

AFL COACHES ASSOCIATION - MEDIA RELEASE



After the success of last year's "Trade of a Lifetime" campaign, The AFL Coaches' Association today launched a new Men's Health Week initiative to draw the attention on men's health issues in the AFL industry and throughout the broader community.

AFLCA Chief Executive Officer Mark Brayshaw said at today's launch of *Men's Health Week*, that raising awareness of men's health and wellbeing issues continues to be a priority for the AFL coaching community; and commended the senior coaches for their participation for the cause.

He welcomed this year's initiative, which aims to highlight the importance of men getting their Prostate checked, in a fun and light-hearted way, using AFL Coaches to destigmatise and break down barriers.

Mr Brayshaw noted that men are traditionally bad at looking after themselves, and often feel invincible; particularly those in the danger zone (45+) who often have busy jobs and don't see their health as a priority. In addition to this, the stigma attached with the much-maligned examination process (DRE), means that men may often ignore symptoms or fear going to their GP for a check-up.

Which is why the AFLCA have nominated this cause and made it a priority during this year's *Men's Health Week* and welcomed the offer from Chemist Warehouse to 'Play Peeball for Prostate'.

The Peeball device provides men with a fun, quick test that may show early signs of Prostate issues. Using a 'Peeball' as a tool, the campaign asks men to take the challenge and see how quickly they can break up the 'Peeball' with their flow. By participating in the challenge and possibly being made aware of a weaker flow that may have otherwise gone undetected; men are encouraged to see their GP if they have any concerns.

"Through the backing of the AFL senior coaches we want to bring this issue into focus and encourage better health; we're delighted that Chemist Warehouse is supporting the initiative by encouraging men to play Peeball and by donating all proceeds to the Australian Prostate Cancer Research to enable them to continue their good work." said Mr Brayshaw.

AFL Medical Director Dr Peter Harcourt commended the AFLCA for continuing to draw attention to men's health issues via the *Men's Health Week* initiative.

"I congratulate the Coaches' Association for placing the issue of men's health firmly in the public domain and drawing a particular focus on prostate cancer," Dr Peter Harcourt said.

"1 in 5 men are diagnosed with prostate related illnesses and that is a statistic that has huge implications on our families and wider community."

Melbourne Football Club senior coach Paul Roos said he, along with his colleagues in the AFL ranks, was only too happy to support *Men's Health Week*.

"As AFL coaches our constant focus is on our players, strategy and the next big game," Mr Roos said.

"We need to recognise that a balanced and healthy lifestyle begins with each individual man taking responsibility for their wellbeing and not ignoring something that is uncomfortable or may be embarrassing to talk about. Most of us are guilty of ignoring the little alarm bells, and we tend to have a "she'll be right" attitude; but we all need to start to pay attention a bit more. And if you are concerned, see your doctor."

WE WANT YOU TO PLAY PEEBALL FOR PROSTATE.

Every year 1 in 5 Australian men are diagnosed with prostate cancer. Buy a Peeball and Pee for Prostate. If you've got a strong flow, you may be good to go. If in doubt, see your GP. Proceeds go to Australian Prostate Cancer Research.

\$3.99 PEE FOR PROSTATE.

CHEMIST WAREHOUSE
MEN'S HEALTH WEEK
AFL COACHES ASSOCIATION

Chemist Warehouse COO Mario Tascone added:

"Chemist Warehouse is delighted to once again be part of this important initiative lead by the AFLCA. Getting men talking about their health and wellbeing is the first step; now we are able to help even further by providing a tool to start the conversation, and challenging men to 'Pee for Prostate'; with proceeds of the Peeball to go to Australian Prostate Cancer Research. This initiative has our full support and the Peeball will be available at every Chemist Warehouse store nationwide."

Head to Chemist Warehouse, buy a Peeball and support the cause. Proceeds go to Australian Prostate Cancer Research. Terms and conditions apply, see www.chemistwarehouse.com.au for details.

Press conference:

Date: 13th July
Time: 1.30 pm
Location: AFL House
Docklands

Ends