



THE MEN'S INITIATIVE™

Strategy 2020

and beyond

**Building a more compassionate
and sustainable world,
one man at a time.**

The Men's Initiative is dedicated to enhancing the integrity and well-being of men for the benefit of families, communities, and the world.

The Men's Initiative (TMI) is a non-profit organization affiliated with the University of British Columbia's Faculty of Medicine and the Canadian Men's Health Foundation and operates at the nexus of industry, university, and community. TMI applies multidisciplinary knowledge and "never about you without you" collaborative research methods to create programs that positively influence men as changemakers in their communities.

Our Three Pillars

Research

We use rigorous research methods to bring understanding to men's struggles, and to create models and methods to help men contribute more fully to a sustainable future for all.

Service

We serve communities by conducting work with individuals and groups to help men and women connect with their integrity and take action to become a more generative force for good in their communities.

Influence

We seek to catalyze a worldwide conversation about how to be a good man and to do good work in the modern world.

Men Strive Together for an Equitable, Compassionate, and Sustainable World.



30 years ago

Visionary researcher and physician Dr. David Kuhl watched a 25-year-old man suffering from end-stage AIDS call his father for the final time, sharing the news of his illness and imploring him to visit. “After he candidly shared the news, I heard silence emanating from the other end. That young man passed away a few short weeks later. His father never came to visit.”

This transformative experience sparked the idea for The Men’s Initiative, and began David’s journey to understand why men and fathers behave and engage in the world in the way that they do.

Men play an important role in the health and well-being of families and communities, and have a unique opportunity to contribute to the development of functional societies. However, the current and prevailing model of masculinity—how men are taught to show up in the world—impedes our progress for positive cultural change.

Positioning men as hunters, providers, and protectors, traits of masculinity such as stoicism, hard-work, and self-sacrifice are often essential to many occupations—but, they also encourage men to hide their emotions, driving emotional isolation, an absence of empathy, and immense pain. Men’s trauma and suffering leads to troubling issues that manifest as anger, broken relationships, addiction, and violence; ultimately contributing to the suffering of women, children, other men, and the environment.

In 2015, Drs. David Kuhl, Duncan Shields, and John Izzo launched TMI as a response to this growing public health challenge. They discovered that men share a desire to be true to themselves and in close relationships with others, but often lack the opportunity to have tough conversations about what it means to be a man. We need to find new ways to work together by moving away from blaming and shaming and toward understanding the needs of men.

Built around three interconnected pillars, TMI has established a comprehensive range of partnerships and programs that empower men from diverse backgrounds and experiences to make positive contributions to their communities and to society.

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“Men long for authenticity and to be in close relationship with their families. They desire meaningful work and the ability to adapt to an ever-changing world.”

—Dr. David Kuhl, co-founder



“It is important to help men break barriers and learn to embrace positive traits of masculinity, such as empathy, compassion, and intentionality.”

—Dr. John Izzo, co-founder



“We need good men, working hard to build peaceful, safe, and inclusive communities where all can thrive.”

—Dr. Duncan Shields, co-founder

Mission

To enhance the integrity and well-being of men for the benefit of families, communities, and the world

Vision

Men strive together for an equitable, compassionate, and sustainable world

Our Values

TMI is committed to embracing diversity, promoting equity, and fostering a culture of inclusion, mutual respect, and reciprocity. We engage with all genders in our work to positively influence men in service of families, communities, and the world. TMI's values describe our philosophy for decision-making and for engaging with partner organizations.

Accountability: Living our values by focusing on rigour, evidence, and the evaluation of everything we do, to demonstrate its impact.

Authenticity: Relentlessly telling the truth and walking the talk, recognizing that inner work creates outer reality.

Collaboration: Seeking to maximize impact through cooperation and engagement with partners locally, nationally, and internationally.

Courage: Having difficult conversations, and ensuring a commitment to dialogue, not debate.

Curiosity: Exploring with openness, humility, and a commitment to learning.

Embracing difference: Putting purpose before ego; valuing diversity, inclusion, and dignity.

Stewardship: Tenaciously maintaining a cross-generational orientation for sustainability and legacy.

Trust: Acting with integrity and embracing the hard personal work that is essential to earning the confidence of others.

Our Unique Position and Value

TMI functions across the areas of:



TMI has demonstrated impact across five defined market gaps:

- 1 We bridge academia, theory, and research to practice.
- 2 We move away from blame and shame, and instead adopt a positive approach to understanding the lived experiences of men.
- 3 We apply “never about you without you” design principles to develop evidence-informed programs.
- 4 We test new hypotheses and move away from silos and simplistic solutions.
- 5 We develop, implement, validate, and share unique new programs.



Embracing Complexity & Redefining Legacy

Our Model and Approach

TMI seeks to understand the breadth of men's beliefs about who they are and who they want to be in the world, and to challenge aspects of masculinity that no longer serve them, their families, or their communities.

We ask, "what does it mean to be a man?" and apply a simple model that takes men on a Journey into Integrity®.

Get Clear

Decide what kind of man I want to be and how I will show up in life.

Face the Facts

Examine how I am showing up and how I want to be different.

Make a Play

Take action to change my behaviour and way of being in the world.

Our Programs and Impact

Through our programs, we introduce models, processes, and forums for dialogue and education that focus participants on:

Aspirational masculinity: appealing to values as the path of change.

Self-awareness, openness, and communication: talking about emotions and shifting intention from competition to community.

Inclusiveness, empathy, and accountability: recognizing one's impact on others, holding one another accountable, speaking truth, and maintaining a growth mindset.

Examples

Good Men in Sport Program



Atlanta
Falcons
Rookies



West Point
Military Academy
Football



Stanford
University
Soccer



University of
Oregon Tennis
& Golf

“Redefining what it means to be a man through sport”

Helping athletes and coaches, from amateur to professional, explore what it means to be a good man on every team they are on, while becoming role models and leaders in their own lives.

Participant impact

77%

More aware of the importance of sexual consent

87%

Clearer on the kind of man they want to be

88%

More committed to inclusion on every team

97%

Stronger effort to be a “good brother”

Note: Surveyed West Point and Stanford participants.

“This is our first time having these important conversations.”

—Athlete, Stanford Men’s Soccer

Protective Services Resilience and Leadership Program



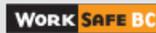
BCPFFA



BC Police
Association



Vancouver
Police Union



Worksafe BC

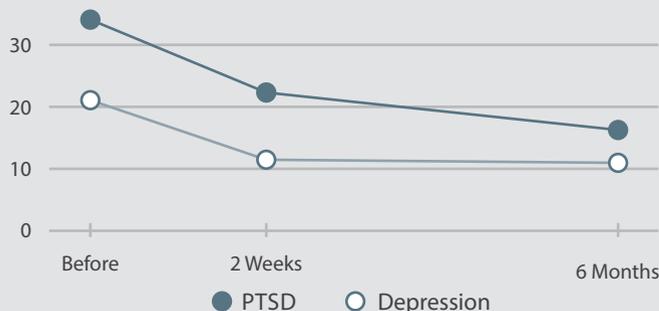
“Protecting those who protect us”

Helping first responders (fire and police), military, and front-line healthcare professionals regain and sustain their resilience and well-being, which improves the competence and capacity of organizations to care for each other and protect their wider communities.

Participant impact

- ✓ Significant increase in self-compassion, quality of life, well-being, and interpersonal functioning.
- ✓ Improved work culture, team cohesion, engagement, and performance.

Significant and lasting reduction in symptoms of trauma (PTSD) and depression



Note: Results from the first 61 participants who completed the program.

“We recognized an overwhelming need to change our fire service culture. Without a doubt, since running our first six resiliency programs, the change in the individual and in fire departments across BC continues to be extremely positive. The difference this program is making is significant; if we can be healthy and resilient at work, we can be healthy at home with our families!”

—Gord Ditchburn, President of the BC Professional Fire Fighters Association