

Men's Health Care: A New Awareness

by Jennifer Genest

Men are often able to elude serious health problems during their youth, staying physically active and eating as they choose without repercussions beyond the magical healing powers of Tums®. As years go by and men become less active, take on more responsibilities and experience more stress, their youthful lifestyles are no longer so physically attainable.

Health is generally not something men think about fixing until it's broken. There is a real need for increased awareness of men's health issues, with a focus on individualized preventative care. This includes building a rapport with a primary-care physician with whom they feel comfortable and trust, and having physicians provide screening reminders for health issues such as colorectal and prostate cancer. In addition, amazing

new developments have been made in the treatment of erectile dysfunction and male infertility. In the Bay Area, men's health initiatives have been developed to increase awareness of these and other issues that affect men's health and quality of life.

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HEALTH PROGRAMS TARGET THE "STRONG QUIET TYPE"

Historically, health programs have targeted sections of the population with such initiatives as mammogram reminders for

women, immunization reminders for children and arthritis programs for seniors. Men have missed out. Indeed, men do not have the same opportunity as women — at least reproductively — to be encouraged to have their own annual checkup and maintenance recommendations.

National studies have shown that many men do not have a primary health-care provider and are much



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