



# **DISTINGUISHED GENTLEMEN'S RIDE – MOVEMBER FOUNDATION**

**2016 – 2017 INVESTMENT REPORT**



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## THE DISTINGUISHED GENTLEMEN'S RIDE

Café Racer Aficionados Pty Ltd has contracted with Movember Foundation to manage program investments using funds raised from the Distinguished Gentlemen's Ride (**DGR**) Campaigns. This report outlines the allocation of net proceeds from the **2016** and **2017** Campaigns.

Note. In some cases, details of final projects to be funded will not be determined until later in 2018 as a result of those projects being subject to an independent peer review process.

## INVESTMENT OVERVIEW

A total of **AUD \$8,230,868** raised from the 2016 and 2017 DGR Campaigns has been invested in men's health programs globally. Appendix A is a list of the funded programs.

The following chapters of this report provides a brief overview of programs and projects funded by the DGR campaigns.



## AUSTRALIA

### INVESTMENT SUMMARY

Movember Foundation allocated a total of **\$972,434 AUD** of the 2016 DGR Campaign proceeds to **five** projects:

Program Focus	Program Type	Project Name	Funding Amount (AUD)
Prostate Cancer	Biomed Research	New Concepts Grants	\$398,738
Prostate Cancer	Biomed Research	Young Investigators Grant	\$100,000
Prostate Cancer	Biomed Research	Clinical Trials Award	\$230,588
Prostate Cancer	Survivorship	TrueNTH Digital Self-Management	\$97,243
Mental Health	Suicide Prevention	Australian Social Innovators Challenge	\$145,865

Movember Foundation allocated a total of **\$1,087,877 AUD** of the 2017 DGR Campaign proceeds to **four** projects:

Program Focus	Program Type	Project Name	Funding Amount (AUD)
Prostate Cancer	Biomed Research	Clinician Scientist Award	\$351,669
Prostate Cancer	Biomed Research	Clinical Trials Award	\$92,372
Prostate Cancer	Survivorship	TrueNTH Sexual Health Project	\$321,918
Mental Health	Health Promotion	Live Events	\$321,918

### PROSTATE CANCER BIOMEDICAL RESEARCH

The Movember Foundation and Prostate Cancer Foundation Australia (PCFA) have collaboratively supported biomedical research projects that could provide breakthroughs in prostate cancer from prevention to treatment and survivorship. Thanks to DGR funding, Movember Foundation has funded, through PCFA, to the following research programs from the 2016 and 2017 DGR Campaign proceeds:

#### DGR NEW CONCEPTS GRANTS

New Concept Grants aimed to fund cutting edge, innovative ideas brought forward by senior scientists currently working in the prostate cancer research field as well as those working in other areas of cancer research. The key objective of the program is to encourage and support the development of new directions in prostate cancer



research brought forward by the New Concepts Grantees. The program also ensures that research into prostate cancer remains as a priority in the national agenda.

PCFA received a total of 38 applications, which were assessed by the Research Advisory Committee for the capability of the investigators as well as the quality of the proposals. Movember Foundation allocated **AUD \$398,738** of the 2016 DGR Campaign proceeds to fund **four** DGR New Concepts Grants in 2017:

Grantee	Research Project
Prof. Melissa Southey University of Melbourne	Heritable Epigenetic Risk Factors for Prostate Cancer <i>The gene or DNA change that increases the risk of prostate cancer in some families is unknown but a modification of the inherited DNA has been found for breast cancer and this project aims to identify similar DNA modifications that are risk factors for prostate cancer. Understanding the genetic causes of inherited prostate cancer will lead for new opportunities for early detection and treatment.</i>
A.Prof. Jose Polo Monash University	A predictive computational framework for targeted reprogramming of Castrate Resistant Prostate Cancer <i>This focusses on the process of cellular reprogramming which changes the identity of cells and finds the right genes to switch on and off using a software program. Switching off the tumour genes and trying to reprogram them to healthy prostate genes can be used as a treatment</i>
Prof. Derek Hart ANZAC Research Institute	Theapeutic vaccination for Prostate Cancer using mRNA-loaded blood dendritic cells <i>This research focusses on creating a vaccine that conditions the patient's immune system to fight the prostate cancer.</i>
Prof. Roger Daly Monash University	A new approach for characterizing stromal interactions in prostate cancer and identifying therapeutic targets <i>Interactions between tumours and cells called cancer-associated fibroblasts drive the progression of advanced prostate cancer. This project will use a new method to analyse the chemical signals that occur during this interaction. The project aims to learn which signals instruct the tumours cells to grow and spread. Drugs can then be developed to inhibit these signals</i>

These projects commenced in early 2017 with the first-year progress report expected in Q2 2018.

### DGR YOUNG INVESTIGATOR GRANT

By providing catalytic funding for early, post-doctoral researchers to further their research and attract ongoing funding, the Young Investigator Grant aims to encourage young investigators to undertake research into prostate cancer and to support those investigators as they mature toward independent scientists.

PCFA received seven applications and, following a rigor review process, awarded Dr. Ian Johnson (University of South Australia) **AUD \$100,000** for his project titled "Altered endosome trafficking in prostate cancer". The study will investigate how cancer changes the way nutrients are moved and recycled in cells, thereby presented with the opportunity to identify biomarkers for development of more targeted drugs.

Dr. Johnson's project commenced in early 2017 with the final project report to be received in Q2 2018.

### CLINICAL TRIAL AWARD

The Movember Foundation - DGR Clinical Trial Award supports clinical trials initiated in Australia that have the capacity to transform the clinical management of men with prostate cancer within the course of the trial and/or immediately post completion of the trial.



The Clinical Trial Award was made to support the TheraP trial, an ANZUP Cancer Trials Group Limited/PCFA clinical trial at Peter MacCallum Cancer centre and Royal Brisbane and Women's Hospital with Associate Professor Michael Hofman as the study chair.

The randomised Phase 2 study aims to compare treatment effect of Lu-PSMA<sup>1</sup> against cabazitaxel chemotherapy for men with advanced prostate cancer. Outcomes of the two treatments will be assessed based on 1) cancer size, 2) level of pain endured by patients, 3) delay in time until the cancerous tissue grows again, 4) quality of life, 5) safety / side effects for patients, and 6) patient survival after the treatment.

The first of 200 patients were enrolled in February 2018 for this Australian-first nuclear medicine treatment for men with advanced prostate cancer.

In 2016 the DGR campaign contributed **AUD \$230,588** to the trial, with additional AUD \$19,412 from the Movember campaign and AUD \$1,250,000 from ANZUP/PCFA to support the trial with an overall budget of AUD \$1,500,000 over a 3 years period.

In 2017 the DGR campaign contributed a further **AUD \$92,372** to the project.

## **CLINICIAN SCIENTIST AWARD**

From the 2017 DGR Campaign, Movember Foundation funded, through PCFA, **AUD \$351,669** to the **Clinician Scientist Award**.

The award aims to support outstanding, clinically qualified professionals with PhD in health science research to combine their clinical career with research career. The award will provide "protected research time" to ensure the best clinician scientist remain active in research and progress to establish themselves as independent clinician researchers with a clear vision and research agenda in the field of prostate cancer.

Of the three applications received, Dr Niall Corcoran's application was recommended by the international review panel comprising world leading senior experts in basic / clinical prostate cancer research. The project, "Investigation of mechanisms of prostate cancer metastasis and treatment resistance", aims develop methods that are able to distinguish potentially lethal and indolent tumours early in their natural history, thereby improving outcomes for men with localised prostate cancers using deep genomic sequencing.

The Awardee was notified of the grant outcome late 2017 and is expected to commence the project in early 2018. With a projected timeline of 3 years, the project is expected to be completed by March 2021.

### **Who is delivering it?**

PCFA, as Movember Foundation's Men's Health Partner, manages these programs and provides project reports as per agreed indicators annually and at project completion.

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<sup>1</sup> A radioactive molecule that specifically attaches to cells with high amounts of prostate specific membrane antigen on the surface of cancer cells when delivered into blood circulation via intravenous injection. This allows the radioactivity to be delivered mainly to the prostate cancer cells and spare most normal tissues.



## PROSTATE CANCER SURVIVORSHIP

### *TRUENTH GLOBAL PILOT - DIGITAL SELF-MANAGEMENT*

The TrueNTH Global Pilot of Digital Self-Management is a web-based tool that aims to empower men, and those who support them, to keep track of the symptoms and side effects of prostate cancer diagnosis and treatment. Users can access the TrueNTH Self-Management tool ("Symptom Tracker") at any time, any place via the website to track their symptoms using a set of surveys that capture a man's urinary, sexual, hormonal, bowel, and mental health side effects.

Once the user has completed the assessments, a customised content will provide personalised tips and recommendations on how to improve quality of life. Users can also choose to share their tips and experiences via participation in a supportive community.

The web tool also has a function that allows users to track and visualise their PSA levels overtime.

The implementation of pilot site is expected to occur in Q4 2018 with both qualitative and quantitative metrics been collected via web analytics.

#### **Who is delivering it?**

The program is being directly managed by the Movember Foundation to be delivered in Australia, Canada, UK and USA<sup>2</sup>.

#### **How much DGR funding has been invested?**

Movember Foundation has invested **AUD \$97,243** from the 2016 DGR Campaign proceeds to support the development of the tool.

### *TRUENTH SEXUAL HEALTH PROJECT*

Sex and intimacy is not "over" after treatment for prostate cancer; empowering men to understand, navigate, and redefine sexuality after their diagnosis is critical to improving their quality of lives. The burden of sexual dysfunction following treatment for prostate cancer is responsible for the single greatest impact on patient/partner/couple health-related quality of life; substantially more so than concern for cancer recurrence. The TrueNTH International Sexual Health project leverages expertise in Australia, New Zealand, United Kingdom, Canada, USA, Italy, Netherlands and Ireland to develop sexual health support for prostate cancer survivors globally. Projects and learnings from the TrueNTH national pilot programs are leveraged by the International Sexual Health Project to create:

1. Digital at home, web-based services to support men and partners about self-managing and communicating about sexual health, targeting Q4 2018 launch with 2019 international role outs
2. Leveraging and scaling the Canadian health professional education program internationally in 2018
3. Creation and delivery of the TrueNTH Sexual Health International guidelines with both clinical and patient facing guidance
4. Ongoing planning for the adoption of particular national interventions to be implemented internationally

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<sup>2</sup> TrueNTH USA Pilot Implementation





### Who is delivering it?

We've established a working group (USA, Canada, Italy, Netherlands, UK, Australia, New Zealand) for TrueNTH international sexual health who will be delivering this project. The international website resource will be delivered by Movember.

### How much DGR funding has been invested?

Thanks to the DGR, Movember has been able to invest **AUD \$321,918** from the 2017 DGR Campaign proceeds into this project.

## MEN'S HEALTH & MENTAL HEALTH & SUICIDE PREVENTION SOCIAL INNOVATORS CHALLENGE PROGRAM

The **Social Innovators Challenge** is a \$5.6 million AUD, 2.5-year initiative focusing on strengthening and building the social connections of men that is delivered in three key markets, **Australia, Canada** and the **UK**. Based on Movember funded research by *beyondblue*, we know that a reduction in the quality of social connectedness can significantly impact on the health of men leading to social isolation and loneliness which have been identified as risk factors for suicide, depression and anxiety. People who are satisfied with their relationships and social connections are more likely to experience good mental health and wellbeing in general. We know that men will be engaged if you build programs and services that understand and are tailored towards their needs; that utilise a "go to where men are" approach; and build on their strengths rather than focus on deficits. Therefore, a program was launched that looked for real world solutions that were shaped from the male perspective and co-developed with men.

The goal of the initiative is to increase our understanding about what will engage men in healthier behaviour patterns, build positive relationships, and increase levels of social connections through the development, piloting and evaluation of innovative initiatives explicitly aimed at restoring and strengthening the social connections of men, particularly those who are at greater risk of becoming socially isolated. Ultimately, we are looking to build our knowledge/understanding of what works for which groups of men, in what contexts, to increase their perceptions of social connection and decrease loneliness of men.

Funding from the 2016 DGR Campaign is going towards continued support of the implementation activities of the following **5 projects**. An evaluation will be conducted to determine if the projects have achieved their objectives and those that are successful will move to *Phase 3* – to be scaled or adapted into long term projects.

Australian project sites include:

- Dad's Group Inc. – '*DGI Connect*'
- Orygen - '*Entourage*'
- Queensland University of Technology - '*Well Played!*'
- Soldier On - '*Vet Connect*'
- Waves of Wellness Foundation - '*WOW Sand n' Surf*'

### Who is delivering it?

The Movember Foundation is managing the program and providing support for the five projects that are being implemented in 2017.

### How much DGR funding has been invested?



Thanks to the DGR, Movember has been able to invest **AUD \$145,865** into Stage 2 of the program.

### ***MEN'S HEALTH PROMOTION "LIVE EVENTS"***

Our health promotion objectives are to empower men with the awareness, knowledge and resources to take positive action for their health, to achieve their fullest life potential. Specifically, we will address the need for boys and men to:

- Be aware of the physical and mental health risks they face, at different ages and stages of life
- Recognise the signs and symptoms of not doing so well or being unwell
- Take action early when they experience physical, mental and social problems
- Build and maintaining a strong social network around them.

We do this through three key strands of evaluated health promotion activity: education, campaigns and health information. This DGR supported program of activity will be a series of live events, sitting within our education portfolio.

The Live Events program will be a new program, supported in full by the DGR funds of 2017. It will seek to increase a man's capability to reach out to other men (to give or receive support) and also to help men become more aware of their risks and identify problems. These events, and supporting assets, aim to enable men to take action, in the context of a strong social network.

This program of work is about continuing to encourage men to seek help and be backed by their friends, family and community with these specific program objectives:

- Use the content and positive experience of the 2017 pilot events to grow year-on-year attendance, to maximise impact and scale (see *background* section below)
- We see this as a unique and impactful way to give men the facts and arm them with the tools to both back their friends, family and community as well as increase their social connections and willingness to talk, especially when times are tough
- Test different content, event sizes and locations, including how the concept translates to different settings (workplaces, sports venues, communities) as well as to international markets
- Build resources to further scale impact by empowering attendees with the "what's next" aspect that was missing in our initial trial events, including signposting to the Digital Health Promotion Tool currently being developed under the wider Health Promotion portfolio.

While we want to deliver stronger events in this next phase of the program, we have an appetite to test different models of working, where content, context and target audiences are varied, so as to learn what works for whom, when, why and under what conditions. We'd also like to test if this is scalable in providing materials for community members to safely moderated discussion of their own with materials provided by the Movember Foundation, supported by this DGR investment.

Live Events will be a three-part program, to be delivered across 2018-19:

1. *Movember Foundation hosted events across Australia in October 2018*

Sydney, Melbourne, Tasmania, Perth, regional WA (e.g. mine site), Brisbane, Adelaide.

(Supported by Triple M nationally as our media partner)



2. *Going to where men are, taking the events into environments where men already are, such as workplaces, communities - aiming for 15 to 20 events delivered across the year*

Locations to be sourced through the Movember community, DGR community and other partners (e.g. Triple M, sporting codes, workplaces, etc)

Events hosted by community groups and corporates at facilities that they provide or organise, with Movember moderating the discussion

3. *Overseas events in October 2018*

Looking to trial two initial events in 2018 testing international applicability of the format, beyond Australia.

### **Who is delivering it?**

The Movember Foundation is directly managing the program

### **How much DGR funding has been invested?**

Thanks to DGR, Movember Foundation has invested **AUD \$321,918** from the 2017 DGR campaign proceeds to support the program, which has an overall approved budget of \$645,652



## CANADA

### INVESTMENT SUMMARY

Movember Foundation allocated a total of **CAD \$137,708** of the 2016 DGR Campaign proceeds to **two** projects in Canada:

Program Focus	Program Type	Projects Name	Funding Amount (CAD)
Prostate Cancer	Biomed Research	Translation Acceleration Grants	\$110,166
Mental Health	Suicide Prevention	Social Innovator's Challenge Program	\$27,542

Movember has allocated a total of **CAN \$235,104** of the 2017 DGR Campaign proceeds to three projects in Canada:

Program Focus	Program Type	Project Name	Funding Amount (CAD)
Prostate Cancer	Biomed Research	Translation Acceleration Grants	\$94,042
Mental Health	Health Promotion	Live Events	\$70,531
Prostate Cancer	Survivorship	TrueNTH Sexual Health Project	\$70,531

### PROSTATE CANCER BIOMEDICAL RESEARCH TRANSLATION ACCELERATION GRANTS (TAG)

The Movember Foundation has an established partnership with Prostate Cancer Canada (PCC) to support a range of biomedical research projects that could provide breakthroughs in prostate cancer from prevention to treatment and survivorship.

The Translation Acceleration Grant (TAG) aims to support teams of investigators studying novel approaches related to a specific research questions. The TAG program, which was partially funded by the 2016 DGR Campaign proceeds, funded projects that explores therapeutics and treatment options for metastatic and castrate-resistant prostate cancer with the potential to enter clinical trials within 5 years from the beginning of the funding period

Of the 12 applications received, the research project, "Therapeutic protein inhibitors of SEMA3C in treatment of advanced prostate cancer", led by Dr. Christopher Ong from the Vancouver Prostate Centre was selected by the review panel. Recognising that the otherwise well-controlled cell signalling cascade is often distorted and altered in cancerous cells, Dr Ong's team has identified SEMA3C as a master key that is responsible for these altered signalling pathways.



The overarching project aim is therefore to develop a therapeutic inhibitor of SEMA3C and It is expected that the project will take a very promising new therapeutic discovery through pre-clinical validation, manufacturing and first-in-man studies to treat advanced, metastatic castration resistant prostate cancer.

The project, which commenced in late 2014, is expected to be completed by 2018 with a SEMA3C inhibitor of therapeutic potential to enter clinical trial. Thus far, Dr Ong's team has successfully leveraged \$7.5 million (CAD) of funding from the 2016 Terry Fox Foundation Frontier Grant.

From the 2017 DGR Campaign, Movember Foundation has allocated **CAD \$94,042** to the **Translation Acceleration Grant 7**.

The award aims to support teams of investigators studying novel approaches to validate a specific research questions The TAG7 program, which will be partially funded by the 2017 DGR Campaign proceeds, will fund projects that validate existing putative markers in patient samples either retrospectively or within a clinical trial. The assays, which may be bio specimen or image-based markers or other appropriate tests, should have a focus on optimising, applying and validating emerging approaches of existing biomarkers and not to focus exclusively on the identification of new biomarkers. The end goal is clinical validation of the approach and more accurate and personalized selection of treatments for patients with prostate cancer.

The call for application is expected to commence in Q2 2018 with the Grantee announced late 2018.

#### **Who is delivery it?**

PCC, as Movember Foundation's Men's Health Partner, manages these programs and provides project reports as per agreed indicators annually and at project completion.

#### **How much DGR funding has been invested?**

The Movember Foundation has invested **CAD \$110,166** of the 2016 DGR Campaign proceeds and CAD \$127,000 of the Movember Foundation Campaign proceeds to Dr Ong's project. The project has an overall budget of CAD \$1,420,166.

The Movember Foundation has also invested **CAD \$94,042** of the 2017 DGR Campaign proceeds and to the Translational Acceleration Grant 7 Program..

## **PROSTATE CANCER SURVIVORSHIP TRUENTH SEXUAL HEALTH PROJECT**

Thanks to the DGR, Movember has been able to invest **CAD \$70,531** from the 2017 DGR Campaign proceeds into this project, details of which are noted above.

## **MEN'S HEALTH, MENTAL HEALTH & SUICIDE PREVENTION CANADIAN SOCIAL INNOVATORS CHALLENGE PROGRAM**

The **Social Innovators Challenge** is a CAD \$5.2 million, 2.5-year initiative focusing on strengthening and building the social connections of men that is delivered in three key markets, **Australia**, **Canada** and the **UK**.

For the detail program description, see the program overview under the [Australian Social Innovators Program](#).



Funding from the 2016 DGR is going towards continued support of the implementation activities of the following **3 projects**. As part of Phase 2 activities, project teams are required to participate in a Knowledge Community that provides cross site networking opportunities, builds capacity, and allows for sharing of project learnings and development of /contribution to best practice. An evaluation will be conducted to determine if the projects have achieved their objectives and those that are successful will move to *Phase 3* – to be scaled or adapted into long term projects.

Canadian project sites include:

- Canadian Families & Corrections Network - '*Dad HERO Project*'
- McGill University - '*Homebase*'
- University of British Columbia - '*Apocalypse Made Easy!*'

#### **Who is delivering it?**

The Movember Foundation is managing the program and the three projects are continuing implementation activities in 2018.

#### **How much DGR funding has been invested?**

Thanks to the DGR, Movember has been able to contribute **CAD \$27,542** towards continued Phase 2 activities in Canada from the 2016 campaign.

#### ***MEN'S HEALTH PROMOTION "LIVE EVENTS"***

Thanks to the DGR, Movember has been able to invest **CAD \$70,531** from the 2017 DGR Campaign proceeds into this project, details of which are noted above.



## NEW ZEALAND

### INVESTMENT SUMMARY

Movember Foundation allocated a total of **NZD \$101,643** of the 2016 DGR Campaign proceeds to **two** projects in New Zealand:

Program Focus	Program Type	Project Name	Funding Amount (NZD)
Prostate Cancer	Clinical Quality	Prostate Cancer Outcomes – Registry Australia and New Zealand (PCOR-ANZ)	\$71,150
Mental Health	Suicide Prevention	Go to Where Boys and Men Are – Young Men	\$30,493

Movember Foundation allocated a total of **NZD \$114,608** of the 2017 DGR Campaign proceeds to **two** projects in New Zealand:

Program Focus	Program Type	Project Name	Funding Amount (NZD)
Prostate Cancer	Clinical Quality	Prostate Cancer Outcomes – Registry Australia and New Zealand (PCOR-ANZ)	\$57,304
Mental Health	Health Promotion	Live Events	\$57,304

### PROSTATE CANCER CLINICAL QUALITY

#### PROSTATE CANCER OUTCOMES REGISTRY - ANZ

The Prostate Cancer Outcomes – Registry Australia and New Zealand (PCOR-ANZ) aims to provide a population understanding of clinical and patient reported health outcome data for men diagnosed with prostate cancer across Australia and New Zealand. The objective is to capture the data for 90% of newly diagnosed prostate cancer cases in Australia and New Zealand.

Clinicians and hospitals contributing data to the New Zealand Registry will receive regular, risk-adjusted reports on their patient's health outcomes as compared to other clinicians and hospitals in Australia and New Zealand. This will support improvement in clinical practice and patient outcomes overtime.

Reducing variation in treatment quality and identifying excellence in treatment will result in a significant reduction in the number of men experiencing lifelong adverse side effects from prostate cancer treatment. The registry will also produce a publicly available annual report of patient reported outcomes linked to treatment.

The next Annual Report of the project is expected to be published in October 2018.

#### Who is delivering it?

The Movember Foundation is directly overseeing the program, through the Centre for Health Outcomes Measurement New Zealand.



#### **How much DGR funding has been invested?**

Thanks to the DGR, the Movember Foundation has invested **NZD \$71,150** from the 2016 campaign and **NZ \$57,304** from the 2017 campaign into this project.

### **MEN'S HEALTH, MENTAL HEALTH & SUICIDE PREVENTION GO TO WHERE BOYS AND MEN ARE PROGRAM - YOUNG MEN**

This program focuses on prevention, early intervention and health promotion as well as seeking to invest in scaling the most promising approaches that the Movember Foundation has funded in New Zealand and elsewhere since 2007.

The program will:

- Establish partnerships to deliver tailored interventions, tools and resources for young men
- Engage families, friends and communities to achieve these outcomes
- Delivery campaigns, resources and messages that lead to men and boys staying mentally healthy and taking action early
- Strengthen the community response for men and boys during tough times

As part of our approach for boys and young men globally we will be scaling one of our most promising projects, Ahead of the Game. This mental health project is delivered through sport and targets young men, coaches and parents. We will be using funding from the DGR 2016 Campaign to apply learnings from Ahead of the Game to scale and develop Rugby New Zealand's existing program 'Headfirst'. Over the course of this partnership we will be improving the mental health and wellbeing of thousands of young rugby players whilst creating a supportive community environment for them during tough times.

#### **Who is delivering it?**

Rugby New Zealand will be delivering this project in partnership with the Movember Foundation and the Mental Health Foundation of New Zealand.

#### **How much DGR funding has been invested?**

The Movember Foundation has invested **NZD \$30,493** into this project.

### **MEN'S HEALTH PROMOTION "LIVE EVENTS"**

Thanks to the DGR, Movember has been able to invest **NZD \$57,304** from the 2017 DGR Campaign proceeds into this project, details of which are noted above.





## SINGAPORE

### INVESTMENT SUMMARY

Movember Foundation allocated a total of **AUD \$7,853** of the 2017 DGR Campaign proceeds to **one** project in Singapore:

Program Focus	Program Type	Project Name	Funding Amount (AUD)
Prostate Cancer	Survivorship	Prostate Cancer Specialist Nurses	\$7,853

### PROSTATE CANCER SURVIVORSHIP

#### *PROSTATE CANCER SPECIALIST NURSES*

The purpose of the program is to ensure that prostate cancer patients in healthcare settings are provided with appropriate resources to ensure timely delivery of care, enhance the delivery of optimum care and address their psychosocial needs through community outreach to improve quality of life: Education, Support Groups and Intervention. We aim to achieve this by developing and promoting a prostate cancer Specialist Nurse (hospital-based) that can facilitate optimum care for prostate cancer patients. Through the collaboration between Singapore Cancer Society and the local hospitals, a prostate cancer Specialist Nurse (identified by the respective hospitals) will provide the full continuum of care for prostate cancer patients

#### **Who is delivery it?**

Singapore Cancer Society, as Movember Foundation's Men's Health Partner, manages this project and provides project reports as per agreed indicators annually and at project completion.

#### **How much DGR funding has been invested?**

The Movember Foundation has invested **AUD \$7,853** of the 2017 DGR Campaign proceeds in Singapore to this Project



## UNITED KINGDOM

### INVESTMENT SUMMARY

Movember Foundation has allocated approximately a total of **GBP £407,361** and **EUR €90,719** of the 2016 DGR Campaign proceeds to **two** projects in the United Kingdom:

Program Focus	Program Type	Project Name	Funding Amount
Prostate Cancer	Biomed Research	Precision Medicine	£366,625 & €90,719
Mental Health	Suicide Prevention	Social Innovators Challenge Program	£40,736

Movember Foundation has allocated approximately a total of **GBP £449,376** and **EUR €350,048** of the 2017 DGR Campaign proceeds to **two** projects in the United Kingdom:

Program Focus	Program Type	Project Name	Funding Amount
Prostate Cancer	Clinical Quality	IRONMAN - International Registry for Men with Advanced Prostate Cancer	£314,563 & €350,048
Mental Health	Health Promotion	Live Events	£134,813

### PROSTATE CANCER BIOMEDICAL RESEARCH PRECISION MEDICINE AWARD

The Movember Foundation has established partnership with Prostate Cancer UK (PCUK) to support a range of biomedical research projects that could provide breakthroughs in prostate cancer from prevention to treatment and survivorship.

A key element in improving treatment of prostate cancer will be to move away from a blunt, one-size-fits-all approach to selecting treatments for advanced disease to one where treatments are selected rationally based on the characteristics of a man's particular cancer. Large-scale, multi-arm precision medicine trials are already up and running for other cancers and look set to make precision care the standard way of treating those cancers. Although we are beginning to see the first steps towards this in prostate cancer, it still lags behind other cancers.

Precision Medicine projects funded with the support of DGR seek to close this gap as quickly as possible because selecting treatments that are matched to a man's prostate cancer will give him more chance of surviving the disease for longer. Personalised care will also reduce the number of men wasting time on, and suffering debilitating side effects from treatments that will never work for them and instead focus on giving the treatments with the greatest chance of success. Following an independent peer review process, it is proposed to fund in 2017 a large-scale multi-arm multi-stage precision medicine trial.

Dr Attard's research team aim to accelerate the development of precision treatment in order to improve outcomes for men newly diagnosed with advanced prostate cancer. The team will utilise the already



established multi-centre, UK-wide consortium (STRATOSPHERE) to support a broad programme of biomarker-focused research with relevant expertise, including prostate cancer pathology, genomics, transcriptomics, and optimisation of models to enable pre-clinical testing of biomarker-treatment pairings. Through collaborative works between multiple academic and industry partners, the team aims to drive the acquisition of evidence to support novel biomarker-treatment pairings in hormone-naïve prostate cancer; and eventually facilitates the introduction of precision medicine into clinical practice.

### **Who is delivering it?**

PCUK, as Movember Foundation's Men's Health Partner, manages these projects and provides project reports as per agreed indicators annually and at project completion.

### **How much DGR funding has been invested?**

Movember Foundation has invested a total of **£366,625** and **€90,719** from the 2016 DGR Campaign proceeds into this project, with additional £511,000 funding from the Movember Foundation Campaign proceeds.

## **PROSTATE CANCER CLINICAL QUALITY**

### ***IRONMAN- AN INTERNATIONAL REGISTRY FOR MEN WITH ADVANCED PROSTATE CANCER***

The International Registry for Men with Advanced Prostate Cancer (IRONMAN) aims to create an international, population-based registry of 5,000 men with advanced prostate cancer across nine countries. It seeks to understand clinical outcomes associated with management of advanced prostate cancer and understand the biological clinical diversity of the disease.

Operating across nine countries<sup>3</sup>, the IRONMAN project, aims to:

- describe real world practice patterns for six new treatments internationally
- identify treatment sequences or combinations associated with optimal survival and patient-reported outcomes
- assess whether treatments are associated with toxicities and co-morbidities
- develop prospective blood biobank for clinical and biological characterization of disease subtypes
- create international partnership to work together to identify unmet needs in advanced prostate cancer

IRONMAN commenced in January 2017. Funds raised from the DGR 2017 in the United Kingdom and Europe have been allocated to support the implementation of the project in the UK and across Europe.

Recruitment of all 5,000 patients is expected to be achieved by end of 2022. The next Annual Progress report is expected by early 2019.

### **Who is delivering it?**

Movember Foundation is directly funding and overseeing the project. The Prostate Cancer Clinical Trials Consortium (PCCTC) is the global data coordination centre for the project.

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<sup>3</sup> Australia, Brazil, Canada, Ireland, South Africa, Sweden, Switzerland, United Kingdom and USA



### How much DGR funding has been invested?

Movember Foundation has invested a total of **£314,563** and **€350,048** from the 2017 DGR Campaign in the United Kingdom and parts of Europe to support this project

## MEN'S HEALTH, MENTAL HEALTH & SUICIDE PREVENTION UK SOCIAL INNOVATORS CHALLENGE PROGRAM

The Social Innovators Challenge is a £2.58 million, 2.5-year initiative focusing on strengthening and building the social connections of men that is delivered in three key markets, **Australia, Canada** and the **UK**.

For the detail program description, see the [Program Overview under the Australian Social Innovators Program](#).

Funding from the 2016 DGR is going towards continued support of the implementation activities of the following **4 projects**. As part of Phase 2 activities, project teams are required to participate in a Knowledge Community that provides cross site networking opportunities, builds capacity, and allows for sharing of project learnings and development of /contribution to best practice. An evaluation will be conducted to determine if the projects have achieved their objectives and those that are successful will move to *Phase 3* – to be scaled or adapted into long term projects.

The UK project sites include:

- Boxing Futures - '*Brothers Through Boxing*'
- Co-operative & Mutual Solutions Ltd. - '*Ex-Cell 50+*'
- Food Nation - '*Men's Pie Club*'
- Scottish Association for Mental Health - '*The Changing Room*'

### Who is delivering it?

The Movember Foundation is managing the program and supporting an external Program Evaluation team and the four projects that are continuing implementation activities in 2018.

### How much DGR funding has been invested?

Thanks to the DGR, Movember Foundation has been able to contribute **£40,736** funding towards continued project implementation, evaluation and knowledge sharing activities in the UK from the 2016 campaign.

## MEN'S HEALTH PROMOTION "LIVE EVENTS"

Thanks to the DGR, Movember has been able to invest **£134,813** from the 2017 DGR Campaign proceeds into this project, details of which are noted above.



## UNITED STATES OF AMERICA

### INVESTMENT SUMMARY

Movember Foundation allocated a total of **USD \$858,790** of the 2016 DGR Campaign proceeds to **three** projects in the United States:

Program Focus	Program Type	Project Name	Funding Amount (USD)
Prostate Cancer	Biomed Research	MF-DGR Challenge Award	\$687,032
Prostate Cancer	Survivorship	USA TrueNTH Program	\$85,879
Mental Health	Suicide Prevention	Making Connections Program	\$85,879

Movember Foundation allocated a total of **USD \$1,002,335** of the 2016 DGR Campaign proceeds to **three** projects in the United States:

Program Focus	Program Type	Project Name	Funding Amount (USD)
Prostate Cancer	Biomed Research	Movember Foundation - DGR Challenge Award	\$503,205
Prostate Cancer	Survivorship	TrueNTH Sexual Health Project	\$193,540
Mental Health	Suicide Prevention	Making Connections Program	\$305,590

## PROSTATE CANCER BIOMEDICAL RESEARCH

### MOVEMBER FOUNDATION - DGR CHALLENGE AWARD

The Movember Foundation-DGR Challenge Award funds large-scale, transformational prostate cancer research projects with a focus on “first in field” discoveries with a high probability of near-term patient benefit – reduction of death and suffering due to recurrent advanced prostate cancer.

Selection of the Award recipient was made through a rigorous programmatic and peer-reviewed process that included a panel of globally regarded prostate cancer clinicians, researchers and patient representatives.

A total of 92 applications were received and Dr. Douglas McNeel 's team was awarded the 2016 Movember Foundation-DGR Challenge Award for their project titled “Broadening T-cell activation with PD-1 blockade to treat advanced, metastatic prostate cancer”

The project commenced mid 2017 with the first-year progress report expected by August 2018.

A further USD \$503,205 has been allocated to a 2018 Movember Foundation-DGR Challenge Award that will be awarded later in 2018. Details of this project will be included in the next report.



### Who is delivery it?

Prostate Cancer Foundation (PCF), as Movember Foundation's Men's Health Partner, manages these projects and provides project reports as per agreed indicators annually and at project completion.

### How much DGR funding has been invested?

2016 DGR Campaign has contributed **USD \$687,032** to the overall project budget of USD \$1,000,000, with the remaining funding contributed by Movember Foundation Campaign proceeds.

2017 DGR proceeds of **USD \$503,205** have been allocated to a 2018 MF-DGR Challenge Award. It is anticipated that Movember separately fund the balance of the funding required to support a USD \$1 million award in 2018.

## PROSTATE CANCER SURVIVORSHIP TRUENTH USA PROGRAM

The aim of the TrueNTH USA program is to improve the physical and mental well-being of men living with and beyond prostate cancer, together with their partners, caregivers and families.

TrueNTH USA is a national collaborative network established among 15 leading institutions to design and implement solutions via an open website that delivers solutions through a holistic program. These solutions, if successful, will then be sustainably scaled across the USA.

TrueNTH USA has a number of prostate cancer care programs for men, their loved ones, and healthcare providers to provide a consistent online experience<sup>4</sup>:

Program Component	Purpose	Status
General Information & introduction to TrueNTH	To provide general information on prostate cancer and the purpose of TrueNTH	The website has been launched and is available to all men living with a diagnosis of PCa at <a href="http://us.truenth.org">us.truenth.org</a>
Symptom Tracker	To supporting self-management of patient reported outcomes	The tool has been launched at 1 of 15 sites with implementation progress at 9 of 15 sites.
Decision Support	To prepare men for the process of selecting a treatment path	The support was launched as part of the TrueNTH USA experience online to registered user at University of Washington. Seven more sites are currently in progress with one site pending to commence.
Community of Wellness	To Promote positive lifestyle changes through exercise and diet	The study has launched at 1 of 4 sites and recruited 24 men (of 200 goal).
Sexual Recover	To provide support for sexual rehabilitation for men and their partners	The study has launched at all 6 sites and has almost achieved the targeted enrolment (137 couples of 140 goal).

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<sup>4</sup> Program progress reported as of Jan 2018.



Care Plan & Navigation	To assist navigation of survivorship issues for men receiving Androgen Deprivation Therapy	The study has been delayed due to protocol amendments and delays in submission to IRB.
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Men are directed to TrueNTH USA and/or recruited to studies during their clinic visit by their recruiting Network Institution.

#### **Who is delivery it?**

Movember Foundation manages this program in collaboration with 15 leading institutions across the USA.

#### **How much DGR funding has been invested?**

DGR Campaign has invested **USD \$85,879** into this program from the 2016 DGR campaign, which has an overall approved budget of USD \$12,126,000.

### ***TRUENTH SEXUAL HEALTH PROJECT***

Thanks to the DGR, Movember has been able to invest **USD \$193,540** from the 2017 DGR Campaign proceeds into this project, details of which are noted above.

### **MEN'S HEALTH, MENTAL HEALTH & SUICIDE PREVENTION MAKING CONNECTIONS PROGRAM**

Making Connections is a 5-year, USD \$9.5 million national initiative that focuses on identifying and developing innovative and promising approaches to improve men's mental health and wellbeing. These approaches emphasize community-wide, primary prevention strategies to enhance communities' social, physical, and economic environments. At the centre of this work is a network of diverse communities in rural, urban, and suburban locations across the U.S. that are both contributing to the body of knowledge and evidence around improving mental health and wellbeing outcomes for men and boys.

This program builds on the detailed landscape report on the state of mental health for American men and boys, which identified the primary themes that are core concepts in the initiative's work. The need to focus specifically on men and boys' mental health is emerging. Too often, male socialization is at odds with mental wellbeing, isolating men from their families and discouraging expression of needs or emotions. Disconnection and isolation—from community, peers, family, children, and culture—are major factors that undermine men's mental health. Restoring and strengthening these social connections is essential for building intergenerational wellbeing and resilience.

Currently in Phase 3, specific project sites have received funding in the amount of \$200,000 to continue implementing the actionable, community-level prevention plans developed in Phase 1 to improve mental health and wellbeing, with particular emphasis on improving outcomes within high-need populations, including boys and men of colour, military members, veterans, and their families. With the support of the DGR, 11 sites are continuing program implementation activities and 4 additional sites will be leveraging smaller grant investments in the form of Community of Practice Awards to achieve important progress at the local level and learn valuable aspects of improving mental wellbeing among men/boys.



An external evaluation team from the University of South Florida has been contracted to design a multi-level framework for project and programmatic level evaluation. The evaluation is focusing on 2 central questions:

- How do prevention programs maximize community-level impact?
- What strategies are most successful in achieving this impact?

Making Connections sites include:

- Canton/Farmington Valley Health District
- Nebraska Association of Local Health Directors
- San Diego/United Women of East African Support Team
- Albuquerque/Apex-New Mexico Department of Health
- Boston Local Initiatives Support Corporation
- Chicago/Sinai Health System
- Florence/Hope Health Inc.
- Tacoma Pierce County Health Department
- Oklahoma/ Southern Plains Tribal Health Council
- Honolulu/Kokua Kalihi Valley
- New Orleans Health Department
- Stockton/Lao Family Community Empowerment Inc.
- Houston/Department of Health and Human Services
- Kankakee Community College
- Los Angeles/ Violence Prevention Coalition

The Making Connections initiative aims to change the paradigm of men and boys' mental health amongst policymakers, funders, practitioners, and communities by reframing the thinking around mental health to focus upstream, emphasizing mental health strategies that promote prevention and resilience as a complement to treatment and services and recognize the importance of designing programs that meet men and boys where they are in order to engage, support, and improve their mental health & wellbeing.

#### **Who is delivering it?**

Movember Foundation has contracted with the Prevention Institute to manage and deliver this program across the USA.

#### **How much DGR funding has been invested?**

Movember Foundation has allocated **USD \$85,879** from the 2016 DGR campaign and **USD \$305,590** from the 2017 DGR campaign toward the implementation phase of the program.





## REST OF WORLD

### INVESTMENT SUMMARY

Movember Foundation has allocated a total of **€305,444** of the 2016 DGR Campaign proceeds to **two** international projects:

Program Focus	Program Type	Project Name	Funding Amount (EUR)
Prostate Cancer	Clinical Quality	TrueNTH Global Registry	€222,690
Prostate Cancer	Survivorship	IRONMAN – International Registry for Men with Advanced Prostate Cancer	€82,754

Movember Foundation has allocated a total of **€370,301, AUD \$53,695 and USD \$115,732** of the 2017 DGR Campaign proceeds to **two** international projects:

Program Focus	Program Type	Project Name	Funding Amount
Prostate Cancer	Clinical Quality	TrueNTH Global Registry	EUR €370,301 & AUD \$53,695
Prostate Cancer	Survivorship	IRONMAN - International Registry for Men with Advanced Prostate Cancer	USD \$115,732

### PROSTATE CANCER CLINICAL QUALITY

#### *IRONMAN- INTERNATIONAL REGISTRY FOR MEN WITH ADVANCED PROSTATE CANCER*

Details of this project are as noted above.

Funding across the DGR countries in 2016 and 2017 has supported Brazil, South Africa, Switzerland, and Sweden participating in this project.

#### **Who is delivering it?**

Movember Foundation is directly funding and overseeing the project. The Prostate Cancer Clinical Trials Consortium (PCCTC) is the data coordination centre for the project.

#### **How much DGR funding has been invested?**

Movember Foundation has allocated **€82,754** of the 2016 DGR Campaign proceeds to the project, and **USD \$115,732** from the 2017 Campaign proceeds.



## PROSTATE CANCER CLINICAL QUALITY TRUENTH GLOBAL REGISTRY

Movember Foundation allocated **€22,690** of the 2016 DGR Campaign proceeds and **€370,301 plus AUD \$53,695** of the 2017 DGR Campaign proceeds to support clinicians and researchers across 15 Movember countries to participate in the international project that aims to improve the physical and mental health of men with prostate cancer. By harnessing new and existing prostate cancer registries and organisations which are systematically collecting clinical data and measuring patient reported outcomes at both baseline and 12 months post active treatment, this clinical quality initiative seeks to improve patient outcomes by reducing variation in treatment quality, identifying excellence and providing risk adjusted outcomes data to physicians.

By leveraging the International Consortium for Health Outcomes Measurement (ICHOM) standard set for localised prostate cancer, the project aims to:

- Define relevant clinical and demographic features, quality metrics, and patient outcome measures collected for men with localised prostate cancer who are managed in each of the Participating Sites or Local Data Centres where patients' data are collected
- Describe international patterns of presentation, care, and patient-reported outcomes for men diagnosed with localised prostate cancer
- Establish a secured and collaboratively governed central data repository drawn from Participating Sites and Local Data Centres who contribute patient-level data on patterns of presentation, care, quality and patient reported outcomes. Systematically measure other key elements of care that have the potential to impact outcomes.
- Compare and share outcomes between participating sites;
- Analyse the variations in outcomes – to understand the key drivers that deliver the best possible outcomes

Funds raised across the DGR international community are supporting the following Local Data Centres and their participating sites:

Movember Countries	Participating Research Organisations
<a href="#">Australia*</a>	Monash University, Alfred Health, Australian Urology Associates, the Garvan Institute of Medical Research, Queensland University of Technology
Austria	Medical University of Vienna
Canada	Alberta Prostate Cancer Research Initiative, University Health Network – Princess Margaret Hospital, Vancouver Prostate Centre
Czech Republic	Thomayer Hospital
Germany (Switzerland)	Deutsche Krebsgesellschaft (German Cancer Society)
Ireland	National Cancer Registry Ireland (IPCOR)
Italy	Fondazione IRCCS Istituto Nazionale dei Tumori, Pro Onlus Foundation, Ospedale San Raffaele s.r.l.
New Zealand	Centre for Health Outcomes Measures
Netherlands	Santeon Hospital Group
Spain	Fundacio Institut Hospital del Mar d'Investigacions Mèdiques
United Kingdom	University of Southampton, University College London Hospitals Trust



<a href="#">USA*</a>	The Regents of the University of California, Michigan Urological Surgery Improvement Collaborative (MUSIC), Beth Israel Deaconess Medical Centre, Memorial Sloan Kettering Institute for Cancer Research, Vanderbilt University Medical Centre
Hong Kong	Prince of Wales Hospital, The Chinese University of Hong Kong

\*Also see respective section in this report for country-specific updates.

The registry design phase commenced in August 2016. Data collection commenced in January 2017 and the first round of global transfer of data occurring in February 2018.

### Who is delivering it?

Movember Foundation is directly funding and overseeing the project. Monash University and University of California Los Angeles (UCLA) are the joint coordinating centres.

### How much DGR funding has been invested?

Thanks to the DGR, Movember has been able to invest a total of ~~€22,690~~ into this project from the 2016 DGR campaign and **AUD \$53,695** and ~~€370,301~~ for the 2017 DGR campaign to support this project, which has an approved overall budget of AUD \$6,530,701.



## APPENDICES

### APPENDIX A. DGR PROGRAM LIST

Movember Country	Program Focus	Program Type	Program Name	[DGR Campaign] Funding Amount
Australia	Prostate Cancer	Biomed Research	New Concepts Grant	[2016] AUD \$398k
	Prostate Cancer	Biomed Research	Young Investigators Grant	[2016] AUD \$100k
	Prostate Cancer	Biomed Research	Clinical Trial Award	[2016] AUD \$231k [2017] AUD \$92k
	Prostate Cancer	Biomed Research	Clinician Scientist Award	[2017] AUD \$352k
	Prostate Cancer	Survivorship	TrueNTH Global Pilot Digital Self-Management	[2016] AUD \$97k
	Prostate Cancer	Survivorship	TrueNTH Sexual Health Project	[2017] AUD \$322k
	Mental Health	Suicide Prevention	Australian Social Innovators Challenge	[2016] AUD \$146k
	Mental Health	Health Promotion	Live Events	[2017] AUD \$322k
Canada	Prostate Cancer	Biomed Research	Translation Acceleration Grants	[2016] CAD \$110k [2017] CAD \$94k
	Prostate Cancer	Survivorship	TrueNTH Sexual Health Project	[2017] CAD \$71k
	Mental Health	Suicide Prevention	Social Innovator's Challenge Program	[2016] CAD \$28k
	Mental Health	Health Promotion	Live Events	[2017] CAD \$71k
New Zealand	Prostate Cancer	Clinical Quality	Prostate Cancer Outcomes – Registry Australia and New Zealand (PCOR-ANZ)	[2016] NZD \$71k [2017] NZD \$57k
	Mental Health	Suicide Prevention	Go to Where Boys and Men Are – Young Men	[2016] NZD \$30k
	Mental Health	Health Promotion	Live Events	[2017] NZD \$57k
Singapore	Prostate Cancer	Survivorship	Prostate Cancer Specialist Nurses	[2017] AUD \$8k
United Kingdom	Prostate Cancer	Biomed Research	Precision Medicine	[2016] GBP £367k + EUR €91k
	Prostate Cancer	Clinical Quality	International Registry for Men with Advanced Prostate Cancer (IRONMAN)	[2017] GBP £315k + EUR €350k
	Mental Health	Suicide Prevention	Social Innovator's Challenge Program	[2016] GBP £41k
	Mental Health	Health Promotion	Live Events	[2017] GBP £135k
United State of America	Prostate Cancer	Biomed Research	Movember Foundation - DGR Challenge Award	[2016] USD \$687k [2017] USD \$503k
	Prostate Cancer	Survivorship	USA TrueNTH Program	[2016] USD \$86k



Movember Country	Program Focus	Program Type	Program Name	[DGR Campaign] Funding Amount
	Prostate Cancer	Survivorship	TrueNTH Sexual Health Project	[2017] USD \$194k
	Mental Health	Suicide Prevention	Making Connections Program	[2016] USD \$86k [2017] USD \$306k
Rest of World	Prostate Cancer	Clinical Quality	TrueNTH Global Registry	[2016] EUR €223k [2017] EUR €370k + AUD \$54k
	Prostate Cancer	Clinical Quality	International Registry for Men with Advanced Prostate Cancer (IRONMAN)	[2016] EUR €83k [2017] USD \$116k