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Andrology

An-drol'-uh-jee

The study of the functions and diseases specific to males, especially of the reproductive organs

>> FROM THE DIRECTOR

Four years have passed since funding was originally granted from the Federal Department of Health and Ageing to create the Andrology Australia program.

Over that time, the foundations have been laid to begin to roll-out widespread community and health professional education on male reproductive health issues.

I am happy and very proud to announce that the Federal Government has again decided to fund Andrology Australia for another four years.

Allowing the program to continue is a great step forward to further improve health services and create additional resources for men. The next four years will allow Andrology Australia to cultivate understanding of men's reproductive health in the community and encourage men to seek advice on treatment and management.

I hope that you will all join with me and celebrate this recognition of Andrology Australia, bringing with it a greater focus on the importance of men's reproductive health, and men's health overall.



Professor David de Kretser



Greater awareness of the diseases and conditions specific to men has come about because of the men's health movement. The movement developed national meaning by the mid 1990's and has now had a significant impact on some areas of male reproductive health¹.

Issues that were previously never spoken about have come to the fore and raised the awareness of specific men's health conditions. The availability of oral erectile dysfunction therapies such as Viagra, the controversy around PSA testing for prostate cancer and the suggestion that men's fertility levels are dropping have created much debate². While reproductive health issues are only a part of men's health issues in general, the state of men's health and what actions need to be taken to improve it has led to firm belief that there needs to be policy and practice put in place.

Although the concept of men's health is becoming more accepted in the community, policy initiatives are still in very early stages³. At present, there is no national men's health policy in Australia. State policies have begun to develop and have so far been released in Western Australia and New South Wales.

Even though the introduction of State policies has been gradual, the health and education needs of men have been recognised and a number of activities developed and introduced across Australia. These include men's health nights, telephone lines and various information services for men⁴. However, government funding has often been limited for these initiatives.

The support of men's health initiatives such as Andrology Australia, are positive steps towards providing men with the health information and resources that are needed. The momentum of the men's health movement is still growing and this can only lead to greater recognition and further support from governments at all levels to ensure that the health needs of Australian men are met.

References:

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2. Watson J (2000). Male Bodies: Health, Culture and Identity. Open University Press, Buckingham, United Kingdom
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4. Fletcher R (2001). The development of men's health in Australia In: Davidson N and Lloyd T (eds) Promoting Men's Health: A Guide for Practitioners. Bailliere Tindall: London, 67-76



**WE CAN'T SHOW IT
BUT YOU NEED TO KNOW MORE**

whateverymanneedstoknow.org.au
Tel. **1300 303 878**

 **ANDROLOGY AUSTRALIA**

Focus on **WHAT EVERY MAN NEEDS TO KNOW**

What is the 'What Every Man Needs to Know' campaign message?

The campaign aims to raise the awareness of men's reproductive health issues in the community, to encourage men to think about their health, and to see a doctor about any health concerns. To ensure a happy and healthy life, men need to know more about their bodies, how it works, and what can go wrong.

Why was the campaign developed?

After extensive research by Andrology Australia on the health education needs of men affected by reproductive health problems, it was found that there was little comprehensive information available to men that are already living with a reproductive health issue. As a provider of unbiased, quality men's health information, this became a priority for Andrology Australia and resulted in the development of the 'Men's Health Matters' consumer guides.

It was also found that there is little educational information targeted at men in general. Even though a large proportion of men are affected by reproductive health issues, most men do not realise how common such problems actually are. It is important to 'normalise' these conditions in the community and when confronted with a health issue, ensure that men know where to go to get information.

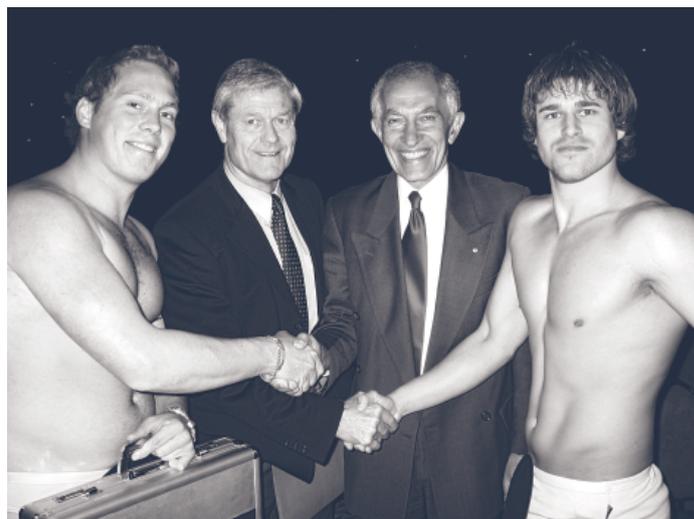
Most men are reactive when it comes to their health, not proactive. Therefore, unless affected by a reproductive health problem, not many men are aware of the gender-specific health issues that may become a problem later in life. Andrology Australia realised that educational materials to raise the awareness of men's reproductive health issues in the general community were urgently needed.

When and how was the campaign launched?

'What Every Man Needs to Know' was officially launched on Tuesday 22 June, 2004 at the Rod Laver Arena in Melbourne. This venue was chosen because it allowed a clear demonstration of the estimated number of men in Australia that suffer from each of the reproductive health issues that Andrology Australia focuses on. For example, the number of men over 40 in Australia with erectile dysfunction would fill the Rod Laver Arena 50 times.

Professor David de Kretser, Andrology Australia Director, spoke at the launch alongside David Parkin, AFL elite player and coach, who officially launched the campaign.

To gain the attention of the media at a national level, 'naked' men walked around the street of each capital city in Australia. Utilising the media in this way aimed to raise the awareness of men's health issues in the public domain.



Andrew Edwards, David Parkin, Professor David de Kretser, Adam Mander working together to raise the awareness of men's health in the community.



'Naked' men at the Rod Laver Arena in Melbourne.

What research was done to support the campaign?

An image of a naked man with pixelation over the genital area is being used to present the message "We can't show it, but you need to know more". The concept was developed by an external advertising agency (Sense Advertising and Design) with experience in other health promotion campaigns.

A series of focus groups with men from a range of socio-demographic backgrounds and age groups, were undertaken to test the creative concept. Men were recruited on the basis that they were not affected by any general or reproductive health condition. Research demonstrated that the message and image was well received by both older and younger men, with the promotion

Focus on **WHAT EVERY MAN NEEDS TO KNOW**

appearing to gain attention and increase men's curiosity to seek further information. The more direct you are with men, the more seriously they take the information and are less embarrassed by it.

The research also showed that general knowledge of the male body was relatively low. Overall, the initial research suggested that the core creative idea appeared to be relevant, well pitched to the target audience and likely to raise the awareness of men's health. It was however recognised that some sub groups of the community may find the concept extremely confronting and inappropriate. Future research will be undertaken to understand the needs of other minority and population groups.

What resources are available?

This campaign consists of a 'users guide' on the male body, to provide specific information about male reproductive health issues. A poster, radio ad and a television community service announcement have been produced to support the educational campaign and raise the awareness of men's health issues in the general community.

Generally, men have a low knowledge and fairly apathetic view of health issues specific to them and tend to ignore their own health. The publication of a 'User's Guide: what every man needs to know' aims to avoid the embarrassment that men feel when picking up brochures on specific health topics in public places. The 'Users' Guide' is less confrontational, yet a contemporary way to introduce the subject. Together with the

poster, the general brochure aims to act as a 'call-to-action' for those men who wanted more information about each individual health problem.

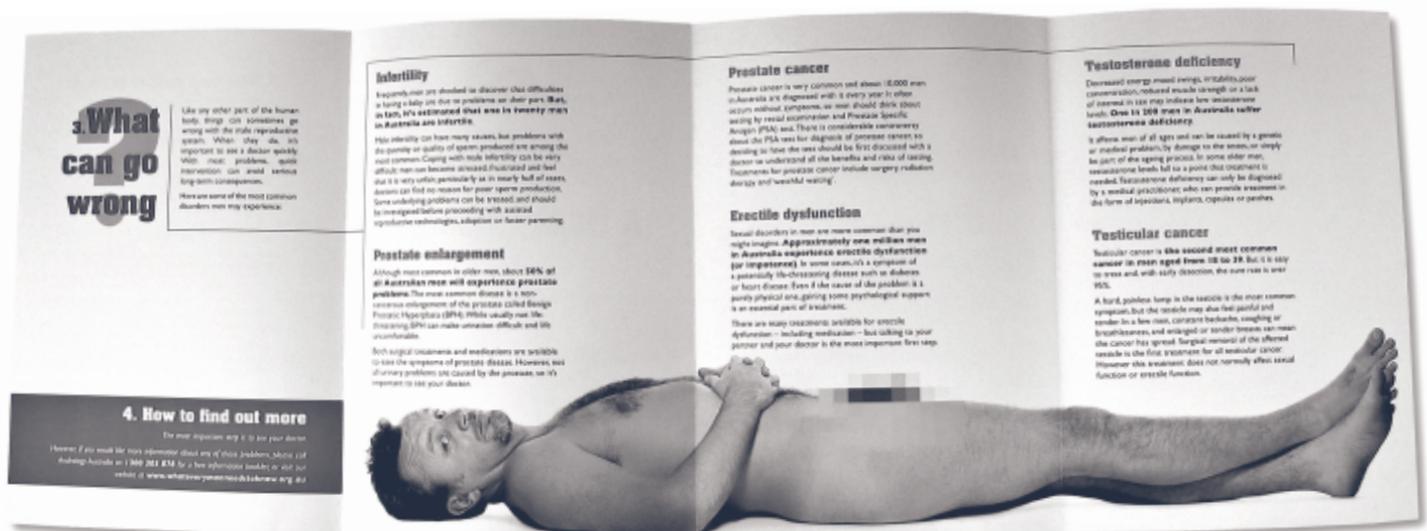
Copies of posters and the 'User's Guide' are being made available primarily at community health centres, libraries, GP surgeries and other organisations promoting men's health issues. It is envisaged that they will encourage men to understand that things can go wrong and to see a GP for help. More than 15,000 guides were distributed within the first week of availability, with many organisations requesting extra copies.

www.whateverymanneedstoknow.org.au is a new website address that has also been established to direct men to the current Andrology Australia website, and assist with monitoring the campaign.

How will the campaign be evaluated?

It is difficult to attribute a change in health behaviours with a specific educational campaign. However, to determine if the campaign message is reaching the target audience, a qualitative and quantitative evaluation will be undertaken. The number of people accessing the website www.whateverymanneedstoknow.org.au will be monitored and feedback, in the format of interviews and questionnaires, will be sought from organisations displaying the men's health education resource. The information obtained from the evaluation will be used to modify the campaign and resources in the future.

The 'User's Guide' outlines key male reproductive health issues and encourages men to see their GP for information about their specific health concerns.



Recognition of support

Important professional education activities initiated by Andrology Australia have been able to go ahead with the assistance of external organisations. In addition to the support from the Federal Department of Health and Ageing, Andrology Australia would like to highlight contributions from the following:

Eli Lilly Australia has provided support for the development of a clinical audit for erectile dysfunction in 2005. This will allow an increase in professional awareness about current practice and areas for improvement. The partnership is going to ensure that the Australian GP community has access to education programs tailored to the management of erectile dysfunction.

Pfizer Australia has provided valuable support at each of the Divisional training sessions for GPs around Australia. Run through the Divisions and coordinated by Monash Department of General Practice, the Divisional training sessions have provided an opportunity for GPs to expand their knowledge on men's reproductive health issues.

Mayne Pharma have supported a reprint of 9000 'Men's Health Matters' androgen deficiency guides. These guides have been extremely popular and keeping up with demand has been difficult. The guides will be made available to GPs to provide to their patients needing more information on androgen deficiency. The assistance of Mayne Pharma has been essential in the continued distribution of these guides.

Andrology Australia greatly appreciates the support of these organisations:



»» RECENT EVENTS

Pine Rivers Shire Council seminars

Pine Rivers Shire Council in Queensland, with the assistance of Andrology Australia, recently held two community education seminars and a seminar for general practitioners, to provide their community with information on men's health issues.

Shire Mayor, Cr Yvonne Chapman, recognised the need to educate the community on men's health issues as it is an area of community health that has traditionally received little attention.

"The free seminars have helped educate men and their families on how to lead

a healthier lifestyle and the importance of regular check-ups," said Cr Yvonne Chapman.

Brisbane North Division of General Practice played a key role in organising the GP education seminar, in which 20 GPs attended. Made possible with support from Pfizer Australia, the seminar trained GPs on health issues such as erectile dysfunction and prostate disease which will enable them to broach these issues more easily with men.

The seminars also gave Andrology Australia the opportunity to officially launch the 'Men's Health Matters' consumer guide on prostate

enlargement in the older male. The guide was launched by Queensland Institute of Medical Research Director, Professor Michael Good, on behalf of the Federal Department of Health and Ageing.

"It is wonderful to be here to celebrate men's health and promote an education booklet targeted specifically towards men," said Professor Good.

Andrology Australia would like to thank John Brown at Pine Rivers Shire Council and Judith Molloy at Brisbane North Division of General Practice for their assistance in organising the events.

A series of education seminars are being rolled out to Shires with an interest in men's health for their communities. Organisations considering running such events can contact Andrology Australia as we are happy to assist.



Left: attendees at the launch and seminar

Below: guest speakers (left to right): David Horstman, Mayor Yvonne Chapman, Professor David de Kretser, Professor Michael Good





Mr Mark Rayner

Mark Rayner is an experienced business man, appointed by the Minister for Health to act as Chairman of Andrology Australia.

Starting out in Sydney and graduating with Honours in Chemical Engineering from the University of New South Wales, he joined Comalco at its alumina refinery and smelter in Bell Bay, Tasmania. His career covered operations, production management, project engineering, international marketing and the development of major joint venture projects in Australia and overseas.

Mark became Managing Director and Chief Executive Officer of Comalco Ltd in 1978 and Finance Director of CRA in 1989. He has been a Director, Chairman, President or Vice President of a number of different companies and organisations. He is a former Chairman of National Australia Bank and of Mayne Group Ltd, a company with significant interests in the health field, and is currently a Director of Boral Ltd and Alumina Ltd.

Currently aged 66 and married with three children, Mark is a Melbourne resident and has a pastoral property in Western Victoria where he enjoys spending time with his family.

All consumer guides available

The complete set of 'Men's Health Matters' consumer guides are now available.

- > androgen deficiency
- > testicular cancer
- > erectile dysfunction
- > prostate enlargement
- > male infertility

For free copies of the guides please call 1300 303 878 or email info@andrologyaustralia.org

In recognition of...

Congratulations to Professor Kerin O'Dea, board member of Andrology Australia, who was recently named as an Officer in the Order of Australia (AO).

The award recognised Kerin's contribution to the areas of medical and nutrition research, the development of public health policy, and the community (particularly Indigenous Australians) through research into chronic disease and prevention methods.

Congratulations also to Professor David de Kretser, Andrology Australia Director, who was recently awarded the Robert H Williams Distinguished Leadership award by the US Endocrine Society.

This award recognises individuals who have made a major contribution to the field of endocrinology.

Internet update

Thank you to everyone who sent in the surveys included in the previous newsletter on the Andrology Australia website. We had a great response and your comments will contribute to a revamp of the site.



Newsletter of Andrology Australia

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