



**Mens Health.**  
**Live long, Live well.**

*For immediate release*

### **Australian men - kick start 2011 with a health check**

Men's health advocate, Foundation 49, is urging all men to get a health check as part of a new year's resolution awareness campaign.

The campaign, "*Your health doesn't just affect you*" launches nationally this month, and is centred around reminding men to think of their health in light of their families as well as themselves.

Foundation 49 is a not-for-profit community health initiative of Cabrini Health and is funded solely through donations, fundraising activities and philanthropic grants.

Men make up 49% of the population and use health services 30% less than women.

Foundation 49 spokesman Chairman Associate Professor Gary Richardson said more than five men die prematurely each hour in Australia from conditions that might have been preventable.

"We want to reduce the number of men dying from potentially preventable conditions by raising health awareness and encouraging regular check ups," he said.

"Research from our online health surveys show raising the awareness of the importance of check-ups is vital given 20% of respondents said they had never even thought of it."

It is an exciting time in Australia with the release of the National Male Health Policy early in 2010, only the second country to implement such a policy in the world.

Foundation 49 produces a free men's health magazine containing health information for the average male, and a men's health tool kit, which includes a broad range of key information on men's health and wellbeing issues such as mental health, cancer, sexual health and fitness.



#### **FOUNDATION 49**

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A division of Cabrini Health



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Some key men's health statistics include:

- The suicide rate is four times higher for men than women
- Men live, on average, five years less than women
- Heart disease, cancer, accidents, suicide, alcoholism, obesity and smoking rob the country of 470,000 years of male life each year
- Over 65% of men are overweight or obese

The *"Your health doesn't just affect you"* campaign was created and fully donated by Clemenger BBDO Melbourne and will appear in newspapers and magazines, on radio and online throughout 2011 thanks to Mitchell & Partners.

For more information, visit the Foundation 49 website at [www.49.com.au](http://www.49.com.au)

*To interview A/Prof Richardson, please phone Christine Elmer, Director of Marketing, Cabrini Health on 0459 811 693.*