Understanding men's resistance in seeking mental health services: A need for social marketing

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Background to the issues

- Men in Australia
  - Seek help less
  - Die younger
    - Cardiovascular disease
    - Diabetes
    - Melanoma
  - Present at GPs with significant illnesses (often too late to intervene)
  - Suicide and depression
Approach

- Concepts of masculine and feminine
- Many systemic barriers
- Taboo subjects
- Concepts of weakness and strength
- Normalisation of isolation

Men as consumers of health messages

- Information processing style
- Framing
- Use of emotions
- Availability to see the message
- Relationship with the construct/idea/message
- Motivations
Solution/ Results

- We need the whole four Ps (at least)
- Pre-empt crises (use the statistics to design strategies)
- Normalise and de-stigmatise help seeking behaviors
- Men are Men and they need their own messages
- Advertising is not enough on its own

Next steps

- Work with local agencies
  - Beyond Blue
  - Quit
  - Heart Foundation
Remember: not all questions have answers (yet)