

MEN'S HEALTH ISSUES TO BE FOCUS AT BROADCASTERS CONVENTION

Men's Health Network to Provide Health Screenings

LAS VEGAS, April 6, 2003 – Men's health continues to play a larger role in the national health care debate. National awareness of men's health issues will take an even greater step forward at the 2003 National Association of Broadcasters convention in Las Vegas as the Men's Health Network (MHN) will be on site to provide health screenings for participants and convey the importance of men's health to broadcasters.

MHN calls on the media to focus greater attention to the most under reported health topic in America to date. The dilapidated state of men's health is very costly to many areas of the community, workplace and family.

Lack of awareness of men's health needs leads to decreased productivity and an increased expense to businesses and corporations. Premature mortality in men leads to loss of spouse, loss of income for the family, and increased cost of caring for dependents left behind. Costs to the community include lost wage earners and taxpayers. These needless losses are due to a lack of attention and education on the preventative measures that men can take to live longer, healthier lives.

"We're pleased to be able to work with the National Association of Broadcasters to respond to the growing need of the American public to provide information around men's health issues," said Megan Smith, Director, Project Development for the Men's Health Network. "Now more than ever, steps must be taken reach as many people as people as possible with the facts surrounding this crisis in men's health."

According to March 2003 CDC figures, women's life expectancy rose from 79.7 to 79.8 years. White women have the highest life expectancy, 80.2 years, followed by black women (75.5 years), white men (75 years) and black men (68.6 years).

"There is a silent crisis in America—it's the fact that, on average, American men live sicker and die younger than American women," says David Gremillion, MD, director of the Men's Health Network. "It's time for the U.S. government to do something about it."

MHN is challenging the Bush Administration not to overlook men in their efforts to improve life-expectancy rates and is calling on the Department of Health and Human Services (HHS) to establish a federal "Office of Men's Health."

At the convention, MHN will screen for cholesterol, glucose, blood pressure and body mass index.

The **Men's Health Network** is a non-profit educational organization comprised of physicians, researchers, public health workers, individuals and other health professionals. MHN is committed to improving the health and wellness of men through education campaigns, data collection and work with health care providers to provide better programs and funding on men's health needs. MHN has an experienced professional speakers bureau available on every men's health topic, including; prostate cancer, young adult male health, African-American men's health, role of women in men's health, etc. Additional questions or comments should be referred to info@menshealthnetwork.org or by calling 202.543.6461 x 101.