

MAN THERAPY™

Riverside County, CA

February 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

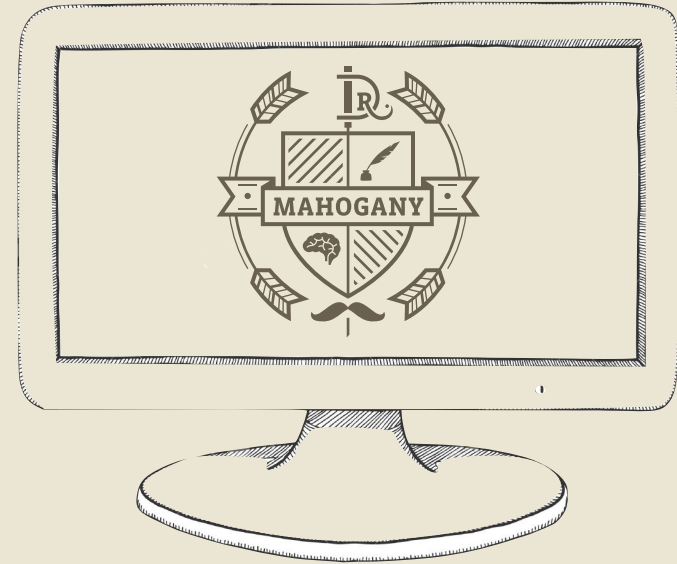
Self-help tips and
testimonials from
other men

Evidence-based
tools and
educational
content

National & local
resource and crisis
line connections

LIFETIME IMPACT TO DATE

JULY 9, 2012 - DECEMBER 31, 2022



Website Users:
1,414,151



Average Time/Visit:
03:29



Head Inspections:
401,404



Crisis Line Clicks:
41,999

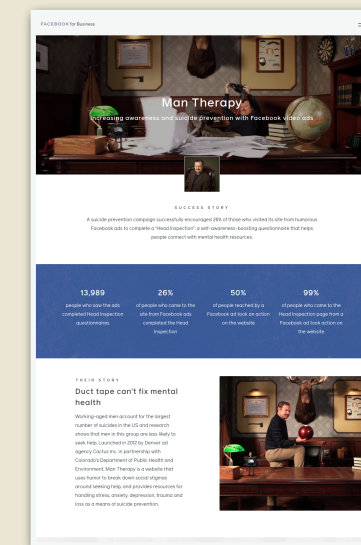
SXSW

AdAge

**The
New York
Times**

**The
Boston
Globe**

INSIDER



**15
ACTIVE
PARTNERS**

RIVERSIDE COUNTY, CA

February 2023

Methods & Tactics

Riverside County California
February 2023

PARTNER NETWORK
CalMHSA
Help@Hand

Google Adwords /PPC
January 9th Launch

Paid Social
February 1 - 16
February Account
Disabled Feb 16- Mar 3

Radio:
Live on 2/20

Upcoming Tactics
OOH Billboards:
Installed March 9

OOH Bus Transit
Printed Collateral

Riverside County, CA
February 2023

**281 Completed
Head Inspections**

in Riverside County, CA

Compared to 210 in
previous month, and 8
in Feb 2022



State: California (1) ▾

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

Feb 1, 2023 - Feb 28, 2023 ▾

BASIC ENGAGEMENT DATA ?

Sessions	Users (Unique Sessions)	New Users	Bounce Rate	Pageviews	Unique Pageviews	Avg. Session Duration
1,364	1,215	1,180	58.58%	2,577	2,169	01:38
↑ 1.6%	↑ 0.2%	↓ -1.1%	↑ 2.0%	↓ -1.8%	↓ -1.1%	↑ 9.3%

SITE GOALS

Head Inspections Started ?

410

↑ 11.4%

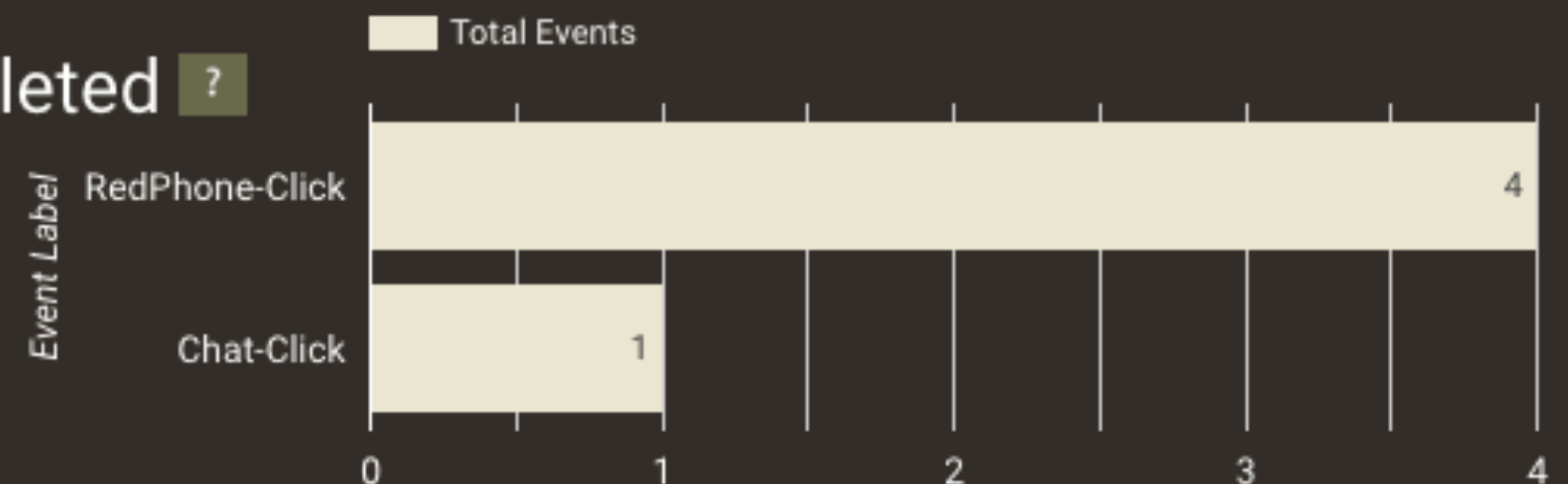


Head Inspections Completed ?

281

↑ 8.1%

CRISIS ACTIONS



Riverside County, CA
MID-COUNTY REGION
February 2023

**115 Completed
Head Inspections**
in MID-COUNTY
Riverside County, CA

Compared to 118 in
previous month, and 1
in Feb 2022



State: California (1) ▾

County Segments: MidCounty (1) ▾

Feb 1, 2023 - Feb 28, 2023 ▾

BASIC ENGAGEMENT DATA ?

Sessions	Users (Unique Sessions)	New Users	Bounce Rate	Pageviews	Unique Pageviews	Avg. Session Duration
540	502	490	60.93%	981	849	01:19
↓ -1.1%	↑ 0.6%	↓ -1.0%	↑ 7.3%	↓ -9.7%	↓ -6.4%	↓ -13.8%

SITE GOALS

Head Inspections Started ?

155

↓ -9.9%



Head Inspections Completed ?

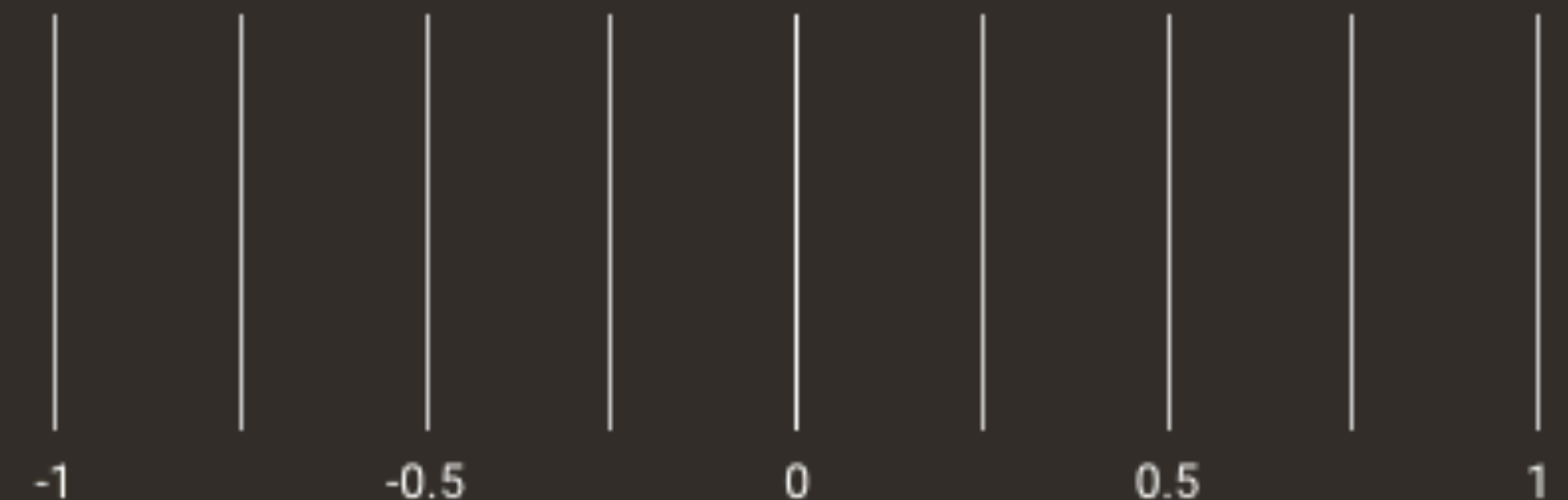
115

↓ -1.7%

CRISIS ACTIONS

Total Events

Event Label



Riverside County, CA
DESERT REGION
February 2023

94 Completed Head Inspections

in DESERT
Riverside County, CA

Compared to 78 in
previous month, and 2
in Feb 2022



State: California (1) ▾

County Segments: Desert (1) ▾

Feb 1, 2023 - Feb 28, 2023 ▾

BASIC ENGAGEMENT DATA ?

Sessions	Users (Unique Sessions)	New Users	Bounce Rate	Pageviews	Unique Pageviews	Avg. Session Duration
457	416	406	58.64%	821	715	01:24
↑ 5.3%	↑ 3.7%	↑ 2.8%	↓ -7.5%	↑ 3.3%	↑ 7.4%	↑ 11.1%

SITE GOALS

Head Inspections Started ?

128

↑ 28.0%



Head Inspections Completed ?

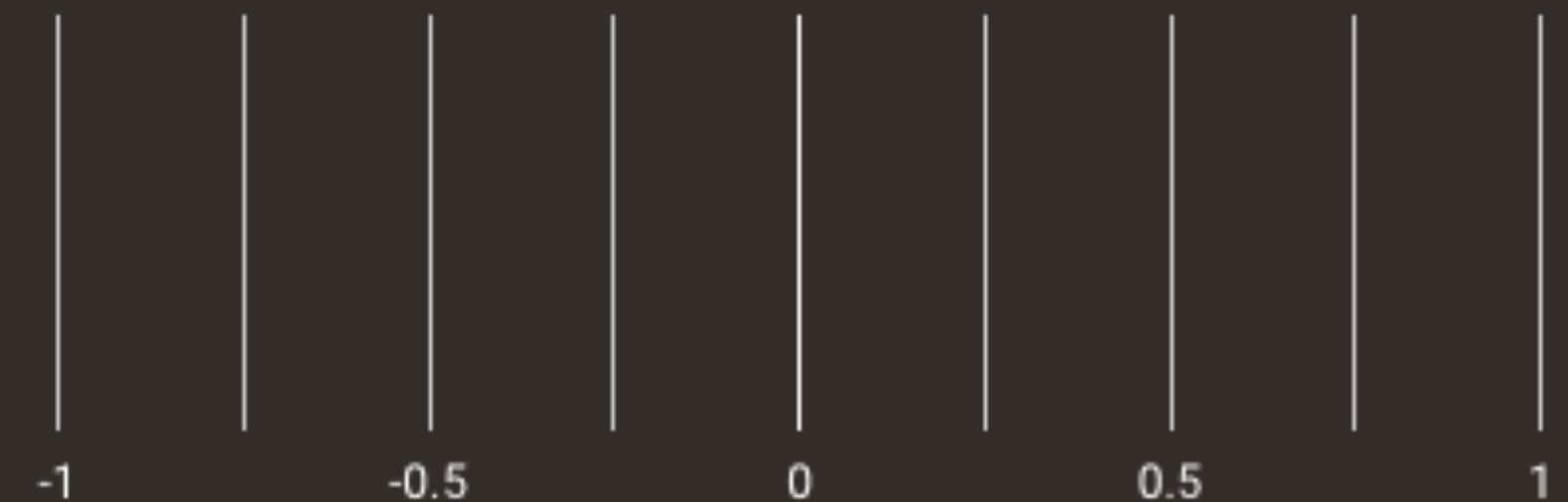
94

↑ 20.5%

CRISIS ACTIONS

Total Events

Event Label



Riverside County, CA
WESTERN REGION
February 2023

5 Completed Head Inspections

in WESTERN
Riverside County, CA

Compared to 0 in
previous month, and 8
in Feb 2022



State: California (1) ▾

County Segments: Western (1) ▾

Feb 1, 2023 - Feb 28, 2023 ▾

BASIC ENGAGEMENT DATA ?

Sessions	Users (Unique Sessions)	New Users	Bounce Rate	Pageviews	Unique Pageviews	Avg. Session Duration
367	297	284	55.04%	775	605	02:24
↑ 1.9%	↓ -3.9%	↓ -5.3%	↑ 7.1%	↑ 5.3%	↓ -1.5%	↑ 38.2%

SITE GOALS

Head Inspections Started ?

127

↑ 33.7%

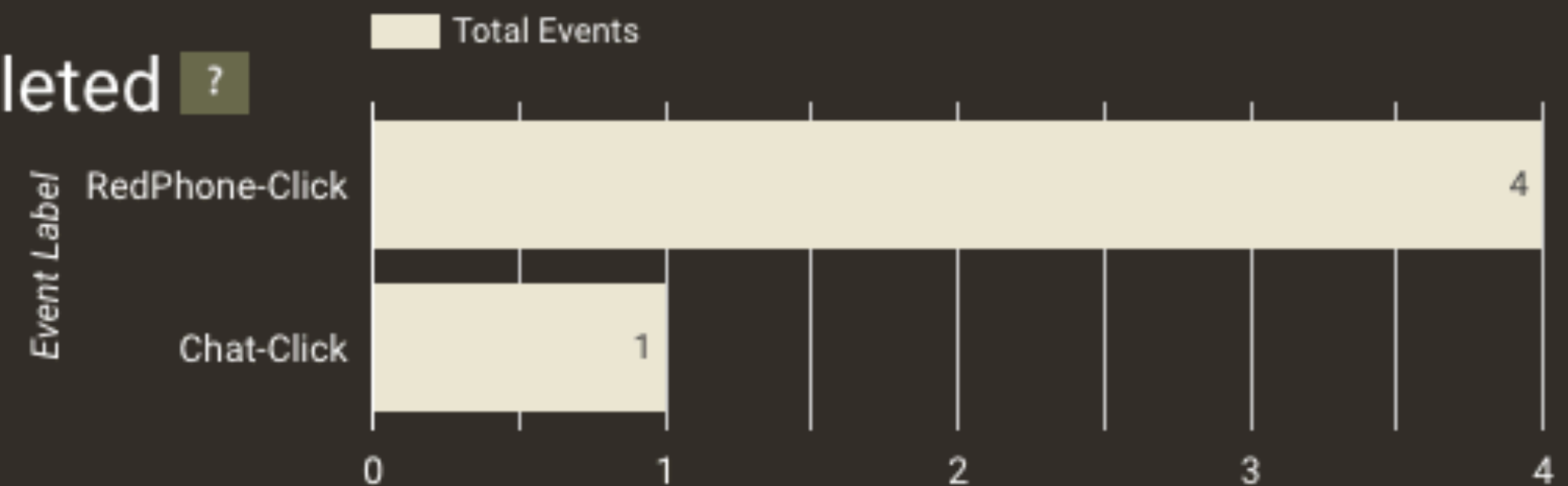


Head Inspections Completed ?

72

↑ 12.5%

CRISIS ACTIONS



RESOURCE ENGAGEMENT

February 2023

Resource Page Engagement by California Users

1,821 total pageviews among California users on Man Therapy sub-page groups.

Gentlemental
Health Pages

271

Pageviews

Avg. Time on
Page
1:42

Mental Health
Resource Pages

337

Pageviews

Avg. Time on
Page
1:58

Tips & Testimonial
Pages

121

Pageviews

Avg. Time on
Page
1:13

Man FAQ
Pages

77

Pageviews

Avg. Time on
Page
0:51

Mental Health Resources Accessed by California Users

Page path level 2 ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?
California	337 % of Total: 0.60% (56,133)	294 % of Total: 0.63% (46,741)	00:01:58 Avg for View: 00:01:57 (1.36%)
1. /grief-advice-from-an-old-guy	76 (22.55%)	55 (18.71%)	00:04:54
2. /california-resources	44 (13.06%)	39 (13.27%)	00:01:34
3. /connect-local-resources-near-you	36 (10.68%)	33 (11.22%)	00:00:08
4. /lifeline-crisis-chat	30 (8.90%)	26 (8.84%)	00:02:40
5. /online-therapy-at-your-fingertips	21 (6.23%)	19 (6.46%)	00:03:15
6. /t2-mood-tracker-1	16 (4.75%)	14 (4.76%)	00:00:31
7. /divorce-11-questions-to-ask-yourself	15 (4.45%)	14 (4.76%)	00:02:49
8. /normal-responses-to-trauma	12 (3.56%)	12 (4.08%)	00:00:45
9. /local-resources-in-riverside-county-california-western-region	6 (1.78%)	5 (1.70%)	00:07:09
10. /national-fatherhood-initiative	5 (1.48%)	5 (1.70%)	00:00:15
11. /my3	4 (1.19%)	4 (1.36%)	00:02:55
12. /Inspiring-Stigma-Free-Stories	3 (0.89%)	3 (1.02%)	00:00:57
13. /LGBTQ-crisis-and-support-resources	3 (0.89%)	3 (1.02%)	00:01:14
14. /livebetter	3 (0.89%)	3 (1.02%)	00:00:11
15. /PFLAG	3 (0.89%)	3 (1.02%)	00:02:03
16. /responderstrong	3 (0.89%)	3 (1.02%)	00:04:53
17. /Rural-Mens-Mental-Health	3 (0.89%)	2 (0.68%)	00:00:27
18. /a-game-to-grow-your-resilience	2 (0.59%)	2 (0.68%)	00:11:40
19. /Family-Wellness-Resources	2 (0.59%)	1 (0.34%)	00:00:22
20. /first-responder-crisis-supports	2 (0.59%)	2 (0.68%)	00:00:00

21. /five-aspects-of-successful-relationships	2 (0.59%)	2 (0.68%)	00:00:16
22. /local-resources-in-riverside-county-ca	2 (0.59%)	1 (0.34%)	00:00:07
23. /local-resources-in-riverside-county-california-desert-region	2 (0.59%)	2 (0.68%)	00:01:22
24. /local-resources-in-riverside-county-california-mid-county-region	2 (0.59%)	2 (0.68%)	00:00:00
25. /mental-health-colorado	2 (0.59%)	2 (0.68%)	00:00:00
26. /mental-health-covid-19	2 (0.59%)	1 (0.34%)	00:00:30
27. /takemyhand-peer-support-chat-riverside-california	2 (0.59%)	2 (0.68%)	00:00:00
28. /talking-about-covid-19	2 (0.59%)	2 (0.68%)	00:01:41
29. /311vet	1 (0.30%)	1 (0.34%)	00:00:01
30. /a-new-mission-for-veterans-disaster-relief	1 (0.30%)	1 (0.34%)	00:00:00
31. /be-a-hero-to-yours-family-of-heroes	1 (0.30%)	1 (0.34%)	00:00:00
32. /being-social-while-physical-distancing	1 (0.30%)	1 (0.34%)	00:00:00
33. /blackwellnesslounge	1 (0.30%)	1 (0.34%)	00:01:16
34. /c3VpY2lkZS	1 (0.30%)	1 (0.34%)	00:00:00
35. /calm-clinic	1 (0.30%)	1 (0.34%)	00:00:00
36. /can-my-kids-still-thrive-if-i-get-a-divorce	1 (0.30%)	1 (0.34%)	00:00:10
37. /center-for-dependency-addiction-rehabilitation	1 (0.30%)	1 (0.34%)	00:00:00
38. /colorado-quitline	1 (0.30%)	1 (0.34%)	00:00:00
39. /fatherhood-support-services	1 (0.30%)	1 (0.34%)	00:00:04

Thank you!

