MOVEMBER CONVERSATIONS

HIGHLIGHTS: 8 May 2020 - 30 June 2021

For help-givers, Movember Conversations is the one-stop online resource that equips them with the right mindset, strategies, and tools to handle any situation, when supporting a man through tough times.

Unlike other websites, Movember Conversations distils the latest research and evidence-based approaches for helping men, into an experience tailored for help-givers.

KEY FINDINGS

Reach and Engagement

237,000 unique users

305,000 visits

57,780 conversation starts

12,740 conversations completed

24% of users start a conversation.

96%

of users found the Movember Conversations experience **useful**

92%

of users **learned something** from the Movember Conversations experience

> [Movember Conversations] gave me the knowledge that not having the answers is OK and sometimes all someone needs is a listening ear.
> - Rose (mid-20s, UK)

> [Movember Conversations] helped me ask the right questions, and really helped me focus on listening to understand versus listening to reply.
> - Greg (mid-40s, USA)

Users benefited from their experience

94% Increased their understanding of ways to **reach out to men** in their lives who may be struggling.

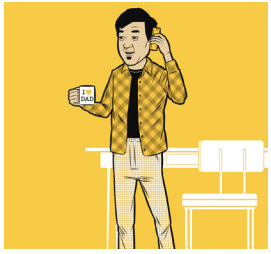
92% Reported **improved confidence** to reach out.

87% Intended to or had already **reached out to men** in their lives.

85% of evaluation participants indicated they would or had already **shared the product** with others.

66% of evaluation participants had shared the product.

Movember Conversations appears to have led to its intended outcomes

On average users had **2.25 conversations** using what they learned.

Insights suggest this could translate to many **thousands of conversations being held.**