

SAFE**BRO**SPACE

DEVELOPING ESSENTIAL SKILL SETS FOR PROFESSIONALS TO SUPPORT
THE MENTAL HEALTH AND WELLBEING OF MALE CLIENTS
IN A WELLNESS SERVICE INDUSTRY



What is SafeBROSpace?

SafeBROSpace is a program that encapsulates a two-fold approach to ensure the empowerment of male clients in their mental health and wellbeing in a wellness service industry:

- Develop and increase the skill sets of grooming and wellness professionals who work with male clients in supporting their mental health and wellbeing. These include capacity to listen, to have a basic conversation in an empathetic and supportive way; and provide referrals as part of duty of care to the client/customers.
- Build strong corporate citizenship for the business in offering a service environment that is male-friendly, safe and approachable for these male clients to be themselves, and to share their personal thoughts and life moments without judgement or discrimination.

SafeBROSpace's unique training program has been designed for professionals who want to help more men access referrals and support in the mental health sector.

Who's is SafeBROSpace for?

The program is designed for professionals who work closely with male clients in areas such as barbershops, personal fitness and holistic treatment spaces, including remedial therapy, chiropractic, massage and acupuncture treatment. Professionals in these areas have an interest, not only in offering grooming, health development and therapeutic management for men, they may also have a passion to help men achieve better access to mental health support from and beyond their current services.

What are the aims of SafeBROSpace?

The aims of SafeBROSpace is to train professionals with a broad understanding of the barriers men face daily, that may impact on their mental health and wellbeing. These barriers may include relationship breakdown, divorce, child custody, retrenchment and unemployment, financial struggles, medical health issues, depression and work-related stress.

Very often, professionals engage with the client through casual conversation. At times, because of the close proximity between the provider and the client, the nurturing and caring environment of self-care, therapy or treatment, and non-direct eye contact, the client may open up and share personal snippets of their lives. Many professionals may not have the confidence or skills to manage these situations. This training is an opportunity to develop a highly beneficial and positive experience for both parties, and for the business within a safe, non-discriminatory and well-informed interaction.

For the male clients, they will receive added value through the professionals' capacity to understand and support what is being shared personally by them. This satisfaction will not only improve the overall experience the client has of the business, but it will also increase the confidence of the professional in the course of this interaction with the client.

What does the SafeBROSpace training cover?

The one-hour SafeBROSpace training will take place at your business, and include:

- SafeBROSpace – the program's relevance to your work and your business
- The barriers that men face in Australia
- A typical conversation - From "How are you?" to "Hang in there!"
- Communicating with your male client when it comes to mental health
- Referrals and support
- Following up with your client
- Role play exercise

What accreditation will I receive?

At the end of the training session:

- The trainee will receive a certificate of attendance for SafeBROSpace training
- Opportunity for a 6-monthly refresher course to allow for collective debrief and sharing of learned experiences
- The business will receive a certificate from BROS which acknowledges the business as a SafeBROSpace.

What is the cost of the training?

The cost of the training per professional is \$50 for the training. This includes course materials and workshopping experience, and a certificate of completion. Maximum number per session is 10 people.

About the facilitator

Dr Simon Yam PhD, PGDipEd, DipLifeCoaching, MHFAAcc.



Simon is a life coach, mentor and personal development facilitator for men globally. He has a specific interest in men's health and wellbeing, with 17 years of experience working with men with chronic health diseases, mental health and social displacement. In 2017, as the CEO for Men's Health and Wellbeing WA, Simon successfully tabled Western Australia's first Men's Health and Wellbeing Policy. This Policy was launched in June 2019 by the state government.

Simon has coached men from a wide cross-section of demographics and diversities, and currently shares personal development tips, and male depression and suicide prevention awareness on his Facebook page to a global audience. Simon is also an accredited Mental Health First Aid Instructor.

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