

A photograph of a person with short brown hair, seen from the back, wearing a blue and grey hooded jacket. They are standing in a field, looking out at a sunset or sunrise over a distant landscape. The sky is a mix of orange, yellow, and white, with the sun low on the horizon. The foreground is a grassy field with some trees in the distance.

men&

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Project Report

March 31, 2025

2025

www.menand.ca

Introduction

The Men& Project in this reporting period has focused on the expansion of the digital toolkits and digital engagement, engagement of law enforcement and service agencies in several communities across the province.



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Committed to Helping Men Strengthen Their Lives

www.menand.ca

The Men & Project is a digital engagement hub that supports men's emotional and relational well-being through accessible, evidence-informed tools and resources.

Created to address the often-overlooked role of men in preventing gender-based violence, the platform offers interactive workbooks, skill-building modules, and a 24-hour crisis line designed to meet men where they are—online, in moments of reflection, or during times of struggle. Whether users are looking to strengthen relationships, regulate emotions, or seek help during a crisis, Men & provides a judgment-free space for growth, accountability, and connection.

Rooted in the belief that healthier men help build safer communities, the Men & Project takes a proactive and strengths-based approach. It doesn't just intervene in moments of crisis—it fosters long-term change by encouraging men to examine how they show up in their relationships and communities. Through digital accessibility and trauma-informed content, Men & offers a meaningful step forward in engaging men as allies in the work to end domestic and sexual violence.

The Men & Project is grounded in a stepped care model, which means that support is offered at varying levels of intensity based on an individual's needs and readiness. This approach allows men to engage with content at their own pace—starting with simple self-guided tools and progressing to more personalized support such as live chat, peer connection, or crisis intervention when needed. By offering multiple access points, the platform lowers barriers to help-seeking and ensures that support is both scalable and sustainable. This model also reduces pressure on high-intensity systems by providing earlier, preventative resources that can de-escalate risk before it becomes crisis.

Community & Law Enforcement Engagement

Over the past year the Men & project built and launched new tool kits and work sheets focused on emotional regulation and managing conflict in relationships. We also developed training videos for law enforcement to support their efforts to engage men. These videos will be tested with Calgary Police Services to start.

We have had interest from Lethbridge, Cochrane and Airdrie. These communities have been identified as the next areas for expansion.

Digital Statistics

For the first time, **the Homepage** is now outranking the “How to Apologize” post.

The Community Resource Page is now the number three visited page and we believe this is leading to more calls and inquiries.

38,621

visits in this reporting period. Of these **20,187** were first time visitors. Visits continue to increase.

2246

downloads of the interactive toolkits - an average of **6 men per day** are downloading the resource.

over 3000

men called the men’s resource line during this period. Of these 3000 callers – over 800 followed through with accessing counselling or other formal resources.

The percentage of callers to the crisis line who are men has **now grown to 22 % from 1% in the first year** of the project.



Learning Events & Community Capacity Building

We partnered with Calgary Counselling Centre to sponsor Tod Augusta Scot for a two day training event. The event was attended by two hundred men's therapists from across the province. This is the second year in a row that we hosted Tod Augusta Scot. Feedback on the event was very positive. We plan to host Gabor Mate next spring and continue to build the capacity of therapists across the province of Alberta.

