

CENTRE FOR MENTAL HEALTH AND COMMUNITY WELLBEING

PhD Confirmation Seminar

The University of Melbourne

No man is an island: The role of media-based mental health campaigns in improving older male help-seeking

Presenter: Grant Duthie

**Supervisors: Prof. Nicola Reavley, A/Prof. Amy Morgan
and
Dr Hao Xu**

Panel Chair Prof. Eva Alisic

Wednesday 21 August 2024

2.00pm-3.00pm

Via Zoom

**[https://unimelb.zoom.us/j/84549477191?
pwd=dZGoLZNunci7jrM6ry89ekSgP5jybL.1](https://unimelb.zoom.us/j/84549477191?pwd=dZGoLZNunci7jrM6ry89ekSgP5jybL.1)**

Password: 939299



MELBOURNE SCHOOL OF
POPULATION
& GLOBAL
HEALTH



Grant is a PhD student at the Centre for Mental Health and holds bachelor's and master's degrees in psychology and a bachelor's degree in economics.

Before starting his PhD, Grant worked as a risk management and business consultant in the banking, mining, government, and not-for-profit sectors.

Grant has had a longstanding interest in communications psychology, men's mental health, and human behaviour at a societal level.

In his PhD, Grant is excited to develop his capacity as a mental health communications researcher to generate relevant research for improving help-seeking, particularly among men.

A majority of men are not seeking help from professionals for depression, anxiety, and suicide, while older men may be less inclined to use mental health services than older women. Research has shown that certain masculine norms may contribute to this treatment gap, and that older men may possess a unique set of masculine norms.

Media-based campaigns are promising interventions for improving male help-seeking. However, there is limited research looking at the impact of media-based campaigns on male help-seeking outcomes and few studies examining how campaigns can improve older men's help-seeking for mental health concerns.

To address these research gaps, this research aims to improve older men's help-seeking for mental health concerns by (1) systematically reviewing the literature on the effect of media-based mental health campaigns on male help-seeking outcomes; (2) determining the most important beliefs underpinning older men's reluctance to seek help for mental health concerns; and (3) co-designing a media-based campaign with older men and testing its effect on help-seeking outcomes for mental health concerns.

These seminars are free. Visitors are welcome to attend.

For more information contact the Centre for Mental Health and Community Wellbeing +61 3 8344 0908