

Man Your Local – raising awareness of male suicide in the UK in association with CALM

CHARITY DIVERSITY EDINBURGH

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After a few sore heads from MediaCom's 20th birthday party the night before, it was great see so many faces from the agency come along to our local, Teuchter's, to spend Friday lunchtime together. "Did you know that suicide is the single biggest killer of men aged under 45 in the UK?"

Although a Friday lunch in a pub seems fairly normal when working in the advertising industry, this meet up was for a different reason. With International Men's Day falling in November, a group from the agency decided it was an appropriate time to raise awareness of the work carried out by award winning charity Campaign Against Living Miserably (CALM). CALM aims to help prevent male suicide in the UK by providing frontline services such as helplines and a

dedicated website, as well as encouraging a wider cultural shift in the way we think and speak about men's mental health.

"Were you aware that men are 3 times more likely than women to take their own life?"

#ManYourLocal was an initiative set up by CALM in order to challenge the stigma attached to men talking openly about their feelings. The premise is that asking simple questions such as "how are you?" can have a really positive effect on someone's mental health.

"Every day more than 12 men take their own life in the UK"

We distributed beer mats which carried information about CALM and its cause, ordered some drinks and just celebrated the power of talking. The food and drink may not have lasted long on the table, however I'm pretty sure the way we think about how we chat to our relatives, friends or strangers in future will have a lasting impact.

Find out more or donate to CALM here: <https://www.thecalmzone.net/>

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