

# Because Families Matter

## Men's Health Initiative, Entrepreneurial Marketing 360



Spring 2018

### Specific Impacts

- Point 1 14 new marketing plans and programs for Tomorrow's Hope. Golf outing and 3v3 Basketball impacted 162 individuals directly
- Point 2 Indirect impacts on families, students, project teams – 320 people impacted
- Point 3 Helped raise funding, visibility for non-profit Tomorrow's Hope
- Point 4 14 Student teams worked on marketing, branding projects (74+ students). Received a \$5,000 grant to implement the program for Tomorrow's Hope by July.

### Purpose of study and results

Men's Health is a highly ignored segment of medical focus. The UWW-Enactus student organization and MKT 360 course worked together to help focus attention to the topic by working with Tomorrow's Hope and Fort Healthcare. The World Health Organization has identified men's health gap in several studies and this is also reflected in the United Nations 17 sustainable development goals.

Life expectancy for men in the United States is 5 years less than women. Men ignore early signs of health issues and consider it "weak or whiny" to go to the doctor. This masculine culture often collides with the well-being of the individuals, since they put their social image above their personal health. Ultimately, this behavior can leave children without fathers, partners without husbands and friends without their mates.

Key bullet points and impacts have been provided but the key items are as follows:

- Using "various types of kits" to help create awareness for Men's health works and is the key
- The marketing and branding projects completed by students and the initiative by UWW-Enactus can grow this program nationally
- The "Save a Friend" campaign and the corporate sponsor program can grow this initiative and address the UN goals

**SMART**  
Strong Men Aging Responsibly for Tomorrow



### Engaged Scholarship Pilot Grants

The UW-Whitewater School of Graduate Studies and Continuing Education funds Engaged Scholarship Pilot grants to launch projects that partner with regional agencies to address local needs.