# Talkspace launches men's mental health campaign for Movember



In recognition of Men's Health Awareness Month, widely known as Movember, Talkspace, a digital mental health services provider, has unveiled a campaign titled Look Who's Talking. The campaign aims to address the shifting dynamics within male mental health discussions, which have historically been stigmatised.

Featuring testimonials from men who utilise Talkspace's services, including Olympic swimmer Michael Phelps, the initiative seeks to normalise conversations around mental health challenges faced by men. The campaign explores how men are increasingly engaging in more open discussions about their emotions, relationships, and life transitions.

Traditionally, men have been less likely to seek mental health support compared to women, often remaining silent about their struggles. However, Talkspace notes a significant cultural shift with more men acknowledging the importance of therapy. A report from the Centers for Disease Control and Prevention (CDC) shows an increase in men seeking mental health treatment, rising from 13.1% to 17.8% between 2019 and 2021.

Katelyn Watson, Talkspace's Chief Marketing Officer, commented on this transformation: “Where society once said silence is strength, we are now recognising vulnerability as bravery.” The campaign focuses on real personal stories designed to challenge enduring stigmas around men's mental health.

In the campaign’s short documentary-style vignettes, Talkspace users such as Carlvin and Evan recount their therapy experiences. Carlvin describes therapy as a personal journey towards self-improvement, while Evan highlights how seeking professional advice relieves pressure from personal relationships.

Erica Patton Simpson, a Talkspace therapist, advises that more meaningful dialogue can encourage men to open up about their mental health. She suggests bypassing common queries like “How are you?” in favour of more engaging questions like “What’s on your mind lately?”

The Look Who's Talking campaign is part of a larger movement to destigmatise mental health issues by sharing experiences from men across various backgrounds. Talkspace's efforts reflect a broader societal recognition of the importance of mental health support services and the need to adapt to changing attitudes towards mental wellness among men.

Talkspace provides virtual mental health services, including therapy and psychiatric care, through a digital platform that prioritises accessibility and privacy. The company partners with health insurance providers and other organisations to extend mental health resources to a broad audience. Further information on the campaign can be found on the Talkspace website.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://finance.yahoo.com/news/talkspace-launches-campaign-men-health-130000857.html> - Corroborates the launch of Talkspace's 'Look Who's Talking' campaign for Men's Health Awareness Month and features testimonials from Talkspace members, including Michael Phelps.
* <https://www.businesswire.com/news/home/20241104253439/en/Talkspace-Launches-Campaign-for-Men%E2%80%99s-Health-Awareness-Month-Featuring-Talkspace-Members-Opening-up-About-the-Importance-of-Mental-Health> - Supports the details of the 'Look Who's Talking' campaign, including the involvement of Michael Phelps and the shift in male attitudes towards therapy.
* <https://finance.yahoo.com/news/talkspace-launches-campaign-men-health-130000857.html> - Provides data on the increase in men seeking mental health treatment, rising from 13.1% to 17.8% between 2019 and 2021, as reported by the CDC.
* <https://www.businesswire.com/news/home/20241104253439/en/Talkspace-Launches-Campaign-for-Men%E2%80%99s-Health-Awareness-Month-Featuring-Talkspace-Members-Opening-up-About-the-Importance-of-Mental-Health> - Quotes Katelyn Watson, Talkspace's Chief Marketing Officer, on the transformation in societal views from silence being strength to vulnerability being bravery.
* <https://finance.yahoo.com/news/talkspace-launches-campaign-men-health-130000857.html> - Details the personal stories of Talkspace users like Carlvin and Evan, highlighting their therapy experiences and the benefits of seeking professional advice.
* <https://www.businesswire.com/news/home/20241104253439/en/Talkspace-Launches-Campaign-for-Men%E2%80%99s-Health-Awareness-Month-Featuring-Talkspace-Members-Opening-up-About-the-Importance-of-Mental-Health> - Advises on more meaningful dialogue to encourage men to open up about their mental health, as suggested by Talkspace therapist Erica Patton Simpson.
* <https://finance.yahoo.com/news/talkspace-launches-campaign-men-health-130000857.html> - Describes Talkspace's virtual mental health services, including therapy and psychiatric care, and the company's commitment to accessibility and privacy.
* <https://www.businesswire.com/news/home/20241104253439/en/Talkspace-Launches-Campaign-for-Men%E2%80%99s-Health-Awareness-Month-Featuring-Talkspace-Members-Opening-up-About-the-Importance-of-Mental-Health> - Explains Talkspace's partnerships with health insurance providers and other organisations to extend mental health resources to a broad audience.
* <https://nightingalesnursing.net/more-than-movember-the-critical-state-of-mens-mental-health/> - Contextualizes the broader issue of men's mental health and the critical state of men's mental health, highlighting the need for ongoing awareness beyond just Movember.
* <https://news.regence.com/blog/movember-promoting-mens-health-until-were-blue-in-the-face> - Supports the importance of normalizing discussions about mental health struggles and encouraging prevention, early intervention, and health promotion among men.