

So, what's the problem with men's health?

The way we talk about and treat men's health needs to change. Here's why.

1 in 5



of your male colleagues will die before they're old enough to retire

50%

Working men visit the GP 50% less than working women



12.5%

of men in the UK have experienced a common mental health problem



50%

An estimated 50% of premature male deaths are preventable



Men's healthcare is experiencing a crisis.

1

We're not taking them seriously
– Phrases like “man up” and “man flu” are widely used and accepted.

2

Guys are told they should be strong
– Society says men should be self-reliant, so many won't say if there's a problem.

3

Men work longer hours
– Making them more stressed, less healthy and less willing or able to see a doctor.

4

Most want to leave it alone
– Many don't respond well to preventative measures and avoid intimate examinations.

5

Healthcare often isn't made for men
– The majority of healthcare comms are aimed at women.

6

Women engage more than men
– In the UK women have 4x as many GP touchpoints as men throughout their lives.

It's time to change the game for men's health

Employers, you're up. Here's what you can do:



Make sure you're speaking men's language

- Talk about “stress” rather than mental health.
- Make sure your healthcare benefit comms are specifically targeting men.



Show there's nothing to be embarrassed about

- Managers and directors, talk about how you're looking after your health.
- Normalise the topic through education and training.



Bring men into the conversation

- Assign men's health champions at work.
- Put on social events for men, not necessarily about men's health.



No more no man's land

- If you suspect a colleague is struggling, ask them.
- Show them what support is already out there.



Give personalised support that's made for men

- Give your employees access to men's health practitioners
- Support should be anonymous and easy to access.



Peppy is a first-of-its-kind digital health service designed specifically for men.

Give your team Peppy, and you give them access to personalised support with men's health experts that covers a wide range of common problems and conditions, anytime, anywhere.