

ISSUED ON BEHALF OF ACTION CANCER

June '09

All Dads Encouraged To Get A Grip This Father's Day

LOCAL dads are being encouraged to give as well as receive this Father's Day by making their health a number one priority for the sake of their children.



ON THE BALL: Jason Shankey's son Will (6) and Maurice Jay's son Evan (2) along with their dads, help launch an appeal to all dads this Father's Day to be health aware for the sake of their children.

Action Cancer which has been running a month long men's health – **Get A Grip** campaign is using this special day to make an appeal to all dads to become more health aware and to visit their local GP if they have any concerns – if not for themselves for the sake of their family.

Statistics released by the charity at the start of the month reveal that a staggering one in three adult men will have cancer at some point in their lives – making early detection fundamentally life-saving.

Research carried out by the charity has also revealed that 70% of local men only go to their GP after being prompted by an influential female in their lives.

Celebrity dads, male grooming guru Jason Shankey and U105's Maurice Jay have today joined forces with the charity to bring the hard hitting message home.

“These statistics are terrifying,” says Maurice Jay, “and to be honest I can’t remember the last time I was at the doctors - my wife Samantha has to really nag me to go but now that I am a dad (to two-year-old Evan and four-month-old Reilly) I would genuinely think about going for check-ups and making my health more of a priority for their sake.”

Jason agrees saying,

“As dads we all have a responsibility to our children and we need to be more proactive in taking care of our health. I think men do put things off and hope any niggles will go away of their own accord.

“However, we would automatically take our car straight to the garage if it started playing up but we don’t go straight to the doctors if we have a concern about our health. I think the Action Man campaign is a fundamental way of helping men think more about this and the serious consequences of delaying things.”

Action Cancer is hoping to address this concern by continuing to raise awareness of mens’ cancer by providing education and screening through health promotion and the provision of clinics, both at Action Cancer House and on board the Big Bus, providing a regional cancer service helping men from all over Northern Ireland

Dougie King, acting COE of the charity said,

“We would encourage all dads and key female family members to ‘Get A Grip’ - visit the Action Cancer website, download the information leaflets and mark men’s health month by booking a male MOT onboard our BIG BUS.”

Specially commissioned Blue Ribbons have been on sale at various locations throughout Northern Ireland including Drumbo Park Greyhound Stadium, SuperValu, Centra and the House of Fraser to raise funds for the charity’s Male Cancer services.

Additional Male MOT Clinics are being made available and if you wish to book please call Action Cancer on 90803344.

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For press information, interviews or further information please contact Karen Ireland on 028 90 439677.

Cap: ON THE BALL: Jason Shankey's son Will (6) and Maurice Jay's son Evan (2) along with their dads, help launch an appeal to all dads this Father's Day to be health aware for the sake of their children. This message is part of Action Cancer's Action Man Campaign which aims to raise awareness of male cancers and to teach men how to be proactive and carry out self-checks.