

SAFE

BRO

SPACE

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



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

- Nathan, Barbershop Express, Midand





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





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?

The course runs for 1.5 hours (with an average of between 5-10 participants) and is \$50.00 per participant.

Contact me to see how I can assist you further.



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 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

Participants will receive a 10% discount from the **accredited 2-day Mental Health First Aid Training** delivered by BROS GLOBAL

SAFE**BRO**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 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, Barbershop Express, Midland



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

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



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Be the better man, always.