

Relate asks men if the big game is more important than their other half

- *53 per cent of men believe there is a stigma attached to getting help from an expert for relationship problems*
- *26 per cent of men say they would use Relate if they knew they wouldn't be judged*
- *19 per cent of men say the amount they argue with their partner is not healthy*

Relate, the UK's leading relationship support organisation, has launched a national awareness campaign targeting men. It's the first campaign of its kind for the charity which provides information advice and counselling services to more than a million people each year. The charity is placing tongue-in-cheek posters in the male washrooms of 44 leading football and rugby clubs across the country to engage men whilst they are least distracted.

Delivered in partnership with the Men's Health Forum, the UK's leading men's lobby group, the campaign uses humour to take the viewer through a decision making process around their relationship situation. A dedicated micro-site www.wheresyourhead.org linked to the posters and digital advertising offers an extra level of advice and support on major relationship matters including sex life, affairs, arguments, self-esteem, work-life balance and being a dad.

Relate Chief Executive Ruth Sutherland said:

"Although more than a million people access information and support from Relate, we know men are more reluctant to do so. Getting in touch with Relate can seem like a big step which is why we have developed this campaign to normalise accessing relationship support and reassure men that the support they get from us is always non-judgemental and confidential. Instead of waiting for men to come and find us, we're taking the resources directly to them."

Relate counsellor Elaine Taylor said:

"The challenge is making relationship counselling seem more of an everyday thing and one of the best ways of doing this is through humour – we hope that anyone who sees our information whilst having a pee will take a few extra minutes to think about their relationship. If things aren't working the way they want them to, give Relate a call."

Relate will publish a high-profile research report in February 2013 which will make recommendations on how to best support men's relationships and address the poor outcomes that men can experience when their relationships break down. The advertising campaign will run from January to March across outdoor and digital media and through our network of 70 local Relate Centres.

The campaign is supported by a micro-site – www.wheresyourhead.org which provides tips, advice and links through to our Live Chat service plus details of a Relationship Check-up available at local Relate Centres, designed with men in mind.