



**DEPARTMENT OF HEALTH REPORT
1 July 2010 to 30 June 2011**

OUTPUTS

1. Information Services

1.1. Make available, maintain and regularly update the MAN website (<http://www.man.org.au>) that provides information and linkage for men about services and men's health issues, including the prevention of chronic disease and injuries.

MONTH	UNIQUE VISITORS	NUMBER OF VISITORS	PAGE VIEWS	AVERAGE TIME ON SITE Min: Sec
July 2010	1,850	2,275	5,818	02:48
August 2010	1,966	2,439	6,535	03:02
September 2010	2,023	2,493	6,295	02:44
October 2010	1,897	2,238	5,400	02:29
November 2010	1,849	2,183	5,086	02:22
December 2010	2,307	2,821	6,374	02:11
January 2011	2,165	2,581	5,888	02:02
February 2011	2,532	3,084	8,020	02:46
March 2011	2,687	3,227	6,753	01:49
April 2011	2,143	2,665	5,700	01:50
May 2011	2,677	3,321	7,284	01:53
June 2011	2,490	3,043	7,456	02:17
Monthly Average	2,216	2,698	6,384	-
TOTAL 1 July 2010 – 30 June 2011	26,586	32,370	76,609	Annual Average 2:20
TOTAL 1 July 2009 – 30 June 2010	20,294	23,882	59,196	Annual Average 2.19
Percentage Change	31% Increase	36% Increase	30% Increase	1% Increase

Table 1 Website Usage 1 July 2010 to 30 June 2011

Usage of the website continued to increase and at a faster rate than during the previous year. The number of **unique visitors** increased by 31% compared with 27% the previous year, while the number of **overall visitors** (including repeat visitors) increased by 36% compared to 23%.

There was a small decrease in the proportion of **unique visitors** from 85% to 82%, indicating that some users were visiting the site more often.

The rate of growth in the **number of page views** almost doubled from 16% to 30%.

There was no change in the **average time** that people spent on the site, which was 2 minutes and 20 seconds.

1.2. Produce at least six electronic newsletters per year, available on the MAN website, to inform target group of activities and services provided by MAN and other agencies.

Twelve E-mail newsletters were distributed during the year to approximately 1,400 organisations and individuals.

1.3. Maintain an up-to-date listing of men’s groups, government agencies with involvement in services specifically for men, and non-government organisations with an interest in men’s issues.

The services listed on the website are being continuously updated. The list of men’s sheds affiliated with Mensheds Australia was added to the list from the Australian Men’s Sheds Association taking the total to 67.

Details of requests for information received by telephone are provided in Table 2.

Month	Number of Requests
July	28
August	21
September	27
October	17
November	13
December	20
January	17
February	22
March	14
April	10
May	20
June	17
Monthly Average	19
Total	226

Compared with 313 for the previous year.

Table 2 Requests for Information July 2010 to June 2011

There has been a decline in the number of recorded telephone enquiries. The reasons are unknown but could include people contacting services directly and accessing the data base on the website directly, or the office being unattended. It may also be due to staff not accurately recording the enquiries that have been received.

When the office is not attended, the message on the telephone answering machine advises people to call the 24 hour help line at Mensline Australia plus the MAN website www.man.org.au that has the contact details for services.

The fridge magnets, which contain these contact details continue to be in demand.

An advertisement similar to the fridge magnets was placed in the annual calendar of events of the January edition, plus the October, Senior's Week edition of the *Have-a Go* newspaper, which is aimed at the over 55 age group.

A display advertisement publicising all the rural men's services, MAN, Mensline Australia, the national 24-hour support service, was placed in the Health and Wellbeing supplement of *Farm Weekly* on 19 August, 25 November, 27 January and 26 May, plus the special drought edition of *Farm Weekly* on 6 January. The Rural Financial Counselling Service was included in the advertisements since January.

MAN is listed in the Advice & Assistance section on page 5 of the *White Pages* and the Numbers You Need section on page 4 of the *Yellow Pages*. MAN is also listed under *Community Advisory Services* on page 562, Health Support Organisations on page 1266 and is the sole listing under Men's Organisations and Activities on page 1676 of the *Yellow Pages*.

1.4. Utilise the website, newsletter and the MensWebb email support network system to promote events, issues and contact among men's health groups.

The website has an events page, with some also featured in the newsletter.

The intimate partner abuse of men research report and the proceedings of the workshop are available on the website, as are the proceedings of the *Healthy Men Healthy Profits* seminar.

All submissions that MAN makes are listed on the website.

The newsletter covers a wide range of issues.

2. Partnerships

2.1. Form and strengthen partnerships with other agencies, organisations and community groups to advocate and progress issues related to men's health.

Aboriginal Men's Health

MAN has received funding from the Office of Aboriginal Health to employ an Aboriginal Male Health Co-ordinator. Kevin Giles has been appointed and commenced on Monday 17 January 2011. His duties include:

- Supporting the committee organising the 2011 National Aboriginal & Torres Strait Islander Male Health Convention
- Implementing the state-wide Aboriginal Pit Stop program
- Provide secretariat support for both the Aboriginal Men's Health Reference Group and the Aboriginal Men's Health Inter-Agency Group
- Revise the Aboriginal Men's Health Strategic Plan under the direction of the Aboriginal Men's Health Reference Group and the Aboriginal Men's Health Inter-Agency Group
- Plan the official launch of the Aboriginal Men's Health Strategic Plan at the national convention

The contract with the Office of Aboriginal Health to employ the Aboriginal Men's Health Co-ordinator was extended until 31 December 2011.

MAN has also received \$130,000 from the WA Office of Aboriginal Health to fund the development of Pit Stop programs throughout the state.

2011 National Conferences

MAN will host the national men's health gathering from 19-22 September 2011, which will constitute:

- 9th National Men's Health Conference
- 6th National Aboriginal & Torres Strait Islander Male Health Convention
- 5th National Men & Family Relationships Forum

The Executive Officer is the chair of the overall gathering committee and a member of the men's health conference program committee. MAN Board members are members of the gathering, men's health conference and men and family relationships program committees. The Aboriginal Men's Health Co-ordinator is a member of the Aboriginal & Torres Strait Islander Male Health Convention program committee.

Lotterywest provided \$62,000 for scholarships covering registrations plus travel or accommodation to assist representatives of WA non-government organisations to attend.

Men's Sheds

The Executive Officer participated in a strategic planning workshop with the WA Men's Sheds Association on 18 April.

Family and Domestic Violence

MAN was a partner with Lifeline in conducting the training program *Working with Men Affected by Violence* held on 7 October and attended by 18 participants. This was a follow up to the workshop conducted on the intimate partner abuse of men research.

The Executive Officer is a White Ribbon Day Ambassador.

He is also a member of the reference group for DVAS Central and attended a meeting on 23 July.

MensWebb

An email network system that involves several men's organisations, including MAN, Pathways WA, WA Men's Gathering, Mankind Project WA, Men's Work Project and The Grail WA was established with funds provided by Lotterywest. The website is:

http://www.menswebb.org.au/public_html/index.php

National Peak Body

Gary Bryant, Executive Officer is an Executive Committee member of the Australasian Men's Health Forum, which is the national peak body implementing a social approach to men's health.

Policy Development and Submissions

A submission was made to the federal Attorney-General's Department on the Family Law Amendment (Family Violence) Bill 2010. A copy was sent to all Western Australian Members of the House of Representatives and Senators and also placed on the MAN website.

The Executive Officer participated in a national teleconference to discuss the Bill that was hosted by the Australasian Men's Health Forum.

The Men

MAN received funding from Healthway on behalf of The Men's Work Project to conduct a play *The Men*. It is a moving and compelling account of how men cope when the lie is exposed, how they struggle to accept life on life's terms can become their ultimate undoing. A facilitated discussion was conducted following each performance.

- Community Centre Northbridge Piazza Saturday 18 June special preview for International Men's Health Week
- Old Mill Theatre South Perth 30 June/1July/2 July
- Community Centre Northbridge Piazza 7/8/9 July
- Camelot Theatre Mosman Park 14/15/16/17/18/19/20 July
- Don Russell Performing Arts Centre Thornlie 22/23 July
- Mount Lawley Bowling Club 29/30 July

Men in Black Ball

MAN was the charity that was supported by the 2011 Men in Black Ball that was held on 18 June. The ball is aimed at raising awareness of men's mental health.

Students and Volunteers

Several volunteers performed various roles:

- Newsletter editor
- Updating information on the website
- Bookkeeping and accounting
- Volunteer Co-ordinator
- Office administration
- IT support

Media & Promotion

The Executive Officer was:

- Involved with 6PR Nightline with Graham Mabury and Lord Mayor Lisa Scaffidi on 18 November.
- Interviewed by a Curtin University journalism student from The Western Independent on MAN, depression and the Men In Black Ball
- Interviewed by a Curtin University journalism student from The Western Independent on a research report regarding men's shopping habits
- Considerable publicity through a variety of media for the Men in Black Ball that mentions MAN
- Distributed a media release regarding the death of Brett Spies
- MAN brochures and fridge magnets distributed at the UWA Extension presentation at the Octagon Theatre by Celia Lashley
- MAN brochures and fridge magnets distributed at the UWA Extension presentation at the Alexander Lecture Theatre by Bettina Arndt
- Interviewed by Dr Rob McCoy, Editor, Medical Forum Magazine for the July issue. He suggested the National Men's Health Conference should have a segment aimed at practice nurses, which he undertook to promote
- Media release regarding the HBF health checks at Bunnings stores during International Men's Health Week
- Interviewed on 6PR on 15 June regarding the HBF health checks at Bunnings stores during International Men's Health Week
- Media release regarding *The Men* performance on 18 June
- Media release regarding *The Men* season

Networking

The Executive Officer attended the following:

- Child Support Agency Stakeholder Engagement Group on 7 July and 2 March.
- WA Men's Sheds Association inaugural AGM on 9 July
- Everest Expedition presentation by Patrick Hollingworth on 27 July, including MAN information table
- Injury Control Council of Western Australia 2010 ICCWA Community Safety Awards on 29 July
- WA Australia Day Council reception on 30 July
- WA Peaks Forum on 17 August and 16 November

- Men and Abortion meeting convened by the Abortion Grief Counselling Association on 18 August
- Prostate Cancer Foundation of Australia Great Footy Breakfast on 9 September
- Meeting with Suzanne Murphy, Fremantle Family and Domestic Violence Alliance on 14 September
- Master Builders Association Health Alliance on 16 September
- Male workers network on 21 September, 24 November and 9 February
- Melissa Perry, Clive Elliot and Kathy Ashton from Centrecare, plus Julian Krieg from Wheatbelt Men's Health regarding the State Suicide Prevention Strategy on 1 October
- AGM plus Executive Committee, Australasian Men's Health Forum meetings held in Perth on 8 October
- Billy Hill and Dean Dyer, Mankind Project on 11 October
- Good Company on 1 December
- WACOSS breakfast on 21 January
- Men's Work Project information evening on 31 January
- Department of Corrective Services senior officers seminar 5 April
- Michael Blake, Happy Day Music on 6 April
- WACOSS Management Support Online briefing 11 April
- Raelene Stokes, Impotence Australia on 12 April
- Andrew King, Groupwork Solutions on 13 April
- WA Men's Sheds Association strategic planning workshop on 18 April
- Aboriginal Men's Health Reference Group on 20 April
- Launch of *The Dad Factor*, by Richard Fletcher, organised by The Fathering Project on 11 May
- *Dads today - Fathering really matters!* Parenting Matters Seminar, Department for Communities on 12 May
- Scottish Masonic Charitable Foundation regarding their men's health grants
- *The Road to Manhood: An Evening for Men with Steve Biddulph* on 18 May
- Met with Clinton Heal, Founder and CEO of Melanoma WA, who was also the 2010 Young Western Australian of the Year, regarding possible involvement in International Men's Health Week plus ongoing community education program
- Advised Heath Black on possible strategies to assist in the development of a professional speaking career
- Approached Kerry Harmanis on behalf of Lisa Holland-McNair seeking support for the publication of Heath Black's book
- Attended Men's Focus Group meeting where Stephen Gallagher of Ngala led a discussion on the Parents Who Work Away program (which includes fly in fly out).
- Met with Relationships Australia regarding the facilitation of sessions following *The Men* play
- Attended Sorry Day function in Wellington Square

- Met with Bettina Arndt, author of *What Men Really Want in Bed*

In addition the MAN President and Board members also attended a number of Men's groups, Men's weekends and various committees, forums, meetings and other functions.

Professional Development

The Executive Officer attended the following programs:

- Healthy Men Healthy Profits seminar presented by MAN on 9 August
- Working With Men Affected by Violence, conducted by Greg Millan from NSW and Presented by Lifeline WA and MAN on 7 October
- WA Men's Gathering 19-21 November
- Manthropology lecture UWA Extension service on 20 January
- Community Sector Briefing by the Partnership Forum on 23 February
- Positive Psychology and Wellbeing, Sue Langley, presented by American Chamber of Commerce on 2 March
- Reducing Risk Taking Behaviour, Julian Krieg, presented by Injury Control Council of WA on 3 March
- Advanced Grant Seminar conducted by ourcommunity on 12 May.

3. Program delivery

- 3.1.** Coordinate and promote a minimum of three activities per year in support of International Men's Health Week. Activities to include information sessions that aim at improving men's awareness of the benefits of seeking help on health and wellbeing issues, including the prevention of chronic disease and injury.

International Men's Health Week was held from 13-19 June 2011. See the report in Attachment 1.

- 3.2.** Coordinate and conduct one major conference or seminar/workshop on men's health and wellbeing related topics per year.

The *Healthy Men Healthy Profits* seminar was held on 9 August. See the report in Attachment 2.

- 3.3.** Conduct a minimum of ten men's health information sessions per year in conjunction with various community organisations on men's health and wellbeing related topics.

- S.A.S. Association Healthy Nutrition Seminar on 19 July.
- Kingsley Freemasons for 20 men on 28 August
- Community Wellness day in Morley on 10 October
- Department of Veterans Affairs Men's Health Peer Support program on 19 April
- The play *The Men* is a moving and compelling account of how men cope when the lie is exposed, how they struggle to accept life on life's terms can become their ultimate undoing. A facilitated discussion was conducted following each performance.

- Community Centre Northbridge Piazza Saturday 18 June special preview for International Men's Health Week
- Old Mill Theatre South Perth 30 June/1July/2 July
- Community Centre Northbridge Piazza 7/8/9 July
- Camelot Theatre Mosman Park 14/15/16/17/18/19/20 July
- Don Russell Performing Arts Centre Thornlie 22/23 July
- Mount Lawley Bowling Club 29/30 July

3.4. Conduct a minimum of 3 Pit Stop programs per year that aim at improving men's awareness of the prevention of chronic disease and injury, as well as the benefits of seeking help regarding related issues.

- Kingsley Freemasons for 16 men on 28 August
- Fast Track Pit Stop training for the Aboriginal Men's Health Co-ordinator, Kevin Giles plus Neville Bartlett from Derbarl Yerrigan and Street Doctor. Kevin Giles made the following comments:
I have gone to numerous places and conducted the fast track pit-stop health checks, some of the places I have been:
 - *Bunning's in Midland,*
 - *NAIDOC event at Ashfield,*
 - *The LIFE program at Woorloo Prison Farm,*
 - *The LIFE program at Acacia Prison,*
 - *2 of the Rec-Link football games ,*
 - *I have walked the streets of Perth and tested Aboriginal people on the streets,*
 - *I have tested family members and friends as well, and*
 - *I even conducted a health check on the Noongar radio 100.9fm.*

All of these events were useful and created a lot of interest and enquiries, the NAIDOC event was very successful with 50 people tested and a lot a positive comments given. There is a demand for an Aboriginal male to go into the prisons and do health checks. This was echoed in Woorloo and Acacia with a number of prison officials making requests for me to continue doing health checks on a weekly basis, so the demand is there. The Rec-Link activities are a great opportunity to do health checks on our young people and educate them about healthy lifestyles, it was surprising a lot of the young footballers were very keen and interested and wanted to learn more about the pit-stop program.

- MAN arranged for HBF to conduct health checks at Bunnings stores at Cockburn and Balcatta on 16 June, Melville on 17 June and Midland on 18 June 2011 during International Men's Health Week

Resources

MAN has produced a fridge magnet that has proved very popular. It lists the MAN website www.man.org.au that has the contact details for services, plus the 24 hour help line at Mensline Australia 1800 78 99 78.

The set of seven posters and the two MAN brochures continue to be distributed.

The booklet *Who Said It's Easy Being A Guy?* has been re-printed by the City of Melville and MAN has purchased 2,200 copies for distribution.

Another booklet *More About Men: A Healthcare Guide* has proved to be very popular, but unfortunately is out of print and no longer available.

Gary Bryant
Executive Officer