Men's Heath Partnership

Tuesday 12 September, 2017

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September 12th 2017

The Movember Foundation announces “Brothers Through Boxing” as a FINAL PROJECT IN the social INNOVATORS Challenge

On September 1st, the Movember Foundation announced ‘Brothers Through Boxing” as one of 13 projects to receive pilot funding as part of the Social Innovators Challenge, a $5.6M AUD phased multi-year investment in men’s mental health projects aimed at strengthening social connections for boys and men across Australia, Canada, and the United Kingdom. The goal of the initiative is to increase understanding about what works for helping men form strong, lasting and meaningful relationships which are needed for when things get tough.

The Challenge was initiated in 2015 when the Movember Foundation called for innovative, outside-the-box ideas that could lead to game-changing products or services to increase the quantity and quality of men’s relationships, thereby strengthening their sense of belonging to improve mental wellbeing. Proposals were reviewed by a third-party panel of subject matter experts, which included representation from participating countries and the United States.

“We know that in their 30s, men tend to start letting go of key relationships,” says Craig Martin, Global Director, Mental Health & Suicide Prevention, The Movember Foundation. “This is having a far-reaching and very negative impact because social relationships are a key protective factor for men against anxiety, depression and potentially suicide. We need to tackle this issue, and fresh ideas are needed because the status quo isn’t working for men. We’re excited to launch these projects that will build the critical evidence we need in this area.”

The projects, which begin this month, aim to reach men through a number of contexts including sport, food and gaming. The programs will run for two years to build evidence around what works for men.

“Brothers Through Boxing” was selected for its work with young men aged between 16-25yrs old, who are Not in Employment, Education or Training (NEET’s). This particular group find themselves lacking social connections, which may lead to social isolation within their wider community. This group will be reached through Boxing Future’s local community partnerships and referral pathways (Peterborogh, Cambridge, Bedford).

“Boxing Futures recognises that every male is different, which is why we are proud to part of a diverse group of projects, that offer a wide range of support for addressing the ever growing issue of male isolation and connectedness” says Adam Janocka, Project Lead, Boxing Futures.

“Brothers Through Boxing” looks forward to working with the Movember Foundation during this process to help men and boys live happier, healthier, longer lives.

For more information and a video on the Social Innovators Challenge visit our news article.

The 13 funded projects include:

Project Name	Organisation	Country
“DGI Connect”	Dads Group Inc.	Australia
“Entourage”	Orygen, The National Centre of Excellence in Youth Mental Health	Australia

“Vet Connect”	Soldier On	Australia
“Well Played!”	Queensland University of Technology	Australia
“WOW Surf n Sand”	Waves of Wellness Foundation	Australia
“Apocalypse Made Easy!”	University of British Columbia	Canada
“Dad HERO Project”	Canadian Families and Corrections Network	Canada
“Homebase”	McGill University	Canada
“Roots and Roofs”	Montreal WHO-PAHO Research and Training in Mental Health, Collaborating Centre for Research and Training in Mental Health	Canada
“Brothers Through Boxing”	Boxing Futures	UK
“Ex-Cell 50+”	Co-operative and Mutual Solutions Limited	UK
“Men’s Pie Club”	Food Nation	UK
“The Changing Room”	Scottish Association for Mental Health	UK

About the movember foundation

The Movember Foundation is the leading men’s health charity, funding over 1,200 projects in 21 countries worldwide – focused on men’s mental health, suicide prevention, testicular and prostate cancer. Movember raises funds and awareness worldwide to deliver innovative, breakthrough research and support programs that enable men to live happier, healthier and longer lives.

For more information on Movember Foundation programs visit our Report Cards.

For more information on Movember visit Movember.com.

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About “Brothers Through Boxing”

In the UK, 35% of NEET’s, report feeling too anxious to leave the house, with one-third disclosing that

they “fall apart” emotionally on a regular basis. This group is socially excluded which inhibits their participation in normal relationship formation and associatated activities, thus affecting their quality of life. During the first phase of the “Brothers Through Boxing” pilot, young men will train together for 90 mins a week for 6 months, working toward achieving a bronze Boxercise Award. During the second phase, participants can choose to act as ambassadors / mentors to new participants while continuing training towards further qualifications. Through the program, the young men will transition from loneliness and isolation to connection with friends, family and their community. To assist this transition each programme encorporates a toolset specifically designed to help males understand and tackle isolation and its associated issues.

For more information visit www.boxing-futures.org.uk

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