



News from:

COMPTROLLER KEVIN LEMBO

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COMPTROLLER LEMBO, UCONN LAUNCH “MAN UP,” A STATEWIDE MEN’S HEALTH CAMPAIGN

Comptroller Kevin Lembo today, in partnership with the University of Connecticut, is launching a statewide men’s health campaign – “Man Up” – to raise awareness about a significant health disparity between men and women.

Today’s Man Up announcement features key partners, Dr. Frank M. Torti, dean of the School of Medicine at University of Connecticut Health Center, and UConn Athletic Director Warde Manuel. Today’s announcement will also feature Donald “Dee” Rowe, former UConn men’s basketball coach who is a 20-year cancer survivor, Healthcare Advocate Victoria Veltri and veteran broadcaster Brad Davis.

Lembo, who coordinates health care for approximately 200,000 people, said national data shows that men, on average, die almost six years earlier than women. Men are also significantly more likely to suffer the most serious chronic diseases, including heart disease and cancer.

Despite these facts, men are also 100 percent *less* likely than women to obtain preventive screenings, according to federal data.

“We’re sicker and we’re dying younger – and we need to do something about it,” Lembo said. “So many of us will drop everything to get our car oil changed and engines checked on schedule, but won’t see a doctor until *after* something breaks. We need to realign our priorities and Man Up about our health.

“The message behind Man Up is simple: Take responsibility for your health, because we can’t be the best fathers, brothers and sons to our families if we get sick from preventable diseases. You can’t tough out cancer and heart disease if you hold your punches until the end of the fight.”

Dr. Torti said, “The UConn Health Center is proud to support this initiative and help raise awareness among men in our state about the importance of being vigilant about preventive medical and dental care.”

UConn Health Center and UConn Athletic Department are lead partners in Man Up, helping to deliver the Man Up message to hundreds of thousands of Husky fans and coordinating a “Men’s Health Tailgating Challenge” with Lembo. The pre-game tailgating event on Nov. 9 at Rentschler Field (UConn vs. Pittsburgh) will feature free health screenings, a Wii sport competition and other activities to raise awareness about Man Up.

The Man Up campaign will attempt to address some of the behavioral disparities between men and women when it comes to preventive care – first, by raising awareness. Some of the Man Up efforts will include:

ONLINE: WWW.OSC.CT.GOV/MANUP: Through the Man Up website and social media, we will feature information about the campaign, including men’s health resources and men’s and women’s blogs that will be frequently updated with stories and health facts. It will also include any updates about events related to men’s health in Connecticut.

PUBLIC SERVICE ANNOUNCEMENTS: public service announcements, including one featuring ESPN anchor Stuart Scott (a three-time cancer survivor), will also deliver an important message to radio and television audiences across Connecticut about men’s health.

MEN’S HEALTH TAILGATING CHALLENGE: For those who plan to attend the Nov. 9 UConn football game, the Men’s Health Tailgating Challenge (from 4:30 to 7:30 p.m. at the UConn FanFest located between Rentschler Field Gates A and B) will feature free health screenings, men’s health information, a Wii Sports competition and prizes.

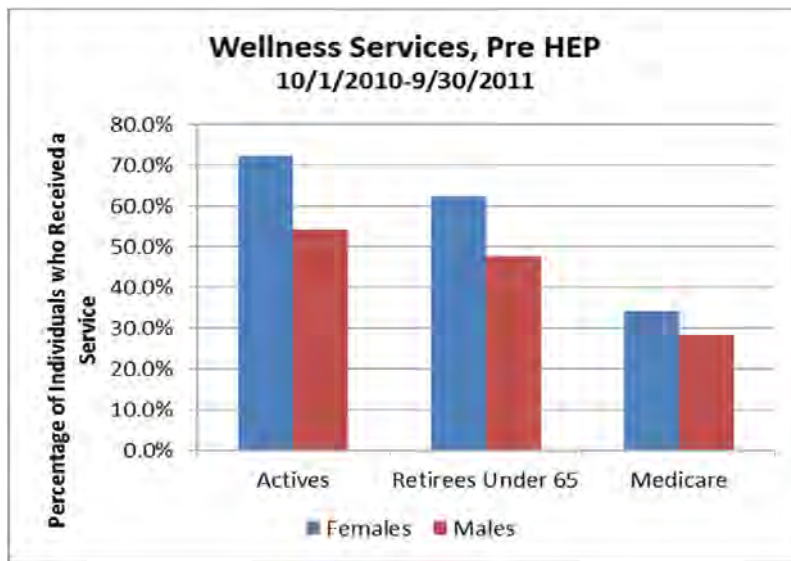
MAN UP ROUNDTABLE: In January, the Office of the State Comptroller will coordinate a men’s health roundtable to unite health providers, survivors and other men’s health stakeholders for a policy discussion about how to improve our system to better serve men. While most providers already have centralized women’s services, we need to do the same for men.

BACKGROUND

Below is information from the Office of the State Comptroller, Centers for Disease Control and Prevention (CDC), Bureau of Labor Statistics (BLS) and the Men’s Health Network, underlining some of the disparities between men and women:

- In 1920, women lived, on average, one year longer than men. Now, men, on average, die almost six years earlier than women. (CDC)
- Men die at higher rates than women from the top 10 causes of death. (BLS)
- Women are 100 percent more likely to visit the doctor for annual examinations and preventive services than men. (CDC)

Among Connecticut state employees, women are also more likely to obtain preventative physicals and wellness visits. As the chart below indicates, between September 2011 and August 2012, approximately 72.6 percent of state employee females obtained a physical or wellness visit, compared to only 58.1 percent of state employee men.



Lembo added, “We should stress that the Man Up campaign is really a message for everyone, not just men. Women, on average, have already set the bar for good preventative healthy lifestyles. Rather than put men’s health above women’s health, we want to motivate men so that they can achieve the same success that women already have.”

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