



A GROWING MOVEMENT

Facing the facts

The Movember movement has a goal to change the behavior of men regarding their health. On average men die four years younger than women and the suicide rate is four times higher for men than women.

Prostate cancer is the third most common cancer worldwide and is the sixth leading cause of cancer mortality in mwen, often affecting men over 50 years old.

Last year there were 100 cases of prostate cancer reported in the UAE, according to health officials.

About 41% of the men discovered the disease or began treatment at stage four – the final stage and most difficult to treat. This is worrying seeing as prostate cancer is fully curable if caught at an early stage.

From Movember's perspective the reasons for the poor state of men's health include:

- Lack of awareness and understanding of the health issues men face
- Men not openly discussing their health and how they're feeling
- Reluctance to seek help when men don't feel physically or mentally well
- Men engaging in risky activities that threaten their health
- Stigmas surrounding mental health

These reasons can and are being addressed by Movember's Awareness and Education programme.



Salvador Dali, Hulk Hogan, Tom Selleck; these are men who are defined by their hirsute upper lips, but there are plenty more who shy away from the moustache. However, one charity seeks to change that for one month every year.

Movember started as a charity appeal in 2003 in Australia and has quickly spread around the world, becoming a big hit in Canada, Britain, the United States, New Zealand and South Africa, but also winning growing numbers of fans in the Middle East, Asia and Europe.

Movember asks participants to begin November clean-shaven and then "grow a Mo." Many moustachioed activists grow somewhat attached to their face-locks as the weeks pass – and relatives, friends, wives and girlfriends often end up fronting up yet more cash in efforts to persuade their hairy loved ones to shave again, come December. The fuzzy facewarmer, you see, is less fashionable in western countries than it once was, and so the sporting of facial hair also inspires questions from complete strangers.

Often it's the funds raised by a charity that are most remembered, but at Movember the awareness raised through the power of the moustache is equally as important. The growth of a new moustache prompts a conversation, which in turn generates awareness and educates people on the health issues men face. Awareness and education then prompts people to take action and change behaviour, which is changing and saving lives today.

Bristling with action

Movember's tagline – Changing the face of men's health – aptly describes both the challenges of participating in Movember – changing your appearance by growing a moustache for 30 days – and the outcome – changing the understanding and attitudes men have towards their health. The Mo is Movember's ribbon, it's the catalyst for change.

Some of the funds raised are used to run the annual Movember campaign, which inspires literally billions of conversations. Additionally, some funds are used to create and maintain engaging resources, which educate men on the health risks they face, how to stay healthy and how to take action if they become ill. The Movember website is the ultimate hub for all of this information. Movember also hosts and attends events throughout the year where they deliver health related information in a fun and engaging way.

Is it working?

Absolutely, but there is always more work to be done. The men in the Mo community share stories about how their Mo's help others learn about health issues



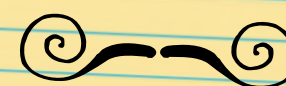
Men's health partners

Movember vision is to have an everlasting impact on the face of men's health. Globally, we are committed to supporting three of the biggest health issues facing men:

- prostate cancer
- testicular cancer
- mental health

Funds raised by the Movember community in the UK and around the world are invested in programmes that directly support these causes in four key programme areas including:

- awareness and education
- living with and beyond cancer
- staying mentally healthy, living with and beyond mental illness
- research



Salvador Dali



Whiskers



Mutton Chops



Mario



Bove



The Walrus



Handlebars



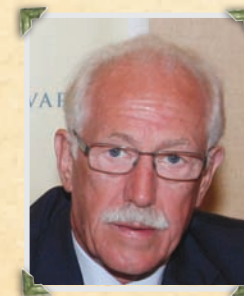
Thomson



LOSING THE LIFESTYLE

Bad diet, smoking, lack of exercise. We've heard it all before – most of these are part of our modern lifestyles, but also what is causing our modern ailments. We may have done away with the black plague and scurvy, but today we are suffering from obesity, hypertension, diabetes, stroke and other things that are on the rise, even in the Middle East.

By **Esther Mumbua and Aseel Al Zoubi**



Professor Gordon McInnes is a specialist in Hypertension Management

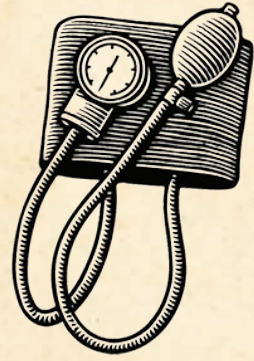
Lifestyle disorders continue to be an ever-increasing health scare, and the MENA region (Middle East and North Africa) is not exempt. With predicted demographic changes that might lead to an alarming increase of diabetes by the year 2030, and this is just one result of people leading more inactive and deskbound lives.

Hypertension is among the top lifestyle disorders which increasingly leads to several fatal diseases in the region, especially in the UAE. About 41% of the UAE adult population, aged between 35 and 70 years, suffers from hypertension, according to a recent survey by Dubai Heart Centre & PHC – Dubai Health Authority (DHA). Awareness about the condition is rather low, with just over half of sufferers receiving treatment.

According to Professor Gordon McInnes, a specialist in Hypertension Management, modern lifestyle all over the world is not ideal with people eating too much – with a chance of eating the all the wrong things. "People do not do much exercise as well, while others smoke cigarettes or something similar," he explains, citing that all these factors contribute to major lifestyle disorders.

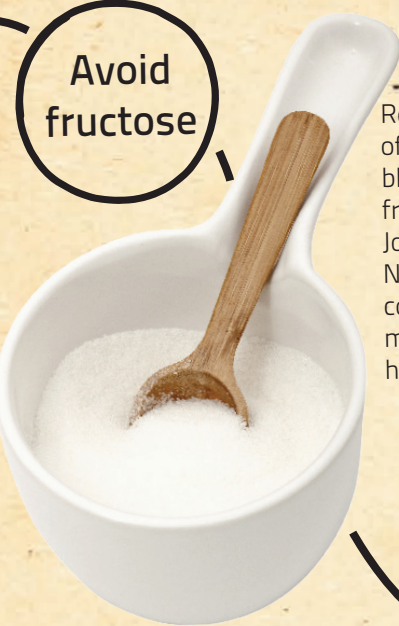
If people lead these kind of lives in the end these vices promote blood pressure making it more likely for the person to have stroke and even renal failure, says the professor. "Lifestyle disorders are very important issues but the question is, how we deal with this?" he poses.

Prof Gordon notes that there is evidence that lifestyle modification



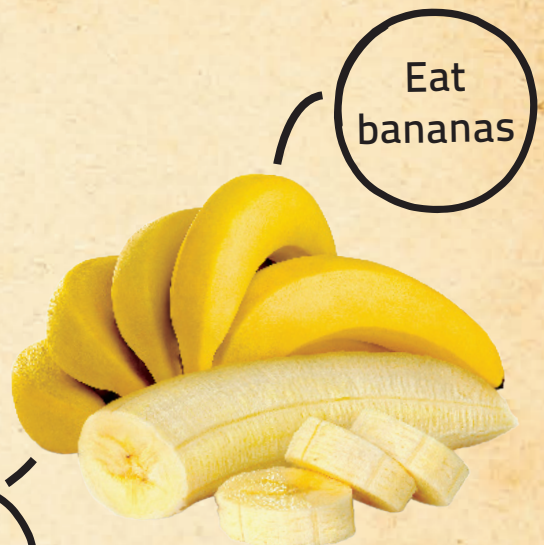
Easy steps to reduce your blood pressure

If you have high blood pressure, you're in good company: according to the World Health Organization, one in three adults has high blood pressure, a key trigger of heart disease. Yet, a few lifestyle changes can help get your situation under control, and even delay or reduce the need for medication, experts say.



Avoid fructose

Recently, MyHealthNewsDaily offered a few tips for lowering blood pressure, including avoiding fructose - a 2010 study in the Journal of the American Society of Nephrology found that people who consumed 74 grams of fructose or more each day had a 77 percent higher risk of high blood pressure.



Eat bananas

Also, eat your bananas - eating foods rich in potassium has been shown to be as effective as cutting your salt intake in half, says MyHealthNewsDaily.



Lose weight

The Mayo Clinic in the US suggests losing weight if you need to and exercising regularly. Losing just 10 pounds, or 4.5 kilograms, of excess weight can lessen your hypertension. Aim for 30 to 60 minutes of exercise most days of the week.

Other foods containing potassium include raisins, prunes, apricots, strawberries, dates, spinach, and tomatoes.

can delay the onset of some lifestyle disorders. "For instance, there is evidence that a Mediterranean type of diet might delay the risks of cardiovascular diseases."

By and large, lifestyle modification does not appear to work. It is one thing to modify one's lifestyle for the better and yet it is another to persist with it.

"People lead a certain lifestyle because they like that life," notes the professor.

"One thing that we have to bear in mind is that this whole business of lifestyle modification is complicated by a social-economic deprivation, so it is the poorer people who are mostly affected by these diseases because it's not a disease of affluence," says

Prof. Gordon, adding that the society is faced with an issue of poverty.

"People who do not have money eat the way they do because it's inexpensive. In addition they do not do much exercise since they probably do not have much time to exercise. On the other hand, affluent people can afford the luxury to change their lifestyles," says the professor. As a medical doctor, Prof. Gordon explains that he encourages people to modify their lifestyles as well as persist with it. For those unable to persist with the lifestyle change, he then resorts to treating them with medication.

In order to control conditions such as high blood pressure, type 2 diabetes, pulmonary disease, and osteoporosis, as a society we need more in addition to lifestyle modification.

Awareness

Promoting a good lifestyle among the general population is of importance because the chances of having to see a doctor would become less and less.

In UAE, figures of people who have been diagnosed with high blood pressure are estimated to be 20% and only half of these, according to epidemiology converters, have it controlled properly.

When it comes to diabetes prevalence, countries including Kuwait, Qatar, Saudi Arabia, Lebanon and the UAE are among the top 10. One in nine adults in the region has diabetes, and more than half of people with diabetes in the region don't know they have it.

Ways to reduce risk of a stroke

A new study finds that small lifestyle changes could make a big impact on reducing your stroke risk.

The study evaluates seven health factors that can cut your risks: be active, control cholesterol, eat a healthy diet, manage blood pressure, maintain a healthy weight, control blood sugar, and don't smoke. Researchers


calculated stroke risk among nearly 23,000 aged 45 and older.

"We used the assessment tool to look at stroke risk and found that small differences in health status were associated with large reductions in stroke risk," said Dr. Mary Cushman, senior author and professor of medicine at the University of Vermont in Burlington.

During five years of follow-up, 432 strokes occurred among the subjects. All seven factors played an

important role in predicting stroke risk, but the most important factor was blood pressure, the findings showed.

"Compared to those with poor blood pressure status, those who were ideal had a 60 percent lower risk of future stroke," Cushman said.

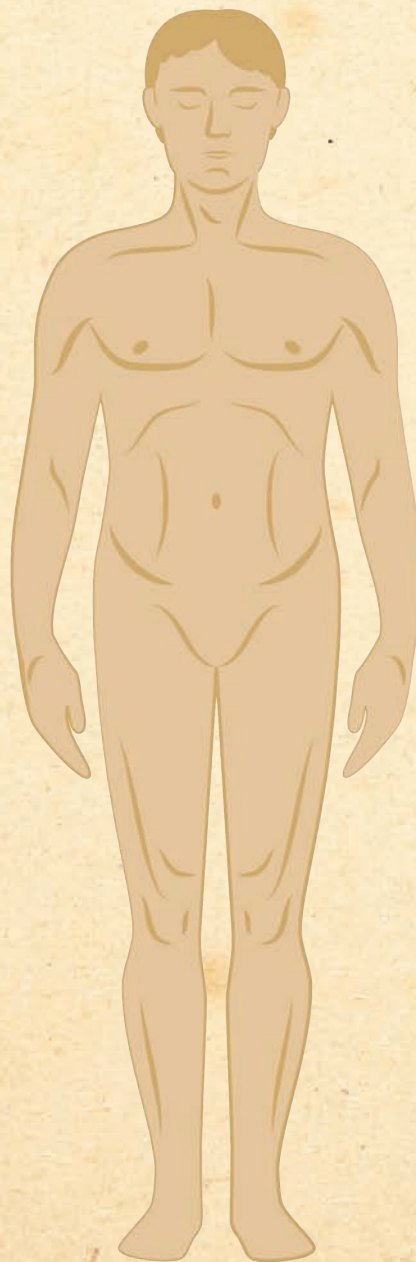
Researchers also found that those who didn't smoke or quit smoking more than one year prior to the beginning of the study had a 40 percent lower stroke risk. 

DETECT TO PROTECT

Whether you're looking after yourself, and trying to curb the lifestyle disorders or not, the threat of prostate or testicular cancer is real nonetheless. Regular checkups at the doctor are recommended for all men, even when you feel healthy.

Symptoms of Prostate Cancer

There are often no symptoms associated with early-stage prostate cancer. However, most cases of prostate cancer are diagnosed before symptoms develop through screening. The American Cancer Society lists the following symptoms associated with later-staged prostate cancer:



A physician should be consulted if symptoms persist. It is important to note, however, that these symptoms may be caused by factors unrelated to prostate cancer.



Inability to urinate



Difficulty in starting or stopping urine flow



Discontinuous or weak urine flow



Continuous back, pelvis, or upper thigh pain



Blood in urine



Pain or burning with urination



Frequent urination, especially at night