the campaign.

RIVERSIDE COUNTY IMPACT EFFORTS

ACTIONS WE CAN TAKE AS A COMMUNITY

Plug the available Man
Therapy materials into your
marketing and
communications channels

Distribute the materials
and utilize the assets



Thank you!

