

A Canadian flag is shown waving on the left side of the frame. The background is a dramatic sky at sunset or sunrise, with clouds illuminated in shades of orange, yellow, and red, transitioning to a darker blue at the top. The text is overlaid on the right side of the image.

Random (hopefully resonating)
thoughts from Canada...

John L. Oliffe

Young men and...

- Relationships
- Work
- Masculinities

Relationships...



Social Science & Medicine

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Neo-traditionalist, egalitarian and progressive masculinities in men's heterosexual intimate partner relationships

John L. Oliffe^{a, b}  , Mary T. Kelly^a, Nina Gao^a, Jennifer Mootz^{c, d}, Zac E. Seidler^{e, f, g}, Simon M. Rice^{e, f}

Show more 

The Game

“It seems like, if I show them [girls] I like them too much, then they will lose interest. If you’re not showing too much interest or not putting in too much effort, they would actually put in more effort. It’s kind of messed up, it’s opposite of what you expect...and that seems to be the state of relationships in this current generation.”



Age: 19

Locale: British
Columbia, Canada

Share Everything Equally

“It is a balance between being able to give too much and not enough. From my experience, I tend to always cut the pizza in four and then give three pieces to her and only give one to me. But that’s not fair and at some point, you just build frustration because of that. So, here we have two complete pizzas.”



Age: 24

Locale:
British
Columbia,
Canada

The Bigger Picture

“You have to be conscious of the bigger picture, from time to time, one of you might take on more work...But the point is that you are a team, your roles may change, but it’s a journey you are taking with your partner.”



Age: 26

Locale: British
Columbia, Canada



Relational gendered dimensions of emotions in heterosexual cisgender Men's intimate partnerships

John L. Oliffe^{a, b}  , Nina Gao^a, Mary T. Kelly^a, Alex Broom^c, Damien Ridge^d, Zac E. Seidler^{e, f}
g, Paul Sharp^h, Simon M. Rice^e

Show more 

Emotions

“A problem that we actually have in our relationship...that she thinks I’m like really cold. I make a deliberate effort to not be reactive and I believe it’s a good thing if you want to handle things effectively. If you want to handle stress effectively, you should be less reactive, but she...I guess she wants to see more emotion out of me, and we sometimes have conflict on that point.”



Age: 20

Locale: British
Columbia, Canada

Coming Out of My Shell

“I think it’s good that she pushes me to come out of my shell a little bit more and meet other people. So, spending time with her friends facilitates that. It facilitates me getting out of my comfort zone and becoming more social.”



Age: 19
Locale: British Columbia, Canada

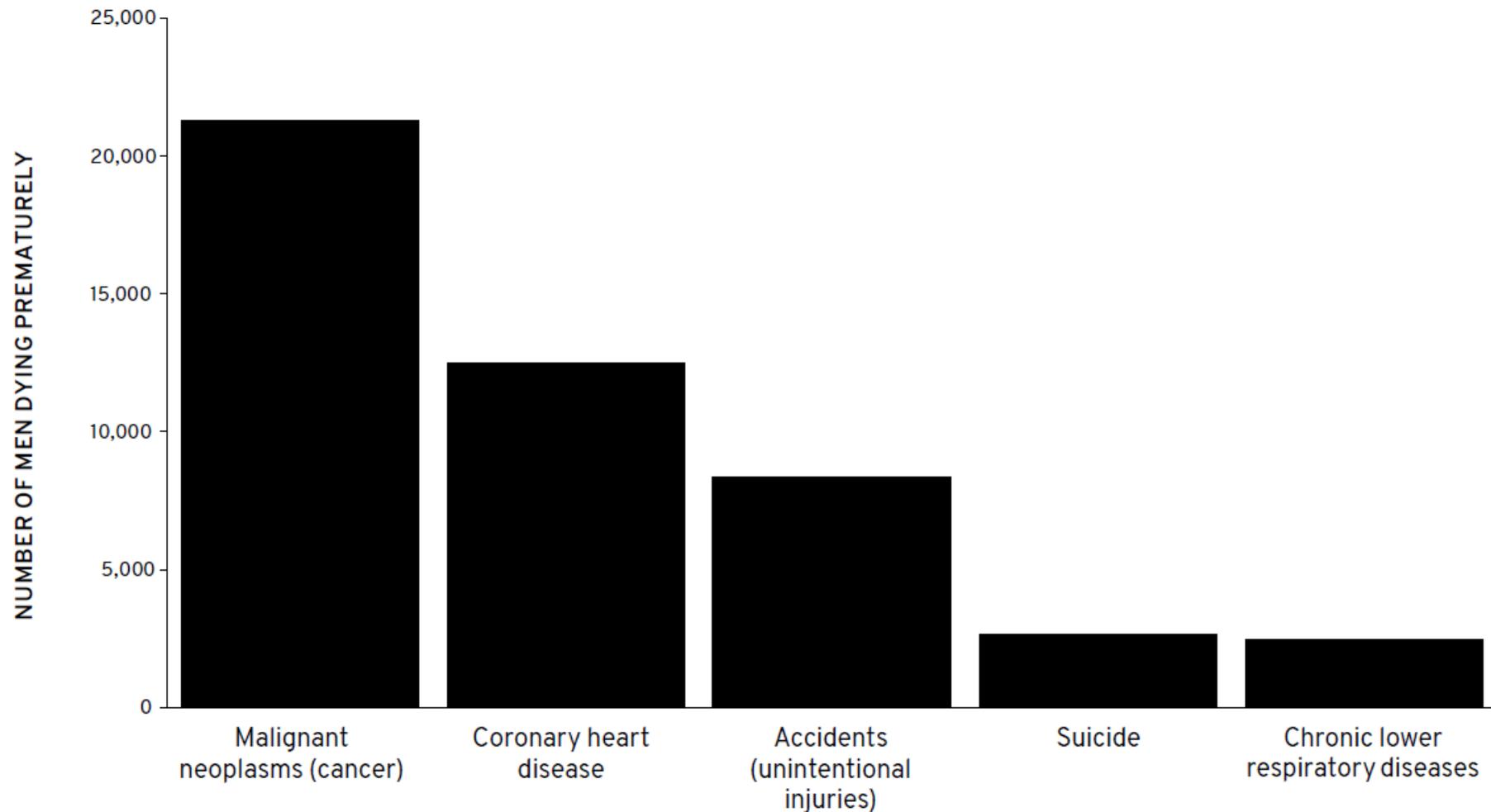
CAUTION

**MEN AT
WORK**



Top causes of male premature mortality

FIGURE 2. TOP 5 CAUSES OF MALE
PREMATURE MORTALITY IN CANADA IN 2023



Top causes of male premature mortality



Accidents
(unintentional
injuries)

32% male students





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<https://doi.org/10.1177/1557988313490786>



Article

Beyond Workers' Compensation: Men's Mental Health In and Out of Work

John L. Oliffe, PhD, RN, and Christina S. E. Han, MA

TOTAL MARGIN OF ERROR

PLUS OR MINUS 2.2%

AGE	COUNTS	MARGIN
19 TO 29	361	±5.2%
30 TO 44	512	±4.3%
45 TO 59	512	±4.3%
60+	615	±4.0%
REGION	COUNTS	MARGIN
BC	281	±5.8%
ALBERTA	225	±6.5%
SASK-MANITOBA	138	±8.3%
ONTARIO	757	±3.6%
QUEBEC	462	±4.6%
ATLANTIC	135	±8.4%
TERRITORIES	2	NA
LANGUAGE	COUNTS	MARGIN
ENGLISH	1612	±2.4%
FRENCH	388	±5.0%
TOTAL	2000	±2.2%

TABLE SHOWS %	NEVER 0	ALMOST NEVER 1	RARELY 2	SOMETIMES 3	OFTEN 4	VERY OFTEN 5	ALWAYS 6	
At work I feel like bursting with energy	15.7	12.5	17.3	26.1	13.1	11.0	4.1	V
At my job I feel strong and vigorous	11.3	8.8	14.1	25.5	17.4	16.5	6.3	V
When I get up in the morning, I feel like going to work	10.3	10.5	13.1	21.9	16.6	17.4	10.1	V
I am enthusiastic about my job	9.0	6.8	11.7	24.7	19.1	18.6	10.1	D
My job inspires me	10.3	7.8	13.4	24.0	19.1	16.1	9.3	D
I am proud of the work that I do	7.1	5.8	7.2	19.7	18.6	21.7	19.8	D
I feel happy when I work intensively	9.6	5.9	9.6	24.0	19.8	20.4	10.7	A
I am immersed in my work	8.5	6.3	12.4	24.1	19.5	19.2	10.1	A
I get carried away when I work	12.2	9.2	16.5	27.3	16.2	12.5	6.0	A

UWES-9 TOTAL SCORE (%)

HIGH UWES-9 **54.1%**

LOW UWES-9 **45.9%**

UWES-9 SUBSCALES (AVG)

VIGOR **2.93**

DEDICATION **3.45**

ABSORPTION **3.23**

TABLE SHOWS	TOTAL		AGE			
	2024	2025	19-29	30-44	45-59	60+
LOW UWES-9 (%)	---	45.9	56.1	48.8	41.7	30.3
VIGOR (AVG)	---	2.93	2.56	2.93	3.00	3.39
DEDICATION (AVG)	---	3.45	3.06	3.42	3.54	4.02
ABSORPTION (AVG)	---	3.23	2.97	3.25	3.24	3.59
SAMPLE BASE (N)	2070	1331	287	453	439	152

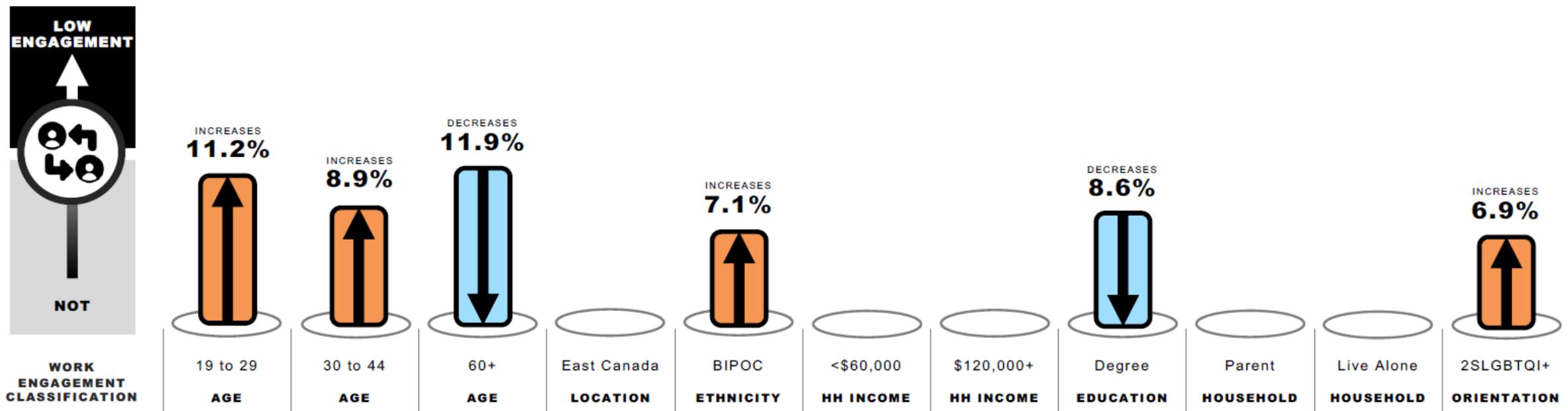
■ 5% / 10% ABOVE AVERAGE
 ■ 5% / 10% BELOW AVERAGE

MEN'S WORK ENGAGEMENT

WORK ENGAGEMENT

INTERPRETATION: On average in 2025, almost half of Canadian men (46%) have **low work engagement**. Regression modeling shows work engagement is significantly lower among men **aged 19-29** (56%), **2SLGBTQI+** men (55%), **BIPOC** men (52%), and men **aged 30-44** (49%).

WORK ENGAGEMENT REGRESSION



Logistic Regression Model	AGE	AGE	AGE	LOCATION	ETHNICITY	HH INCOME	HH INCOME	EDUCATION	HOUSEHOLD	HOUSEHOLD	ORIENTATION
$H = 18.594$ (p=.017)	1= 19 to 29	1= 30 to 44	1= 60+	1= East Canada	1= BIPOC	1= <\$60,000	1=\$120,000+	1= Degree	1= Parent	1= Live Alone	1= 2SLGBTQI+
% INCREASE IN LIKELIHOOD ¹ TO CLASSIFY LOW ENGAGEMENT	+11.2	+8.9	-11.9	+3.3	+7.1	+1.2	-6.5	-8.6	-4.5	+8.3	+6.9
ODDS RATIOS (p-value)	1.57 (p=.007)	1.432 (p=.013)	0.613 (p=.023)	1.143 (p=.285)	1.330 (p=.023)	1.052 (p=.745)	0.769 (p=.060)	0.707 (p=.005)	0.834 (p=.175)	1.394 (p=.026)	1.317 (p=.153)

¹Percentages represent **Risk Differences**, which are converted Odds Ratios using methods proposed by Zhang & Yu (1998), modified to calculate risk differences instead of risk ratios.

Cells with statistically significant results are coloured.

²Model is based on N.1893 respondents who could be classified by age, location, ethnicity, HH income, education, household, and orientation.

HEALTHY / LOW RISK UNHEALTHY / HIGH RISK



MENTAL HEALTH SUMMARY

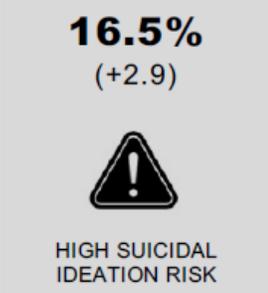
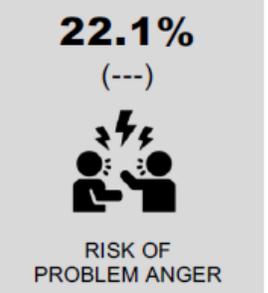
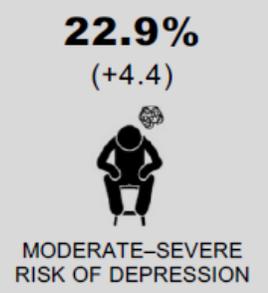
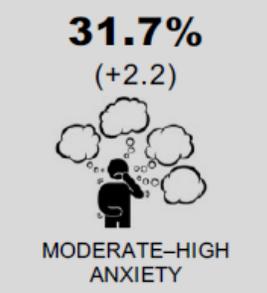
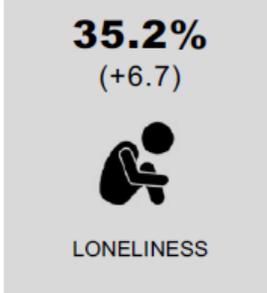
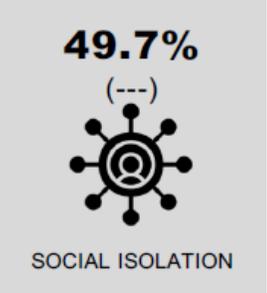
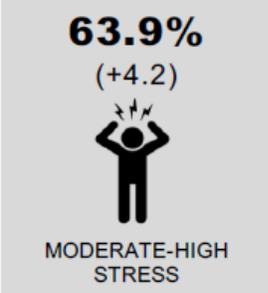


TABLE SHOWS %

	TOTAL		AGE			
	2024	2025	19-29	30-44	45-59	60+
MOD-HIGH STRESS	59.7	63.9	88.9	75.8	63.9	39.2
RISK OF SOCIAL ISOLATION	---	49.7	67.0	48.8	52.3	38.0
LONELINESS	28.5	35.2	52.4	43.4	36.7	17.1
MOD-HIGH ANXIETY	29.5	31.7	55.4	40.0	27.9	14.0
MOD-SEVERE DEPRESSION	18.5	22.9	51.5	26.6	20.3	5.2
PROBLEM ANGER	---	22.1	49.6	26.0	18.6	5.5
HIGH SUICIDAL IDEATION RISK	13.6	16.5	38.8	19.1	12.7	4.2
SAMPLE BASE (N)	2070	2000	361	512	512	615

■ 5% ABOVE AVERAGE
 ■ 5% BELOW AVERAGE

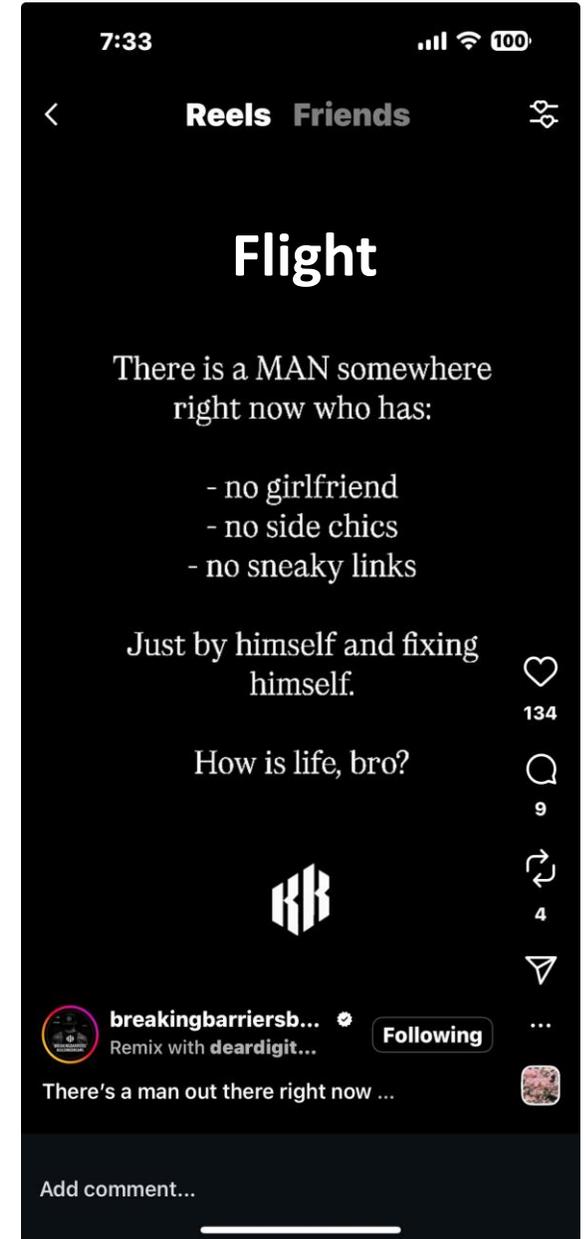
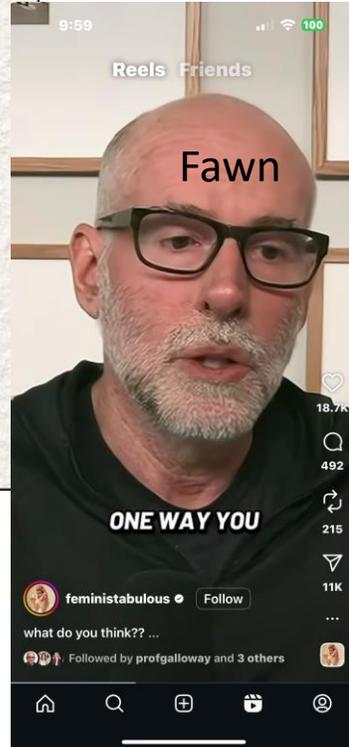
#1 NEW YORK TIMES BESTSELLER

Notes on Being A Man

SCOTT GALLOWAY

Bestselling author of *The Algebra of Wealth*

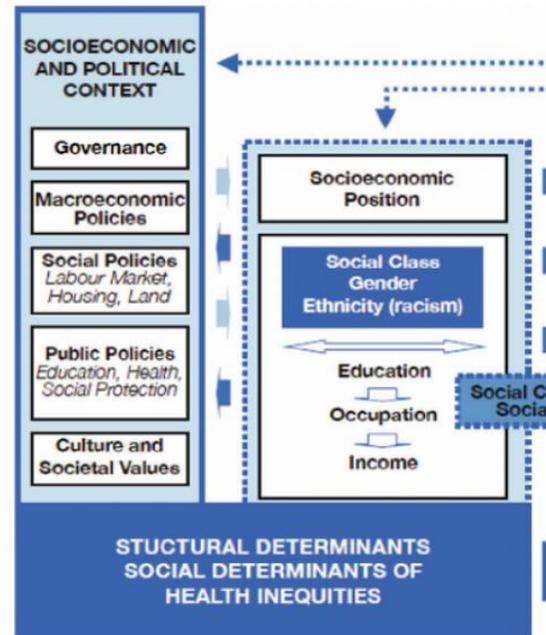
LOOK WHO'S TALKING



Reimagining boyhood...

Social Determinants of Health

Factors that influence your health and well-being



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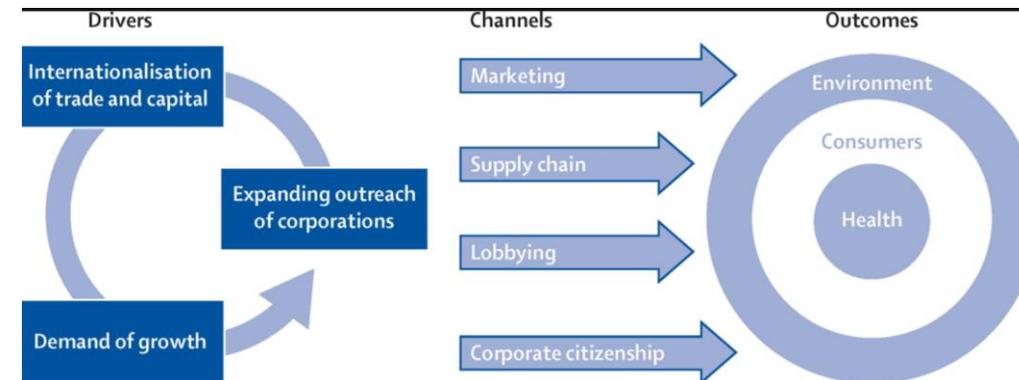
Sage Journals

Review



The Commercial Determinants of Men's Health Promotion: A Case Study of Gambling, Nonnies, and Athleisurewear

John L. Oliffe^{1,2}, Mary T. Kelly¹, Nina Gao¹, Rob Velzeboer^{1,3}, Paul Sharp⁴, and Eric P. H. Li³



Review

The Commercial Determinants of Nonalcoholic Beer: Redemption, Revenue, or Men's Harm Reduction?

John L. Oliffe^{1,2}, Nina Gao¹, Mary T. Kelly¹, Trevor Goodyear¹, Murray Drummond³, Christine Levesque^{4,5}, and Katherine White⁶

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