

# MAN THERAPY™

**Riverside County, CA**

September 2023 Impact Report



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# MAN THERAPY REMINDERS

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## 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

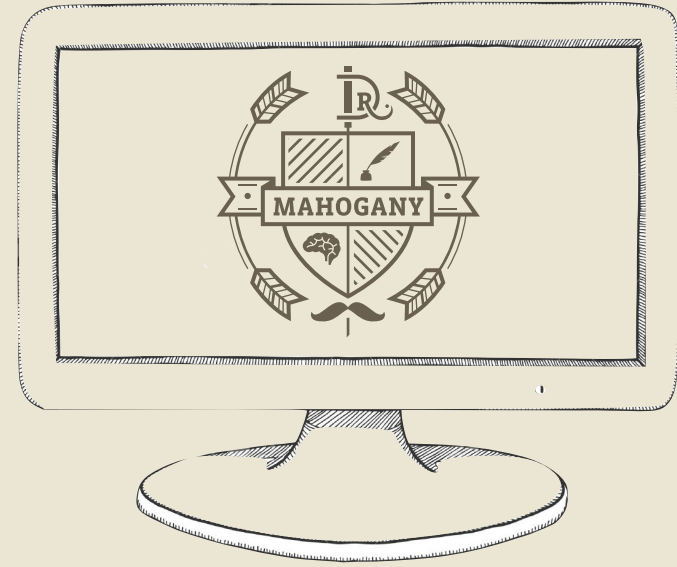
Self-help tips and  
testimonials from  
other men

Evidence-based  
tools and  
educational  
content

National & local  
resource and crisis  
line connections

# LIFETIME IMPACT TO DATE

SEPTEMBER 9, 2012 - SEPTEMBER 22, 2023



Website Users:  
1,623,841



Average Time/Visit:  
03:28



Head Inspections:  
434,488



Crisis Line Clicks:  
42,932

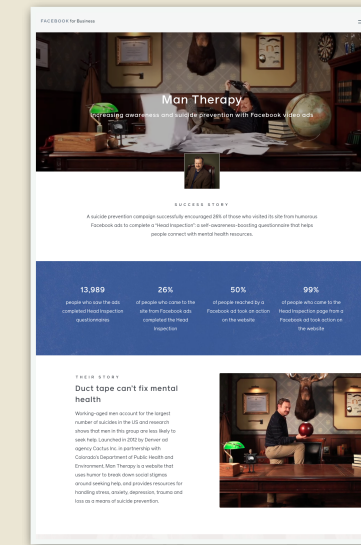
**SXSW**

**AdAge**

**The  
New York  
Times**

**The  
Boston  
Globe**

**INSIDER**



**15  
ACTIVE  
PARTNERS**



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# RIVERSIDE COUNTY, CA

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September 2023

# Methods & Tactics

Riverside County California  
September 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 September 2023

## 68%

Increase in total users  
in Riverside County, CA

## 26%

Increase in Completed HI  
in Riverside County, CA



State: California (1) ▾

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

Sep 1, 2023 - Sep 30, 2023 ▾

### BASIC ENGAGEMENT DATA ?

Sessions	Users (Unique Sessions)	New Users	Bounce Rate	Pageviews	Unique Pageviews	Avg. Session Duration
2,634	2,280	2,212	51.63%	3,896	3,532	01:36
↑ 64.7%	↑ 68.1%	↑ 65.8%	↑ 34.9%	↑ 53.4%	↑ 54.4%	↓ -26.6%

### SITE GOALS

Head Inspections Started ?

# 1,800

↑ 26.9%

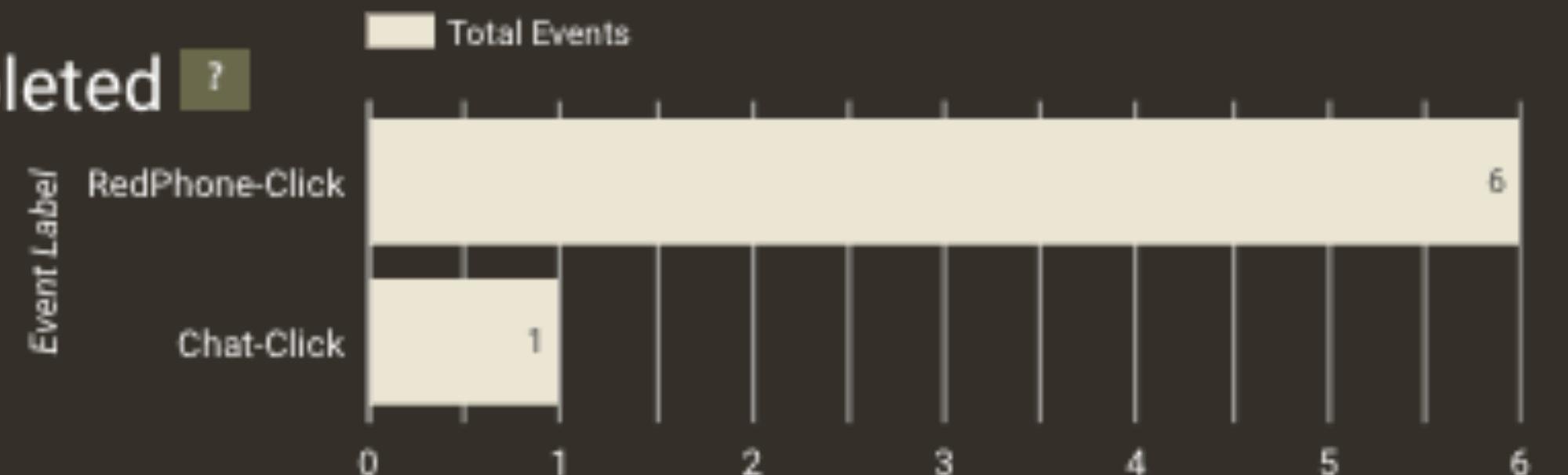


Head Inspections Completed ?

# 763

↑ 25.7%

### CRISIS ACTIONS



Riverside County, CA  
MID-COUNTY REGION  
September 2023

79%

Increase in total  
users  
In Mid-county Region

43%

Increase in HI  
Completed  
In Mid-county Region



State: California (1) ▾

County Segments: MidCounty (1) ▾

Sep 1, 2023 - Sep 30, 2023 ▾

BASIC ENGAGEMENT DATA ?

Sessions	Users (Unique Sessions)	New Users	Bounce Rate	Pageviews	Unique Pageviews	Avg. Session Duration
1,029	920	910	48.20%	1,552	1,416	01:37
↑ 74.4%	↑ 79.3%	↑ 79.5%	↑ 24.2%	↑ 70.0%	↑ 69.6%	↓ -20.5%

SITE GOALS

Head Inspections Started ?

743

↑ 34.4%



Head Inspections Completed ?

325

↑ 43.2%

CRISIS ACTIONS

Total Events

Event Label

RedPhone-Click



Riverside County, CA  
DESERT REGION  
September 2023

**63%**

Increase in total  
users  
in Desert Region

**5%**

Increase in Head  
Inspections  
Completed  
In Desert Region



State: California (1) ▾

County Segments: Desert (1) ▾

Sep 1, 2023 - Sep 30, 2023 ▾

**BASIC ENGAGEMENT DATA** ?

Sessions	Users (Unique Sessions)	New Users	Bounce Rate	Pageviews	Unique Pageviews	Avg. Session Duration
971	819	786	56.23%	1,365	1,253	01:35
↑ 59.2%	↑ 62.5%	↑ 57.8%	↑ 47.2%	↑ 39.6%	↑ 43.0%	↓ -32.2%

**SITE GOALS**

Head Inspections Started ?

**613**

↑ 13.1%

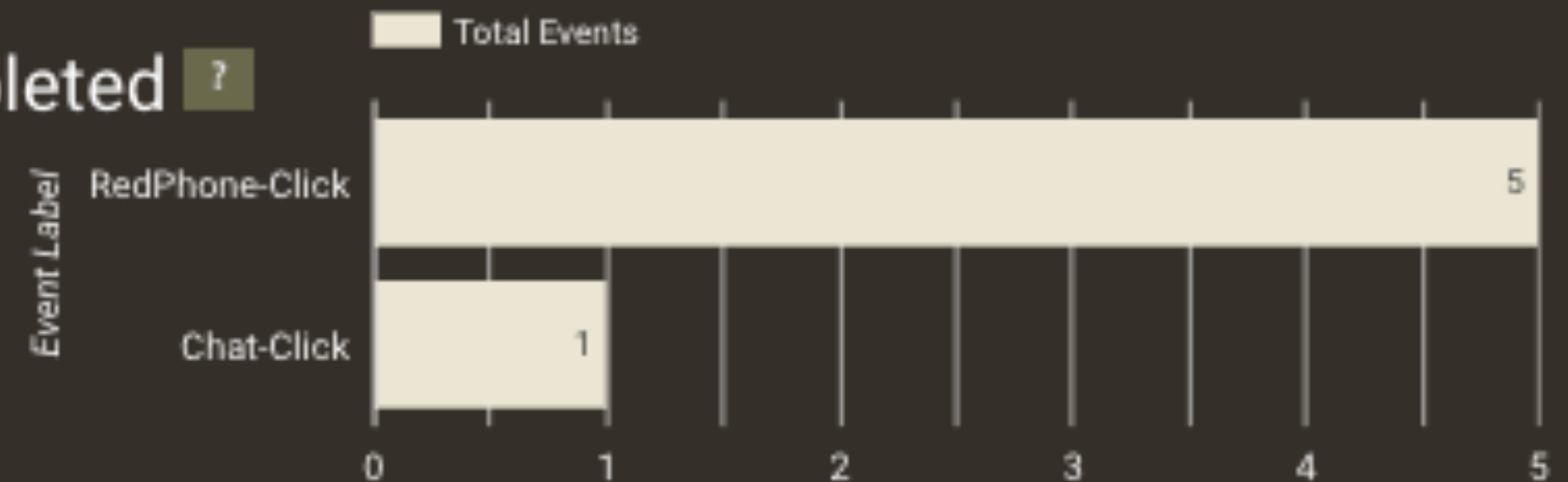


Head Inspections Completed ?

**255**

↑ 5.4%

**CRISIS ACTIONS**



Riverside County, CA  
WESTERN REGION  
September 2023

**60%**  
Increase in total  
users  
in Western Region

**33%**  
Increase in Head  
Inspections  
Completed  
in Western Region



State: California (1) ▾

County Segments: Western (1) ▾

Sep 1, 2023 - Sep 30, 2023 ▾

**BASIC ENGAGEMENT DATA** ?

Sessions	Users (Unique Sessions)	New Users	Bounce Rate	Pageviews	Unique Pageviews	Avg. Session Duration
634	541	516	50.16%	979	863	01:37
↑ 58.9%	↑ 59.6%	↑ 56.8%	↑ 33.4%	↑ 50.8%	↑ 49.8%	↓ -25.8%

**SITE GOALS**

Head Inspections Started ?  
**444**  
↑ 37.5%



Head Inspections Completed ?  
**183**  
↑ 32.6%

**CRISIS ACTIONS**



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# RESOURCE ENGAGEMENT

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September 2023

# Resource Page Engagement by California Users

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

Gentlemental  
Health Pages

**277**

Pageviews  
+35%

Avg. Time on  
Page

**2:16**

+76%

Mental Health  
Resource Pages

**160**

Pageviews  
+16%

Avg. Time on  
Page

**1:39**

+30%

Tips & Testimonial  
Pages

**84**

Pageviews  
+2%

Avg. Time on  
Page

**1:16**

-52%

Man FAQ  
Pages

**56**

Pageviews  
+75%

Avg. Time on  
Page

**1:30**

+125%



# Mental Health Resources Accessed by California Users

Page path level 2 ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?
<b>California</b>	<b>277</b> % of Total: 0.27% (102,421)	<b>239</b> % of Total: 0.27% (89,175)	<b>00:02:16</b> Avg for View: 00:02:23 (-4.99%)
1. <a href="#">/grief-advice-from-an-old-guy</a>	42 (15.16%)	36 (15.06%)	00:06:59
2. <a href="#">/connect-local-resources-near-you</a>	28 (10.11%)	21 (8.79%)	00:00:58
3. <a href="#">/divorce-11-questions-to-ask-yourself</a>	25 (9.03%)	25 (10.46%)	00:15:28
4. <a href="#">/california-resources</a>	21 (7.58%)	16 (6.69%)	00:01:41
5. <a href="#">/online-therapy-at-your-fingertips</a>	19 (6.86%)	18 (7.53%)	00:00:54
6. <a href="#">/grief-advice-from-an-old-guy?fbclid=IwAR1bTMeDfw-t2MrDyzPaud8XHM8sz8XhNjhZOY10lz_-5jnjaHpU4mequk0_aem_AYm5D6zv3SJ8upUYfAjxzNdc9BolcalsQP84sCWwTivT96cGVUAYMOJ4TFT932JddLg</a>	18 (6.50%)	10 (4.18%)	00:07:58
7. <a href="#">/grief-advice-from-an-old-guy?fbclid=IwAR0ovaA7JT7Z-7hO7DVGszS3HsGegx5kyjJf13cct_Mxt6X4oLCAu2w_tso_aem_Abhcg6YC0o8ISFH9Dq893J1LWMIh97Ns90LS6r5Gk435BqbbSHojrPRArvqZN-pTPDg&amp;mibextid=Zxz2cZ</a>	10 (3.61%)	8 (3.35%)	00:08:32
8. <a href="#">/lifeline-crisis-chat</a>	8 (2.89%)	8 (3.35%)	00:00:28
9. <a href="#">/local-resources-in-riverside-county-ca</a>	7 (2.53%)	5 (2.09%)	00:00:19
10. <a href="#">/cares-line</a>	6 (2.17%)	6 (2.51%)	00:00:00
11. <a href="#">/local-resources-in-riverside-county-california-western-region</a>	6 (2.17%)	6 (2.51%)	00:00:26
12. <a href="#">/national-fatherhood-initiative</a>	4 (1.44%)	4 (1.67%)	00:01:01
13. <a href="#">/normal-responses-to-trauma</a>	4 (1.44%)	4 (1.67%)	00:00:34
14. <a href="#">/find-va-locations-near-you</a>	3 (1.08%)	1 (0.42%)	00:00:08
15. <a href="#">/lifearmor</a>	3 (1.08%)	2 (0.84%)	00:00:08
16. <a href="#">/riverside-california-behavioral-health-crisis-resources</a>	3 (1.08%)	3 (1.26%)	00:00:37
17. <a href="#">/takemyhand-peer-support-chat-riverside-california</a>	3 (1.08%)	3 (1.26%)	00:00:55
18. <a href="#">/tali-catz-therapy</a>	3 (1.08%)	2 (0.84%)	00:00:45
19. <a href="#">/breathe2relax</a>	2 (0.72%)	2 (0.84%)	00:00:54
20. <a href="#">/denver-mens-therapy-group-1</a>	2 (0.72%)	2 (0.84%)	00:04:48
21. <a href="#">/Family-Wellness-Resources</a>	2 (0.72%)	2 (0.84%)	00:01:07

21. <a href="#">/Family-Wellness-Resources</a>	2 (0.72%)
22. <a href="#">/grief-advice-from-an-old-guy?fbclid=IwAR3x879MYkqb6z-Ey6ifB6cqhiphRr7d02LIR4rxLEBII1AbchyGGS9LDzw_aem_AQHfoVECNy9GdQRP8Vq57sWEJDp8kfHC-3Na8r9jln_dXiw3B9UrPndy71Em00Lcvw</a>	2 (0.72%)
23. <a href="#">/Headstrong-veteran-support-national</a>	2 (0.72%)
24. <a href="#">/local-resources-in-riverside-county-california-desert-region</a>	2 (0.72%)
25. <a href="#">/local-resources-in-riverside-county-california-mid-county-region</a>	2 (0.72%)
26. <a href="#">/michigan-individual-counseling-and-mens-support-groups</a>	2 (0.72%)
27. <a href="#">/riverside-california-behavioral-health-clinics</a>	2 (0.72%)
28. <a href="#">/sbx-youth-and-family-services-moreno-valley-california</a>	2 (0.72%)
29. <a href="#">/tayba-foundation-california</a>	2 (0.72%)
30. <a href="#">/colorado-behavioral-healthcare-council</a>	1 (0.36%)
31. <a href="#">/connect-inland-empire-riverside-california</a>	1 (0.36%)
32. <a href="#">/defense-and-veterans-brain-injury-center-dvbic</a>	1 (0.36%)
33. <a href="#">/fatherhood-support-services</a>	1 (0.36%)
34. <a href="#">/first-responder-crisis-supports</a>	1 (0.36%)
35. <a href="#">/gi-jobs</a>	1 (0.36%)

**Thank you!**

