

MAN THERAPY™

Riverside County, CA

August 2023 Impact Report



MAN THERAPY REMINDERS

The challenges we face /

Working aged men account for the largest number of suicide deaths in the U.S. These men are also the least likely to receive any kind of support.

Depression is
the leading cause
of disability in the
U.S.
affecting
16+ million Americans

White males
account for
7 of 10
of all completed
suicides

Men are
3.63x
more likely to
die by suicide
than women

621
avg. deaths by
suicide per year in
the state of Utah
#2 cause of death

Man Therapy is an evidence-based solution to a growing challenge.

Challenge

Working aged men account for the largest number of suicide deaths in the U.S.

These men are also the least likely to receive any kind of support.



Solution

Man Therapy reduces depression and suicidal ideation and increases help seeking behavior among working age men

CDC-Funded Research Study Results Available

Man Therapy Goals /

Upstream approach to men's mental health and suicide prevention

Reduce Stigma

Increase help-seeking behavior

Reduce Suicidal Ideation

Sustainable Impact

Our model and key elements

How we generate impact

The Innovative
Campaign

Evidence based
Website
User Journey

Impact
Measurement
& Communication

The tools that Man Therapy provides

Mental Health
Assessment

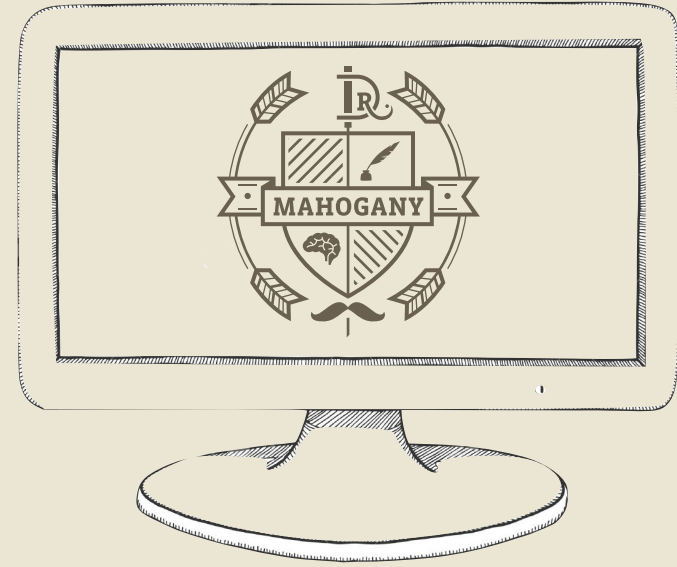
Self-help tips and
testimonials from
other men

Evidence-based
tools and
educational
content

National & local
resource and crisis
line connections

LIFETIME IMPACT TO DATE

AUGUST 9, 2012 - AUGUST 22, 2023



Website Users:
1,623,841



Average Time/Visit:
03:28



Head Inspections:
434,488



Crisis Line Clicks:
42,932

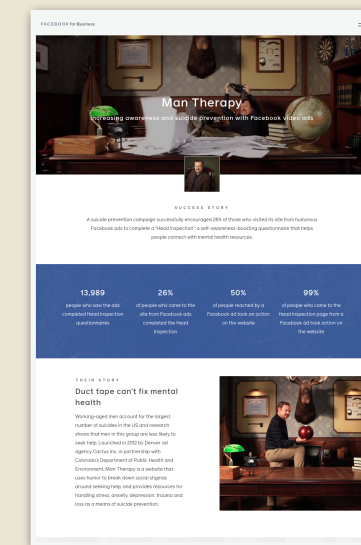
SXSW

AdAge

**The
New York
Times**

**The
Boston
Globe**

INSIDER



**15
ACTIVE
PARTNERS**

RIVERSIDE COUNTY, CA

August 2023

Methods & Tactics

Riverside County California
August 2023

PARTNER NETWORK
CalMHSA
Help@Hand

Google Adwords /PPC
January 9th Launch

Paid Social
March 3 Launch

Radio:
Live since 2/20

OOH Billboards:
Installed March 9

Additional Tactics
Sunline Bus Ads
Printed Collateral +
Swag

Riverside County, CA
August 2023

508%

Increase in total users
in Riverside County, CA

4,569%

Increase in Completed HI
in Riverside County, CA



State: California (1) ▾

County Segments: Exclude CITIES ... (1) ▾

Aug 1, 2023 - Aug 31, 2023 ▾

BASIC ENGAGEMENT DATA ?

Sessions	Users (Unique Sessions)	New Users	Bounce Rate	Pageviews	Unique Pageviews	Avg. Session Duration
1,599	1,356	1,334	38.27%	2,540	2,287	02:11
↑ 496.6%	↑ 508.1%	↑ 598.4%	↓ -48.5%	↑ 440.4%	↑ 486.4%	↑ 26.8%

SITE GOALS

Head Inspections Started ?

1,418

↑ 4,197.0%

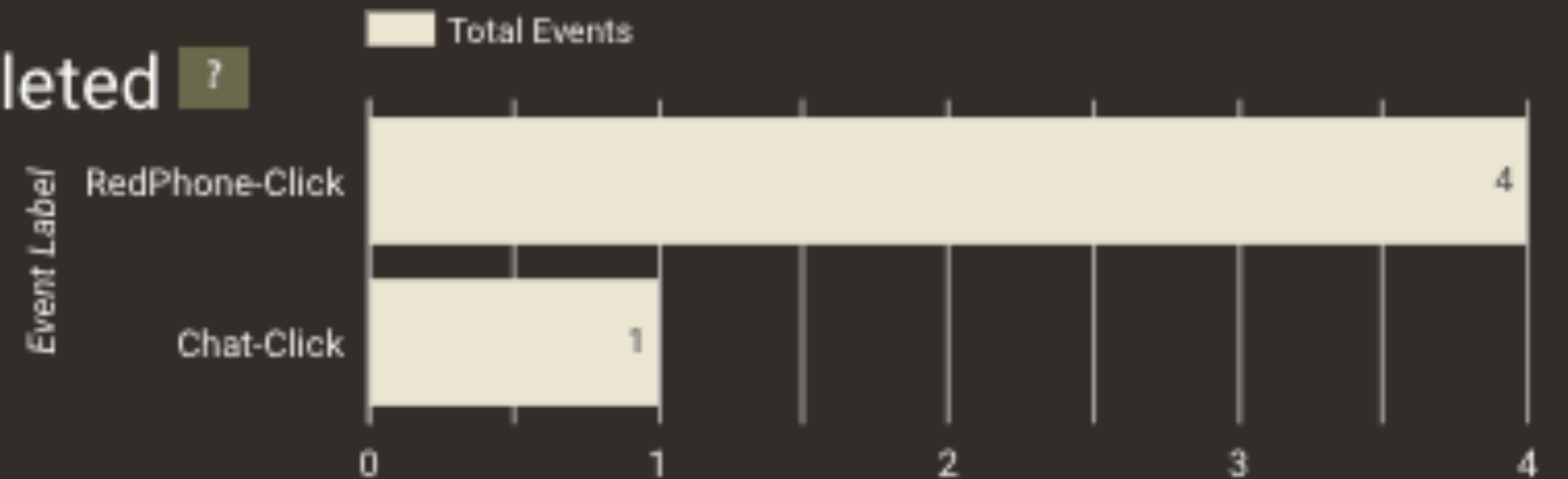


Head Inspections Completed ?

607

↑ 4,569.2%

CRISIS ACTIONS



Riverside County, CA
MID-COUNTY REGION
August 2023

463%

Increase in total users
In Mid-county Region

4,440%

Increase in HI Completed
In Mid-county Region



State: California (1) ▾

County Segments: MidCounty (1) ▾

Aug 1, 2023 - Aug 31, 2023 ▾

BASIC ENGAGEMENT DATA ?

Sessions	Users (Unique Sessions)	New Users	Bounce Rate	Pageviews	Unique Pageviews	Avg. Session Duration
590	513	507	38.81%	913	835	02:02
↑ 514.6%	↑ 463.7%	↑ 558.4%	↓ -51.0%	↑ 512.8%	↑ 542.3%	↑ 33.3%

SITE GOALS

Head Inspections Started ?

553

↑ 4,508.3%



Head Inspections Completed ?

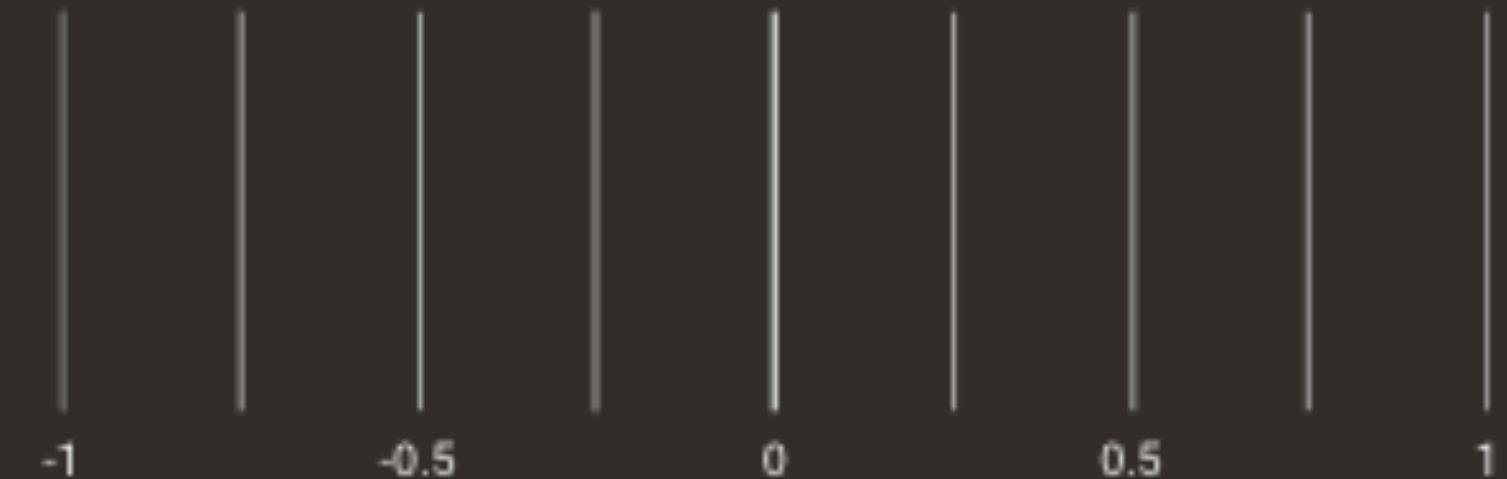
227

↑ 4,440.0%

CRISIS ACTIONS

Total Events

Event Label



Riverside County, CA
DESERT REGION
August 2023

538%

Increase in total
users
in Desert Region

4,740%

Increase in Head
Inspections
Completed
In Desert Region



State: California (1) ▾

County Segments: Desert (1) ▾

Aug 1, 2023 - Aug 31, 2023 ▾

BASIC ENGAGEMENT DATA ?

Sessions	Users (Unique Sessions)	New Users	Bounce Rate	Pageviews	Unique Pageviews	Avg. Session Duration
610	504	498	38.20%	978	876	02:20
↑ 542.1%	↑ 538.0%	↑ 564.0%	↓ -50.3%	↑ 535.1%	↑ 568.7%	↑ 67.9%

SITE GOALS

Head Inspections Started ?

542

↑ 4,827.3%

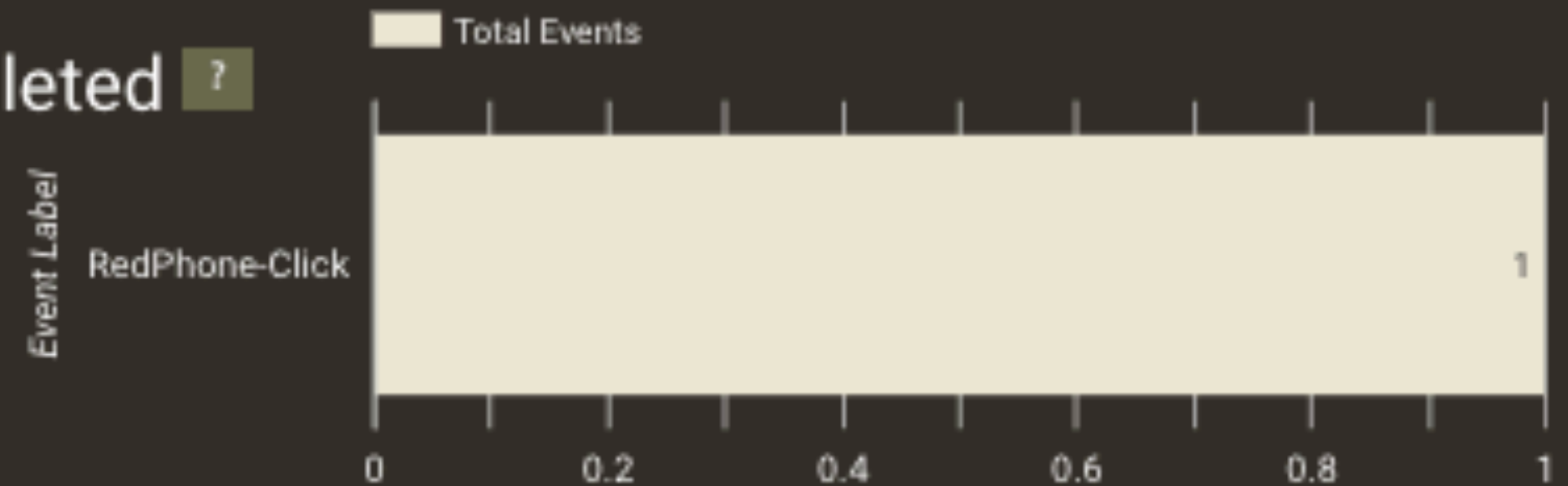


Head Inspections Completed ?

242

↑ 4,740.0%

CRISIS ACTIONS



Riverside County, CA
WESTERN REGION
August 2023

540%
Increase in total
users
in Western Region

4500%
Increase in Head
Inspections
Completed
in Western Region



State: California (1) ▾

County Segments: Western (1) ▾

Aug 1, 2023 - Aug 31, 2023 ▾

BASIC ENGAGEMENT DATA ?

Sessions	Users (Unique Sessions)	New Users	Bounce Rate	Pageviews	Unique Pageviews	Avg. Session Duration
399	339	329	37.59%	649	576	02:10
↑ 418.2%	↑ 539.6%	↑ 743.6%	↓ -42.1%	↑ 288.6%	↑ 346.5%	↓ -8.5%

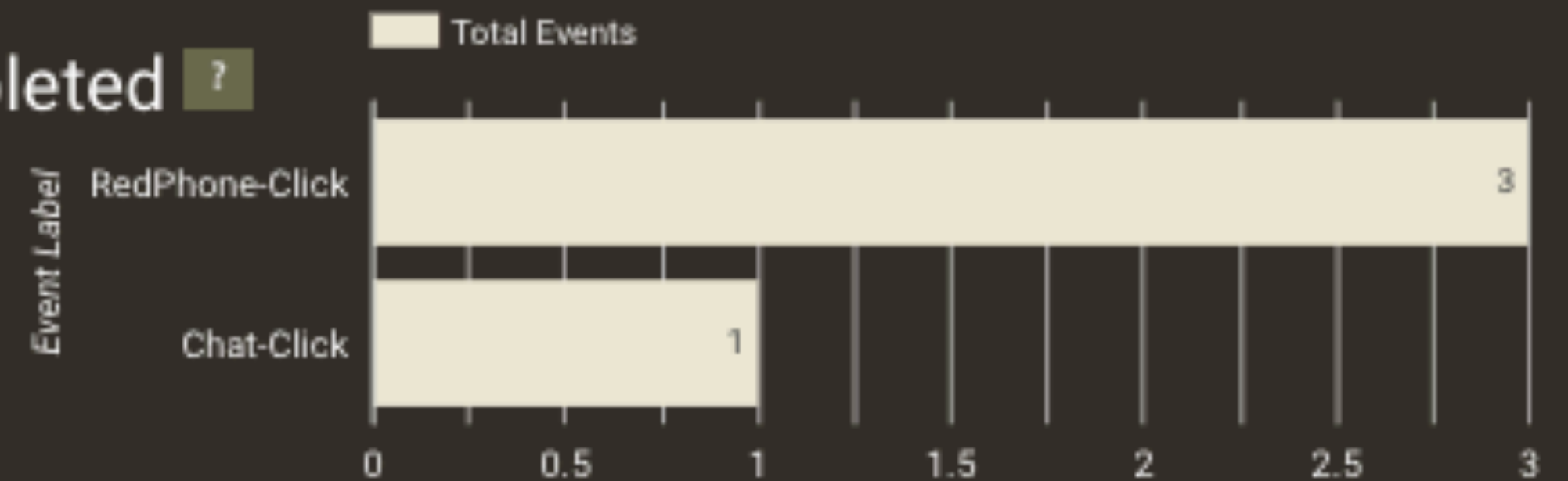
SITE GOALS

Head Inspections Started ?
323
↑ 3,130.0%



Head Inspections Completed ?
138
↑ 4,500.0%

CRISIS ACTIONS



RESOURCE ENGAGEMENT

August 2023

Resource Page Engagement by California Users

464 total pageviews among California users on Man Therapy sub-page groups.

Gentlemental
Health Pages

141

Pageviews

Avg. Time on
Page
1:28

Mental Health
Resource Pages

206

Pageviews

Avg. Time on
Page
1:17

Tips & Testimonial
Pages

83

Pageviews

Avg. Time on
Page
2:35

Man FAQ
Pages

34

Pageviews

Avg. Time on
Page
0:40

Mental Health Resources Accessed by California Users

Page path level 2 ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?
California	206 % of Total: 0.20% (102,447)	180 % of Total: 0.20% (90,491)	00:01:17 Avg for View: 00:02:20 (-44.94%)
1. /grief-advice-from-an-old-guy	38 (18.45%)	32 (17.78%)	00:07:07
2. /california-resources	28 (13.59%)	22 (12.22%)	00:01:28
3. /connect-local-resources-near-you	23 (11.17%)	18 (10.00%)	00:00:10
4. /divorce-11-questions-to-ask-yourself	18 (8.74%)	15 (8.33%)	00:00:22
5. /online-therapy-at-your-fingertips	18 (8.74%)	17 (9.44%)	00:00:56
6. /local-resources-in-riverside-county-ca	7 (3.40%)	5 (2.78%)	00:00:10
7. /local-resources-in-riverside-county-california-western-region	7 (3.40%)	6 (3.33%)	00:02:45
8. /lifeline-crisis-chat	6 (2.91%)	6 (3.33%)	00:00:55
9. /local-resources-in-riverside-county-california-mid-county-region	4 (1.94%)	3 (1.67%)	00:01:53
10. /national-fatherhood-initiative	4 (1.94%)	4 (2.22%)	00:00:15
11. /PFLAG	4 (1.94%)	4 (2.22%)	00:00:45
12. /responderstrong	3 (1.46%)	3 (1.67%)	00:05:19
13. /sbx-youth-and-family-services-moreno-valley-california	3 (1.46%)	3 (1.67%)	00:01:00
14. /cares-line	2 (0.97%)	2 (1.11%)	00:00:00
15. /firearm-safety	2 (0.97%)	2 (1.11%)	00:00:00
16. /first-responder-crisis-supports	2 (0.97%)	2 (1.11%)	00:00:00
17. /fishing-and-mental-health	2 (0.97%)	1 (0.56%)	00:00:06
18. /my3	2 (0.97%)	2 (1.11%)	00:00:31
19. /normal-responses-to-trauma	2 (0.97%)	2 (1.11%)	00:00:00
20. /Peer-Support-Facilitator-Training-Program	2 (0.97%)	2 (1.11%)	00:00:17

21. /riverside-california-behavioral-health-crisis-resources	2 (0.97%)	2 (1.11%)
22. /alcoholics-anonymous	1 (0.49%)	1 (0.56%)
23. /aspen-ridge-counseling	1 (0.49%)	1 (0.56%)
24. /breathe2relax	1 (0.49%)	1 (0.56%)
25. /colorado-local-resources	1 (0.49%)	1 (0.56%)
26. /connect-inland-empire-riverside-california	1 (0.49%)	1 (0.56%)
27. /defense-and-veterans-brain-injury-center-dvbic	1 (0.49%)	1 (0.56%)
28. /denver-mens-therapy-group-1	1 (0.49%)	1 (0.56%)
29. /empact-suicide-prevention-center	1 (0.49%)	1 (0.56%)
30. /Family-Wellness-Resources	1 (0.49%)	1 (0.56%)
31. /first-responder-wellness-vermont	1 (0.49%)	1 (0.56%)
32. /fishing-the-good-fight	1 (0.49%)	1 (0.56%)
33. /lifearmor	1 (0.49%)	1 (0.56%)
34. /local-resources-in-riverside-county-california-desert-region	1 (0.49%)	1 (0.56%)
35. /men-and-depression	1 (0.49%)	1 (0.56%)
36. /men-suicide-and-society	1 (0.49%)	1 (0.56%)
37. /mindfulness-coach	1 (0.49%)	1 (0.56%)
38. /national-military-family-association-nmfa	1 (0.49%)	1 (0.56%)
39. /national-police-suicide-foundation	1 (0.49%)	1 (0.56%)
40. /riverside-california-behavioral-health-clinics	1 (0.49%)	1 (0.56%)

Thank you!

