



2016 – 2019 INVESTMENT REPORT

# UNITED FOR MEN'S HEALTH



# TABLE OF CONTENTS

The Distinguished Gentleman's Ride	5
Investment Overview	5

## AUSTRALIA

Investment Summary Year-On-Year	7
Prostate Cancer Biomedical Research	9
DGR New Concepts Grants	9
DGR Young Investigator Grant	9
Clinical Trial Award	9
Clinician Scientist Award	9
Prostate Cancer Research Alliance	10
Prostate Cancer Survivorship	10
True North Global Pilot – Digital Self-Management	10
True North Digital Health	11
True North Sexual Health Project	11
Prostate Cancer Clinical Quality	12
TrueNTH Global Registry	12
Men's Health and Mental Health and Suicide Prevention	13
Social Innovators Challenge Program	13
Movember SpeakEasy Program	14
Veterans and First Responders	15
DGR Social Connections Challenge	16

## CANADA

Investment Summary	19
Prostate Cancer Biomedical Research	19
Translation Acceleration Grants (TAG)	19
Prostate Cancer Survivorship	21
True North Sexual Health Project	21
True North Digital Health	21
Men's Health and Mental Health and Suicide Prevention	21



## **CANADA (CONTINUED)**

Canadian Social Innovators Challenge Program	21
Veterans and First Responders	21
Digital Social Connections Challenge	21
DGR Social Connections Challenge	22

## **NEW ZEALAND**

Investment Summary	24
Prostate Cancer Clinical Quality	25
Prostate Cancer Outcomes Registry – ANZ	25
Men’s Health and Mental Health and Suicide Prevention	25
Go To Where Boys and Men Are Program – Young Men	25
Veterans and First Responders	25
DGR Social Connections Challenge	25
Man Enough New Zealand	26

## **SINGAPORE**

Investment Summary	28
Prostate Cancer Survivorship	28
Prostate Cancer Specialist Nurses	28

## **UNITED KINGDOM**

Investment Summary	30
Prostate Cancer Biomedical Research	31
Precision Medicine Award	31
Prostate Cancer Clinical Quality	31
IRONMAN – An International Registry for Men with Advanced Prostate Cancer	31
IRONMAN – An International Registry for Men with Advanced Prostate Cancer Proms Alert Sub Study	32
Prostate Cancer Survivorship	32
True North Digital Health	32
Prostate Cancer Clinical Quality	32
TrueNTH Global Registry	32
Men’s Health and Mental Health and Suicide Prevention	32
UK Social Innovators Challenge Program	32
Veterans and First Responders	33
Digital Social Connections Challenge	33
DGR Social Connections Challenge	33



## **UNITED STATES OF AMERICA**

Investment Summary	35
Prostate Cancer Biomedical Research	36
Movember - DGR Challenge Award	36
Prostate Cancer Survivorship	37
True North USA Program	37
True North Sexual Health Project	37
True North Digital Health	37
Prostate Cancer Clinical Quality	37
TrueNTH Global Registry	37
IRONMAN – International Registry for Men with Advanced Prostate Cancer	37
Men’s Health and Mental Health and Suicide Prevention	38
Making Connections Program	38
DGR Social Connections Challenge	38

## **REST OF WORLD**

Investment Summary	40
Prostate Cancer Clinical Quality	41
IRONMAN – International Registry for Men with Advanced Prostate Cancer	41
TrueNTH Global Registry	41
Gap 3: Active Survivorship	41
Prostate Cancer Survivorship	41
True North Digital Health	41
Men’s Health and Mental Health and Suicide Prevention	41
Veterans and First Responders	41

## **APPENDICES**

Appendix A. DGR program list	43
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## THE DISTINGUISHED GENTLEMAN'S RIDE

Café Racer Aficionados Pty Ltd has contracted with Movember to manage program investments using funds raised from the Distinguished Gentleman's Ride (DGR) Campaigns. This report outlines the allocation of net proceeds from the **2016, 2017, 2018 and 2019** Campaigns.

**Note:** In some cases, details of final projects to be funded will not be determined until later in 2020 as a result of those projects being subject to an independent peer review process.

## INVESTMENT OVERVIEW

Net funds of AUD \$6,586,346 was raised through the 2019 ride, with a total of AUD **\$21,420,273** cumulatively raised from the 2016, 2017, 2018 and 2019 DGR Campaigns and invested in men's health programs globally. Appendix A is a list of the funded programs.

The following chapters provide a brief overview of programs and projects funded by the DGR Campaigns.



**AUSTRALIA**



# AUSTRALIA

## INVESTMENT SUMMARY YEAR-ON-YEAR

Movember allocated a total of **AUD \$972,434** of the 2016 DGR Campaign proceeds to **five** projects:

PROGRAM FOCUS	PROGRAM TYPE	PROJECT NAME	FUNDING AMOUNT (AUD)
Prostate Cancer	Biomedical Research	New Concepts Grants	\$398,738
Prostate Cancer	Biomedical Research	Young Investigators Grant	\$100,000
Prostate Cancer	Biomedical Research	Expansion of proPSMA Study	\$230,588
Prostate Cancer	Survivorship	True North Digital Self-Management	\$97,243
Mental Health	Mental Health and Suicide Prevention	Australian Social Innovators Challenge	\$145,865

Movember allocated a total of **AUD \$1,087,877** of the 2017 DGR Campaign proceeds to **four** projects:

PROGRAM FOCUS	PROGRAM TYPE	PROJECT NAME	FUNDING AMOUNT (AUD)
Prostate Cancer	Biomedical Research	Clinician Scientist Award	\$351,669
Prostate Cancer	Biomedical Research	Clinical Trials Award	\$92,372
Prostate Cancer	Survivorship	True North Sexual Health Project	\$321,918
Mental Health	Men's Health	Movember SpeakEasy Live Events	\$321,918

Movember allocated a total of **AUD \$1,278,748** of the 2018 DGR Campaign proceeds to **four** projects:

PROGRAM FOCUS	PROGRAM TYPE	PROJECT NAME	FUNDING AMOUNT (AUD)
Prostate Cancer	Biomedical Research	Prostate Cancer Research Alliance	\$463,975
Prostate Cancer	Clinical Quality	True North Digital Health	\$231,987
Prostate Cancer	Survivorship	TrueNTH Global Registry	\$118,812
Mental Health	Mental Health and Suicide Prevention	Veterans and First Responders	\$463,974

Movember allocated a total of **AUD \$785,118** of the 2019 DGR Campaign proceeds to **four** projects:

PROGRAM FOCUS	PROGRAM TYPE	PROJECT NAME	FUNDING AMOUNT (AUD)
Prostate Cancer	Biomedical Research	Prostate Cancer Research Alliance	\$235,535
Prostate Cancer	Survivorship	True North Digital Health	\$235,535
Mental Health	Mental Health and Suicide Prevention	DGR Social Connections Challenge	\$157,024
Mental Health	Mental Health and Suicide Prevention	Veterans and First Responders	\$157,024





## PROSTATE CANCER BIOMEDICAL RESEARCH

Movember and Prostate Cancer Foundation Australia (PCFA) have collaboratively supported biomedical research projects that aim to achieve breakthroughs in prostate cancer from prevention to treatment and survivorship. The following research programs were made possible thanks to DGR funding.

### DGR NEW CONCEPT GRANTS

New Concept Grants aimed to encourage and support cutting edge, innovative ideas brought forward by senior scientists currently working in the prostate cancer research field as well as those working in other areas of cancer research. The program also ensured that research into prostate cancer remains a priority in the national agenda.

PCFA received a total of 38 applications, which were assessed by the Research Advisory Committee for the capability of the investigators as well as the quality of the proposed research. Movember allocated **AUD \$398,738** of the 2016 DGR Campaign proceeds to fund **four** DGR New Concept Grants in 2017:

GRANTEE	RESEARCH PROJECT
PROF. MELISSA SOUTHEY  University of Melbourne	Heritable Epigenetic Risk Factors for Prostate Cancer  The gene or DNA change that increases the risk of prostate cancer in some families is unknown, but a modification of the inherited DNA has been found for breast cancer and this project aims to identify similar DNA modifications that are risk factors for prostate cancer. Understanding the genetic causes of inherited prostate cancer will lead for new opportunities for early detection and treatment.
A.PROF. JOSE POLO  Monash University	A predictive computational framework for targeted reprogramming of Castrate-Resistant Prostate Cancer  This focuses on the process of cellular reprogramming which changes the identity of cells and finds the right genes to switch on and off using a software program. Switching off the tumour genes and trying to reprogram them to healthy prostate genes can be used as a treatment.
PROF. DEREK HART  ANZAC Research Institute	Therapeutic vaccination for Prostate Cancer using mRNA-loaded blood dendritic cells  This research focuses on creating a vaccine that conditions the patient's immune system to fight the prostate cancer.
PROF. ROGER DALY  Monash University	A new approach for characterising stromal interactions in prostate cancer and identifying therapeutic targets  Interactions between tumours and cells called cancer-associated fibroblasts drive the progression of advanced prostate cancer. This project will use a new method to analyse the chemical signals that occur during this interaction. The project aims to learn which signals instruct the tumours cells to grow and spread. Drugs can then be developed to inhibit these signals.

These projects commenced in early 2017 with the final reports received in Q2 2018. To date there have been two publications and Professor Polo and his team have secured over AUD \$2 million (as of February 2020) in leverage funding based on his New Concept Grant project.





## DGR YOUNG INVESTIGATOR GRANT

By providing catalytic funding for early, post-doctoral researchers to further their research and attract ongoing funding, the Young Investigator Grant aims to encourage young investigators to undertake research into prostate cancer and to support those investigators as they mature toward becoming independent scientists.

PCFA received seven applications and, following a rigorous review process, awarded Dr Ian Johnson (University of South Australia) **AUD \$100,000** for his project titled “Altered endosome trafficking in prostate cancer”. The study will investigate how cancer changes the way nutrients are moved and recycled in cells, thereby presented with the opportunity to identify biomarkers for development of more targeted drugs.

Dr. Johnson’s one-year funding commenced in early 2017 and results from the research was published in the International Journal of Molecular Sciences in 2019. Dr Johnson also received further funding from EnVision Science Pty Ltd and the University of South Australia to continue his research (total of leverage funding over AUD \$6m as of February 2020).

## CLINICAL TRIAL AWARD

The Movember - DGR Clinical Trial Award supports clinical trials initiated in Australia that have the capacity to transform the clinical management of men with prostate cancer within the course of the trial and/or immediately post-completion of the trial.

From the 2016 DGR campaign, Movember allocated **AUD \$230,588** to the TheraP trial at the Peter MacCallum Cancer Centre with Professor Michael Hofman as the study chair. The trial had an overall budget of AUD \$1,500,000 and was co-funded by Movember (AUD \$19,412) and ANZUP/PCFA (AUD \$1,250,000).

The randomised Phase 2 study aims to compare the treatment effect of <sup>177</sup>Lu-PSMA<sup>1</sup> against cabazitaxel chemotherapy for men with advanced prostate cancer who had progressed after docetaxel and/or anti-androgen therapy. The first of 200 patients were enrolled in February 2018 and the trial completed patient recruitment across 11 Australian sites ahead of timeline in September 2019.

Preliminary outcome was announced at the American Society of Clinical Oncology 2020 Virtual Scientific Program in May 2020, where <sup>177</sup>Lu-PSMA was shown

to significantly improved prostate-specific antigen response as well as an improved toxicity profile as compared to cabazitaxel.

While patients enrolled in the trial are still being followed up for secondary endpoints, the trial has demonstrated that <sup>177</sup>Lu-PSMA represents a promising new class of effective therapy for men with metastatic, castration-resistant prostate cancer.

From the 2017 DGR Campaign, Movember allocated **AUD \$92,372** to the ProPSMA trial, led by Professor Michael Hofman and Professor Declan Murphy at the Peter MacCallum Cancer Centre. The trial had an overall budget of AUD \$1,527,658 and was co-funded by Movember (AUD \$1,435,286).

The Phase 3 ProPSMA trial involved 300 men recruited to 10 sites across Australia, all of whom had been diagnosed with prostate cancer and confirmed by tissue biopsy to be at high risk of having aggressive disease. Prior to receiving curative treatment (surgery or radiotherapy) these men were randomly assigned to receive either conventional CT and bone scans or <sup>68</sup>Ga-PSMA PET/CT in order to confirm tumour spread.

Patient recruitment was completed ahead of schedule in November 2018 and the study outcome was published in the journal Lancet in April 2020. Overall, the researchers found that <sup>68</sup>Ga-PSMA PET/CT scans were much more accurate than the conventional imaging modalities at detecting cancer spread with less false-negative and false-positive results. In addition, more patients had their treatment plans changed when <sup>68</sup>Ga-PSMA PET/CT scan was done as the second round of imaging after CT and bone scan.

Results from the trial are potentially practice changing and will add to the overwhelming data in supporting regulatory approval of <sup>68</sup>Ga-PSMA PET/CT as the standard of care in staging prostate cancer.

Originally planned to recruit 200 patients, the study protocol was later revised to increase the patient cohort to 300 for accurate assessment of study outcome - the 2017 DGR Campaign was allocated to support the study expansion.

## CLINICIAN SCIENTIST AWARD

From the 2017 DGR Campaign, Movember allocated **AUD \$351,669** to the **Clinician Scientist Award**.

The award aims to support outstanding, clinically qualified professionals with a PhD in health science research. The award will provide “protected research

<sup>1</sup> A radioactive molecule that specifically attaches to cells with high amounts of prostate-specific membrane antigen on the surface of cancer cells when delivered into blood circulation via intravenous injection. This allows the radioactivity to be delivered mainly to the prostate cancer cells and spare most normal tissues.



time” to ensure the best clinician scientists remain active in research and progress to establish themselves as independent clinician researchers with a clear vision and research agenda in the field of prostate cancer.

Of the three applications received, Dr Niall Corcoran’s application was recommended by the international review panel comprising world leading senior experts in basic/clinical prostate cancer research. The project, “Investigation of mechanisms of prostate cancer metastasis and treatment resistance”, aims to develop methods that are able to distinguish potentially lethal and indolent tumours early in their natural history, thereby improving outcomes for men with localised prostate cancers using deep genomic sequencing.

Dr Corcoran has made good progress in understanding what drives a prostate tumour to spread, as well as identifying changes to tumour cell DNA that predict responses to hormonal treatment – many of the analyses are expected to be completed by early 2021. Lastly, his team has also developed a novel treatment combination of Degarelix plus Erdafitinib in men with high risk localised disease.

A total of five publications have been produced from this study (as of February 2020) with the final project report due in early 2021.

#### **Who is delivering it?**

PCFA, as a Movember Men’s Health Partner, manages these programs and provides project reports as per agreed indicators annually and at project completion.

## **PROSTATE CANCER RESEARCH ALLIANCE PROGRAM**

Movember has allocated a total of **AUD \$699,510** from the DGR Campaign proceeds (AUD \$463,975 from the 2018 Campaign and AUD \$235,535 from the 2019 Campaign) to support the Prostate Cancer Research Alliance (PCRA), which is a three-year program jointly funded by the Australian Government and Movember with a total budget of AUD \$12 million.

The initiative aims to fund three research projects that will accelerate the “bench-to-bedside” translation of prostate cancer research in the identified priority areas and change clinical practice in the near term.

The program was launched with the Minister for Health Greg Hunt’s announcement in October 2018 and all received proposals went through a rigorous, competitive review process by an independent, multi disciplinary expert panel consisting of Australian and international members.

Three successful research teams were confirmed in March 2019 with the pioneering three-year-project commencing in mid-2019:

- At the Peter MacCallum Cancer Centre in Melbourne, Associate Professor Arun Azad and Professor Michael Hofman will initiate two clinical trials to determine the safety and efficacy of 177Lu-PSMA in men with high-risk localised disease (the LuTectomy trial) and in men with metastatic, hormone-sensitive prostate cancer (the UpFrontPSMA trial). To date, this therapy has only been studied as a “last line” therapy after standard options have been exhausted; however, these two projects will enable the game-changing treatment to be used as an upfront therapy and hopefully extend the lives of men with prostate cancer.
- At St Vincent’s Hospital Sydney, Associate Professor Louise Emmett will lead the ENZA-p trial, which will examine the benefit of 177Lu-PSMA in combination with antiandrogen therapy enzalutamide to prolong the lives of men with metastatic, castration-resistant prostate cancer.
- At the University of Melbourne, Associate Professor Niall Corcoran will continue his research into prostate cancer prognosis and treatment, including the development of groundbreaking new tests to identify which patients are most at risk of progressing to more advanced disease and which patients will likely respond best to different treatments.

First-year progress reports from the research teams are due in mid-2020 with the projects expected to be completed by late 2022.

#### **Who is delivering it?**

With oversight by Cancer Australia, the program is managed by Movember, who will report on the research outputs as per agreed indicators, annually and at project completion.

## **PROSTATE CANCER SURVIVORSHIP**

### **TRUE NORTH GLOBAL PILOT – DIGITAL SELF-MANAGEMENT**

The True North Global Pilot of Digital Self-Management is a web-based tool that aims to empower men, and those who support them, to keep track of the symptoms and side effects of prostate cancer diagnosis and treatment. Users can access the True North Self-Management tool (“Symptom Tracker”) at any time, any place via the website to track their symptoms using a set of surveys that capture a man’s urinary, sexual, hormonal, bowel, and mental health side effects.



Once the user has completed the assessments, a customised content will provide personalised tips and recommendations on how to improve quality of life. Users can also choose to share their tips and experiences via participation in a supportive community.

The web tool also has a function that allows users to track and visualise their PSA levels over time.

#### Who is delivering it?

The program pilot was originally delivered by the University of Washington through the True North USA pilot website. This work is now being directly managed by Movember to be delivered and scaled in Australia, Canada, UK, Ireland, New Zealand and USA, as associated to the True North Digital Health business plan and roadmap.

#### How much DGR funding has been invested?

Movember has invested **AUD \$97,243** from the 2016 DGR Campaign proceeds to support the development of the True North Self-Management tool.

### TRUE NORTH DIGITAL HEALTH

In May 2018, Movember finalised the True North Digital Health Business Plan, a blueprint for globally scaling prostate cancer digital health products that were shown to be effective from the research phase of the True North program. The plan aims to empower the prostate cancer community with the awareness, knowledge and solutions to take positive action for their health and care. This will be achieved by delivering the world's best digital resources to improve quality of care and quality of life for those living with and beyond prostate cancer. Our goal is to reach 250,000 men by 2022.

True North Open Access was first launched in Australia, UK and Ireland and has been visited by more than 10,000 users in the past year. With a recent launch in the USA and a heavier focus on marketing efforts in the second half of 2020, it is expected that this figure will see significant scaling growth in the coming 24 months.

#### How the project works

These products aim to reach men both directly at home and through clinical settings (including their partners/caregivers). Through Open Access, leveraging True North pilot content and tools, True North can empower men to understand their prostate cancer journey and steer them to important resources.

- **Assessment** – How is a man doing? After logging onto True North, men access the assessment tool and track their symptoms using a set of surveys that capture a man's urinary, sexual, hormonal, bowel, and mental health side effects. Additionally, there is a survey about a man's worry related to prostate cancer and how confident he is in his healthcare experiences.

- **Customised information and resources** – Once the man has completed his assessments, he receives customised content. What we know about the man and what he is experiencing allows the tool to provide personalised and tailored tips and recommendations for how to improve his quality of life. Content is organised into the following topics: urinary; sexual; bowel; tired, weak, and hot flashes; emotional and mental health. All True North participants can share their tips and experience providing them with a supportive community. Men will also have the ability to track and visualise their PSA levels over time through a chart.
- **Reports** – The tool produces summaries and reports that are meaningful to the man. He can see how he is doing compared to other men, including those specifically in his age range and who have had the same type of treatment. Experiences and recommendations from other men with prostate cancer are also shared in written and video form. A report for a man to take to his doctor's visits is also created. This helps clinicians and healthcare providers better understand what a unique patient's journey is and how they are doing ongoing, leading to better quality of care and opportunity to support men and their loved ones with what they are experiencing.

#### Who is delivering it?

The program is being directly managed by Movember to be delivered in Australia, Canada, UK, New Zealand, Ireland and USA. The new website is currently live in Australia, UK, Ireland, USA with pending launches for Canada and New Zealand. New features to reach the above-mentioned aims will continue to be launched over time.

#### How much DGR funding has been invested?

A total of **AUD 231,987** from the DGR 2018 Campaign and **AUD \$235,535** from the DGR 2019 Campaign has been invested in this project.

### TRUE NORTH SEXUAL HEALTH PROJECT

Sex and intimacy is not "over" after treatment for prostate cancer; empowering men to understand, navigate, and redefine sexuality after their diagnosis is critical to improving their quality of lives. The burden of sexual dysfunction following treatment for prostate cancer is responsible for the single greatest impact on patient/partner/couple health-related quality of life, substantially more so than concern for cancer recurrence. Some delays due to COVID-19 were experienced, but the team has remained intact and projects and guidelines are moving forward. Digital access and telehealth support in this area are even more important for men and their partners than before. The True North International Sexual Health project leverages



expertise in Australia, New Zealand, United Kingdom, Canada, USA, Italy, The Netherlands, China, Kenya, and Ireland to develop sexual health support for prostate cancer survivors globally. Projects and learnings from the True North national pilot programs are leveraged by the International Sexual Health Project to create:

- 01 Digital at-home, web-based services to support men and partners with self-managing and communicating about sexual health. The first version of this content has been delivered through the True North website and enhancements will launch throughout 2020 and 2021 internationally.
- 02 Leveraging and scaling the Canadian health professional education program internationally in 2018, 2019 and 2020.
- 03 Creation and delivery of the True North Sexual Health International guidelines with both clinical and patient-facing guidance by the end of 2020. A version for men with prostate cancer and their partners will be incorporated into the True North website early in 2021.
- 04 Ongoing planning for the adoption of particular national interventions to be implemented internationally.

#### **Who is delivering it?**

For the True North International Sexual Health project, Movember has established a working group of countries (USA, Canada, Italy, the Netherlands, China, Kenya, UK, Australia and New Zealand) who contribute to and will be delivering the project. The international website resource will be delivered by Movember.

#### **How much DGR funding has been invested?**

Thanks to DGR, Movember has been able to invest **AUD \$321,918** from the 2017 DGR Campaign proceeds into this project.

## **PROSTATE CANCER CLINICAL QUALITY**

### **TRUENTH GLOBAL REGISTRY**

The TrueNTH Global Registry supports clinicians and researchers across 13 Movember countries (Australia, Austria, Brazil, Canada, Germany, Hong Kong, The Netherlands, New Zealand, Norway, Spain, Switzerland, UK, USA) to participate in an international project that aims to improve the physical and mental health of men with prostate cancer. As of 1 May 2020, there were 36,084 men with clinical data in the registry internationally, harnessing new and existing prostate cancer registries and organisations, which are systematically collecting clinical data and measuring patient-reported outcomes at both baseline and 12 months post active treatment, this clinical quality initiative seeks to improve patient outcomes by reducing variation in treatment quality, identifying excellence and providing risk-adjusted outcomes data to physicians. Data completeness reports were sent to all participants in November 2019 and May 2020, followed by quality reports representing site-level data.

By leveraging the International Consortium for Health Outcomes Measurement (ICHOM) standard set for localised prostate cancer, the project aims to:

- Define relevant clinical and demographic features, quality metrics, and patient outcome measures collected for men with localised prostate cancer who are managed in each of the Participating Sites or Local Data Centres where patients' data are collected.
- Describe international patterns of presentation, care, and patient-reported outcomes for men diagnosed with localised prostate cancer.
- Establish a secured and collaboratively governed central data repository drawn from Participating Sites and Local Data Centres who contribute patient-level data on patterns of presentation, care, quality, and patient reported outcomes.
- Systematically measure other key elements of care that have the potential to impact outcomes.
- Compare and share outcomes between participating sites.
- Analyse the variations in outcomes to understand the key drivers that deliver the best possible outcomes.

Funds raised across the DGR international community have supported and continue to support the following Local Data Centres and their participating sites:



MOVEMBER COUNTRIES	PARTICIPATING RESEARCH ORGANISATIONS
Australia*	Monash University, Alfred Health, Australian Urology Associates, the Garvan Institute of Medical Research, Queensland University of Technology
Czech Republic	Thomayer Hospital
Italy	Fondazione IRCCS Istituto Nazionale dei Tumori, Pro Onlus Foundation, Ospedale San Raffaele s.r.l.
The Netherlands	Santeon Hospital Group
Spain	Fundacio Institut Hospital del Mar d'Investigacions Mèdiques
USA*	The Regents of the University of California, Michigan Urological Surgery Improvement Collaborative (MUSIC), Beth Israel Deaconess Medical Center, Sloan Kettering Institute for Cancer Research, Vanderbilt University Medical Center

\*Also see respective section in this report for country-specific updates.

#### Who is delivering it?

Movember is directly funding and overseeing the project. Monash University and University of California Los Angeles (UCLA) are the joint coordinating centres. A complete list of participating countries is listed above.

#### How much DGR funding has been invested?

Thanks to DGR, Movember has been able to invest a total of **AUD \$118,812** from the 2018 DGR Campaign to support this project.

## MEN'S HEALTH AND MENTAL HEALTH AND SUICIDE PREVENTION

### SOCIAL INNOVATORS CHALLENGE PROGRAM

The **Social Innovators Challenge** (SIC) – an AUD \$5.6 million, two-and-half-year initiative – focuses on building and strengthening the social connections of men. It is being delivered in three key markets: **Australia, Canada, and the UK**. Based on Movember funded research by Beyond Blue, we know that a reduction in the quality of social connectedness can significantly impact the health of men, leading to social isolation and loneliness, which have been identified as risk factors for suicide, depression and anxiety. People who are satisfied with their relationships and social connections are more likely to experience good mental health and wellbeing in general. We know that men will be engaged if you build programs and services that understand and are tailored towards their needs; that utilise a “go to where men are” approach, and build on their strengths rather than focus

on deficits. Therefore, a program was launched that looked for real-world solutions that were shaped from the male perspective and co-developed with men.

The goal of the Social Connections Program is to increase our understanding about what will engage men in healthier behaviour patterns, build positive relationships, and increase levels of social connections through the development, piloting and evaluation of innovative initiatives explicitly aimed at restoring and strengthening the social connections of men, particularly those who are at greater risk of becoming socially isolated. Ultimately, we are looking to build our knowledge/understanding of what works for which groups of men, and in what contexts, to increase men's perceptions of social connection and decrease loneliness.

Specific details of the Australian part of the project are detailed below.

As part of the SIC, teams are required to participate in a Knowledge Community. The annual convening for SIC project teams was held in Melbourne in July 2019. Mark Hawwa, Gaz Aldafai and Ride Hosts from across Australia attended the networking event to kick off this meeting which provided an opportunity for DGR to meet the funded teams and hear about projects first hand.

Funding from the 2016 DGR Campaign continued to support completion of Phase 2 implementation activities of the following 5 projects:

- Dad's Group Inc. – ‘DGI Connect’
- Orygen – ‘Entourage’
- Queensland University of Technology – ‘Well Played!’
- Soldier On – ‘Vet Connect’
- Waves of Wellness Foundation - ‘WOW Sand n’ Surf’



An evaluation was carried out by a third-party evaluation team (Propel Centre for Population Health, and First Person Consulting) to determine if the projects have achieved their objectives. Those that are successful would move to Phase 3 to be scaled or adapted into long-term projects. Business plans were submitted at the end of August 2019. Projects were extended to the end of December 2019 to cover the gap period created while plans were being reviewed. The Phase 2 Evaluation report was finalised in June 2020 and is attached.

Following assessment by a panel convened specifically to assess the plans, the Movember Board approved further funding for Phase 3 of the SIC and will support the scaling of WOW Sand n' Surf across Australia for another three years.

#### Who is delivering it?

Movember manages the SIC program centrally from Canada and provided support for the five projects that were being implemented to the end of December 2019.

#### How much DGR funding has been invested?

Thanks to DGR, Movember has been able to invest **AUD \$145,865** into Stage 2 of the program.

### MOVEMBER SPEAKEASY PROGRAM

SpeakEasy events are facilitated workshops that aim to normalise everyday challenges and encourage attendees to be more open and equipped to deal with these challenges and adversity. SpeakEasy is delivered in partnership with Tomorrow Man, who facilitate the sessions. The SpeakEasy program for 2018/19 in Australia is a program supported in full by the DGR funds from 2017.

The SpeakEasy program aims to build capability for men to reach out to others and help them become aware of their risks, identify problems, and support them to take action, in the context of a strong social network.

This program of work is about encouraging men to seek help and be supported by their friends, family and community. The specific program objectives are:

- **Normalise challenges:** Educate attendees of the frequency of life's challenges, to increase knowledge and awareness of what those around them are going through, to change attitudes and their willingness to reach out and share.
- **Build capacity:** Equip men with the tools they need to more effectively support their friends, family and community; as well as to increase their social connections, confidence and willingness to talk, especially when times are tough.
- **Scale impact:** Use the content and positive experience of the initial pilot events to grow year-on-year attendance, increasing the participation

and reach of men in the live events.

- **Test adaptations:** To test content and implementation adaptations and determine the feasibility, acceptability, and impact of these varying models of practise. For example, different content, event sizes and locations, gender mix, including how the concept translates to different settings (workplaces, sports venues, community) as well as to international markets.
- **Build resources:** To further scale and sustain impact by empowering attendees with "what's next", including signposting to digital health promotion tools (e.g. Movember Conversations).

The funds from DGR 2017 Campaign allowed us to build and deliver in 2018/19 a program plan that is a phased approach to ensure we are testing our assumptions, move on with what works, generating evidence of efficacy and then look to scale.

The program plan for 2018/19 included:

- Building and then testing content, format, methods, and event positioning/messaging to build greater reach and impact into any future approach.
- Testing our assumption that men will turn up to these events, running them in Australia in September, October and November of 2018.
- Going to where men are in Australia, delivering 14 events across 2018/19 in both corporate and community settings.
- Holding a small series of events in another market (Ireland) to test for cultural variation in the uptake and responses.
- Evaluating the events to establish what works for men in connecting and taking action.

The longer-term vision for the program is to scale what works and deliver these events across the main six Movember markets to maximise our reach and impact in a sustainable way to tens of thousands of men around the world.

#### How the project works

Key components of the most recently completed phase of this program have been to:

##### 01 Increase hosted events in Australia

- Build on the success of the pilot events.
- Hosted by Movember, supported by Distinguished Gentleman's Ride as funding partner and Triple M nationally as media partner.

##### 02 Overseas event(s)

- Test the appeal and international applicability
- Run three events in Dublin in October 2019



### 03 Going to where men are - Australian events across the year

- A series of events delivered across the year, commencing from July 2018.
- Locations sourced through the Movember community, DGR and other partners.
- Events hosted by community groups and corporates at facilities that they provide or organise, with Movember moderating the discussion.

#### What's in it for men if this project succeeds?

SpeakEasy events are workshops that aim to normalise everyday challenges and encourage attendees to be more open in dealing with them. Designed for men but also sometimes involving women, the events build skills that foster better social connection, helping friends and family to support each other through active listening. They help attendees to 'speak easy' – and that can only be a good thing.

If this project is a success, attendees will be educated about the frequency of life's challenges, to increase knowledge and awareness of what those around them are going through, to change attitudes and their willingness to reach out and share. We will also build capacity of attendees to more effectively support their friends, family and community as well as increase their social connections and confidence and willingness to talk, especially when times are tough.

#### Status update and early results

The first two phases of this program have been delivered and evaluation completed.

Attendance at the hosted events doubled in 2018, which exceeded targets. The evaluation work showcases the positive feedback of attendees, including:

- 85% of survey respondents are more aware of the issues around masculine stereotypes.
- 88% of survey respondents are more aware of the benefits of being more open about how things are going.
- 86% of survey respondents are more confident in sharing how they are going with others.
- 90% of survey respondents are more confident in using different conversational techniques to help others open up.

The evaluation report concludes that **“the fact that the SpeakEasy is influencing behaviour changes – despite being a minor intervention (i.e. a two-hour session) – it is a major success.”**

“ People ask ‘How are you going?’ Most people say, ‘yeah yeah all good’. I used to just

say ‘yeah’. If someone asks me now I’m open, say how I’m feeling (a close friend died from cancer). So that was really powerful to get that from it, from the event. Often when you share your stuff they open as well. ”

“ A brilliant way for people to be open and honest and to gain a better and immediate insight into my friends that were present at the event. Fantastic event guys I would love to come again. ”

The program moves now to the second and third parts as we deliver events across into environments where men are (communities, workplaces, sports groups etc.) and testing the appeal and effectiveness in several overseas locations.

On completion of all components of the current phase of the program, a final evaluation report will be prepared, and recommendations made for the next phase and future funding requirements.

#### Who is delivering it

Movember is directly managing the program, in partnership with Tomorrow Man for workshop delivery, Distinguished Gentleman's Ride as funding partner and Triple M nationally as media partner.

#### How much DGR funding has been invested?

Thanks to DGR, Movember has invested **AUD \$321,918** from the 2017 DGR Campaign proceeds to support the program.

#### VETERANS AND FIRST RESPONDERS

Movember aims to improve the mental health/wellbeing and prevent suicide of first responders and veterans in Australia, Canada, Ireland, the UK, USA and New Zealand. This will be achieved through: 1) the support of established programs/initiatives that leverage existing evidence around prevention and early intervention programs, and 2) the implementation of a global knowledge collective of best practices for program development, implementation, and evaluation.

Movember in partnership with The Distinguished Gentleman's Ride (DGR) and other funders will launch a new two-part initiative operating across six countries (Australia, Canada, Ireland, the UK, USA and New Zealand) that focuses on military veterans and first responders' mental health and wellbeing.

The first element is a Grant Program to identify partners to strengthen the implementation and evaluation of programs to improve mental health and wellbeing for veterans or first responders across the six participating countries.





The program is a response to the findings of a 2019 Movember-commissioned scoping review to examine the effectiveness of current programs focusing on early intervention or the prevention of poor mental health and suicide in military veterans and first responders. Funding will support scalable mental health and/or suicide prevention programs that can be rigorously evaluated, use a gendered lens, focus on a broad range of mental health outcomes (i.e. not just PTSD), and a wide range of traumatic and non-traumatic (organisational and operational) stressors.

The second element is a global knowledge hub developed with the intent to broker knowledge and awareness on best practices in implementation, evaluation, programs and approaches that will improve the mental health of veterans and first responders.

A global panel comprising men with a lived experience, as well as subject matter experts in mental health and men's health will be convened to carry out a rigorous peer review process.

Funding from the 2018 and 2019 DGR Campaigns is going towards the support of the delivery and evaluation of programs.

#### **Who is delivering it?**

Movember is managing the peer review process, program implementation and evaluation elements of the grants and facilitating the development of the knowledge hub for the project.

#### **How much DGR funding has been invested?**

Thanks to DGR, Movember has been able to contribute **AUD \$463,476.59 from the 2018 Campaign and AUD \$157,024 from the 2019 Campaign** towards the research and development of tailored programming for military veterans and first responders.

### **DGR SOCIAL CONNECTIONS CHALLENGE**

Improving mental health and wellbeing of motorcyclists through the cultivation of new, innovative ideas leading to creative solutions that strengthen social connections and improve life satisfaction and wellbeing is at the core of this program. Of specific focus are men in their middle years who are experiencing life challenges and young men who are in need of mentorship.

The program will follow the SIC model, which involves cultivating new, innovative ideas and taking this through a trajectory of ideation, development and testing to understand what works for men, in which context(s) and why. Through the DGR Social Connections Challenge, we are looking to stimulate thinking that generates innovative ideas across five participating countries (Australia, Canada, the UK, USA and New Zealand). It is

expected that ideas will leverage the camaraderie and shoulder-to-shoulder connections and relationships that already exist among motorcycle riders to develop and pilot innovative programs that will increase levels of social connectivity, life satisfaction and mental wellbeing of riders and their immediate social networks that support them.

The initiative will operate in two phases. Phase 1 will see a maximum of 25 development grants, valued at up to AUD \$7,500, awarded internationally for project development which will involve the design and development of a plan to pilot their ideas. Phase 2 will follow the development period and will see 10 teams receiving a maximum of AUD \$75,000 to test their idea in a real-world setting over a 12-month period to see if it works.

First Person Consulting has been engaged to leverage the existing SIC evaluation framework (indicators, data collections methods and tools) to evaluate the projects at an individual and programmatic level.

#### **Who is delivering it?**

Movember is managing the implementation and evaluation elements of the project.

#### **How much DGR funding has been invested?**

Thanks to DGR, Movember has been able to contribute **AUD \$157,024** from the 2019 Campaign to fund the ideation, project development and piloting of initiatives aimed at strengthening social connections and improve life satisfaction and wellbeing.



**CANADA**



# CANADA

## INVESTMENT SUMMARY

Movember allocated a total of **CAD \$137,708** of the 2016 DGR Campaign proceeds to **two** projects in Canada:

PROGRAM FOCUS	PROGRAM TYPE	PROJECTS NAME	FUNDING AMOUNT (CAD)
Prostate Cancer	Biomedical Research	Translation Acceleration Grants	\$110,166
Mental Health	Mental Health and Suicide Prevention	Social Innovators Challenge Program	\$27,542

Movember allocated a total of **CAD \$235,104** of the 2017 DGR Campaign proceeds to **three** projects in Canada:

PROGRAM FOCUS	PROGRAM TYPE	PROJECT NAME	FUNDING AMOUNT (CAD)
Prostate Cancer	Biomedical Research	Translation Acceleration Grants	\$94,042
Mental Health	Mental Health and Suicide Prevention	Digital Social Connections Challenge	\$70,531
Prostate Cancer	Survivorship	True North Sexual Health Project	\$70,531

Movember allocated a total of **CAD \$319,873** of the 2018 DGR Campaign proceeds to **three** projects in Canada:

PROGRAM FOCUS	PROGRAM TYPE	PROJECT NAME	FUNDING AMOUNT (CAD)
Prostate Cancer	Biomedical Research	Translation Acceleration Grants	\$95,962
Prostate Cancer	Survivorship	True North Digital Health	\$95,962
Mental Health	Mental Health and Suicide Prevention	Veterans and First Responders	\$127,949

Movember allocated a total of **CAD \$358,770** of the 2019 DGR Campaign proceeds to **four** projects in Canada:

PROGRAM FOCUS	PROGRAM TYPE	PROJECT NAME	FUNDING AMOUNT (CAD)
Prostate Cancer	Biomedical Research	Prostate Cancer Biomedical Research Project	\$107,631
Prostate Cancer	Survivorship	True North Digital Health	\$107,631
Mental Health	Mental Health and Suicide Prevention	Veterans and First Responders	\$71,754
Mental Health	Mental Health and Suicide Prevention	DGR Social Connections Challenge	\$71,754



## PROSTATE CANCER BIOMEDICAL RESEARCH

### TRANSLATION ACCELERATION GRANTS (TAG)

Movember has an established partnership with Prostate Cancer Canada (PCC) to support a range of biomedical research projects that could provide breakthroughs in prostate cancer prevention, treatment and survivorship. Prostate Cancer Canada has recently merged with Canadian Cancer Society.

Movember has allocated DGR Campaigns (2016 to 2019) toward the Translation Acceleration Grants (TAG), which are launched annually to support teams of investigators studying novel approaches related to a specific research question.

**From the 2016 DGR Campaign, Movember has allocated CAD \$110,166 to the Translation Acceleration Grant: Novel Therapeutics for Aggressive Disease (TAG 2)**, which explores therapeutics and treatment options for metastatic and castrate-resistant prostate cancer, with the potential to enter clinical trials within five years from the beginning of the funding period.

Of the 12 applications received, the research project “Therapeutic protein inhibitors of SEMA3C in treatment of advanced prostate cancer” led by Dr Christopher Ong from the Vancouver Prostate Centre was selected by the review panel. Recognising that the otherwise well-controlled cell signalling cascade is often distorted and altered in cancerous cells, Dr Ong’s team has identified SEMA3C as a master key that is responsible

for these altered signalling pathways and subsequent uncontrolled cancer cell growth.

The overarching project aim is therefore to develop a therapeutic inhibitor of SEMA3C and it is expected that the project will take a very promising new therapeutic discovery through pre-clinical validation, manufacturing and first-in-man studies to treat advanced, metastatic castrate-resistant prostate cancer.

The project, which commenced in late 2014, was completed in September 2017 with a SEMA3C inhibitor of therapeutic potential to enter clinical trial. Thus far, Dr Ong’s team has successfully leveraged an additional CAD \$7.5 million from the 2016 Terry Fox Foundation Frontier Grant.

### **From the 2017 DGR Campaign, Movember has allocated CAD \$94,042 to the Translation Acceleration Grant: Validation of Predictive Markers (TAG 7)**

The TAG7 program aims to support teams of investigators to validate existing putative biomarkers that have the potential to predict treatment responses and/or patient outcome. The biomarker (i.e. assay), which may be bio-specimens, image-based markers or other appropriate tests, should have a focus on optimising, applying and validating emerging approaches of existing biomarkers and not to focus exclusively on the identification of new biomarkers. The end goal is clinical validation of the approach and more accurate and personalised selection of treatments for patients with prostate cancer.

PCC received a total of 16 applications, which were assessed by the Peer Review Panel for the capability of the investigators as well as the quality of the proposals.

GRANTEE	RESEARCH PROJECT
KIM CHI BC Cancer Agency 2018-2021	<p>Clinical utility of ctDNA for prognostic and predictive biomarkers for advanced prostate cancer</p> <p>The project will lead to a clinical trial where patients with advanced prostate cancer progressing after abiraterone treatment will be randomised to either have their next treatment selected by standard clinical decision-making, or have their treatment guided by ctDNA levels. The project will also evaluate specific gene alterations and how they influence response to next-generation hormonal therapy or chemotherapy. Collectively, the project will help to establish whether ctDNA can be used to guide treatment decisions and advance our understanding of how genomic alterations in prostate cancer evolve and influence response and resistance.</p>





GRANTEE	RESEARCH PROJECT
HOUSHENG HE University Health Network 2018-2021	<p>Combination of sub-pathology and noncoding RNA: Integrating outcome prediction and treatment individualisation for intermediate-risk prostate cancer</p> <p>There is still a wide range of disease severity within each of the classified low-, intermediate- and high-risk disease categories, which contributes to the frequent under- and/or over-treatment especially in the intermediate-risk group. The team has published on the link of a special pathological pattern of cancer cells, termed intraductal carcinoma (IDC), with metastatic disease. This was recently advanced by their discovery of the combination of such pathological pattern with SChLAP1 in prediction of treatment outcome.</p> <p>This project will translate this funding into a clinical trial to investigate the effect of using the combination of IDC with SChLAP1 as a guide for treatment intensification, thereby promoting individualising therapy for localised prostate cancer.</p>
TAREK BISMAR University of Calgary 2018-2020	<p>Characterisation of novel molecular signature for accurately predicting prostate cancer progression in active surveillance</p> <p>More men consider active surveillance as an option for their therapy; however, they may be discouraged by either increased anxiety and fearing to lose curative window due to unpredictable disease progression or repeated biopsies with potential discomfort and added risk for bleeding and infections. This has led to approximately 20-30% of men leaving the active surveillance program. The project will use molecular markers to aid urologists in making better informed and individualised decisions for men seeking active surveillance and hence increase the predictability of prostate cancer progression.</p>

These projects commenced in October 2018 and the final reports are expected by Jan 2022.

The grant outcome was announced in September 2018 and revealed three fundable projects:

**Movember has allocated a total of CAD \$203,593 from the DGR Campaign proceeds (CAD \$95,962 from the 2018 Campaign and CAD \$107,631 from the 2019 Campaign) to the Translation Acceleration Grant: Improving Patient Outcomes and Treatment Planning with Advanced Imaging (TAG 8).**

Advances in imaging modalities has increased our ability to detect low-volume prostate cancer metastases, however, large-scale clinical trials with embedded health economic analysis are essential to generate clinical evidence that will lead to change in prostate cancer management.

The TAG8 program therefore aims to explore how advanced imaging, such as PET, CT and multi-parametric MRI, can support treatment decision for men with advanced prostate cancer to result in better outcomes.

By soliciting proposal through group-designed clinical trial to evaluate patient outcomes following image-guided treatment planning, the program will have the greatest potential to demonstrate the value of incorporating advanced imaging modalities into disease management in Canada and abroad.

The program was launched in May 2019 to invite Expression of Interest submissions from the research

community, which was followed by a Proposal Team planning in September 2019. The final proposal is currently being reviewed by the Research Advisory Committee and the project will likely commence in late 2020.

#### Who is delivering it?

Canadian Cancer Society (formerly Prostate Cancer Canada), as a Movember Men's Health Partner, currently manages these programs and provides project reports as per agreed indicators annually and at project completion. Movember is currently reviewing these arrangements in light of Prostate Cancer Canada recently merging with Canadian Cancer Society.

#### How much DGR funding has been invested?

Movember has provided a total of **CAD \$300,170** from the 2016, 2017 and 2018 DGR Campaign proceeds to support three TAG Programs (TAG 2, TAG 7 and TAG 8).

From the 2019 DGR Campaign, Movember will allocate **CAD \$107,631** towards a research project that aims to support the clinical translation of prostate cancer biomedical research in alignment with Movember's research strategic priorities. Project scope will be finalised later in 2020 with project to commence in 2021.

The project will be delivered by Movember who will report on the research output as per agreed indicators, annually and at project completion.



## PROSTATE CANCER SURVIVORSHIP

### TRUE NORTH SEXUAL HEALTH PROJECT

Thanks to DGR, Movember has been able to invest **CAD \$70,531** from the 2017 DGR Campaign proceeds into this project, details of which are noted above.

### TRUE NORTH DIGITAL HEALTH

True North Digital Health for Canada will launch by Q4 2020 with localised information and signposting, further details of which are noted above.

#### How much has been invested?

Thanks to DGR, Movember has been able to invest CAD \$95,962 from the 2018 and CAD \$107,631 from the 2019 DGR Campaign proceeds into this project.

## MEN'S HEALTH AND MENTAL HEALTH AND SUICIDE PREVENTION

### CANADIAN SOCIAL INNOVATORS CHALLENGE PROGRAM

Details of the Social Innovators Challenge Program have been detailed on page 13. Thanks to DGR, Movember was able to contribute CAD \$27,542 from the 2016 Campaign towards completion of Phase 2 activities in Canada.

Specific details of the Canadian part of the project, are below.

Funding from the 2016 DGR Campaign went towards continued support of the implementation activities of the following **three projects**. As part of Phase 2 activities, project teams were required to participate in a Knowledge Community that provides cross-site networking opportunities, builds capacity, and allows for sharing of project learnings and development of/ contribution to best practice. An evaluation is being carried out in parallel to project activities by a third-party evaluation team (Propel Centre for Population Health, and First Person Consulting) to determine if the projects have achieved their objectives and those that are successful would move to Phase 3 to be scaled or adapted into long-term projects.

The Phase 2 Evaluation report was finalised in June 2020 and is attached.

Canadian project sites supported through Phase 2 of the program include:

- Canadian Families and Corrections Network – ‘Dad HERO Project’
- McGill University – ‘Homebase’
- University of British Columbia – ‘Apocalypse Made Easy!’

Business plans were submitted at the end of August 2019. Projects were extended to the end of December to cover the gap period created while plans were being reviewed. Following assessment by a panel convened specifically to assess the plans, the Movember Board approved further funding of the program to support Phase 3, which will see the scaling of Dad Hero over the next three years.

### VETERANS AND FIRST RESPONDERS

Thanks to DGR, Movember has been able to contribute **CAD \$127,949** from the 2018 Campaign and **CAD \$71,754 from the 2019 Campaign** to support the delivery and evaluation of the program for military veterans and first responders, as detailed above.

### DIGITAL SOCIAL CONNECTIONS CHALLENGE

The Digital Social Connections Challenge will support the development and implementation of digital/technology solutions that increase levels of social connections and feelings of belongingness for men particularly those who are at greater risk of becoming socially isolated and experiencing poor mental health.

These include:

- Men who are alone or socially isolated.
- Men who have experienced recent relationship breakdown/family separation and are isolated.
- Men with a physical illness (e.g. prostate/testicular cancer) who are experiencing social isolation .
- Men experiencing loss and managing grief while socially isolated.
- Men experiencing a mental health challenge who are at risk of alcohol or substance misuse due to social isolation or a previous diagnosis/addiction.

This funding opportunity will be seeking innovative ideas that are being utilised to maintain social connections and manage isolation while needing to be physically apart. The aim is to address the mental health risks associated with social isolation through digital and/or technological interventions – particularly within groups of men who are at risk – and where these innovative solutions can potentially be scaled for greater impact. As with other mental health initiatives, the goal is to identify teams that can work in collaborative environments to develop



programs and build evidence that they work.

The initiative will comprise two components. The first is the cultivation of innovative ideas that can be shared via an open platform and the second is investment in the co-development of a selection of ideas.

**How much DGR funding has been invested?**

Thanks to DGR, Movember has been able to contribute **CAD \$70,531 from the 2017 Campaign.**

**DGR SOCIAL CONNECTIONS CHALLENGE**

Thanks to DGR, Movember has been able to contribute **CAD \$71,754** from the 2019 Campaign to fund the ideation, project development and piloting of initiatives aimed at strengthening social connections and improving life satisfaction and wellbeing.





**NEW  
ZEALAND**





## NEW ZEALAND INVESTMENT SUMMARY

Movember allocated a total of **NZD \$101,643** of the 2016 DGR Campaign proceeds to **two** projects in New Zealand:

PROGRAM FOCUS	PROGRAM TYPE	PROJECT NAME	FUNDING AMOUNT (NZD)
Prostate Cancer	Clinical Quality	Prostate Cancer Outcomes – Registry Australia and New Zealand (PCOR-ANZ)	\$71,150
Mental Health	Mental Health and Suicide Prevention	Go to Where Boys and Men Are – Young Men	\$30,493

Movember allocated a total of **NZD \$114,608** of the 2017 DGR Campaign proceeds to **two** projects in New Zealand:

PROGRAM FOCUS	PROGRAM TYPE	PROJECT NAME	FUNDING AMOUNT (NZD)
Prostate Cancer	Clinical Quality	Prostate Cancer Outcomes – Registry Australia and New Zealand (PCOR-ANZ)	\$57,304
Mental Health	Men's Health	Man Enough New Zealand	\$57,304

Movember allocated a total of **NZD \$119,061** of the 2018 DGR Campaign proceeds to **two** projects in New Zealand:

PROGRAM FOCUS	PROGRAM TYPE	PROJECT NAME	FUNDING AMOUNT (NZD)
Prostate Cancer	Clinical Quality	Prostate Cancer Outcomes – Registry Australia and New Zealand (PCOR-ANZ)	\$71,436
Mental Health	Mental Health and Suicide Prevention	Veterans and First Responders	\$ 47,624

Movember allocated a total of **NZD \$138,361** of the 2019 DGR Campaign proceeds to **three** projects in New Zealand:

PROGRAM FOCUS	PROGRAM TYPE	PROJECT NAME	FUNDING AMOUNT (NZD)
Prostate Cancer	Clinical Quality	Prostate Cancer Outcomes – Registry Australia and New Zealand (PCOR-ANZ)	\$83,017
Mental Health	Mental Health and Suicide Prevention	Veterans and First Responders	\$27,672
Mental Health	Mental Health and Suicide Prevention	DGR Social Connections Challenge	\$27,672



## PROSTATE CANCER CLINICAL QUALITY

### PROSTATE CANCER OUTCOMES REGISTRY – ANZ

The Prostate Cancer Outcomes Registry Australia and New Zealand (PCOR-ANZ) aims to provide a population understanding of clinical and patient-reported health outcome data for men diagnosed with prostate cancer across Australia and New Zealand. The objective is to capture the data for 90% of newly diagnosed prostate cancer cases in Australia and New Zealand.

Clinicians and hospitals contributing data to the New Zealand Registry are receiving six-monthly Quality Indicator reports on their patient's health outcomes. These reports benchmark the recipient's performance against a set of indicators of good clinical practice and compares them to other participating clinicians and hospitals in Australia and New Zealand. Over time, this reporting mechanism will support improvement in clinical practice and patient outcomes.

Reducing variation in treatment quality and identifying excellence in treatment will result in a significant reduction in the number of men experiencing lifelong adverse side effects from prostate cancer treatment.

The registry produces a publicly available annual report of patient-reported outcomes linked to treatment. The 2019 Annual Report was released on 28 March 2020 and is available for download from the project website - [www.prostatecancerregistry.org](http://www.prostatecancerregistry.org)

#### Who is delivering it?

Movember is overseeing the program, with delivery provided through the Centre for Health Outcomes Measurement New Zealand.

#### How much DGR funding has been invested?

Thanks to DGR, Movember has invested **NZD \$71,150** from the 2016 Campaign, **NZD \$57,304** from the 2017 Campaign, **NZD \$71,436** from the 2018 Campaign and **NZD \$83,017** from the 2019 Campaign into this project.

## MEN'S HEALTH AND MENTAL HEALTH AND SUICIDE PREVENTION

### GO TO WHERE BOYS AND MEN ARE PROGRAM – YOUNG MEN

This program focuses on prevention, early intervention and health promotion as well as seeking to invest in

scaling the most promising approaches that Movember has funded in New Zealand and elsewhere since 2007.

The program will continue to:

- Establish partnerships to deliver tailored interventions, tools and resources for young men.
- Engage families, friends and communities to achieve these outcomes.
- Deliver campaigns, resources and messages that lead to men and boys staying mentally healthy and taking action early.
- Strengthen the community response for men and boys during tough times.

As part of our approach for boys and young men globally we will be scaling one of our most promising projects, Movember Ahead of the Game. This mental health project is delivered through sport and targets young men, coaches and parents. We have used funding from the DGR 2016 Campaign to apply learnings from Ahead of the Game to continue scaling and developing Rugby New Zealand's existing program HeadFirst. Over the course of this partnership we have delivered interventions aimed at improving the mental health and wellbeing of young rugby players while creating a supportive community environment for them during tough times.

In late 2020 we will be launching an online mental health coaching program as part of the HeadFirst project; this will see the intervention reaching further across the country. We will also continue to support targeted face-to-face delivery of the program alongside a targeted health promotion campaign aimed at the whole rugby community.

#### Who is delivering it?

Rugby New Zealand will be delivering this project in partnership with Movember and the Mental Health Foundation of New Zealand.

#### How much DGR funding has been invested?

Thanks to DGR, Movember has invested **NZD \$30,493** from the 2016 Campaign into this project.

### VETERANS AND FIRST RESPONDERS

Thanks to DGR, Movember has been able to invest **NZD \$47,624** from the 2018 DGR Campaign proceeds and **NZD \$27,672** from the 2019 DGR Campaign proceeds into this project, details of which are noted above.

### DGR SOCIAL CONNECTIONS CHALLENGE

Thanks to DGR, Movember has been able to invest **NZD \$27,672** from the 2019 DGR Campaign proceeds into this project to fund the ideation, project development



and piloting of initiatives aimed at strengthening social connections and improving life satisfaction and wellbeing of motorcyclists.

### **MAN ENOUGH NEW ZEALAND**

This project involves the replication of the successful Australian Man Up documentary series in New Zealand. The series will be produced by Gibson Group and aired nationally via major network TVNZ 1 on two Tuesday nights in October 2020.

Man Enough will be two one-hour episodes built under the guidance of Movember, an Advisory Group and the “Format Bible” produced by Man Up production company, Heiress Productions.

We are looking to improve the mental health and wellbeing of New Zealand men, at a population level, shifting attitudes and behavioural intent. This includes each individual’s intent to seek help, utilising the impact of social norms on individual behaviour change and exploring the effect mass content can have on shifting these norms.

As a result of seeing Man Enough, we want to shift the perceptions of masculinity in New Zealand, so men have more ‘real’ conversations and are more likely to seek help when they need it, to ultimately reduce the alarming rates of male suicide. We will deliver a large-scale intervention that prompts New Zealand men to challenge potentially harmful masculine norms and promote help-seeking in a way that resonates with them. Our central themes will be that there is no shame in reaching out to others for help, and that mates should check in with each other, especially when times are tough.

#### **Who is delivering it?**

This project is being led by Movember in partnership with Gibson Group (production company) and TVNZ (the broadcaster). An Advisory Group and Approval Group will also oversee the implementation of the project.

#### **How much DGR funding has been invested?**

Thanks to DGR, Movember has been able to invest **NZD \$57,304** from the 2017 DGR Campaign proceeds into this project.



**SINGAPORE**



# SINGAPORE

## INVESTMENT SUMMARY

Movember allocated a total of **AUD \$7,853** of the 2017 DGR Campaign proceeds to **one** project in Singapore:

PROGRAM FOCUS	PROGRAM TYPE	PROJECT NAME	FUNDING AMOUNT (AUD)
Prostate Cancer	Survivorship	Prostate Cancer Specialist Nurses	\$7,853

## PROSTATE CANCER SURVIVORSHIP

### PROSTATE CANCER SPECIALIST NURSES

The purpose of the program is to ensure that prostate cancer patients in healthcare settings are provided with appropriate resources to ensure timely delivery of care, enhance the delivery of optimum care and address their psychosocial needs through community outreach to improve quality of life: Education, Support Groups and Intervention. We aim to achieve this by developing and promoting a prostate cancer Specialist Nurse (hospital-based) who can facilitate optimum care for prostate cancer patients. Through the collaboration between Singapore Cancer Society and the local hospitals, a prostate cancer Specialist Nurse (identified by the respective hospitals) will provide the full continuum of care for prostate cancer patients.

#### Who is delivering it?

Singapore Cancer Society, as Movember's Men's Health Partner, manages this project and provides project reports as per agreed indicators annually and at project completion. This pilot program has since come to completion with ongoing funding external to Movember secured for the nurses.

#### How much DGR funding has been invested?

Movember has invested **AUD \$7,853** of the 2017 DGR Campaign proceeds in Singapore to this project.





**UNITED  
KINGDOM**





# UNITED KINGDOM

## INVESTMENT SUMMARY

Movember has allocated approximately a total of **GBP £407,361** and **EUR €90,719** of the 2016 DGR Campaign proceeds to **two** projects in the United Kingdom:

PROGRAM FOCUS	PROGRAM TYPE	PROJECT NAME	FUNDING AMOUNT
Prostate Cancer	Biomedical Research	Precision Medicine	£366,625 & €90,719
Mental Health	Mental Health and Suicide Prevention	Social Innovators Challenge Program	£40,736

Movember has allocated approximately a total of **GBP £440,294** and **EUR €350,048** of the 2017 DGR Campaign proceeds to **two** projects in the United Kingdom:

PROGRAM FOCUS	PROGRAM TYPE	PROJECT NAME	FUNDING AMOUNT
Prostate Cancer	Clinical Quality	IRONMAN – International Registry for Men with Advanced Prostate Cancer	£314,563 & €350,048
Mental Health	Mental Health and Suicide Prevention	Digital Social Connections Challenge	£125,731

Movember has allocated approximately a total of **GBP £728,375** of the 2018 DGR Campaign proceeds to **four** projects in the United Kingdom:

PROGRAM FOCUS	PROGRAM TYPE	PROJECT NAME	FUNDING AMOUNT
Prostate Cancer	Clinical Quality	IRONMAN – International Registry for Men with Advanced Prostate Cancer	£218,513
Prostate Cancer	Clinical Quality	TrueNTH Global Registry	£180,540
Prostate Cancer	Survivorship	True North Digital Health	£37,972
Mental Health	Mental Health and Suicide Prevention	Veterans and First Responders	£291,350

Movember has allocated approximately a total of **GBP £666,886** of the 2019 DGR Campaign proceeds to **five** projects in the United Kingdom:

PROGRAM FOCUS	PROGRAM TYPE	PROJECT NAME	FUNDING AMOUNT
Prostate Cancer	Clinical Quality	IRONMAN – International Registry for Men with Advanced Prostate Cancer	£100,033
Prostate Cancer	Clinical Quality	IRONMAN – International Registry for Men with Advanced Prostate Cancer PROMs Alert Sub Study	£100,033
Prostate Cancer	Survivorship	True North Digital Health	£200,066
Mental Health	Mental Health and Suicide Prevention	Veterans and First Responders	£133,377
Mental Health	Mental Health and Suicide Prevention	DGR Social Connections Challenge	£133,377



## PROSTATE CANCER BIOMEDICAL RESEARCH

### PRECISION MEDICINE AWARD

Movember has an established partnership with Prostate Cancer UK (PCUK) to support a range of biomedical research projects that could provide breakthroughs in prostate cancer from prevention to treatment and survivorship.

A key element in improving treatment of prostate cancer will be to move away from a blunt, one-size-fits-all approach to selecting treatments for advanced disease to one where treatments are selected rationally based on the characteristics of a man's particular cancer. Large-scale, multi-arm precision medicine trials are already up and running for other cancers and look set to make precision care the standard way of treating those cancers. Although we are beginning to see the first steps towards this in prostate cancer, it still lags behind other cancers.

Precision Medicine projects funded with the support of DGR seek to close this gap as quickly as possible because selecting treatments that are matched to a man's prostate cancer will give him more chance of surviving the disease for longer. Personalised care will also reduce the number of men wasting time on, and suffering debilitating side effects from treatments that will never work for them and instead focus on giving the treatments with the greatest chance of success.

Following an independent peer review process, Dr Gerhard Attard's large-scale, multi-arm and multi-stage precision medicine trial proposal was recommended for funding by the Research Advisory Committee.

The project aims to accelerate introduction of rational biomarker-treatment pairings for the precision treatment of men with advanced prostate cancer starting long-term androgen deprivation therapy (ADT). Commenced in February 2018, the team has focused on the 3,879 men with hormone-sensitive metastatic or high-risk locally advanced prostate cancer from the STAMPEDE trial who were randomised between standard of care (ADT) or ADT with docetaxel or abiraterone. The team will collect patient samples to conduct genomic, transcriptomic and morphological analyses.

Through collaborative works between multiple academic and industry partners, the team aims to drive the acquisition of evidence to support novel biomarker-treatment pairings in hormone-naïve prostate cancer; and eventually facilitate the introduction of precision medicine into clinical practice.

### Who is delivering it?

PCUK, as Movember's Men's Health Partner, manages these projects and provides project reports as per agreed indicators annually and at project completion.

### How much DGR funding has been invested?

Movember has invested a total of **GBP £366,625** and **EUR €90,719** from the 2016 DGR Campaign proceeds into this project, with additional GBP £511,000 funding from Movember Campaign proceeds.

## PROSTATE CANCER CLINICAL QUALITY

### IRONMAN - AN INTERNATIONAL REGISTRY FOR MEN WITH ADVANCED PROSTATE CANCER

The International Registry for Men with Advanced Prostate Cancer (IRONMAN) aims to create an international, population-based registry of 5,000 men with advanced prostate cancer across 10 countries. It seeks to understand clinical outcomes associated with management of advanced prostate cancer and understand the biological clinical diversity of the disease.

Operating across nine countries<sup>2</sup>, the IRONMAN project aims to:

- Describe real-world practice patterns for six new treatments internationally.
- Identify treatment sequences or combinations associated with optimal survival and patient-reported outcomes.
- Assess whether treatments are associated with toxicities and co-morbidities.
- Develop prospective blood biobank for clinical and biological characterisation of disease subtypes.
- Create international partnership to work together to identify unmet needs in advanced prostate cancer.

IRONMAN commenced in January 2017. Funds raised from the DGR 2017 in the United Kingdom and Europe have been allocated to support the implementation of the project in the UK and across Europe.

Recruitment of all 5,000 patients is expected to be achieved by end of 2022. Nine countries have completed ethical approval processes and are actively recruiting. A total of 1,445 patients have been recruited to the study as of 30 May 2020.

<sup>2</sup> Australia, Brazil, Canada, Ireland, South Africa, Sweden, Switzerland, the UK, USA and Spain.



### Who is delivering it?

Movember is directly funding and overseeing the project. The Prostate Cancer Clinical Trials Consortium (PCCTC) in the USA is the global data coordination centre for the project.

### How much DGR funding has been invested?

Movember has invested a total of **GBP £314,563** and **EUR €350,048** from the 2017 DGR Campaign in the United Kingdom and parts of Europe to support this project. An additional **GBP £218,513** from the 2018 DGR Campaign and **GBP £100,033** from the 2019 DGR Campaign was invested in this project.

### IRONMAN – AN INTERNATIONAL REGISTRY FOR MEN WITH ADVANCED PROSTATE CANCER PROMS ALERT SUB STUDY

The IRONMAN PROMs alert sub study seeks to test the concept that using PROMs (Patient Reported Outcome Measures) to trigger clinical intervention as part of care for men with advanced prostate cancer can achieve a quality of life advantage.

Men who participate in the study will complete a monthly electronic assessment, in addition to the global IRONMAN study assessments. If a man's responses to the monthly assessment indicate distress in the domains of anxiety, pain, fatigue, social isolation, depression, or insomnia, a 'soft' or 'hard' trigger will be released. At a soft trigger, self-management content curated by Movember will be presented. At a 'hard' trigger, the man's clinical team will receive a message that he requires medical attention and be expected to respond within 48 hours. A 'hard' trigger also leads to the presentation of tailored self-management content.

As a result of this study, men with advanced prostate cancer are expected to have improved quality of life during and after their participation. Additionally, the study will:

- Contribute to the understanding of the experiences of men with advanced prostate cancer.
- Build the evidence base for advanced prostate cancer care.
- Inform best practices to integrate PROMs into real-time care.

### Who is delivering it?

The study will be implemented in approximately 6-8 sites globally, including the UK. Selection of sites will be finalised in August 2020, following an expression of interest issued to current IRONMAN registry sites.

### How much DGR funding has been invested?

Thanks to DGR, Movember has been able to invest **GBP £100,033** from the 2019 DGR Campaign proceeds.

## PROSTATE CANCER SURVIVORSHIP

### TRUE NORTH DIGITAL HEALTH

Thanks to DGR, Movember has been able to invest **GBP £37,972** from the 2018 DGR Campaign proceeds and **GBP £200,066** from the 2019 DGR Campaign into this project, the details of which are noted above.

## PROSTATE CANCER CLINICAL QUALITY

### TRUENTH GLOBAL REGISTRY

Thanks to DGR, Movember has been able to invest **GBP £180,540** from the 2018 DGR Campaign proceeds into this project, the details of which are noted above.

## MEN'S HEALTH AND MENTAL HEALTH AND SUICIDE PREVENTION

### UK SOCIAL INNOVATORS CHALLENGE PROGRAM

Details of the Social Innovators Challenge Program has been detailed above. Thanks to DGR, Movember was able to contribute £40,736 funding towards completion of Phase 2 piloting activities, implementation, and evaluation activities in the UK from the 2016 campaign. Specific details of the UK part of the project, are below.

Funding from the 2016 DGR contributed to continued support of the completion of Phase 2 pilot activities of the following four projects:

- Boxing Futures – 'Brothers Through Boxing'
- Co-operative & Mutual Solutions Ltd. – 'Ex-Cell 50+'
- Food Nation – 'Men's Pie Club'
- Scottish Association for Mental Health – 'The Changing Room'

An evaluation was being carried out by a third-party evaluation team (Propel Centre for Population Health, and First Person Consulting) to determine if the projects have achieved their objectives and those that are successful would move to Phase 3 to be scaled or adapted into long-term projects. Business plans were submitted at the end of August 2019. Projects were extended to the end of December 2019 to cover the gap period created while plans were being reviewed. The Phase 2 Evaluation report was finalised in June 2020 and is attached.



Following assessment by a panel convened specifically to assess the plans, the Movember Board approved continued funding for Phase 3. Men's Pie Club, Brothers Through Boxing and Ex-Cell 50+ are extending their pilot activities for 18 months and The Changing Room is scaling their program across Scotland over the next three years.

#### **Who is delivering it?**

Movember managed the program and supported an external Program Evaluation team and the four projects that implemented activities in 2019.

#### **How much DGR funding has been invested?**

Thanks to DGR, Movember was able to contribute **£40,736** funding towards completion of Phase 2 piloting activities, implementation, and evaluation activities in the UK from the 2016 Campaign.

#### **VETERANS AND FIRST RESPONDERS**

Thanks to DGR, Movember has been able to invest **GBP £291,350** from the 2018 DGR Campaign proceeds and **GBP £133,377** from the 2019 DGR Campaign proceeds into this project, details of which are noted above.

#### **DIGITAL SOCIAL CONNECTIONS CHALLENGE**

Thanks to DGR, Movember has been able to invest **GBP £125,731** from the 2017 DGR Campaign proceeds into this project.

#### **DGR SOCIAL CONNECTIONS CHALLENGE**

Thanks to DGR, Movember has been able to invest **GBP £133,377** from the 2019 DGR Campaign proceeds into this project, details of which are noted above.





**UNITED  
STATES OF  
AMERICA**



# UNITED STATES OF AMERICA

## INVESTMENT SUMMARY

Movember allocated a total of **USD \$858,790** of the 2016 DGR Campaign proceeds to **three** projects in the United States:

PROGRAM FOCUS	PROGRAM TYPE	PROJECT NAME	FUNDING AMOUNT (USD)
Prostate Cancer	Biomedical Research	Movember - DGR Challenge Award	\$687,032
Prostate Cancer	Survivorship	True North USA Program	\$85,879
Mental Health	Mental Health and Suicide Prevention	Making Connections Program	\$85,879

Movember allocated a total of **USD \$1,002,335** of the 2017 DGR Campaign proceeds to **three** projects in the United States:

PROGRAM FOCUS	PROGRAM TYPE	PROJECT NAME	FUNDING AMOUNT (USD)
Prostate Cancer	Biomedical Research	Movember - DGR Challenge Award	\$503,205
Prostate Cancer	Survivorship	True North Sexual Health Project	\$193,540
Mental Health	Mental Health and Suicide Prevention	Making Connections Program	\$305,590

Movember allocated a total of **USD \$1,522,566** of the 2018 DGR Campaign proceeds to **five** projects in the United States:

PROGRAM FOCUS	PROGRAM TYPE	PROJECT NAME	FUNDING AMOUNT (USD)
Prostate Cancer	Biomedical Research	Movember - DGR Challenge Award	\$422,067
Prostate Cancer	Survivorship	True North Digital Health	\$422,067
Prostate Cancer	Clinical Quality	TrueNTH Global Registry	\$57,838
Prostate Cancer	Clinical Quality	IRONMAN - International Registry for Men with Advanced Prostate Cancer	\$57,838
Mental Health	Mental Health and Suicide Prevention	Making Connections Program	\$562,756

Movember allocated a total of **USD \$1,460,336** of the 2019 DGR Campaign proceeds to **four** projects in the United States:

PROGRAM FOCUS	PROGRAM TYPE	PROJECT NAME	FUNDING AMOUNT (USD)
Prostate Cancer	Biomedical Research	Movember - DGR Challenge Award	\$438,101
Prostate Cancer	Survivorship	True North Digital Health	\$438,101
Mental Health	Mental Health and Suicide Prevention	Making Connections Program	\$292,067
Mental Health	Mental Health and Suicide Prevention	DGR Social Connections Challenge	\$292,067



## PROSTATE CANCER BIOMEDICAL RESEARCH

### MOVEMBER – DGR CHALLENGE AWARD

The Movember - DGR Challenge Award funds large-scale, transformational prostate cancer research projects with a focus on “first in field” discoveries that have a high probability of near-term patient benefit – specifically in reduction of death and suffering due to recurrent advanced prostate cancer.

Selection of the Award recipient was made through a rigorous programmatic and peer-reviewed process that included a panel of globally regarded prostate cancer clinicians, researchers and patient representatives.

**From the 2016 DGR Campaign, Movember has allocated USD \$687,032 to support Dr Douglas McNeel's 2017 Movember – DGR Challenge Award.**

Treatment strategies that effectively activate the immune system to target cancer will provide a promising new therapeutic opportunity for men with prostate cancer. Dr McNeel's project leveraged previous work to combine a DNA vaccine with pembrolizumab. The clinical trial will determine if the combination of these two treatments is an effective new therapy for men with metastatic, castration-resistant prostate cancer.

Due to delay in trial initiation, the award was only activated in July 2019. However, the trial was successfully launched in October 2019 and will have completed the primary study by end of 2021.

**From the 2017 DGR Campaign, Movember has allocated USD \$500,000 to support Dr Susan Halabi's 2018 Movember – DGR Challenge Award.**

Either as de novo metastatic or as relapse after local therapy, metastatic hormone-sensitive prostate cancer (mHSPC) accounts for about 10,000 of 27,000 deaths per year in the USA. It is a major cause of morbidity and mortality and improving treatment in these men is an unmet need. However, it represents a disproportionately understudied area as compared to the more aggressive castration-resistant disease.

The difficulty in treating men with mHSPC lies not only in heterogeneity of the disease, but also in the spectrum of men who have the disease. Considerable resources have been dedicated to understanding tumour heterogeneity and developing prognostic models of clinical outcomes in men with metastatic castration-resistant prostate cancer (mCRPC). The literature on prognostic factors of clinical outcomes in mHSPC men is very limited and non-informative. Understanding heterogeneity should lead to better risk stratification, tailored treatment strategies, and improved outcomes

for men with mHSPC.

By identifying intermediate clinical trial endpoints that can reliably predict overall survival in men with mHSPC, Dr Halabi's team aims to develop prognosis models of clinical outcomes and shorten time taken to conduct clinical trials, thereby accelerating treatment discovery for men with mHSPC.

Dr Halabi's project commenced in August 2018 with the first-year progress report due in August 2020.

**Movember has allocated USD \$3,205 from the 2017 DGR Campaign and USD \$422,067 from the 2018 DGR Campaign to support Dr Charles Drake's 2019 Movember – DGR Challenge Award.**

To date, immunotherapy for prostate cancer has yielded modest results. While researches have shown that evasion of immune surveillance is a key feature of prostate cancer pathogenesis and progression, overcoming the immunosuppressive tumour microenvironment remains a challenge.

Dr Drake's team has previously shown that the peri-castration period offers a unique opportunity for immunologic intervention wherein a pro-inflammatory state is optimised, and immunosuppressive mechanisms associated with advanced disease have yet to evolve. He has therefore proposed to initiate a clinical trial – the first of its kind in prostate cancer – combining a well-tolerated and effective IL-8 blocking antibody with anti-PD-1 at the time of castration in men with castration-sensitive prostate cancer.

We hypothesise that this strategy will induce a successful anti-tumour immune response in prostate cancer, leading to improved patient outcomes.

Dr Drake's project commenced in August 2019 with the first-year progress reported due in August 2021.

A further **USD \$438,101 from the 2019 DGR Campaign** has been allocated to a Movember's-DGR Challenge Award that will be awarded later in 2020. Details of this project will be included in the next report.

#### Who is delivering it?

Prostate Cancer Foundation (PCF), as Movember's Men's Health Partner, manages these projects and provides project reports as per agreed indicators annually and at project completion.

#### How much DGR funding has been invested?

Movember has provided a total of USD \$2,050,405 from the 2016, 2017, 2018 and 2019 DGR Campaign proceeds to support two Movember – DGR Challenge Awards.



## PROSTATE CANCER SURVIVORSHIP

### TRUE NORTH USA PROGRAM

The aim of the True North USA program is to improve the physical and mental wellbeing of men living with and beyond prostate cancer, together with their partners, caregivers and families.

True North USA is a national collaborative network established among 15 leading institutions to design and implement solutions via an open website that delivers solutions through a holistic program. These solutions, if successful, will then be sustainably scaled across the USA.

True North USA has a number of prostate cancer care programs for men, their loved ones, and healthcare providers to provide a consistent online experience<sup>3</sup>:

PROGRAM COMPONENT	PURPOSE	STATUS
General Information and Introduction to True North	To provide general information on prostate cancer and the purpose of True North.	The website has been launched and is available to all men living with or beyond a diagnosis of prostate cancer: <a href="https://us.truenth.org">us.truenth.org</a> .
Symptom Tracker	To support self-management of patient-reported outcomes.	The tool has been launched at six of 12 sites with implementation progress at six of 12 sites.
Decision Support	To prepare men for the process of selecting a treatment path.	The support was launched as part of the True North USA experience online to registered users at University of Washington. Five sites are recruiting with three sites pending to commence.
Community of Wellness	To promote positive lifestyle changes through exercise and diet.	The study has enrolled 207 men (of 200 goal).
Sexual Recovery	To provide support for sexual rehabilitation for men and their partners.	The study has launched at all six sites and has almost achieved the targeted enrolment of 140 couples. The team is currently analysing the data.
Care Plan and Navigation	To assist navigation of survivorship issues for men receiving Androgen Deprivation Therapy.	Although there was significant delay, the study has now launched and is recruiting at Duke Cancer Institute. Pending recruitment in five other sites.

Men are directed to True North USA and/or recruited to studies during their clinic visit by their recruiting Network Institution.

#### Who is delivering it?

Movember manages this program in collaboration with 15 leading institutions across the USA. See <https://us.truenth.org> for a detailed list and summary.

#### How much DGR funding has been invested?

Thanks to DGR, Movember has invested **USD \$85,879** into this program from the 2016 DGR Campaign, which has an overall approved budget of USD \$12,126,000.

### TRUE NORTH SEXUAL HEALTH PROJECT

Thanks to DGR, Movember invested **USD \$193,540** from the 2017 DGR Campaign proceeds into this project, details of which are noted above.

### TRUE NORTH DIGITAL HEALTH

Thanks to DGR, Movember has been able to invest **USD \$422,067** from the 2018 DGR Campaign proceeds and **USD \$438,101** from the 2019 DGR Campaign proceeds into this project details of which are noted above.

## PROSTATE CANCER CLINICAL QUALITY

### TRUENTH GLOBAL REGISTRY

Thanks to DGR, Movember has been able to invest **USD \$57,838** from the 2018 DGR Campaign proceeds into this project, details of which are noted above.

### IRONMAN - AN INTERNATIONAL REGISTRY FOR MEN WITH ADVANCED PROSTATE CANCER

Thanks to DGR, Movember has been able to invest **USD \$57,838** from the 2018 DGR Campaign proceeds into this project, details of which are noted above.





## MEN'S HEALTH AND MENTAL HEALTH AND SUICIDE PREVENTION

### MAKING CONNECTIONS PROGRAM

Making Connections is a five-year, USD \$20 million national initiative that focuses on identifying and developing innovative and promising approaches to improve men's mental health and wellbeing for men and boys of colour or veterans and their families. These approaches emphasise community-wide, primary prevention strategies to enhance communities' social, physical and economic environments. At the centre of this work is a network of diverse communities in rural, urban, and suburban locations across the USA that are both contributing to the body of knowledge and evidence around improving mental health and wellbeing outcomes for men and boys.

This program builds on the detailed landscape report on the state of mental health for American men and boys, which identified the primary themes that are core concepts in the initiative's work. The need to focus specifically on men and boys' mental health is emerging. Too often, male socialisation is at odds with mental wellbeing, isolating men from their families and discouraging expression of needs or emotions. Disconnection and isolation – from community, peers, family, children and culture – are major factors that undermine men's mental health. Restoring and strengthening these social connections is essential for building intergenerational wellbeing and resilience.

Currently in Phase Three, 11 specific project sites have received funding in the amount of \$200,000 to continue implementing the actionable, community-level prevention plans developed in Phase One to improve mental health and wellbeing, with particular emphasis on improving outcomes within high-need populations; these include boys and men of colour, military members, veterans, and their families. With the support of the DGR, 11 sites are continuing program implementation activities and two additional sites will be leveraging smaller grant investments in the form of Community of Practice Awards to achieve important progress at the local level and learn valuable aspects of improving mental wellbeing among men and boys.

An external evaluation team from the University of South Florida has been contracted to design a multi-level framework for project and programmatic level evaluation. The evaluation focuses on two central questions:

- How do communities create successful and scalable community change to improve mental health and wellbeing for men and boys?
- What are the barriers and facilitators to successful implementation of community-based prevention initiatives across different sites?

Making Connections sites include:

- Canton/Farmington Valley Health District
- Nebraska Association of Local Health Directors
- San Diego/United Women of East African Support Team
- Albuquerque/Apex-New Mexico Department of Health
- Boston Local Initiatives Support Corporation
- Chicago/Sinai Health System
- Florence/Hope Health Inc.
- Tacoma Pierce County Health Department
- Oklahoma/Southern Plains Tribal Health Council
- Honolulu/Kokua Kalihi Valley
- New Orleans Health Department
- Houston/Department of Health and Human Services
- Kankakee Community College\*

\* This is a community of practice sites with a smaller \$10,000 grant.

The Making Connections initiative aims to change the paradigm of men and boys' mental health among policymakers, funders, practitioners and communities. It aims to achieve this by reframing the thinking around mental health to focus upstream, emphasising mental health strategies that promote prevention and resilience as a complement to treatment and services, while recognising the importance of designing programs that meet men and boys where they are in order to engage, support and improve their mental health and wellbeing.

Funds from the 2019 DGR Campaign will be utilised primarily for the Resilience Grows Here program – a veterans-focused mental health initiative – which is run at Canton/Farmington Valley in Connecticut.

### Who is delivering it?

Movember has contracted with the Prevention Institute to manage and deliver this program across the USA.

### How much DGR funding has been invested?

Thanks to DGR, Movember has allocated **USD \$85,879** from the 2016 DGR Campaign, **USD \$305,590** from the 2017 DGR Campaign, **USD \$562,756** from the 2018 DGR Campaign and **USD \$292,067** from the 2019 DGR Campaign toward the implementation phase of the program.

### DGR SOCIAL CONNECTIONS CHALLENGE

Thanks to DGR, Movember has been able to invest USD \$292,067 from the 2019 DGR Campaign proceeds into this project, details of which are noted above.



**REST OF  
WORLD**



# REST OF WORLD

## INVESTMENT SUMMARY

Movember has allocated a total of **€305,444** of the 2016 DGR Campaign proceeds to **two** international projects:

PROGRAM FOCUS	PROGRAM TYPE	PROJECT NAME	FUNDING AMOUNT (EUR)
Prostate Cancer	Clinical Quality	TrueNTH Global Registry	€222,690
Prostate Cancer	Survivorship	IRONMAN – International Registry for Men with Advanced Prostate Cancer	€82,754

Movember has allocated a total of **€370,301, AUD \$53,695 and USD \$115,732** of the 2017 DGR Campaign proceeds to **two** international projects:

PROGRAM FOCUS	PROGRAM TYPE	PROJECT NAME	FUNDING AMOUNT
Prostate Cancer	Clinical Quality	TrueNTH Global Registry	EUR €370,301 & AUD \$53,695
Prostate Cancer	Survivorship	IRONMAN – International Registry for Men with Advanced Prostate Cancer	USD \$115,732

Movember has allocated a total of **€979,826** of the 2018 DGR Campaign proceeds to **five** international projects:

PROGRAM FOCUS	PROGRAM TYPE	PROJECT NAME	FUNDING AMOUNT (EUR)
Prostate Cancer	Clinical Quality	TrueNTH Global Registry	€365,530
Prostate Cancer	Clinical Quality	GAP 3: Active Surveillance	€201,079
Prostate Cancer	Survivorship	IRONMAN – International Registry for Men with Advanced Prostate Cancer	€393,758
Prostate Cancer	Survivorship	True North Digital Health	€11,675
Mental Health	Mental Health and Suicide Prevention	Veterans and First Responders	€7,784

Movember has allocated a total of **€975,861, AUD \$128,583 and USD \$130,990** of the 2019 DGR Campaign proceeds to **three** international projects:

PROGRAM FOCUS	PROGRAM TYPE	PROJECT NAME	FUNDING AMOUNT (EUR)
Prostate Cancer	Survivorship	True North Digital Health	€12,923
Prostate Cancer	Clinical Quality	TrueNTH Global Registry	€251,810 & AUD \$9,577
Prostate Cancer	Clinical Quality	GAP 3: Active Surveillance	€180,654
Prostate Cancer	Clinical Quality	IRONMAN – International Registry for Men with Advanced Prostate Cancer	€521,859 & AUD \$119,006 & USD \$130,990
Mental Health	Mental Health and Suicide Prevention	Veterans and First Responders	€8,615





## PROSTATE CANCER CLINICAL QUALITY

### IRONMAN - INTERNATIONAL REGISTRY FOR MEN WITH ADVANCED PROSTATE CANCER

Details of this project are as noted above.

Funding across DGR countries in 2016 and 2017 has supported Brazil, South Africa, Switzerland and Sweden participating in this project.

#### Who is delivering it?

Movember is directly funding and overseeing the project. The Prostate Cancer Clinical Trials Consortium (PCCTC) is the data coordination centre for the project.

#### How much DGR funding has been invested?

Movember has allocated **€82,754** of the 2016 DGR Campaign proceeds, **USD \$115,732** from the 2017 Campaign proceeds, **€393,758** from the 2018 DGR Campaign proceeds and **€521,859, AUD \$119,006** and **USD \$130,990** from the 2019 DGR Campaign proceeds.

### TRUENTH GLOBAL REGISTRY

Thanks to DGR, Movember has been able to invest **€222,690** from the 2016 DGR Campaign proceeds, **€370,301** plus **AUD \$53,695** from the 2017 DGR Campaign proceeds, **€365,530** from the 2018 DGR Campaign and **€251,810** and **AUD \$9,577** from the 2019 DGR Campaign proceeds into this project, details of which are noted above.

### GAP3: ACTIVE SURVEILLANCE

Prostate cancer detection has advanced greatly in recent years, but it has also led to many men with slow-growing tumours having treatment when, for them, it was unlikely that the cancer would progress. This is thought of as 'over-diagnosis' and 'overtreatment'. The problem is that these men can have significant side effects from treatment that affect their quality of life, such as incontinence and sexual dysfunction. But, in many cases, men may not have needed any treatment at all, and really only needed their cancer to be properly monitored. Active surveillance is a strategy designed to help avoid this problem.

The GAP3 Prostate Cancer Active Surveillance project aims to help improve how men living with low-risk prostate cancer are managed and reduce the burden of them being over-treated. The project involves the collection of clinical data from men attending 28 hospitals, medical research institutions and treatment centres across 16 countries worldwide. Analysing this data will enable researchers and clinicians to address critically important research questions that will lead to

the optimal management of men with low-risk prostate cancer.

#### Who is delivering it?

Movember is directly funding and overseeing the project. Erasmus Medical Centre is the data coordination centre for the project.

#### How much DGR funding has been invested?

Thanks to DGR, Movember has been able to invest, **€201,079** from the 2018 DGR Campaign proceeds and **€180,654** from the 2019 DGR Campaign proceeds into this project, details of which are noted above

## PROSTATE CANCER SURVIVORSHIP

### TRUE NORTH DIGITAL HEALTH

Thanks to DGR, Movember has been able to invest **€11,675** from the 2018 DGR Campaign proceeds and **€12,923** from the 2019 DGR Campaign proceeds into this project details of which are noted above.

## MEN'S HEALTH AND MENTAL HEALTH AND SUICIDE PREVENTION

### VETERANS AND FIRST RESPONDERS

Thanks to DGR, Movember has been able to invest **€7,784** from the 2018 DGR Campaign proceeds and **€8,615** from the 2019 DGR Campaign proceeds into this project, details of which are noted above.



# APPENDICES





# APPENDICES

## APPENDIX A. DGR PROGRAM LIST

MOVEMBER COUNTRY	PROGRAM FOCUS	PROGRAM TYPE	PROGRAM NAME	[DGR CAMPAIGN] FUNDING AMOUNT
AUSTRALIA	Prostate Cancer	Biomedical Research	New Concept Grant	[2016] AUD \$398k
	Prostate Cancer	Biomedical Research	Young Investigators Grant	[2016] AUD \$100k
	Prostate Cancer	Biomedical Research	Clinical Trial Award	[2016] AUD \$231k [2017] AUD \$92k
	Prostate Cancer	Biomedical Research	Clinician Scientist Award	[2017] AUD \$352k
	Prostate Cancer	Biomedical Research	Prostate Cancer Research Alliance	[2018] AUD \$464k [2019] AUD \$236k
	Prostate Cancer	Survivorship	True North Digital Self-Management	[2016] AUD \$97k
	Prostate Cancer	Survivorship	True North Sexual Health Project	[2017] AUD \$322k
	Prostate Cancer	Survivorship	True North Digital Health	[2018] AUD \$231k [2019] AUD \$236k
	Prostate Cancer	Clinical Quality	TrueNTH Global Registry	[2018] AUD \$119k
	Mental Health	Mental Health and Suicide Prevention	Australian Social Innovators Challenge	[2016] AUD \$146k
	Mental Health	Men's Health	Movember SpeakEasy Live Events	[2017] AUD \$322k
	Mental Health	Mental Health and Suicide Prevention	Veterans and First Responders	[2018] AUD \$464k [2019] AUD \$157k
	Mental Health	Mental Health and Suicide Prevention	DGR Social Connections Challenge	[2019] AUD \$157k
CANADA	Prostate Cancer	Biomedical Research	Translation Acceleration Grants – TAG2 / TAG7 / TAG8	[2016] CAD \$110k [2017] CAD \$94k [2018] CAD \$96k
	Prostate Cancer	Biomedical Research	Prostate Cancer Biomedical Research project	[2019] CAD \$108k
	Prostate Cancer	Survivorship	True North Sexual Health Project	[2017] CAD \$71k
	Prostate Cancer	Survivorship	True North Digital Health	[2018] CAD \$96k [2019] CAD \$108k
	Mental Health	Mental Health and Suicide Prevention	Social Innovators Challenge Program	[2016] CAD \$28k
	Mental Health	Mental Health and Suicide Prevention	Digital Social Connections Challenge	[2017] CAD \$71k
	Mental Health	Men's Health	Veterans and First Responders	[2018] CAD \$128k [2019] CAD \$72k
	Mental Health	Mental Health and Suicide Prevention	DGR Social Connections Challenge	[2019] CAD \$72k



<b>NEW ZEALAND</b>	Prostate Cancer	Clinical Quality	Prostate Cancer Outcomes – Registry Australia and New Zealand (PCOR-ANZ)	[2016] NZD \$71k [2017] NZD \$57k [2018] NZD \$71k [2019] NZD \$83k
	Mental Health	Mental Health and Suicide Prevention	Go to Where Boys and Men Are – Young Men	[2016] NZD \$30k
	Mental Health	Men’s Health	Man Enough New Zealand	[2017] NZD \$57k
	Mental Health	Mental Health and Suicide Prevention	Veterans and First Responders	[2018] NZD \$47k [2019] NZD \$28k
	Mental Health	Mental Health and Suicide Prevention	DGR Social Connections Challenge	[2019] NZD \$28k
<b>SINGAPORE</b>	Prostate Cancer	Survivorship	Prostate Cancer Specialist Nurses	[2017] AUD \$8k
<b>UNITED KINGDOM</b>	Prostate Cancer	Biomedical Research	Precision Medicine	[2016] GBP £367k + EUR €91k
	Prostate Cancer	Clinical Quality	International Registry for Men with Advanced Prostate Cancer (IRONMAN)	[2017] GBP £315k + EUR €350k [2018] GBP £219k [2019] GBP £100k
	Prostate Cancer	Clinical Quality	International Registry for Men with Advanced Prostate Cancer (IRONMAN) PROMs Alert Sub Study	[2019] GBP £100k
	Prostate Cancer	Clinical Quality	TrueNTH Global Registry	[2018] GBP £181k
	Prostate Cancer	Survivorship	True North Digital Health	[2018] GBP £38k [2019] GBP £200k
	Mental Health	Mental Health and Suicide Prevention	Social Innovators Challenge Program	[2016] GBP £41k
	Mental Health	Mental Health and Suicide Prevention	Digital Social Connections Challenge	[2017] GBP £126k
	Mental Health	Mental Health and Suicide Prevention	Veterans and First Responders	[2018] GBP £291k [2019] GBP £133k
	Mental Health	Mental Health and Suicide Prevention	DGR Social Connections Challenge	[2019] GBP £133k
<b>UNITED STATE OF AMERICA</b>	Prostate Cancer	Biomedical Research	Movember - DGR Challenge Award	[2016] USD \$687k [2017] USD \$503k [2018] USD \$422k [2019] USD \$438k
	Prostate Cancer	Survivorship	True North USA Program	[2016] USD \$86k
	Prostate Cancer	Survivorship	True North Sexual Health Project	[2017] USD \$194k
	Prostate Cancer	Survivorship	True North Digital Health	[2018] USD \$422k [2019] USD \$438k
	Prostate Cancer	Clinical Quality	TrueNTH Global Registry	[2018] USD \$58k
	Prostate Cancer	Clinical Quality	International Registry for Men with Advanced Prostate Cancer (IRONMAN)	[2018] USD \$58k
	Mental Health	Mental Health and Suicide Prevention	Making Connections Program	[2016] USD \$86k [2017] USD \$306k [2018] USD \$563k [2019] USD \$292k
	Mental Health	Mental Health and Suicide Prevention	DGR Social Connections Challenge	[2019] USD \$292k



REST OF WORLD	Prostate Cancer	Clinical Quality	TrueNTH Global Registry	[2016] EUR €223k [2017] EUR €370k + AUD \$54k [2018] EUR €366k [2019] EUR €252k + AUD \$10k
	Prostate Cancer	Clinical Quality	International Registry for Men with Advanced Prostate Cancer (IRONMAN)	[2016] EUR €83k [2017] USD \$116k [2018] EUR €394k [2019] EUR €522k + AUD \$119k + USD \$131k
	Prostate Cancer	Clinical Quality	GAP3: Active Surveillance	[2018] EUR €201k [2019] EUR €181k
	Prostate Cancer	Survivorship	True North Digital Health	[2018] EUR €12k [2019] EUR €13k
	Mental Health	Mental Health and Suicide Prevention	Veterans and First Responders	[2018] EUR €8k [2019] EUR €9k

