MAN THERAPY™

BRINGING THE POWER OF BRANDING TO MEN’S MENTAL HEALTH COMMUNICATIONS
MANLY MENTAL HEALTH TIPS

with

MAHOGANY

ep.1

BREATHING
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Office of Suicide Prevention
Linking Communities, Building Awareness, Preventing Suicide
www.cocep.org

CACTUS

@CactusDenver
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4 out of every 5 people who die by suicide are men.
THE APPROACH
HOW WE TACKLED THE ISSUE OF MEN & SUICIDE
MEN AND SUICIDE /
The Male Cultural Stigma to Seeking Help
· Men are far less likely to report depression.
· They feel they must be the caretaker for the family.
· There is a fear of the negative implication.
· Men tend to self-medicate.
· Men are much more likely to accept help than ask for it.
HOW MEN THINK /

• No Sissy Stuff
• The Big Wheel
• The Sturdy Oak
• Give ‘em Hell
WHAT WE LEARNED /
Smash the stigma
Connect the dots: physical symptoms
Meet men where they are
Show role models of hope and recovery
Coach the people around the high-risk men
Give men at least a chance to assess and “fix themselves”
THE SOLUTION
WHEN A MAN IS IN CRISIS, IT IS TOO LATE
ADDRESSING MENTAL HEALTH UPSTREAM /

Substance Abuse
Anxiety
Depression
Anger
Violence
Stress
HOW DO WE NORMALIZE THERAPY?
MAN THERAPY / DR. RICH MAHOGANY
mantherapy.org
THE OFFICE OF

MAHOGANY

MAN THERAPIST
Dr. Rich Mahogany

PART
FOOTBALL
COACH
Dr. Rich Mahogany

PART DRINKING BUDDY
Dr. Rich Mahogany

100% ACTION HERO
18 PT. HEAD INSPECTION /
**QUESTION 11**

Life is full of annoyances—like speed bumps, mosquitoes and telemarketers. On occasion, these annoyances can turn into anger. How easily are you angered?

- Not easily, I am able to control my temper
- Some things make me angry, but my temper is generally under control
- I don’t always show my anger, but if I do—watch out
- I fly off the handle easily
OFFICIAL PIECE OF PAPER
MARCH 3, 2013

--- THE OFFICE OF MAHOGANY MAN THERAPIST ---

On the matter of DEPRESSION

MAN CON LEVEL: NOT SO HOT

I think you’re depressed. You spend your days thinking about how unhappy you are. You hate your job, you avoid your friends and overall you’re pretty bummed out about your life. So what are you going to do? Continue to wallow in your sadness or get off your rear end and get some help? You know the answer. Here’s what you need to do: Head over to the Professional Therapy section of my office to find a Man Therapist-recommended doctor in your area, make an appointment and get better. If you need to talk to someone now, please use the red phone to reach the Crisis Line. Find yourself some hope, sir. I know you can.

On the matter of ANGER

MAN CON LEVEL: NOT SO HOT

You’re like a bottle rocket attached to a stick of dynamite attached to a pound of C4 plastic explosives. You’re just one tiny incident away from detonating with rage. It’s time for you to get some serious help. In professional therapy you’ll find a listing of Man Therapist-recommended psychologists and doctors in your area. With their expert knowledge, and in some cases, medication, these pros can help guys like you get your anger under control. With time, effort and hard work, you can get better. Anyone who doubts you can go straight to the cosmic counter of a department store on free sample day—also known as hell.

On the matter of ANXIETY

MAN-CON LEVEL: NOT SO HOT

You’re anxious. You’re nervous. You’re stressed. You’re having the hell out. You lose sleep over things you can’t control. You need to get some help. But getting help is not something you should worry about. Because, in my office, I’ve made finding professional help easy. Simply click your way over to the Professional Therapy section. There you’ll find Man Therapist-recommended doctors and mental health professionals to help you get your anxiety under control. And with the help of a professional, many men just like you have transformed themselves from worriers into warriors.

On the matter of SUBSTANCE USE

MAN-CON LEVEL: NOT SO HOT

...
FEELING MOTIVATED?

After reading, or at the very least skimming, your results, how likely are you to get off your keester and try some of the techniques and remedies I recommended?

- No, I’m not going to use the techniques
- I’ll try them if I remember
- I’ll probably try them
- I’m definitely going to use the techniques
THERAPY HAPPENS

• Site experience based on behavior change principles
• Removes barriers and reduces stigma
• Makes therapy easy to do and relatable
• Introduction to a broad range of treatments and therapy
• Directs visitors to a wide range of tools and resources
IMPACT TO DATE
ANALYTICS

- Visits: 335,000
- Average Time/Visit: 6:50
- Quiz: 53,720
- Crisis Line: 17,181
- Youtube: 29,721
- Impressions: 260 million
- Value: $3,135,440

*As of April 1, 2013
VISITS BY STATE

1. Colorado – 42,050
2. Michigan – 14,608
3. California – 14,131
4. Wisconsin – 12,288
5. Missouri – 10,801
6. Minnesota – 8,964
7. Illinois – 8,799
8. New York – 7,654
9. North Carolina – 6,579
10. Texas – 5,798

Updated: 8/13/13
RESULTS /

Able to cross-tab w/ 3 response categories (A-ok, So so, Not so hot) across 4 results categories (Depression/suicide, Anger, Anxiety, Substance Use)
SAMPLE QUESTIONS

- I’m definitely going to use the information to better my mental health
- I’ll probably use the information to better my mental health
- I’m not sure
- I don’t think these will help me
- I definitely will not use these
RESULTS OF 7,933 RESPONDENTS

Gentlemental Health: 70% probably or definitely plan to use the information.

Man Therapies: 84% probably or definitely plan to use the information.

Tales of Triumph: 64% found the videos pretty or very helpful.

18-Pt Head Inspection: 77% probably or definitely will use the recommended techniques.
MAN THERAPY AUSTRALIA
BEYOND BLUE PARTNERSHIP
THANK YOU

@DrRichMahogany
#ManTherapy

youtube.com/DrMahogany

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Man THERAPY / :30 TV PSA
MAN THERAPY / OUT OF HOME
Therapy from the creators of pork chops and fighter jets.

mantherapy.org
You can’t fix your mental health with duct tape.

mantherapy.org
Men have feelings too. No, not just the hippies.

mantherapy.org
THE 7th INNING STRETCH.
Yoga. The way a man would do it.

GRILLING ANIMAL MEAT.
Aromatherapy. The way a man would do it.
MAN THERAPY /
COLLATERAL
Dr. Rich Mahogany
MAN THERAPIST

Visit me at mantherapy.org. It's an online effort to help men deal with everyday turd tornadoes and mental health issues. Come prepared with a working computing gadget and a brain ready to be fine-tuned like an Italian sports car.
MANTHERAPY.ORG   This coaster is more than a buffer between the bar and your cold, perspiring beverage. Flip it over for a manly prescription to help better your mental health.

THE OFFICE OF MAHOGANY   MAN THERAPIST

PRESCRIPTION:
Bosses, in the interest of your employee’s mental health, I’ve recommended he take a mental health day. So put that stack of paper on someone else’s desk, this guy is going golfing. And probably taking a nap.

TO FILL: give to your boss

Dr. Riff Mahogany, M.T.
mantherapy.org
RICHARD & THE BALLS
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12.19 • JIM'S BAR • HEARTHIRE, CO
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3.11 • BART'S BEER BARN • OGDALLA, NE
3.12 • PAUL'S PUB • STONEWASH, CO

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Go salami, go andouille,
Pork sausages are we,
Mortadella, capicolla,
Taste and integrity,
Linked together,
We never surrender,
Noble charcuterie.
Hail to all ye smoked
And cured meats,
Fight for victory.
Brat! Brat! Brat! Brat! Brat!
Let's eat!