



**WE'RE GOING N.U.T.S (NO UNDERWEAR THURSDAYS) ON THURSDAY 25TH NOVEMBER 2021
TO RAISE AWARENESS & FUNDS FOR MEN'S HEALTH IN SOUTH AFRICA**

The month of November has become synonymous with men's health through the annual Movember campaign, which provided the much needed funding for the Men's Foundation to invest into programs that improve the lives of men in the space of prostate/testicular cancer, depression and suicide prevention.

From 2021 the global Movember Foundation have indicated their intent to no longer stage a dedicated campaign in South Africa, which previously enabled the Men's Foundation to create awareness and raise funds to invest into programs that improve the lives of South African men.

Research co-funded by the Men's Foundation confirms that prostate cancer will become the leading cancer in South Africa by 2023, with an anticipated increase of 140% by 2030, while suicide remains one of the highest causes of unnatural death of South African men with an average of 18 suicides per day – this equates to 1 man dying every 1.5 hours in our country.

With an 7 year average lower life expectancy than women, we continue to advocate for affordable access to treatment through the Cancer Alliance, while developing programs from investment through fundraising to bring about these fundamental changes.

To this end, the Men's Foundation NPO/NPC is launching the GoCommando campaign for November 2021, whereby proceeds will be invested into local men's health programs surrounding Prostate & Testicular Cancers, depression and suicide prevention amongst men.

Up to now, men's health has not been prioritized and coupled with men's lack of health seeking behaviors – aligned to the Department of Health launching the Intergrated Men's Health Strategy in December 2020, we are seeking a collaborative relationship with Round Table around South Africa in order to engage with men to bring about the change required for both civil society and government to prioritise these issues and ensure that all men can gain access to affordable treatment surrounding the key health issues.



By purchasing a GoCommando sticker for R50 and providing further donations in support of the foundation, proceeds will be invested into the training of medical professionals ahead of the implementation of the Prostate Cancer Policy from the National Department of Health which the Men's Foundation served in developing.

Through the GoCommando campaign, by wearing a sticker or a GoCommando facemask on 25 November, you are helping to raise awareness and funds in order for the Men's Foundation to continue to Menhance Lives in South Africa.



These proceeds can be directed specifically to train health care workers within community facilities surrounding he area's where Round Table are present, thereby ensuring that the men within these communities can gaining access to trained medical professionals who treat men within the community clinics and hospitals ahead of the implementation of the prostate cancer policy being gazetted in 2022.

Aligned to Round Tables #IMPACTFULCHANGE, this will become a groundbreaking initiative which the Men's Foundation will acquire Urologists to record the key required information for an online training platform, further supported by documentation which will provide the training outlined withing the Prostate Cancer Policy for the public health care system.