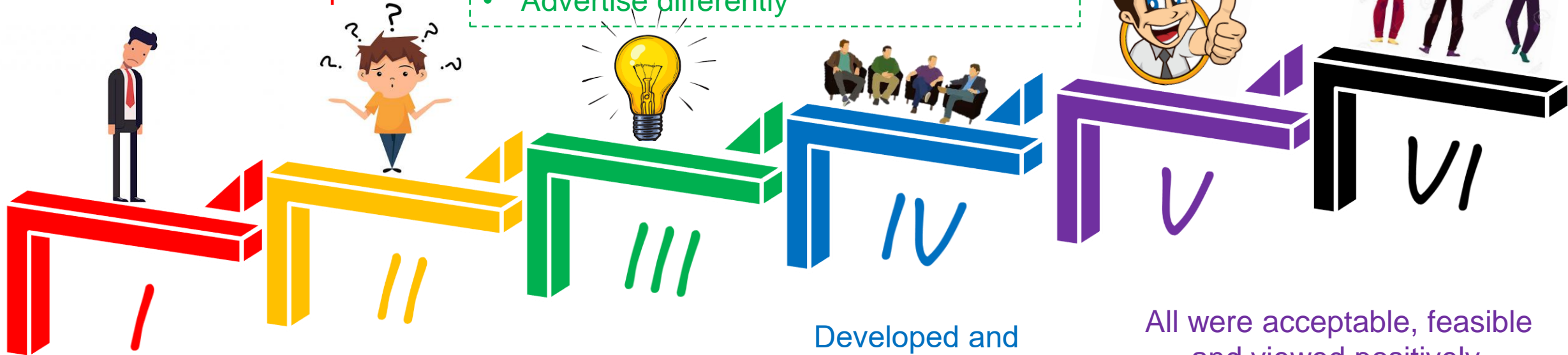


75% of suicides are by men.  
3.5x more likely to die by suicide.  
Use substances to cope

Identified what men *need*:

- Masculine narrative that makes sense
- Protect their vulnerability
- Psychoeducation
- Service information
- Solution focused
- Informal approaches
- Advertise differently

Men can be engaged.  
Engaging men can be easy.  
Gender-sensitive approaches are needed.



Men don't seek help  
Men are hard to engage  
*"What can we do?"*

Developed and piloted 3 interventions with these recommendations

All were acceptable, feasible and viewed positively.  
The informal approach did better at engaging hard to reach men.