

HEALTHY MALE

ANDROLOGY AUSTRALIA

Media Release

Healthy Male – Leading the way in male reproductive and sexual health

12 April 2019

With a fresh new look and recently announced ongoing funding to June 2021, Andrology Australia has rebranded to Healthy Male – www.healthymale.org.au – the ‘home base’ for unbiased, current and evidence-based information about the reproductive and sexual health of Australian men.

The trusted reputation and body of work developed by Andrology Australia over twenty years is captured on the new look website, with updated content that has been skilfully translated from scientific research and analysis to easy-to-understood information.

“The word andrology is the study of functions and diseases specific to conditions relating to reproductive organs, but we realised a more user-friendly name would spring to mind more easily, and a new look and feel would interest a much broader audience,” Mr von Saldern said.

“Our new website contains hundreds of pages of easily-accessible, evidence-based information, as well as a wide range of downloadable and free to order resources for men and health professionals,” Mr von Saldern said.

“We know there is a pressing need for men to have greater awareness and engagement with their own health and wellbeing. Men understand how healthy feels, but they don’t undergo physical health checks or readily talk to their GP about their health the way women do,”

“We encourage men to be more proactive in looking after their health and support them by ensuring that information on reproductive and sexual health is available to everybody, regardless of gender, age, education, religion or ethnicity,” Mr von Saldern said.

“We’re thrilled with the announcement of ongoing funding for Healthy Male until June 2021 as part of the National Men’s Health Strategy. We’ve experienced year-on-year growth in website traffic and the public accessing our resources; with our new brand and ongoing funding, we’re more committed than ever to our vision for a healthier life for all men and boys,” Mr von Saldern said.

Healthy Male recognises the generous collaboration of researchers, specialists, clinicians and experts, as well as the ongoing support of the Australian Government Department of Health and the Federal Health Minister, the Hon Greg Hunt MP.

For all media inquiries, interview requests or further information concerning any of our media releases please contact Simon von Saldern or Colleen Coghlan.

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