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Embargoed until 14 November 2012

Media Release

CANCER COUNCIL TARGETS MEN WITH SH*T THEY DON'T USUALLY SAY

Cancer Council NSW and Circul8 have created a male focused campaign as figures reveal men are 84 per cent more likely to die of cancers that affect both men and women.

The campaign, Sh*t Mates Don't Say, is aimed at getting men talking and acting on their health as it's known that Australian bloke's lifestyle choices are playing a major role in skewing their health outcomes.

Supported by Vashti Whitfield (wife of late Spartacus star Andy Whitfield), the campaign centres on a video clip that plays on the *Sh*t Girls Don't Say* internet meme. The 1min 42 second clip follows an average Australian bloke who talks about his love of antioxidants, environmentally-friendly cars, and babies with his mates.

The clip ends with a message about how 'Your Mates Don't' Say Sh*t Like This', 'but a healthy talk could be the first step in preventing cancer'. The aim is to get men talking about their health and how they can prevent cancer. One third of cancers can be prevented by making some really simple lifestyle changes.

Jamie Madden of Circul8 said, "Talking about health could be the first step to preventing cancer, so we challenged men to have a healthy talk."

"We paid homage to the "Sh*t Girls Say" meme with a twist, by creating a video which is designed to spark conversations about men's health, these can be uncomfortable at the best of times, so we have used humour to help make broaching the subject a little easier."

"There are often social barriers to men discussing health and symptoms of illness. The 'Sh*t Mates Don't Say' campaign aims to highlight the importance of these discussions in a way men can engage with it."

Sarah McCarthy, Brand, Marketing and Communications Manager, Cancer Council

NSW added, “Men are putting their lives at risk – they don’t talk about their health the way women do, they don’t go to their GP as often as women and they generally drink, smoke and eat more unhealthy food than women,”

“This is Cancer Council NSW’s first fully male-focused campaign to get men acting on their health and start closing this gap.”

“We want men to think more about their health, talk with their mates and share any concerns they have with health professionals,” she said.

For further information visit shitmatesdontsay.com (also stuffmatesdontsay.com) or call 13 11 20.

Follow the campaign on Twitter #shitmatesdontsay

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Notes to editors:

The campaign

- The campaign website, that will go live on 14 November, includes the video ‘sh*t mates don’t say’ plus useful health messaging and tips, a blog from celebrity supporter [Vashti Whitfield](#) and video health messages by Australian celebrities
- Sh*t mates don’t say is a play on the YouTube phenomenon ‘[Shit Girls Say](#)’

Cancers common to both sexes:

Cancers of lip, mouth, pharynx, stomach, intestines, liver, bowel, lung, bone, melanoma, mesothelioma, urinary tract, eye, brain, central nervous system, thyroid, leukaemia, lymphoma, cancers with multiple sites and cancers of ill-defined, secondary and unspecified sites.