



**CANADIAN MEN'S HEALTH FOUNDATION**

# **Men's Health Month 2025**

**Kenton Boston**

President and CEO, CMHF



CANADIAN MEN'S HEALTH FOUNDATION

# MEN'S HEALTH MONTH

Leading Men's Health Week in Canada since 2014 and Men's Health Month since 2021.

## 2024 MOVE FOR YOUR MENTAL HEALTH

**14.2M** brand impressions

**1.3M** video views (#ParkLikeADad & workout series)

**79K** web views

Cross-canada media coverage (CTV, Global, CBC)





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# YOUNG MEN'S MENTAL HEALTH IS IN CRISIS

## 2024 CMHF STUDY RESULTS:

43%

of **young men ages 19-29** are at risk for moderate-severe depression, compared to the broader male population (18%).

57%

of **young men ages 19-29** struggle with high-moderate anxiety, compared to the broader male population (30%).



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# MEN'S HEALTH MONTH 2025



CMHF will expand the MindFit Toolkit to tackle stigma and offer more mental health solutions for men wherever they are in their journey.

- 2025 men's mental health research
- New youth mental health tools
- No-cost virtual counselling
- National video campaign & content series
- Cross-Canada third-party fundraising







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# NO-COST COUNSELLING FOR MEN

“

I've struggled with a lot of depression and anxiety this year, but with this toolkit I have been able to move past my struggles.

- MindFit Toolkit Virtual Counselling Patient



Presented by



TELUS Health

- Up to 3 virtual sessions/year
- TELUS Health MyCare in BC, AB, ON, QC
- Available to men without extended health benefits for counselling





MEN'S HEALTH MONTH 2025

OUR GROWING PARTNERS

