

Men's Health: Seeking Help with Alcohol Issues.

Insights

Interviews

(Phone Call) Zach Sanchez, age:23, Single, Hispanic, from Flower Mound, TX.

Zach believes mens health is something that is talked about much less compared to other health concerns. States that a “growing awareness” could make things better for men to emphasize that it's okay to get help. You don't always have to be the tough guy in situations.” He Said a good idea for how to persuade a male to get medical help would be to post an ad showing a well known public figure saying something along the lines of “Don't be afraid we all need help”. When it comes to alcohol, Zach said he's experienced some of these issues in his own life with one of his family members. Said the awareness for alcoholism was there but it took “another family member to say something before they realized how bad it really was”.

(In-person), Dan Rawlings, age:54, Married, White, from Denton, TX.

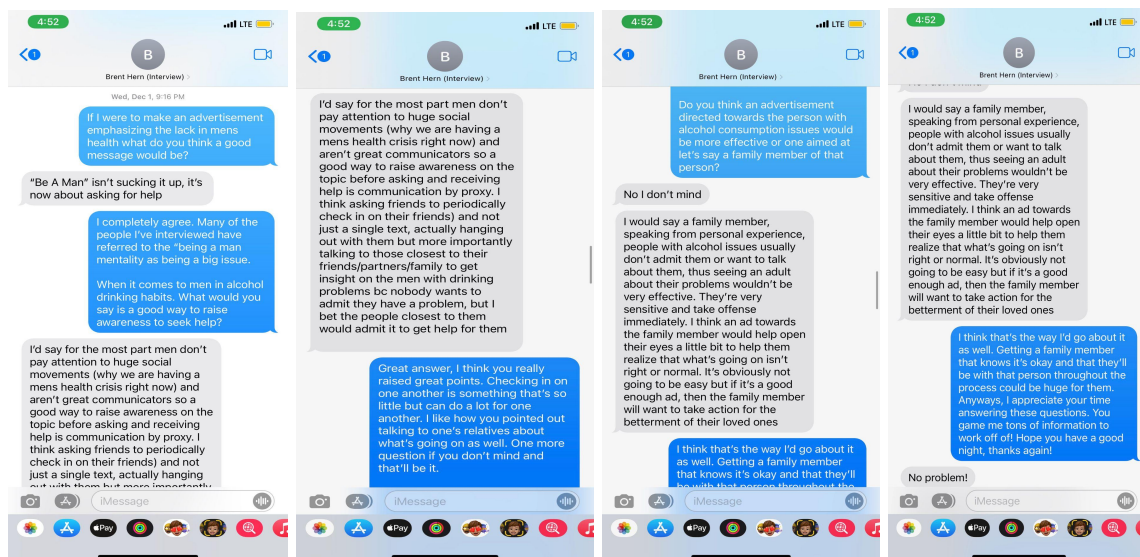
Dan being a fairly older gentleman has some very similar states as to Zach. I asked Dan what he thought could result in men taking better care of their health and he stated, “making them know they need it.” Talked about how his whole life growing up his father would always say he never needed to go to a doctor. “My father was always stubborn but that's how men in my day grew up.” I also asked Dan about Covid precautions and how he felt about them and if he complies with guidelines. Dan states that he does for the most part. “I'll wear one if it's required, but if it's not I might not wear one.” Says it's extremely important though to be considerate of your surroundings during a time like this because you never know who has what health issues nowadays. I asked Dan this just to throw a curveball question at him. That question was “Do you think an alcoholic would comply with guidelines like this if the government set out restrictions on alcohol abuse.” He came back with, “Well that's an odd comparison”, we both laughed. However, he then stated how there will always be someone who doesn't comply regardless of what it is. Dan went on talking about how

Alcoholism is much more of a mental kick versus putting on a mask kind of situation.

(Facetime), Joe Huff, age:31, single, Black, from Roanoke, TX.

I started this interview by simply asking Joseph what he thinks could get men more involved with their health. He stated, like others, just getting them more aware in general. Something Joseph mentioned during his answer that others did not was not only getting men aware of their health but showing them what a healthy lifestyle is. Getting them access to resources that guide an individual to better themselves. I then asked him, "Do you think alcohol abusers are aware of what they're doing?". Joseph replied with a comparison of people's eating habits. Fast food is the easier way out so people pick that rather than getting healthier. Same with alcoholics, it's easier to grab a drink than to kick the habit. "This is where the awareness needs to be placed focused on" states Huff. Getting these people to kick bad habits is a mental block that they can't kick, that's why they need to seek help. I followed up with "Well what would your message be to these people with addictions then?". Huff states "Seek help! Most of the time it's more than yourself you're damaging, think about that."

(Via Text), Brent Hern, age:22, Dating, White, from Denton, TX.

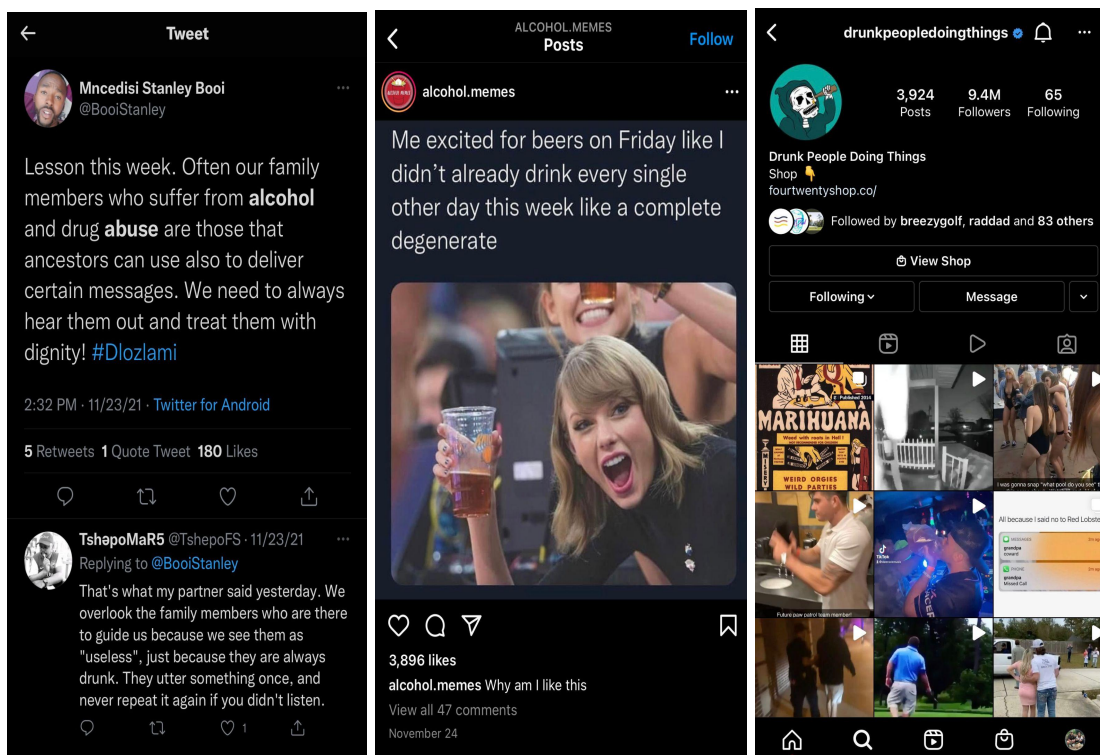


(In-person), Michael Williams, age:19, Single, White, from Flower Mound, TX.

When I talked to Michael I started the interview off like the others by asking him about men's health in general. He stated the same thing just like everyone about how men want to act tough all the time and don't need help. However, the point Michael made that separated his interview from the rest was his description of viewpoints on drinking from someone his age. Obviously not being able to drink legally yet I

had asked him some different questions. I asked, “Being underage what is your take on alcohol and alcohol abuse?” Williams answered with “drinking is all a lot of kids my age want to do”. He talks about how celebrities make it out to be the greatest thing ever and that you can live this awesome life partying if you drink like this. Stated something along the lines of the best way to get popular is to be at parties meeting people drinking. Then talks about how the use of media affects his generation so much more than the ones before him and that's really how they see a lot of celebrities or “YouTubers” parties. My final question for him was then “Is alcohol abuse a concern amongst people your age?” He answered with “Not that I know of, it's mainly the beginning of it all”.

Social Media Post



NOTES

There seems to be a common theme in my research and interviewing process. That being, men have a lack in men's health awareness in general. Men are more worried about acting tough, or "being a man", as most said in the interviews. Rather than seeking help, it seems that the narrative to tough it out is still in play in men's health in today's day in age. There was another similarity within my research that I found when it came towards the alcohol abuse amongst men's health and that's just facing it alone. Obviously, that isn't going to be easy on anyone in any case, especially when trying to get help kicking an addiction. It seems targeting family members or friends is the way to go to really get the initial kick to find help. It's having those people around them that can really make the biggest difference in changing their minds. People that are close to them will be easier to connect with them personally versus an ad. That's who I'd focus my attention on in this advertisement.

Something else I noticed amongst my research is that some social media outlets may not be the place to use this ad. As we know lots of younger people use social media such as tik tok Instagram or Twitter mainly. However, as I show above, these posts showing concern get no likes or followers near what the opponent does. Many social media outlets seem to make jokes out of the drinking habits to relate with one another it seems. I mean there are pages for promoting drunk people doing funny things with millions of followers but nothing popular about getting people help. If there is something that promotes men or people, in general, seeking alcohol help it gets no likes or favorites. I think it has to do with the fact that it's not an easy subject to talk about. People will be greatly embarrassed by it to talk about something like this online so it's understandable. It's something that's personal, not just for the person seeking help either but their family. I could sense that when talking to the few that have had issues within their family.

Creative Brief

Why are we Advertising?

The reason for advertising is to raise awareness for men to realize it's okay to seek help. Not just men either, to their families or loved ones as well. From my interviews, we saw many people talk about how men like to tough it out or “be a man” about things. This ad should emphasize that health is a serious topic in one's life and it doesn't matter how tough or not tough you are. Anyone can be harmed if they don't seek the proper medical attention. Health involving alcohol is something that can be extremely tough for someone to bring up to an abuser so this ad should be pointing at the elephant in the room.

Who are we talking to?

This ad should be aimed towards the families and friends of the person that needs to seek help. Getting them to push that person to seek help will really make them think about that extra step towards a healthier lifestyle. Gender, race, and sexual orientation really don't matter in this ad to be fair. I would say the age and relationship to the person are the most important. Ages anywhere from 16 on up would be the preferred audience due to the fact that they can hold a confrontation with the person. It needs to be someone that is affected by the person's lifestyle to really make it hit home.

What do they currently think?

The audience at which this is aimed towards knows the person they care for has an issue. They just know it's such a tough thing to talk about and address that they'd rather let it happen. From my interviews with people that have experienced this same situation, they have said the same thing. It's just such a conflict to bring up the issue because it's extremely personal to the person that needs help. They know

something needs to be done but they hope they aren't the ones that have to stop it.

What do we want them to think?

We need these people to think that they're almost guilty for not bringing attention to their loved one that's abusing alcohol. Make them think that it's up to them to get this person better. We need them to think that this person almost doesn't even know they have an issue. However, at the same time make them realize how sensitive this can be for someone. They also need to realize this is a team effort in getting the attention of this person. We also need them to take this ad seriously and not blow it off. If they think it's corny we will be unsuccessful.

Why believe us?

They will believe us because we have the data that shows we know what we're talking about. We have the information showing how this situation is within multiple people's lives. They should believe us because Denton Public County Health is a serious organization that is full of professionals. They will believe us as well because we have experienced these issues from people with all types of backgrounds and different situations. It will be believable if we state facts, use quotes or stories with the ad as well. Making them feel like they aren't alone in this at all either will make them want to believe the ad. They will really believe us if the advertisement makes them feel responsible.

Sample Creative's

Social Media Post



Print Ad

<p>KNOW SOMEONE WITH</p> <p>ALCOHOL ABUSE?</p> <p>YOU CAN HELP THEM</p> <p>JOIN THEM IN CONTACTING US</p>	<p>BOOK NOW:</p> <p>CALL: 1-800-325-3456</p> <p>EMAIL: DPCH@123.COM</p> <p>Website: DPCH.COM/Appointments</p>
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Video

<https://spark.adobe.com/sp/urn:aaid:sc:US:f995af90-c285-4307-99c1-d3c4de526035?fmt=video>