

# MAN/ALIVE!/2008

Enfield Community  
Health Centre  
PO Box 508  
PROSPECT EAST 5082  
Ph. 8342 8600



## MAN ALIVE! 2008

### Overview

Since 2004, Man Alive! has been staged successfully as an annual event at Semaphore Foreshore Reserve. It has created a platform to develop increased understanding about men and their health and wellbeing concerns, as well as the identification of new ways of working with men on improving their health. It has also created a medium to celebrate, acknowledge and value the important contribution men make to their families and communities.

Celebrating the contribution men make to our community and improving the access of men to information, programs and services that will have a positive impact on their health and well being, has been the goal in establishing the festival called Man Alive! It has evolved from a desire by key agencies to respond to increasing concerns about the impact social disadvantage was having on men's health. There is a significant cost to our community through the poor health of men, not only to the men themselves but also to their families and their employers. Investing in their health is beneficial to the whole community.

A wide range of Health and Community Services attend the festival and they are complemented by a variety of stalls from many different cultures and community groups. Together with the diversity of food, quality entertainment and fun recreational activities on offer, the day creates a lively and engaging event for families and individuals of all ages to celebrate men in the community. Weather permitting; we are hoping to build on the 10,000 who attended this year.

### Future potential growth of the event

Interest from other metropolitan regions, together with the likely trial of a pilot project in a rural region indicates a positive future for this festival as a medium that effectively promotes men's health within our community. We believe that with continued growth and support, the festival has the potential to become a 'statewide' initiative. To ensure the festival's ongoing development and that key men's health messages can be promoted within our community, the continued support from our current partners and the involvement of new partners and sponsors is being sought.

### Festival Objectives

In addition to the overall goal of celebrating men and promoting men's health; key objectives include:

- Promoting more positive images of men within the general community.
- Connecting men with services that are available.
- Raising awareness of service providers to the needs of men.
- Discovering how men can be included in shaping community services to ensure that the services are accessible, relevant and user friendly – especially those most disadvantaged.
- Creating dialogue and collaboration between service providers focusing on men's issues.

### Date and venue for the project

Sunday 16<sup>th</sup> March 2008 at The Semaphore Foreshore Reserve.



Landau



ANGLICARE SA



Government  
of South Australia

Arts SA  
Central Northern Adelaide Health Service  
Disability SA  
Children, Youth and Women's Health Service  
The Second Story Youth Health Service