

HEADS **UP** GUYS

MEN'S
MENTAL
HEALTH

JOSHUA BEHARRY

PROJECT MANAGER
HEADSUPGUYS



THE UNIVERSITY
OF BRITISH COLUMBIA



About HeadsUpGuys

HeadsUpGuys provides resources and support for men's mental health.



- **Mission:** Improve men's mental health and reduce their risk of suicide.
- **Resources:** Self-Check Suite, Self Care Tips, Self-Guided Courses, International Therapist Directory, Over 100 Recovery Stories
- **Confidential & Accessible:** Free, anonymous, online resource.





BETTER STARTS HERE

FOR MEN. ABOUT MEN.

HEADSUPGUYS IS THE WORLD'S LEADING MEN'S MENTAL HEALTH RESOURCE

TAKE DEPRESSION CHECK NOW

A GLOBAL RESOURCE



100+ SELF CARE ARTICLES



100+ RECOVERY STORIES



SELF-GUIDED COURSES



30+ ARTICLES ON HOW TO SUPPORT A MAN



INTERNATIONAL THERAPIST DIRECTORY WITH
OVER 800 QUALIFIED THERAPISTS



80+ RESEARCH ARTICLES

OUR IMPACT

Over 5 Million
Website Visits

Over 500,000
Depression Self Checks
Completed

Over 20,000
Connections Made with
Therapists

Over 700
Course Completions

- Over 100 Media Features (Including CBC, GlobalTV, CTV News, The Vancouver Sun, The Huffington Post, Fortune, BuzzFeed, The Telegraph)
- Over 100 health and related websites list us as a valuable resource

Our Campaign

HeadsUpGuys works to support men's mental health and prevent suicide.



- Objective: Increase awareness and provide accessible resources.
- Collaboration: Partnered with the Northwood's Tri-County COPE Coalition.
- Method: QR code on coasters placed in bars, taverns, restaurants, and golf clubs.



Campaign Goals and Target Audience

The goal was to engage men in social settings where they gather.

- **Target Audience:** Men, particularly young adults and men aged 45-54.
- **Engagement:** Reach men before they actively seek mental health help.
- **Campaign Focus:** Increase awareness without requiring active searches for help.

Key Stats and Engagement

We've seen promising engagement, with more data to come.

- **QR Code Visits:** ~160 visits so far.
- **20% Increase:** 2,400 visitors from Wisconsin (vs previous time period), showing a growth in site traffic.
- **Engagement Rate:** 60% of visitors engaged for 1:44 on average.
- **Demographics:** 8% of visits from 18–24-year-olds.
- **Depression Screenings:** 80 visitors completed the screening.
- **Course Participation:** 50 visitors started a Course.

Campaign Impact and Next Steps

The campaign is still in progress, and the full impact will unfold over time.

Even modest numbers indicate positive conversations and engagement.

- **Conversations Started:** Impact in high-engagement social settings.

Next Steps:

- Wait for full distribution of coasters and continued engagement.
- Refine strategies based on new data and opportunities.
- Digital ads and further data collection for better targeting (eg. in Men's Health Month in June).

Step Up For him

Get ready to join us June 1–15 for Step Up For Him - a movement to raise awareness and support men's mental health through action.

- **Walk. Run. Ride. Hike. Connect.**

This 2-week campaign period coincides with Men's Health Month and wraps up on Father's Day, making it a meaningful time to step up.



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