

NEWS RELEASE

For Immediate Release
November 25, 2010

Where are the men? Report explores men's health and well-being

The health and well-being of men in Northern BC is the focus of a new report released today by Northern Health chief medical health officer, Dr. David Bowering.

"Men are important to the health of our families and communities, and improved health for men will benefit all of us", said Dr. Bowering. "Our resource-based economy and proportionally larger male workforce present a unique opportunity for Northern partnerships to improve men's health."

The report entitled "Where are the men?" looks at factors influencing and affecting the health of men in Northern BC; from their behaviours, lifestyles and choices, to the social pressures and media influences they face.

"This report marks the beginning of a process to seek input from men and communities in Northern Health around designing primary care services that will be more responsive to men and their issues" said Julie Kerr, NH's Director of Population Health. "It will serve as a discussion document to help with the future design of services, and to engage communities in an active dialogue on men's health."

The report and the focus on men's health is being modeled after the same process that helped create the RoadHealth Coalition, an initiative for improved road safety in the North. Since its launch in 2005, the coalition's initiatives have resulted in heightened awareness of the importance of road safety, and a 25% reduction in road traffic deaths in Northern BC.

Northern Health is in the process of planning a Men's Health Conference for spring 2011, and will embark on a round of community consultations about men's health later in the year.

A full copy of "Where are the men? Chief Medical Health officer's report on the health and wellbeing of men in Northern BC" can be downloaded from the Northern Health website under Your Health - Men's Health. (www.northernhealth.ca).

<http://www.northernhealth.ca/YourHealth/MensHealth.aspx>