

Nutrition News

Department of Human Nutrition

May 2008



“Real Men Wear Gowns” to Raise Awareness

A new national public service campaign is designed to raise awareness among men ages 40 years and older about the importance of preventive medical testing. “Real Men Wear Gowns” encourages men to learn which preventive screening tests they need to get and when they need to get them. It includes television, radio, print and Web advertising featuring the theme.

The lighthearted ads incorporate family as a key motivating factor for men to take a more active role in preventive health. They show that being “real men” means taking care of themselves and their health, in order to be there for their families and in the future. Research showed this is a strong motivating factor for men.

The website, www.ahrq.gov/realmens, provides the recommended ages for preventive testing, a quiz about preventive health care, tips for talking with

one’s doctor, a glossary of consumer health terms, and links to online resources for more medical information. It also links to the “Real Men Wear Gowns” video ads.

A national ad campaign “Real Men Wear Gowns,” encourages men to take preventive steps in their health care.

The campaign is needed because men are 25 percent less likely than women to have visited the doctor within the past year and are 38 percent more likely than women to have neglected their cholesterol tests. Men are also 1.5 times more likely than women to die from heart disease, cancer and chronic lower respiratory diseases.

“This campaign will inform men about the importance of prevention and show them that they should work with their health care

providers to find out what they should do to stay healthy,” said Carolyn Clancy, Director of the U.S. Department of Health and Human Services’ Agency for Healthcare Research and Quality, one of the campaign’s sponsors, along with The Advertising Council.

“By taking steps to prevent disease and stay healthy, men can live longer and more productive lives. Prevention is a decision that includes participating in regular physical activity, eating a healthy diet and finding out which preventive medical tests are right for you.” said Ned Calonge, chair of the U.S. Preventive Services Task Force , which is part of the Agency for Healthcare Research and Quality.

For more resources on men’s health, please visit K-State’s website, www.oznet.ksu.edu/humannutrition/menshealth.htm

Source: Agency for Healthcare Research and Quality, www.ahrq.gov

For more information about healthy eating, contact your local extension office.

The Food Assistance Program can help people of all ages with low income buy nutritious foods for a better diet.

To find out more, call toll-free 1-888-369-4777.

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In each case, credit Mary Meck Higgins, Ph.D., R.D., L.D., CDE, Associate Professor, Department of Human Nutrition; Kansas State University;
"Real Men Wear Gowns" national campaign; May 2008.

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