



## Dr. Colin Carrie MP Oshawa

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### DR. COLIN CARRIE HOSTS EVENT ON PARLIAMENT HILL TO LAUNCH CANADIAN MEN'S HEALTH FOUNDATION

#### News Release

For Immediate Release

**Ottawa, ON June 3, 2014** – Today, Dr. Colin Carrie, Member of Parliament for Oshawa, Parliamentary Secretary to the Minister of the Environment, and founder of the Men's Health Caucus, hosted an event on Parliament Hill to launch the Canadian Men's Health Foundation (CMHF). The CMHF is a national, non-profit organization founded by Order of British Columbia and Order of Canada recipient Dr. Larry Goldenberg. The goal of the CMHF is to raise awareness of men's health issues and encourage healthier lifestyles.

"Some of the statistics around men's health in Canada are alarming, and yet 70% of men's health conditions/diseases are preventable," stated Dr. Colin Carrie. "More awareness of men's health issues is needed – not only among men, but among all family members."

"Canada and its families would be a better place if more men lived more active and healthier lives," stated Dr. Larry Goldenberg. "CMHF will create a new social movement that will serve to motivate men with health information and lifestyle programs in a way they can truly hear, absorb and act on. In time, men's attention to health will become second nature, like seatbelts."

CMHF officially launched today on Parliament Hill with senior federal and provincial government officials, national health organizations, sports celebrities and leaders from corporate Canada in attendance. CMHF unveiled plans for the first ever Canadian Men's Health Week (CMHW) from June 9<sup>th</sup> to 15<sup>th</sup> and also unveiled its national awareness campaign encouraging men to change—but not too much.

The campaign inspires men to make small, healthy lifestyle changes that will have a big impact on their lives. The campaign's website—[www.DontChangeMuch.ca](http://www.DontChangeMuch.ca)—is populated with simple, healthy lifestyle tips and messages from CMHF's National Champions: Trevor Linden, Simon Whitfield, Alain Vigneault, Shea Emry, Adam Kreek, Ned Bell and Jim Hughson. The Don't Change Much campaign focuses on five core areas to improve men's health: Nutrition, Activity, Sleep, Mental Health and Smoking & Drinking.

Joining Dr. Goldenberg and Dr. Carrie for the official launch was CMHF President Wayne Hartrick, Trevor Linden, President, Hockey Operations, for the Vancouver Canucks and four-time Olympian, Simon Whitfield.

"We need to trigger the involvement of organizations across the country—from community centres to health care organizations and NGOs—to start this conversation with men," stated Mr. Hartrick.

“Every year too many Canadian men go missing from our daily lives not because they die, but because they have become very unhealthy or sick,” stated Trevor Linden. “We want men to know they can change that by making small changes now.”

“Guys have a lot on their plates with careers and families, and not a lot of time.” stated Simon Whitfield, “We want to give them information they can understand and use. Small changes that will help them step up and stay with us.”

CMHF is pilot testing You Check, the world’s first health awareness tool built specifically for men. Sponsored in part by Sun Life Financial, You Check takes 10 minutes, is free, anonymous and 100% confidential. You Check is unique because it assesses seven different diseases to provide a customized report and lifestyle advice to help men establish healthy habits.

“As a Chiropractor, I have always had a passion for health and wellness,” stated Dr. Carrie. “Naturally, I was honoured when Dr. Goldenberg and Mr. Hartrick approached me to help launch the CMHF and form the Men’s Health Caucus to help raise awareness of men’s health issues and promote healthier lifestyles.”

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#### **FOR FURTHER INFORMATION**

Greg Howard, Office of Colin Carrie MP, 613-996-4756

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**Constituency office**

57 Simcoe St S Unit 2B  
Oshawa, ON L1H 4G4  
Tel 905.440.4868  
Fax 905.440.4872  
Email [carrie.c@parl.gc.ca](mailto:carrie.c@parl.gc.ca)

**Ottawa office**

410 Justice Building  
Ottawa, ON K1A 0A6  
Tel 613.996.4756  
Fax 613.992.1357  
Web: [colincarriemp.ca](http://colincarriemp.ca)