



2025 SAFETY MO-MENTS FACILITATOR'S GUIDE

WHY MOVEMBER?

Movember is the leading charity dedicated to changing the face of men's health. Each November, people around the world grow moustaches to raise awareness and funds to tackle three of the biggest health issues affecting men: prostate cancer, testicular cancer, and mental health and suicide prevention.

WHY SAFETY MO-MENTS?

Safety Mo-ments are short, impactful talks that put men's health on the agenda. Think of them like a toolbox talk for your health: quick, sharp, and built to stick. They spark conversations on topics we can't afford to ignore and give men – and the people who care about them – simple, life-saving actions.

This toolkit includes four Safety Mo-ments you can use with your crew: (1) Prostate Cancer, (2) Testicular Cancer, (3) Men's Mental Health, and (4) General Health & Wrap-Up.

HOW TO DELIVER A GREAT SAFETY MO-MENT:

- **Keep it tight** – aim for 2-3 minutes, plus a quick discussion.
- **Be ready** – know your script, check the stats, and have the poster ready to show to the group afterward.
- **Engage first** – ask the opening question, let people respond.
- **Stick to the key points** – don't overload with detail.
- **Wrap it up with action** – give one clear next step.
- **Bonus: Share a story** – if you've got one, it always connects.

YOUR FACILITATOR NOTES:

At the start and end of each talk, you'll see a short note called *Your Reminder for this Mo-moment*.

These are for you only – quick anchors to keep the big takeaway front of mind. Don't read them out loud; use them to guide your delivery.

SUPPORT AND RESOURCES:

- Each script includes a **QR code linking to a short video** of someone delivering that Safety Mo-moment. Watch it ahead of time to see how the talk flows and to feel more confident before leading your own.
- If questions come up, you don't need to be a health expert. Stick to the script, keep it conversational, and point people to the poster or QR code for more detail.



Watch the demo



SAFETY MO-MENT 1 – PROSTATE CANCER

Your Reminder for this Mo-ment:

Early detection saves lives. Men need to know the risk factors and that starting the conversation with a doctor is what matters most. Close strong: 1 in 8 men will face prostate cancer – catching it early makes all the difference.

Intro:

“Morning team. We spend a lot of time talking about safety – helmets, boots, harnesses. But here’s another kind of safety: looking after your health. Every one of us has someone – a dad, brother, uncle, or friend – who wants us around for the long haul. That’s why we’re kicking off Movember with a tough but important topic: prostate cancer.”

Opening:

“A lot of men avoid the doctor – maybe it feels awkward, maybe they don’t want to hear bad news, or maybe they’re just too busy. But ignoring your health doesn’t make the risk go away. **Prostate cancer is the #1 most commonly diagnosed cancer in men over 45.**

So, what’s the most important thing you should know about prostate cancer? The answer: early detection. **If it’s caught early, survival is over 99%. But if it’s caught late, survival drops to about 25%.** That’s the difference between life and death – and it all comes down to having that conversation with your doctor *before symptoms ever show up.*

The problem is, too many men aren’t going to the doctor regularly. They skip their annual check-ups, and that’s when they get caught out – finding it too late.

Warm-up Question:

“Hands up – in the last year, how many of the men here have talked to their doctor about prostate cancer risk?

(If someone puts up their hand, ask: “How was it? Anything to be afraid of?” If no one does, say: “That’s exactly why we’re talking about it today – too many men skip this conversation. And it’s one that can literally save your life.”)

Transition to Key Points:

“So, let’s break it down – here’s what you need to know about prostate cancer.”



Key Points

- **Age matters** – Over 50? Time to talk to your doctor.
- **Family history counts** – If your dad, brother, or uncle had it, start at 40.
- **Ancestry can increase risk** – if you're of African or Caribbean descent, your risk is higher. Start talking to your doctor at 40."

"Think of it like regular maintenance – you wouldn't ignore a warning light in your truck, so don't ignore your body."

Action for Today

Each and every one of us can take action today when it comes to prostate cancer. If you're 50+ or in a risk group, book that conversation with your doctor. If you're not, bring it up with a man in your life (dad, partner, mentor, etc.) and share what you learned today. You might be the reminder they need to make that appointment. The point is simple: start the conversation – it could save a life. That's what this is all about – looking out for each other, now and for the future.

Outro:

"The bottom line? **1 in 8 men will face prostate cancer**. Early action makes all the difference. Check the poster, scan the QR code, and remember: safety isn't just about today's job – it's about tomorrow too."

Your Reminder for this Mo-ment

Early detection saves lives. Men need to know the risk factors and that starting the conversation with a doctor is what matters most. Close strong: 1 in 8 men will face prostate cancer – catching it early makes all the difference.

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SAFETY MO-MENT 2 – TESTICULAR CANCER

Your Reminder for this Mo-ment:

Self-checks are quick, easy, and powerful. The goal is to normalize doing them – and talking about them. Wrap up by reminding the group: self-checks take less than a minute, and sharing the message saves lives.

Intro + Opening:

“Alright everyone, today we’re going to talk about something you won’t find in your safety manual: your nuts. Sounds awkward, but here’s the truth – **testicular cancer is the #1 cancer in young men aged 15-39**. Caught early, it’s usually treated with a simple surgery. Leave it too long, and treatment gets a lot tougher – chemo, radiation, the works. The problem is, most men never check themselves. It’s like driving your truck and never checking the oil - sooner or later, something could go wrong.

Warm-up Question:

“Hands up – how many of you have ever done a self-check before for testicular cancer? **pause**
And how many would feel comfortable talking to a friend or family member about it?”

Transition to Key Points:

“Talking about checking yourself should feel as normal as checking your oil or brushing your teeth or tying your shoe. It’s quick, simple, and part of looking after yourself.

Key Points

The 3-step self-check:

1. **Steam** – a warm, steamy shower helps your nuts relax.
2. **Roll** – gently roll each testicle between your thumb and fingers.
3. **Repeat** – check both. No favourites!

“They should feel smooth and firm, but not painful. If one day you notice something different – a lump, pain, or a change – don’t panic. But do take action and get it checked by a doctor.”

Action for Today

Next time you shower, take one minute to check yourself. And don't be shy about sharing what you learned today – with a friend, brother, or partner. It’s Movember, and there’s no better time to pass on a bit of life-saving knowledge. Because at the end of the day, it’s simple – the more we talk about it, the more likely we are to catch it early.



Outro:

“Testicular cancer is the most common cancer in young men, but it’s also one of the most treatable when caught early. A quick self-check can make all the difference. Check the poster, scan the QR code, and remember: it only takes a minute to protect your future.”

Your Reminder for this Mo-ment:

Self-checks are quick, easy, and powerful. The goal is to normalize doing them – and talking about them. Wrap up by reminding the group: self-checks take less than a minute, and sharing the message saves lives.

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SAFETY MO-MENT 3 – MEN’S MENTAL HEALTH

Your Reminder for this Mo-ment:

Mental health is health. Encourage talking early and checking in on each other using ALEC.

End with this: strong men talk, listen, and look out for each other.

Intro:

“Today’s safety moment is about something we don’t always see – what’s going on in our heads. Mental health. **The reality is, we lose one man every minute worldwide to suicide – and here in Canada, 3 out of 4 suicides are men.** That’s not just a number. That’s someone’s brother, someone’s dad, someone’s friend. And it’s why we’ve got to treat mental health like we treat any other safety risk – if something looks off, we act on it.”

Opening:

“Too often, **men are taught to tough it out** – to ‘be a man,’ push through, or keep quiet about pain or feelings. Whether it’s stress at work, pressure at home, or problems in relationships, these challenges can pile up. Everyone goes through it, but instead of talking about it, many men bottle it all inside and suffer in silence. When we stay silent, those struggles can get heavier and become harder to carry. And the truth is: **opening up and showing vulnerability is strength, not weakness.**”

Warm-up Question:

“Think about the last 6 months – do you know someone, a coworker, or a friend who’s been going through a tough time? Now, hands up if you’ve checked in on them with intention – not just ‘How’s it going?’ but really asking how they’re doing.”

Transition to ALEC

“Sometimes we can tell when someone’s struggling – but we’re not always sure what to say, or we worry about saying the wrong thing. So, we say nothing. And that’s okay – we’ve all been there before. That’s where ALEC can help. It’s a simple framework you can use to guide that conversation.”

Worried about someone else? Use ALEC:

- **A for Ask:** Start the chat. *“You don’t seem yourself – everything okay?”* Don’t just ask out of habit – mean it.
- **L for Listen:** Really listen. Give them space. Don’t rush to fix it – just hear them out.
- **E for Encourage Action:** Suggest a next step – talk to someone they trust, connect with support, or take one small positive action.
- **C for Check In:** Follow up in a few days. A simple, genuine check-in shows you care and that you’re there for them.

(Facilitator Note: The QR code on the poster links to Movember Conversations – a free online tool with tips and examples to help you practice these chats.)



Transition to Self-Care:

“Now, supporting others is important – but so is looking after yourself. Your mental health matters and taking care of it doesn’t have to be complicated.”

Key Points

For yourself:

- **Use Pause-Check-Power Move:** Pause and take a breath. Check in – how are you feeling? Power Move – do one small thing that helps: take a walk, call a friend, or get some fresh air.
- **Talk early:** Don’t let small problems build into big ones.
- **Stay connected:** Friends are your safety net when things get tough.

Action for Today

“Check in with a friend. Not just a quick “How’s it going?” – really ask, “How are you, *really*?” And if you’re the one feeling off, start the conversation yourself. The truth is, reaching out early can change everything – for you, or for someone you care about. You never know how much a simple check-in can mean to someone who’s struggling.

At the end of the day, it’s about looking out for each other – and making those conversations part of everyday life.”

Outro:

“Mental health is just like physical health – don’t wait until something breaks. Take care of it early. Check in on yourself, check in on your friends, and use ALEC. The poster has the steps and a QR code that links to Movember Conversations – a free tool that helps you build confidence in having these chats. Remember – strong men talk, listen, and look out for each other.

Your Reminder for this Mo-ment:

Mental health is health. Encourage talking early and checking in on each other using ALEC. End with this: strong men talk, listen, and look out for each other.

Watch the demo





SAFETY MO-MENT 4 – GENERAL HEALTH & WRAP-UP

Your Reminder for this Mo-ment:

This is the recap week. The message: health is an everyday thing – and small, regular actions add up. Leave them with this: Movember ends, but your health doesn't. Carry one action forward.

Intro:

“We’ve spent this month talking about some of the big men’s health issues – prostate cancer, testicular cancer, and mental health. But here’s the bigger picture: health isn’t just for Movember. It’s about showing up every day, for yourself and for the people who care about you.”

Opening:

“When life gets busy – with work deadlines, family commitments, everything else – health can slip down the list. But small habits, done regularly, stack up to make a huge difference. And here’s the reality: in Canada, men live on average **4.5 years less than women**. That gap isn’t just biology – it’s about risk, lifestyle, and putting things off. You don’t need to change everything at once – just start with one thing and stick with it.”

Warm-up Question:

“Hands up – during Movember, how many of you learned something new about men’s health or took an action, like a self-check, booking a doctor’s appointment, or checking in on a friend? And how many of you plan to keep it going after Movember?”

Transition to Key Points:

“Let’s pull it all together. Here are the big takeaways from the month:

Key Points (Recap):

- **Prostate Cancer:** Early detection is everything. Know your risk and start the conversation with your doctor – it could save your life or someone else’s.
- **Testicular Cancer:** Know what feels normal for you. Do the self-check, talk about it, and if something feels off, get it checked out early.
- **Mental Health:** Don’t bottle it up. Check in with yourself, and use ALEC to reach out to others – because strong men talk, listen, and look out for each other.

Transition to Lifestyle:

“And here’s the one we can all control, every single day – how we live. Your lifestyle choices are what keep the other three in check.”



Key Points (Lifestyle Focus)

- Move more – Even a 20-minute walk makes a difference.
- Eat well – Fuel your body, don't just fill it.
- Rest up – Sleep is recovery, not a luxury.
- Stay connected – Strong friendships protect your health and your happiness.

Action for Today

“Keep doing what we’ve talked about this month – check yourself, talk to your doctor, move more, stay connected. And don’t stop here. Bring it up at home, at work, or wherever your crew gets together. Because real change doesn’t come from one month – it comes from small, steady actions all year long. We all have someone who wants us around for longer.”

Outro:

“Movember may be wrapping up, but looking after your health never does. Stay connected, stay aware, and keep the conversations going. Because the best kind of safety is making sure we’re all still here – for our families, our friends, and ourselves.

And thank you for being part of these Safety Mo-ments. Talking about health isn’t always easy, but every conversation helps break the silence and makes a difference.”

Your Reminder for this Mo-ment:

This is the recap week. The message: health is an everyday thing – and small, regular actions add up. Leave them with this: Movember ends, but your health doesn’t. Carry one action forward.

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