

Steve Cooper

BREAKING THE SILENCE AROUND
MEN'S MENTAL HEALTH

MEDIA KIT



Steve Cooper

"The Mental Health Golf Guy"

EXECUTIVE PROFILE

Steve Cooper is the visionary founder of the It's OK Foundation, pioneering innovative approaches to men's mental health support. Known as "The Mental Health Golf Guy," Steve combines his passion for golf with his mission to break down stigmas surrounding men's mental health. His personal journey through mental health challenges has shaped his authentic, relatable approach to advocacy.

Speaking Topics & Expertise

- Breaking Mental Health Stigmas in Male-Dominated Spaces
- Innovative Community Building Through Sports and Wellness
- The Power of Vulnerability in Leadership
- Creating Safe Spaces for Mental Health Conversations
- Personal Journey: From Struggle to Community Leadership



 **75%**

of suicide deaths in
Canada are men.

 **30%**

of mental health
treatment seekers
are men, only.

 **1 in 10**

Canadian men
experience major
depression.



ORGANIZATION OVERVIEW

The It's OK Foundation stands at the forefront of men's mental health advocacy, addressing a critical gap in mental health support. Our innovative approach combines community events, sports activities, and peer support to create accessible pathways for men to discuss mental health.

Our Mission

The It's OK Foundation is dedicated to breaking the silence around men's mental health. We believe in a light, fun, and uplifting approach to addressing emotional well-being. Our mission is to provide a supportive community and resources for men facing mental health challenges, emphasizing that it's OK to discuss and seek help for emotional struggles.



Recent Achievements & Impact

The It's OK Foundation has emerged as a leading voice in men's mental health, creating a model that effectively engages men through:

- ✓ Development of safe, judgment-free spaces
- ✓ Integration of sports and mental health support
- ✓ Creation of accessible mental health resources
- ✓ Building partnerships with established organizations like Movember

Notable Initiatives



@ITSOKFOUNDATION.CA

18 HOLES, 18 DAYS, 18 STATES: DRIVING CHANGE

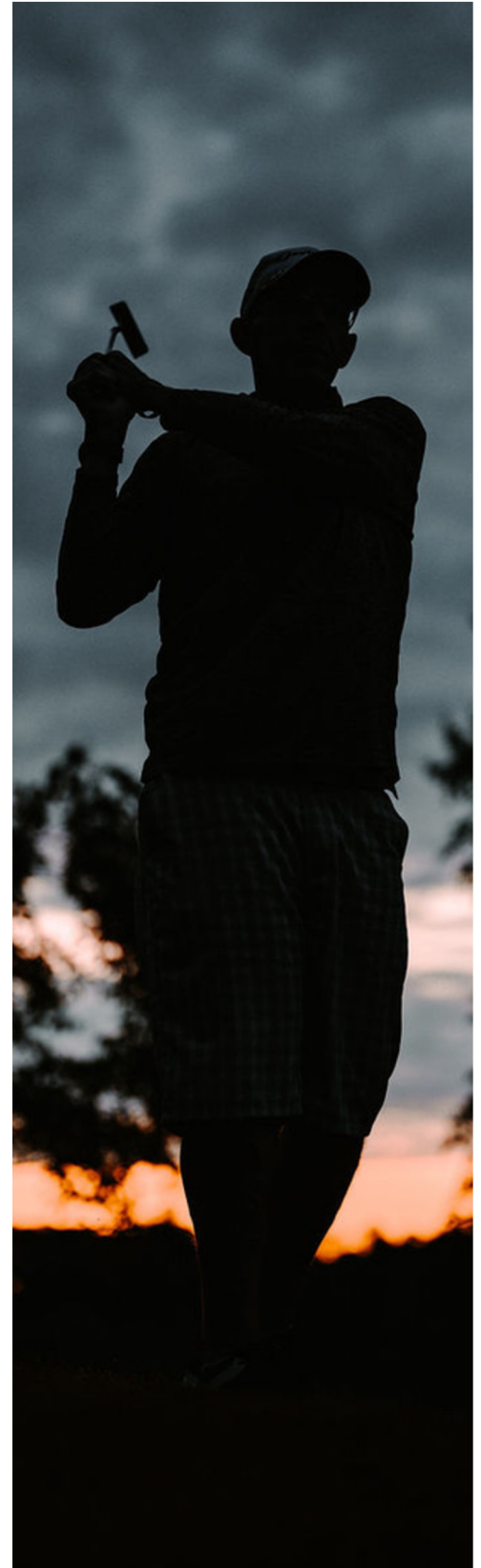
- An innovative awareness campaign from Ontario to Florida
- 18 golf courses across 18 consecutive days
- Partnership with Movember Foundation
- Combines sports engagement with mental health advocacy

THE OK WALK

- Cross-city awareness journey from Orleans to Kanata
- Demonstrated commitment to community engagement
- Raised significant awareness for men's mental health

DASH FOR NASH

- Charitable golf event supporting Nash's cancer treatment
- Demonstrates the foundation's commitment to broader community care
- Exemplifies the power of community mobilization for support



Speaking Engagement Information

WITH STEVE COOPER

Steve Cooper offers compelling presentations that combine personal experience, professional insight, and actionable strategies for mental health support. His speaking style emphasizes:

- ✓ Authentic storytelling
- ✓ Practical mental health strategies
- ✓ Engaging audience interaction
- ✓ Real-world application
- ✓ Hope-focused messaging



PRESENTATION FORMATS

Keynote Addresses

Workshop Facilitation

Panel Discussions


Interactive Golf-and-Talk Sessions

Corporate Wellness Programs



FOR ADDITIONAL
INFORMATION OR TO
BOOK STEVE COOPER FOR
SPEAKING ENGAGEMENTS,
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It's OK not to be OK