



delivered by WMH (Inc.)

Six Monthly Report

January to June 2022

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ROYALTIES
FOR REGIONS



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 regionalmenshealth.com.au
 WORKING WITH WARRIORS PODCAST

Executive Summary

January to June 2022

The Regional Men's Health Initiative (RMHI) had another busy period across all the educational activities. This is reflected in the statistics for this period. We delivered 91 education sessions to 4359 people. Our advocacy work through both general and support contacts (via phone calls for assistance, face to face personal support and various meetings) involved 855 contacts. We have delivered 10 Fast Track Pit Stops® which engaged with 322 people and participated in 32 trade displays engaging directly with 6424 people. Other media coverage, through our regular monthly editorials, regular radio time slots and major twitter feeds, continue to keep the team busy, along with the continuation of our podcast series. The information in the statistical analysis for this period reflects the coverage across the State and Nationally.

Working with Warriors® Podcast Series

To access our new podcast series, please use the following link:

<https://regionalmenshealth.com.au/podcasts/> and/or simply search for "Working with Warriors®" in your favourite podcast app.

Social Media Review – Facebook

As part of our annual social media review, it was decided to create a Facebook presence to be used as an outgoing notice board to help cross promote community events with stakeholders and post content such as Warrior Wellbeing articles and other appropriate news. This is being trialled for 6 months from June 2022.

COVID-19 Pandemic

For the 6 months there were 30 cancelled/postponed events and 1718 projected attendee numbers. COVID-19 is still affecting our bookings going forward. This lag effect on willingness to book community events continues.

We have an Operations Management/ Management Plan for COVID-19.

Donations

As a registered charitable organization, all donations assist us to cover the development of additional resources and/or special projects that arise from time to time that are outside of our core funding.

These funds enable us to:

- Sponsor our "Talk to a Mate®" message, **the basis of all our initiatives** – through,
 - WA Country Football League – Men's Wellbeing Round in June each year and
 - WA Country Bowls
- Self-publish of our Working with Warriors® book, 2nd edition published in June 2021.
- Support of our "Warrior Ambassador Award" program
- Produce our various video productions and the purchase of educational resources – predominantly "self-help" / informative books on a wide range of health & wellbeing topics.

We pride ourselves on ensuring that donated funds go to regional, rural, and remote projects.

Various donations for this period:

- **A Night Under The Stars – held on Saturday 5th March 2022**

Quote – "A Night under the Stars" is a cocktail gala event seeking to unite regional, remote and rural towns in Western Australia with the aim to fundraise for five mental health organisations that support our regional communities."

RMHI is one of the 6 partnered organisations to receive a donation from the event.

- **Freight Lines Group (FLG) Esperance**

Trailer Curtain advertising on freight truck - FLG have branded a 45 ft truck trailer curtain (both sides) with our Talk to a Mate® message. FLG is a major freight group that operates in WA.

Talk to a Mate® Theme Song

With the expert help of Glen Dunkerton, our Community Educator (and band! – The M8s) the message behind the Talk to a Mate® article was made into verse/song and was recorded at Rada Studios in Fremantle on the 10th of June. This song will be launched live at the WAA in October and released as a single (it will go to number 1 on the Aria's). We will be able to use this important message thru song at our talks, upload to the website and all social media platforms.

Talk to a Mate® Men's Wellbeing Round

Another successful round this year with direct involvement of over 5 leagues and resources going to all 25 country football leagues. This was our 9th year of sponsoring this round.

WWW Book – 2nd Edition Reprint

We have now printed 12,000 copies of our self-published book “Working with Warriors®”. This is a brilliant educational resource written by our team.

RMHI Program Review

We have engaged Social Impact Consulting - Theo Nabben for our program review.

Theo has previously done two reviews for us. The review is for four years from July 2018 to June 2022 and is currently taking place over the period April through to September 2022.

In summary the Terms of Reference for this Review are:

1. To review the programs compliance with meeting the KPI's of funding agreements.
2. To consider the impact of the program and the efficiency and effectiveness of its processes.

The Regional Men's Health Initiative is an important education and advocacy/support tool for **regional, rural, and remote** men, their families, communities, and health services. This initiative is best summarized by the following statement:

- **“We do more than encourage men to seek help. We have reframed the language and the approach to men and communities to make it more active and empowering so that blokes can make a difference to their lives.”**



Owen Catto

Senior Community Educator/Executive Officer

CONTINUED DELIVERY OF SERVICES AND PROGRAMS

1/01/2022 to 30/06/2022

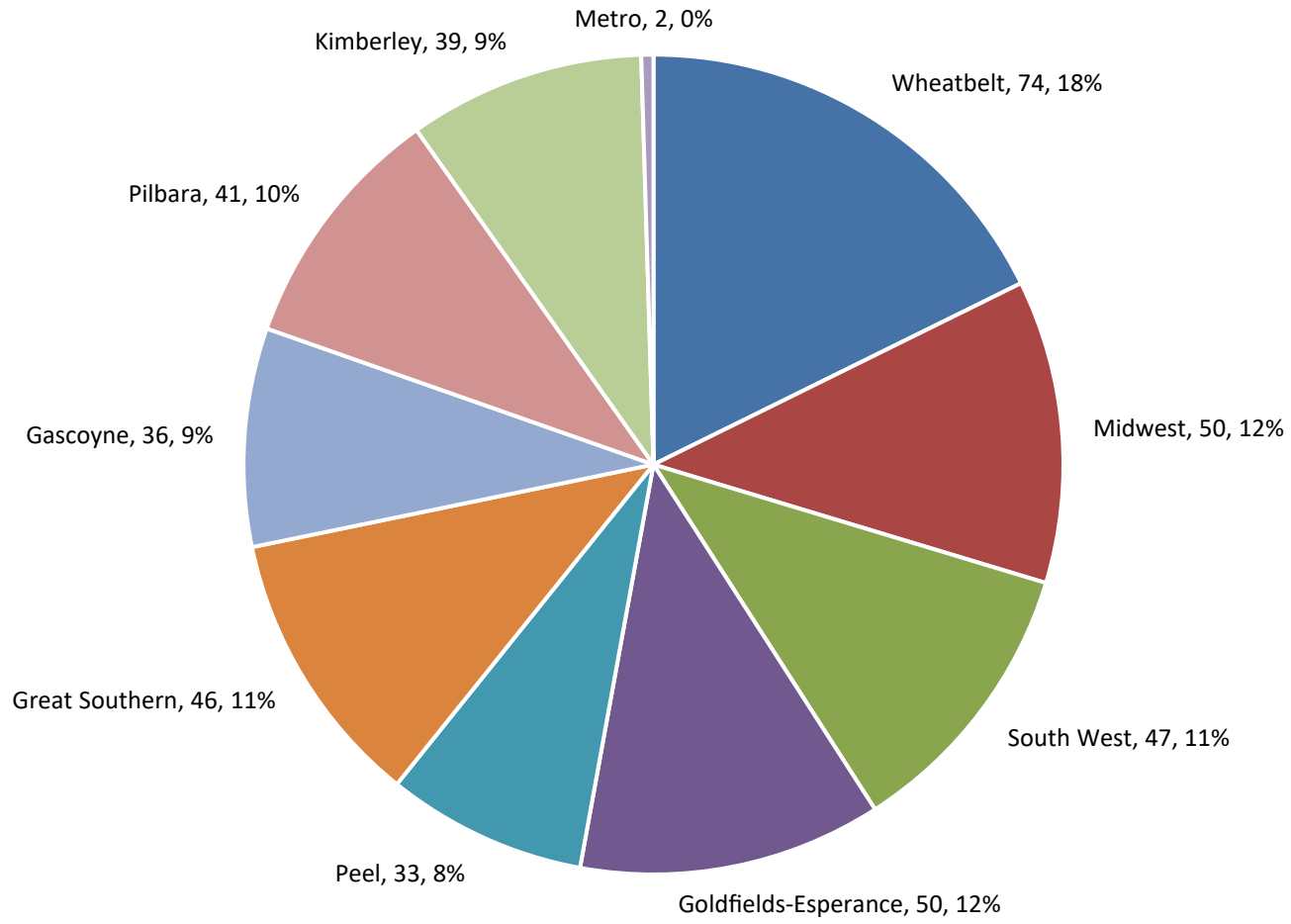
	Total Events	Total Impact Across Regions	Wheatbelt	Midwest	South West	Goldfields-Esperance	Peel	Great Southern	Gascoyne	Pilbara	Kimberley	Metro	National
Events/displays/shows that impact across regions													
Presentations	91	105	27	16	14	15	4	11	4	12	2	1	1
Fast Track Pit Stops	10	9	4	1	1	2			1			1	
Trade Display	32	64	12	7	5	5	4	9	6	4	12		
Business Meetings	39	238	31	26	27	28	25	26	25	25	25		
Advocacy													
Advocacy Support	203	174	113	27	13	13			3		5	25	4
Referrals to other services	25	22	15	3	1	3						3	
Advocacy General	652	1848	351	203	219	208	165	192	169	174	167	25	49
Media													
Editorial/Press Releases	6	54	6	6	6	6	6	6	6	6	6		
Radio	26	154	20	20	15	20	14	16	19	15	15		
Internet/Social Media/Twitter/Podcast	17	153	17	17	17	17	17	17	17	17	17		17
Television/Other													
TOTAL	1101	2821	596	326	318	317	235	277	250	253	249	55	71

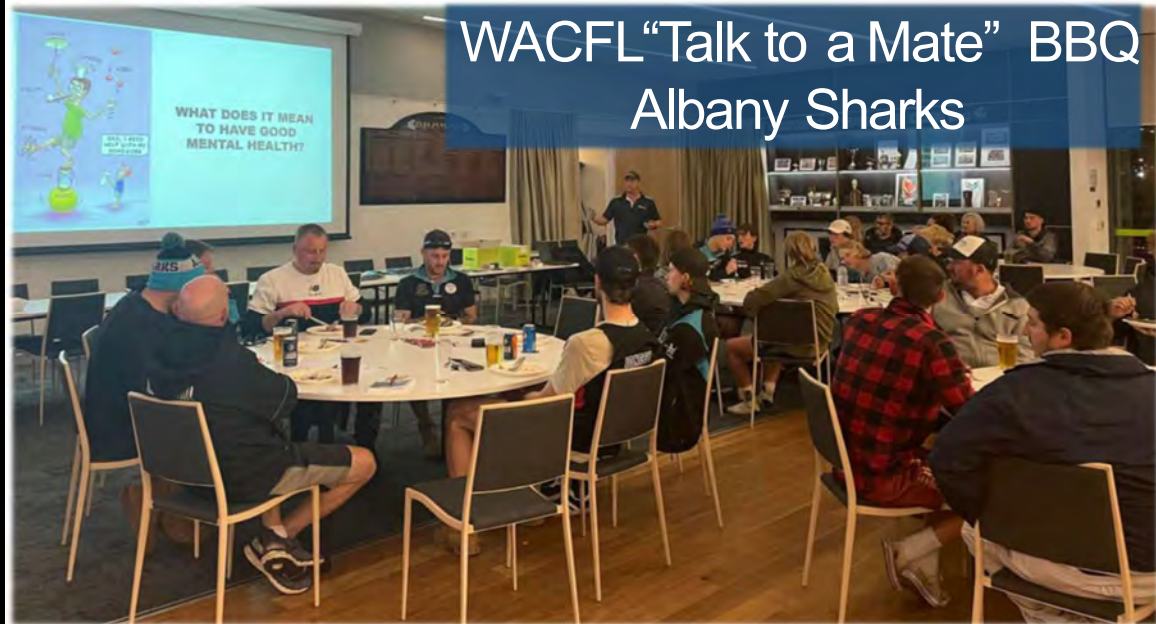
ACTUAL EVENTS DELIVERED AND ATTENDEE NUMBERS

	Events	Participants	Discussions	Total
Presentations	91	3966	393	4359
Fast Track Pit Stops	10	192	130	322
Trade Displays	32	5865	559	6424
National Connections	71			
Advocacy Support		203		203
Advocacy General		652		652
Subtotal	204	10878	1082	11960
Cancelled/Postponed Events & Projected Attendee Number Reduction due to COVID-19	30	1718		1718

Total Impact Across Regions

Presentations, Pit Stops, Trade Displays & Business Meetings
Jan 2022 - Jun 2022





WACFL "Talk to a Mate" BBQ
Albany Sharks



WACFL "Talk to a Mate" BBQ
Denmark



WACFL "Talk to a Mate" Round
Wongan-Ballidu V Dalwallinu