



SAFE **BRO** SPACE

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

BROS
GLOBAL

Be the better man, always.



BROS AND MENTAL HEALTH

Vulnerable male demographic (any of the following)

- Young Bros
- Aboriginal and Torres Strait Islander Bros
- Bros in construction / FIFO (average 10 years)
- Bros in rural and remote Australia
- Bros who are addicted to alcohol and drugs
- Bros who are new dads
- Older Bros
- Gay, bisexual and transgendered Bros
- Refugee Bros
- Bros who are unemployed

“I learnt alot about providing referrals and resources, also asking questions to spark conversations, and an avenue (for the clients) to open up.”

- Nathan

“Found the workshop to be very informative and helpful. I particularly enjoyed the role play towards the end as I found it useful in knowing how to engage with the client.”

- Robbin

“Very useful course for understanding how to assist and provide guidance to an individual who is struggling with mental health issues.”

- Jack



The current situation

There were **2,502** male suicides in 2019, up by more than **40%** since 2009.

Suicide now kills **9** Aussies a day
- with **7** being male.

Around **200** male construction workers die by suicide each year.

This is **24.2 per 100,000** compared to 13.9 per 100,000 males in all other occupations.

Male construction workers are also over **6 times** more likely to die from suicide than any other workplace accidents.



What is **SAFE****BRO**SPACE?

SafeBROSpace is a program that empowers male clients' mental health and wellbeing in the wellness service industry.



The program will:

1.

Develop and enhance **skill sets** for barbers and personal trainers in providing **added-value support** to their male clients' mental health

2.

Build **strong corporate and social citizenship** for businesses in offering male-friendly service environments that are **safe and approachable**, without judgement or discrimination



BROS AND MENTAL HEALTH

Talking to your friends about mental health is a good idea

• Self-help

• Family support (e.g. NHS, Samaritans, etc.)

• (Shared) Social media

• (Shared) Support groups

• Focus on your long-term goals

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Who is the program for?

The program is designed for professionals who work closely with male clients in areas such as:

- barbershops
- personal fitness
- holistic treatment spaces
(e.g. remedial therapy, chiropractic, massage, acupuncture treatment)

What is the aim?

The aim of **SafeBROSpace** is to train professionals with a broad understanding of the **barriers** men face daily, that may **impact on their mental health**.

These barriers may include relationship breakdown, divorce, child custody, retrenchment and unemployment, financial struggles, medical health issues, depression and work-related stress.

How does this work?

Because of the **close proximity of engagement** between the provider and the client via the nurturing environment of self-care, therapy or treatment and often **non-direct eye contact**, the client may open up and share personal snippets of their lives.

This training will provide professionals with the **confidence and skills** to manage these situations, and to develop a **highly beneficial and positive experience** for both parties, and for the business.

How does this benefit the client?

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.





The 1.5 hour SafeBROSpace training will take place at your business, and include:

- + understanding mental health barriers that men face
- + recognising signs and symptoms of common mental health illnesses
- + knowing how to communicate effectively with your male client about mental health
- + knowing what referrals to provide to support them if they need support
- + role-play exercises
- + learning from an instructor who will share with you his valuable lived experience



What is our investment?

Investment is \$50.00 per participant, for up to a group of 10. Please contact me to discuss further group options.



What will we receive?

All participants will receive a **Certificate of Attendance** at the end of the training.

If staff have not changed, participants will have the opportunity for a **free 30-minute 6-monthly refresher** to allow for collective debrief and sharing of learned experiences

The business will receive a **corporate certificate** with **branding stickers** from BROS GLOBAL which acknowledges the business as a SafeBROSpace



SAFE**BROS**SPACE

BARBERSHOP EXPRESS MIDLAND

A safe space for men to open up
and talk about life in a non-judgmental
and supportive environment.

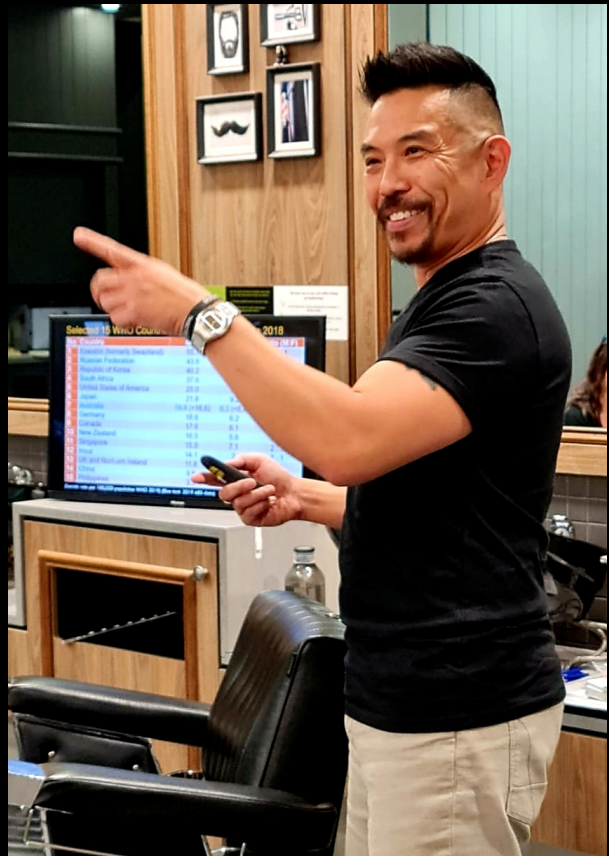
All barbers here have received coaching in providing
mental health support and referrals for our male customers.

BROS GLOBAL

Be the better man. always.

MENTAL HEALTH SUPPORT, SUICIDE PREVENTION
AND PERSONAL DEVELOPMENT
FOR BLOKES AROUND THE GLOBE

Your instructor



- + **Dr Simon Yam PhD** is an Accredited Mental Health First Aid (MHFA) Instructor with MHFA Australia.
- + Simon is the Founding Director of BROS GLOBAL, a worldwide service for men's mental health support, suicide prevention and personal development.
- + BROS GLOBAL is a proud member of
 - Suicide Prevention Australia
 - Australian Men's Health Forum
 - National LGBTI Health Alliance
 - WA Association of Mental Health
 - Consumers of Mental Health WA



“I learnt conversation tips and how not to end a conversation with closed questions. It was super helpful and important to take your barber skills to the next level.”

- Casey

“Great workshop, helped me to better understand situations and conversations I have had with clients previously and how to deal with them in the future.”

- Antonio



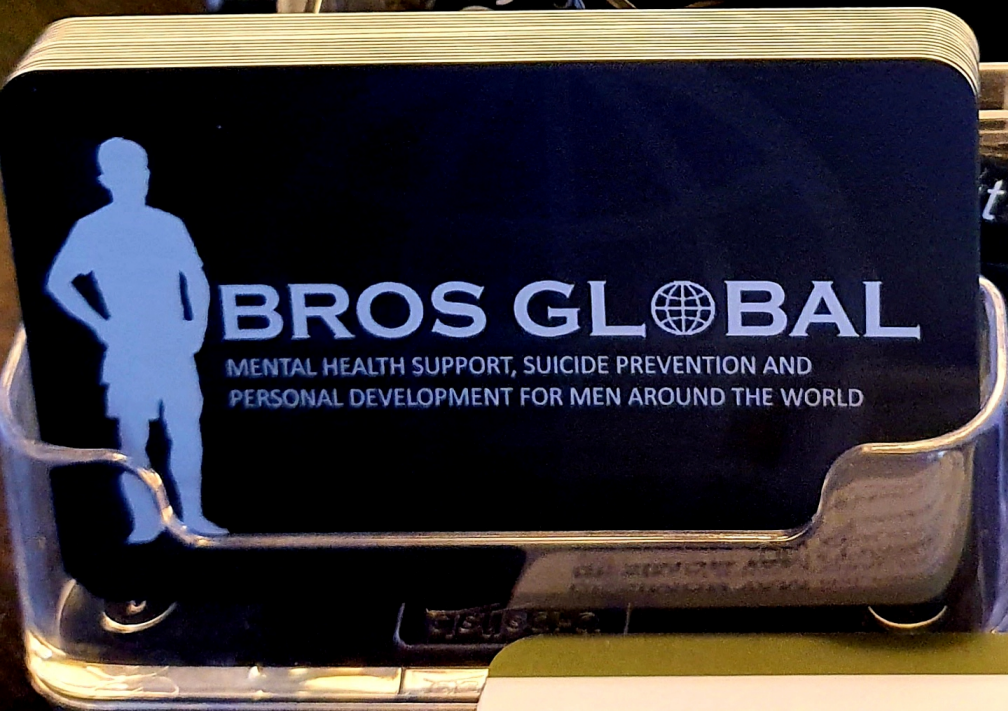
Contact Simon today to discuss
how the training can be tailored for
your business.

T | 0411 983 888

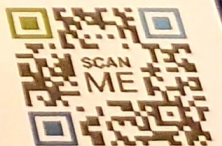
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Visit the website for more
information about
BROS GLOBAL:
www.bros.global

Be the better man, always.



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