

Young Australian men are not using traditional mental health services. To reach them we need to try something new.



When our founder Jack Heath started Inspire 14 years ago, few believed that it would be possible to use the internet to reduce the rate of youth suicide. Last year our flagship service, ReachOut.com, helped over 375,000 young people, and earlier this year the ABS reported that the rate of youth suicide had decreased significantly since its peak in 1997.

[Corners for Kids Riders](#) have been generously supporting our work through ReachOut.com since 2002. Which is why we are delighted that they are once again supporting us in 2011. Because whilst ReachOut.com is still going from strength to strength, we know we need to create something spectacular again.

[Many young Australian men are not happy](#) - and unhappy young men grow up to be unhappy and unproductive older men. The rate of suicide amongst young men is four times that of young women. Services exist that could help them, but they are not using them. Young men are much less likely to seek help than young women. In fact, studies show that only 13% of young men are getting the help they need.

It is a tragedy that whilst young men are at such a high risk, our health system and support structures aren't able to reach them. Your donations will help connect them to the services that can provide help. Inspire has new insights into how to help young men and we have a community of young men ready to help us create a new approach. What we need now are the funds.

Please help us raise funds for the 'Young Men's Mental Health Fund' today.

An example of one of our ideas is a concept we have called the 'mental fitness tool'. Our proposal for the mental fitness tool is to create a series of challenges that young men are encouraged to take part in by their mates within schools, unis, and sports clubs. We want them to take part in a 'man-friendly' survey that assesses their mental fitness, and then guides them through a process of setting themselves mental fitness goals. The tool will then proceed to share with them tips and advice from appropriate role models who have achieved their goals by improving their mental fitness. With your support we can create such a tool—turning research insights that have revealed that men don't want to be seen as weak, and do not want to talk to 'talk', into action.

How your support will help:

- A gift of \$50 will go towards the cost of running workshops, where young men will be asked to co-create the ideal user experiences for new tools and website features.
- A gift of \$100 will go towards the cost of technical development, where designers, developers and programmers will produce prototypes and then ready-to-use digital tools such as mobile phone apps and new websites.
- A gift of \$200 will go towards the cost of recruiting young men to undertake a trial of the new services via man-friendly marketing campaigns, and to evaluate the impact it has on their mental health.

