

ULTRA ACCESS

Blue September

Raising awareness of cancers that primarily affect Men

The month of September is known in some “Manosphere” circles, as **Blue September**.

What is **Blue September**?

Blue September is a men’s cancer awareness campaign that originated in **New Zealand and Australia**, that has also begun to become recognised in the UK, in recent years.

Its main focus, and objective is on raising awareness of cancers that affect men, especially prostate and testicular cancer, but also other cancers that impact men at higher rates (like lung and bowel cancers).

Very similar to “March for Men”, but with a whole month of awareness campaigns dedicated to highlighting mens health issues instead of a few days.



Blue September was first launched in 2008 in New Zealand by the **New Zealand Men’s Health Trust** as a campaign to raise awareness about cancers affecting men.

It spread to Australia shortly after (around 2009–2010) and has seen its support grow, exponentially... and has started to gain global traction.

Question: Is it the same as **Movember**...? Well, yes and no.

Movember is the most recognisable “mens health” movement in the Western World, but there are a few key differences:

Blue September:

- Focusing primarily on men’s cancer awareness (especially prostate, testicular, lung, and bowel cancers)
- With advertising campaigns, celebrity endorsements and associated by the colour Blue.

Movember:

- Focusing on both men’s cancers, but also mens mental health and suicide prevention - to which men are significantly over-presented...
- With high profile fundraisers, global charity drives, and significant marketing campaigns, associated with the growth of a moustache, used as a silent promotion and a great conversation starter.



In short: both **Blue September**, a growing movement - and **Movember** a more broader and established one are both great to support, but **Blue September** is a mens cancer awareness month, more aligned to, and is to men, as “**Breast Cancer Awareness Month**” is to women.

Basically Gentlemen (young and old)... whatever cause you decide to support (and you can support both by the way) **the ultimate goal is to look after yourself, and support those other men around you who are suffering, or struggling.**