

Ad Campaign Urges Men to Undergo Preventive Health Screenings

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The federal Agency for Healthcare Research and Quality (AHRQ) has partnered with The Advertising Council to launch a national public service campaign that encourages middle-aged men to undergo preventive health screenings, United Press International reports. Through a series of television, print, radio and online ads, the "Real Men Wear Gowns" campaign directs men to visit www.ahrq.gov/realmen to access information on recommended preventive tests by age group, a preventive care knowledge quiz, tips for speaking with physicians, a glossary of health terms and links to additional resources. According to AHRQ research, men are 25 percent less likely than women to have seen a physician within the past year and 38 percent more likely than women to neglect cholesterol screening. Moreover, men are 1.5 times more likely than women to die from heart disease, cancer and chronic lower respiratory diseases. The ads will roll out this week to 33,000 media outlets nationwide ([UPI](#), 4/22/08; AHRQ [release](#), 4/21/08).