

# Men's Health Week 2025

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# From hesitation to action— changing men's health behaviours

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## **The challenge**

Two-thirds of Australian men put off seeing a doctor when they notice a health issue, often trying to manage it themselves or waiting until it worsens. This hesitation means missed chances for early intervention — turning small concerns into bigger, harder-to-treat problems.

## **The opportunity**

We have a chance to shift the conversation and change behaviours. By empowering men to take action sooner, we can help prevent serious health issues before they escalate.

## **The solution**

Healthy Male and the Centre for Male Health (Western Sydney University) are launching a targeted campaign to encourage men aged 18-44 to take the next step for their health — seeing a General Practitioner (GP) when something doesn't feel right. With the right message in the right places, we can drive meaningful change and improve health outcomes for Australian men.

# Bad advice is common — seeing a GP should be too



## Bad advice is everywhere

When it comes to men's health, everyone's got an opinion — Nonnas with old-school remedies, gym bros pushing the latest fads and mates who swear they "read it somewhere." The problem? A lot of this advice is wrong, unhelpful, or just plain dodgy.

## Flipping the script

Instead of lecturing men about what they're doing wrong, this campaign takes a fresh, engaging approach — using humour to highlight the stark contrast between everyday bad advice and expert medical guidance.

By putting familiar (but unreliable) sources of advice front and centre, we create an instant "aha" moment. The message is clear: when it comes to your health, trust the experts — see your GP.

## From awareness to action

This isn't just another health awareness campaign. It's about driving real behaviour change. We're making sure men walk away with one simple, undeniable takeaway: book that doctor's appointment.

# A multi-channel approach to drive action

We'll use humour to expose the dangers of bad health advice while ensuring one key message cuts through — for real health advice, see a GP. By tailoring content to different platforms, we meet men where they are — delivering the message in ways that grab attention and drive action.

## **Campaign webpages**

Clear, engaging content that provides credible health advice while reinforcing the campaign message, structured for easy scanning and quick takeaways.

## **Fast-scrolling platforms (e.g. paid social ads, street-side billboards)**

Short, punchy content that hooks attention in seconds with absurd “bad advice” moments before reinforcing the right action.

## **High-engagement environments (e.g. university campus activations, workplaces)**

More detailed storytelling that extends the gag, layering in a clear next step, like a QR code linking to more information.

# Building momentum: Last year's campaign success

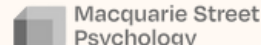
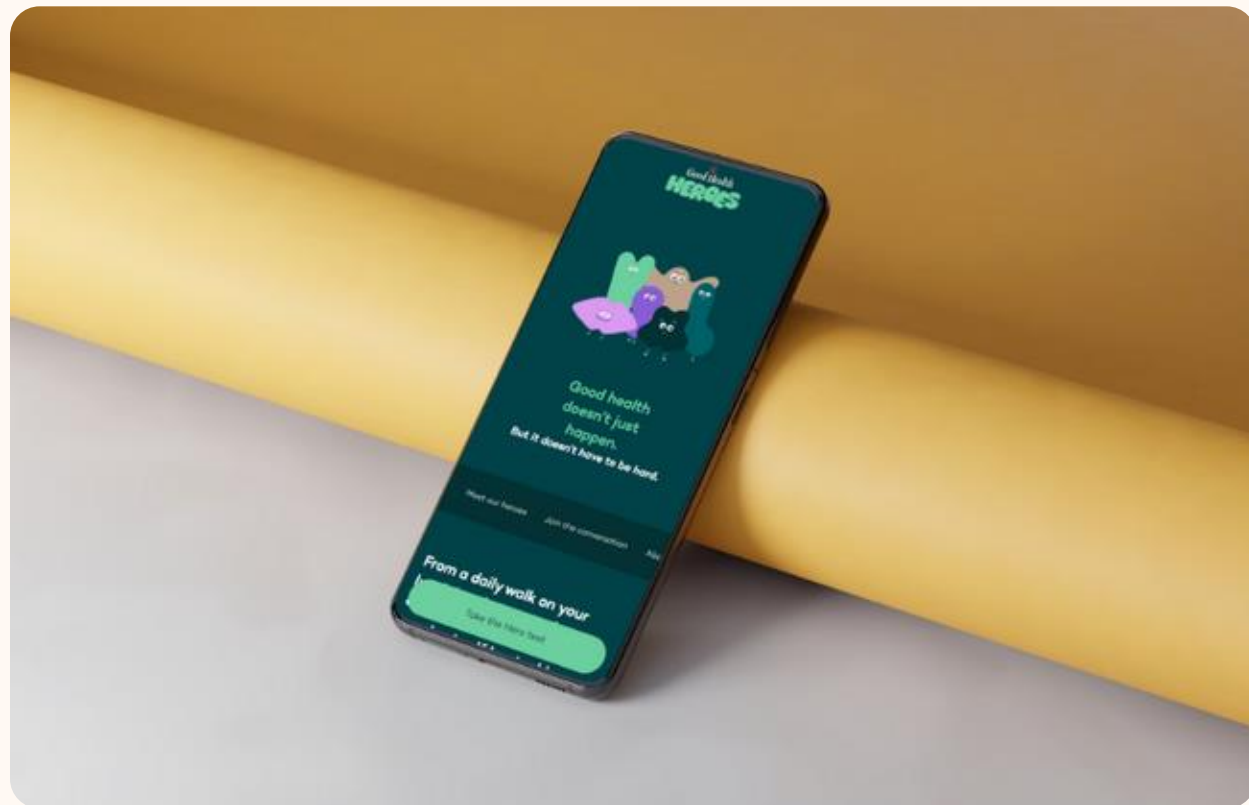
Last year's campaign delivered strong reach, engagement and impact, proving the effectiveness of our approach and setting the stage for even bigger results.

## Key digital results

- 3.1M social media impressions: Reaching men where they spend time online
- 22.3% email open rate: Strong interest from 13,355 recipients
- 24,500 website views: High engagement with campaign content
- 1,329 survey responses: Valuable insights from an invested audience

## Beyond digital: Expanding our reach

- 65 football stadium placements: High-visibility out-of-home content
- Men's Health Week events: 250+ attendees from health, education, and community sectors
- 13 high-traffic billboards: Strategic placements with Western Sydney University



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**HEALTHY  
MALE**



**CENTRE FOR  
MALE HEALTH**

**For more information please contact**

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