

YEAR-END. IMPACT REPORT

2021

# CREATING NEW BLUEPRINTS FOR CHANGE

 BLUEPRINT



# THE WILL TO CHANGE FOR MEN AND FAMILIES

---

IT IS THROUGH EMBRACING CHANGE THAT WE KEEP GROWING AND EVOLVING

The world has changed immensely since we launched in 2015. We recognize that the past few years, as we navigate the pandemic, have brought uncertainty and fear for many and especially for those in frontline positions. We also recognize that

the past few years have created an opportunity for deep reflection about how we show up in our lives, our relationships and our work. We know that fathers want change, that they do not want to return to their 'busy normal'. We know that leaders in business want to show up with empathy and to build a culture of inclusion in their workplaces. And, we know that to create real change in society, we need to reach men and boys at an early age. Blueprint was launched as a brand in March 2021 to do just that.

We are discovering a readiness and willingness in men for change and are working with them to provide new blueprints for how to do that so that they, their families and our communities can live in a healthier, more connected and safer society.

**Change the blueprint  
to change the world.**

In our rapidly changing society we can count on only two things that will never change. What will never change is the will to change and the fear of change. It is the will to change that motivates us to seek help. It is the fear of change that motivates us to resist the very help we seek.

-- Harriet Lerner, *The Dance of Intimacy*



# MEN ARE STEPPING UP TO CHANGE

---

For decades, women and societies have called on men to change their behaviours and approach to life. The World Health Organization has called for a concerted global action to reduce the burden of morbidity and mortality of men. This cannot be achieved without new, more pervasive, shared and accepted views of masculinity.

Globally, on average, men die 5.5 years earlier than women, and men are over-represented in nearly every major burden-of-disease category.

Blueprint accepts these global calls to action. We are committed to working with men to re-define traditional patriarchal models. We strive to provide them with the tools, skills and opportunities to be more thoughtful in their intentions, more deliberate in their choices and more determined to make positive change choices in their lives and relationships.

Thanks to all the donors who have supported our work to activate a new generation of men and boys dedicated to creating a more equitable, compassionate and sustainable world.



It is time to help men challenge often unspoken beliefs, and learn to embrace positive traits of masculinity such as empathy, compassion and intentionality.

-- Dr. John Izzo, co-founder





From left to right: Brandon Currie, Dr. Duncan Shields, Shane Rivet and Dr. David Kuhl

## RESEARCH ON MEN AND MASCULINITIES

---

We have a strategic focus on reaching men and boys in places where masculinity and stoicism show up in more restrictive ways, which in turn limits how men and boys show up for themselves and in relationship to others. Our work moves from theory to practice to address features of trauma and directly enhance the well-being of men and boys, as well as their positive contribution to families and communities. Over the past year, Blueprint initiated three research and clinical projects with support from core partners:

1

Drs. John Izzo and Dan Muzyka explored current evidence and conducted virtual focus groups and quantitative surveys with C-Suite and front line workers from a breadth of professions and representatives across sectors in the United States and Canada to understand how the workplace has changed post #MeToo. Supported by [Royal Bank of Canada and Nancy MacKay](#).

2

Dr. Duncan Shields will be launching a new research study to explore how people serving in elite military units navigate the personal impacts of service and negotiate belonging, status, group and personal resilience and well-being. Supported by the [Canadian Centre of Excellence in PTSD](#).

3

Dr. David Kuhl has launched a large scale study to explore best practice in fatherhood. His research team will interview 80-100 people who have, or have had, a positive relationship with their father. [We are looking for partners to contribute \\$100,000 per year to support this research and to build best practice toolkits for fatherhood.](#)

# PROGRAMS FOR HEALTHIER MEN AND BOYS

THE PROGRAM DELIVERY TEAMS AT BLUEPRINT ARE PROPELLING CHANGE FOR BOYS AND MEN AT HIGH RISK IN THE PROVINCE.



Patriarchal thinking and practice often result in emotional pain, isolation and loneliness with a detrimental effect on the health and well-being of men and boys. Their resilience is diminished and rates of depression, trauma and substance use are increased. When left unaddressed, this pain and suffering can be expressed in acts of violence, self-harm, sexual assault and bullying.

Our program teams reach men and boys as early as possible to create safe spaces to learn new strategies for alternative ways of being. We encourage men and boys to think about their aspirations of how they want to show up in the world. We do our work by leveraging change in partnership with organizations with a focus on sports, protective services, business and fatherhood.

This work is possible because of the support of our community of donors and partners, including The Honourable Lois & Doug Mitchell, MacKay CEO Forums, Calgary Foundation, Royal Bank of Canada, BC Professional Firefighters Association, BC Police Association, and UBC.

**THE HEALTH AND WELL-BEING OF MEN AND BOYS IS A GLOBAL PUBLIC HEALTH ISSUE**

Boys who support stereotypes about masculinity are more likely **5X** to be violent

# BLUEPRINT RECEIVES \$430,000 GRANT FROM MOVEMBER CANADA

---

Symptoms of psychological disorders in first responders are **4X higher** than in the general public and as many as **44%** of Canadian first responders develop mental health conditions. These include depression, post-traumatic stress disorder, and suicide ideation (CIPSRT, 2018). For fire and police, these symptoms often result from work-related exposures to traumatic situations. Adding complexity to these challenges, traditional norms of masculinity and the need to project a 'strong, stoic image' are frequently leveraged in training and are essential on an operational call. However, this learned approach may inadvertently perpetuate a myth of unaffected service and contribute to self-stigma interfering with social support and help seeking. Blueprint engages in these very topics, addressing cultural stigma and socialization factors when they become barriers to well-being.

Through our Resiliency Program, we aim to enhance first responders' ability to thrive in their workplace and to become leaders of cultural change within their own organizations. The model is designed to complement existing workplace and public mental health services, and offers a low threshold and low stigma point of entry for those seeking skills or support.

There is an additional need of \$100,000 to build capacity and train clinicians to support fire and police in British Columbia.

---

***Reaching Fire and Police Across the province of British Columbia***

***3000 BC Police Officers***

***4000 BC Fire Fighters***

In partnership with the BC Professional Firefighters Association (BCPFFA) and the BC Police Association (BCPA), Blueprint is proud to share we have received funding provided by Movember Canada through the charity's Veterans and First Responders Mental Health Grant Program in the amount of \$426,580 over two years.



# MILESTONES IN ADVANCING A MORE ASPIRATIONAL MASCULINITY

---

2021 has been a productive year for Blueprint as we forge pathways for men to be in healthy relationships with themselves, their families and communities. We have been active in strengthening our core partnerships and building new community relationships to influence boys as early in life as possible. Key to this effort has been our relationship with the University of British Columbia.

## 74 Media References

- 37 media mentions.
- 23 national TV and radio interviews.
- 3 published popular press articles nationally.
- 4 references in national media articles.
- Featured podcast and webinar interviews.
- Dr. Kuhl was named a content expert by Sportsnet and interviewed in 4 segments for a series on the Mental Game, aired during the 2021 NHL season.

## 14 Academic & Conference Presentations

- Dr. Shields is an editorial board member of Psychology of Men and Masculinity and a Research Advisory Group member with the Centre of Excellence in PTSD.
- Dr. Kuhl has presented at provincial, national and international academic and non-academic conferences on 'Men's experience of living with prostate cancer'.
- Dr. John Izzo is an advisory board member with Sustainable Brands Global.

**UBC President Santa Ono** has publicly endorsed Blueprint and our work on fatherhood in a UBC podcast and in the Vancouver Sun. He has also publicly supported our sports programs that contribute to the opportunity for UBC to be a leader in addressing sexual assault, discrimination and violence in sports on campus.

## 03 Countries

## 14 Community Partners

## 10 Programs

*David Kuhl and Duncan Shields received thanks from North Shore Search and Rescue following the delivery of a Resiliency Program to their members in 2021.*



# AT BLUEPRINT, WE ARE GRATEFUL FOR OUR SUPPORTERS AND THE IMPACT WE ARE MAKING TOGETHER

I am honoured to work with a powerhouse research and program team, backed by the collaborative institutional strength of UBC, the VGH + UBC Hospital Foundation, Vancouver Coastal Health Research Institute, and the Canadian Men's Health Foundation.

Drs. Duncan Shields, John Izzo and I are grateful for the stewardship of our Advisory Board, the generosity of our donors, sponsors and granting organizations, and the hard work of our program partners. All of your contributions have made our work possible.



A message from Dr. David Kuhl, Mohseni Chair in Men's Health, Integrity & Well-Being



## Major Donors

Leon Judah Blackmore Foundation  
Mohseni Foundation

## Program Donors & Sponsors

The Honourable Lois & Doug Mitchell  
Calgary Foundation  
MacKay Family  
RBC  
Paul Wogan

**FOR MORE INFORMATION, PLEASE VISIT [WWW.BLUEPRINT.NGO](http://WWW.BLUEPRINT.NGO)**

Blueprint gratefully acknowledges that we live and work on the unceded traditional & overlapping territories of the Matsqui, Kwantlen, Katzie, Semiahmoo, Musqueam, Squamish and Tsleil-Waututh Nations. We strive to do our work with a collaborative spirit of reconciliation, respect and honour for the land, its peoples and their ancestors.