



# Promoting Men's Mental Health in Vermont

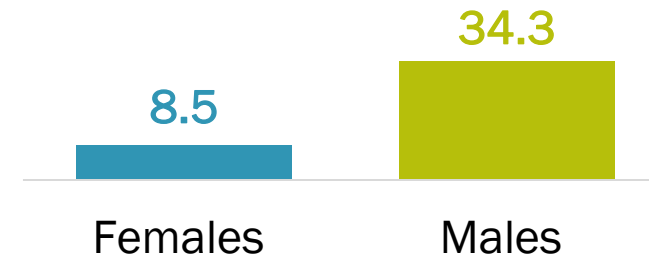
Using Man Therapy to Engage Men At-Risk for  
Suicide

August 2024

# Males in Vermont have high suicide mortality.

**98** males die by suicide each year, which represent **80%** of suicide deaths.

**Males have a suicide rate that is 4x higher than females.\***



People at risk often do not seek help:

**Only 37% of Vermonters who died by suicide were engaged in mental health treatment at the time of their death**

Death rates per 100,000 Residents, \* Denotes statistical significance  
Source: Vermont Vital Statistics, 2021 (rates), numbers and percentage (2019-2021).

# Mental Health for Men

“There is clearly growing recognition that we have to reframe mental health care and our approach to addressing the mental health needs of men.”

Arthur Evans Jr.  
Chief Executive  
American Psychological Association

# Mental Health for Men

- Vermont Goals:
  - Improve engagement with Men who are not engaged in mental health support
  - Decrease Mental Health Stigma Among Men
  - Increase Help Seeking and Access to Support
  - Promote an Evidence-based Approach that can be Implemented and Evaluated in Rural Settings During Grant Period
- Request for Proposal in April 2022
- [Mantherapy.org](https://www.mantherapy.org)
- History of Man Therapy: <https://www.youtube.com/watch?v=wFkmVZBTozc>

# Mental Health for Men: Man Therapy

Man Therapy Goals = Vermont Goals:

- Decrease Mental Health Stigma
- Improve Help-Seeking and Mental Health Wellness
- Decrease Male Suicide Attempts and Deaths
- Establish Accessible and Sustainable Resource

Evidence based model:

- Research Findings: Randomized Control Trials ([mantherapy.org](http://mantherapy.org)):
  - Statistically significant positive association between Man Therapy and professional help-seeking (OR = 1.55,  $p = 0.049$ );
  - Statistically significant improvements in symptoms of Suicidal Ideation and Depression

# Mental Health for Men: Man Therapy

- Vermont Pilot of Man Therapy:
  - Add Vermont Resources on Man Therapy Site
  - Promote Website in Two Pilot Regions (Rutland and Caledonia Counties)
    - Paid Promotion (TV, radio, social media)
    - Grassroots Promotion
  - Track Vermont usage and referrals to resources via website
  - Evaluate and Assess for Statewide Promotion in 2023

# Man Therapy Pilot Initial Results: November 2022 – January 2023

- **1,978 new users**
- **2,066 Unique Sessions (919% increase from previous year)**
  - **Rutland: 353 sessions**
  - **Danville: 112**
  - **St. Johnsbury: 53**
- **Average Session Duration: 1:29**
- **256 Head Inspections started; 215 Completed (322% Increase from previous year)**
- **17 Crisis Calls via Man Therapy Website**
- **Top Sessions: Relationships, Anxiety, Depression and Suicide**
- **Strongest Drivers to Website Sessions: Google Display and YouTube**

# Man Therapy

- **Maine Experience**
- **Walk Through of Site**



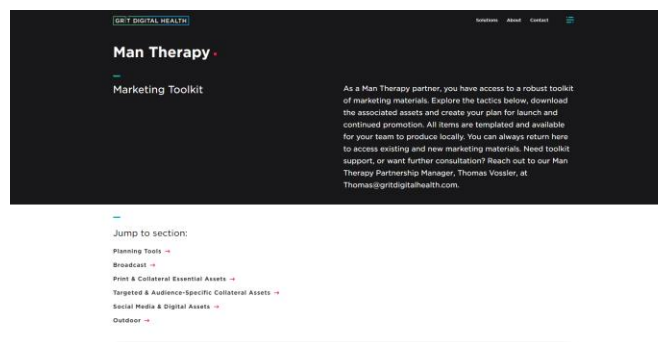
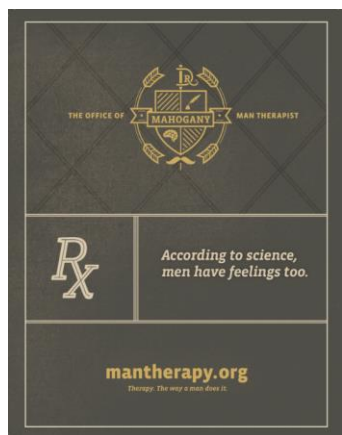


# Community Promotion of Man Therapy



## Resources for Communities:

- Community Toolkit for Local and Regional Promotion
- Free Access to All Digital Assets, Messaging, and Marketing Toolkit\* (includes content for Primary Care Practices + other target groups)
- Technical Assistance from VDH and Grit Digital to Support Promotion





Men, your  
**LOVE HANDLES**  
may not be the  
only place you're  
carrying baggage.

## Promotion in Community Settings

According to science,  
**MEN HAVE  
FEELINGS TOO.**

Indirect sharing: Display Man Therapy materials in highly visible areas to be found organically and explored confidentially on their own

- Posting physical materials in high-traffic/male-specific areas: wallet cards, posters, etc.
- Adding brand assets and URL links to digital communications: within signature of client-facing emails, content and links on website, posting on social media

Direct sharing: using any materials, either print or digital, and sending directly to staff or patients

- Sharing all materials and assets with staff to share with patients
- Identifying key patient interaction points (ie. check-in / check-out, follow-up / reminder e-mails etc.) where you can include content and links about Man Therapy
- Primary care referral pads - Share Man Therapy directly with patients in an easy way
- Direct mail or email to patients as necessary with a basic explanation of Man Therapy



# Promotion in Community Settings

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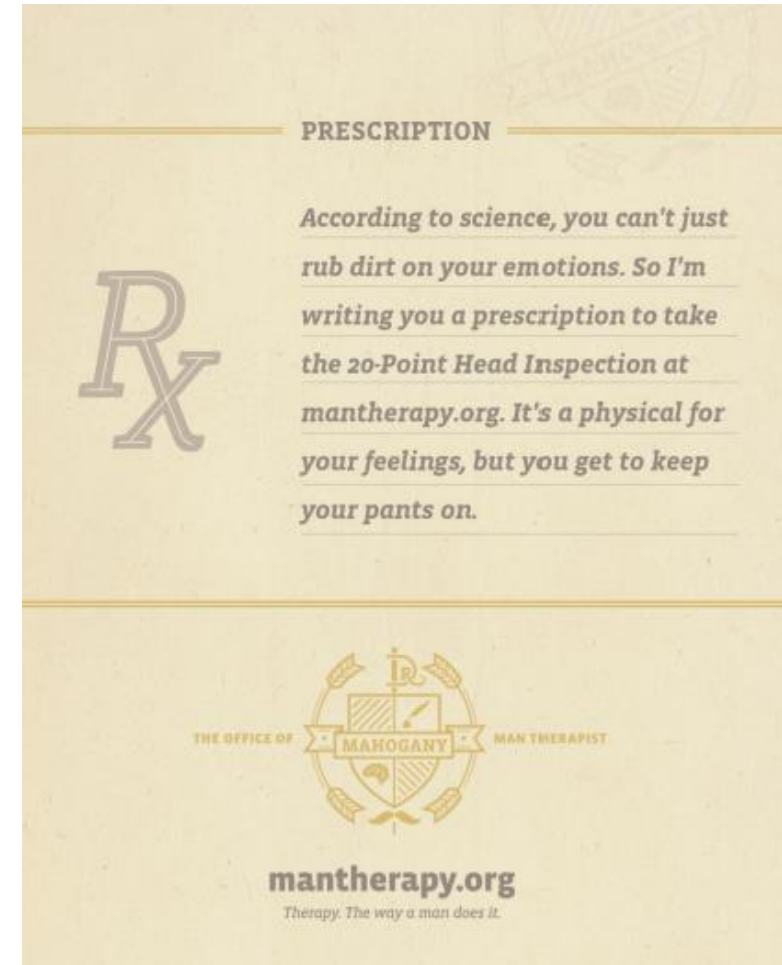
## Sample Email for Direct Sharing to Patients:

Dear \_\_\_\_\_,

*I am reaching out today to share a new resource that may be of interest to you. Our practice is currently promoting a new mental health website that was developed specifically for men, and I think you may find some of the content helpful. The website contains a large set of videos, tools, and tips for men who are interested in supporting their own mental health, including a confidential 20-Point “Head Inspection” that helps people identify specific ways to improve their mental health. Parts of the website are quite humorous and entertaining, but it also includes tools and supports to address a number of serious issues that men may be facing in their lives.*

*If you think you might be interested in learning more, please check out the site and consider taking the Head Inspection: [ManTherapy.org](http://ManTherapy.org).*

*Please let me know if you have any questions.*



# Mental Health for Men: Man Therapy

- Next Steps for Vermont
  - Continue Contract to License Man Therapy August 2023 – August 2025
  - Statewide Paid Promotion Through Google Search and You Tube
  - Continue Engagement for Grassroots and Organizational Promotion
  - Track Vermont usage and referrals to resources via website
  - Evaluate and Assess Statewide Implementation

# Interested in Man Therapy?

## Contact Facing Suicide VT:

- Questions
- Guidance and Support
- Networking
- Access to Promotional Content/SWAG/Cool Stuff
- Evaluation

Email: [FacingSuicideVT@vermont.gov](mailto:FacingSuicideVT@vermont.gov)