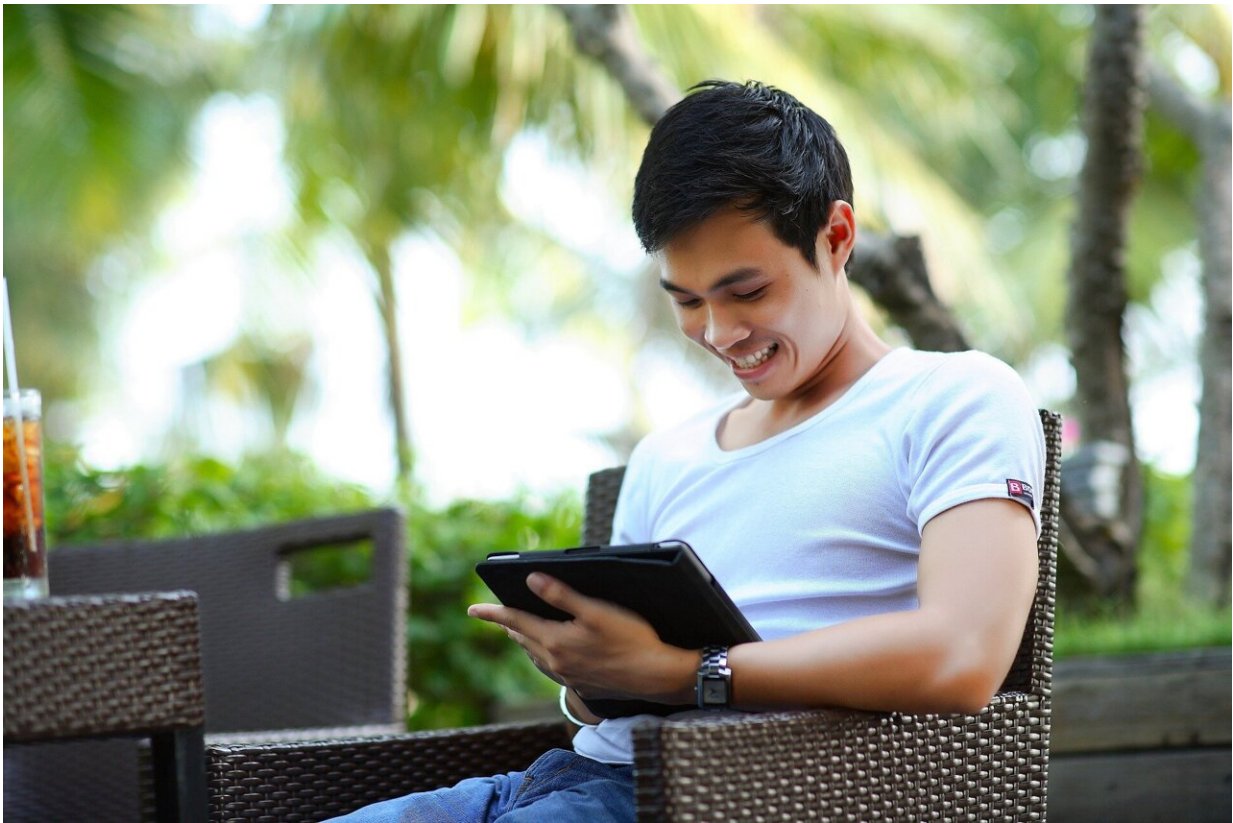


'Mental' is the first mental health app created just for men

June 14 2023, by Ebony Williams



Credit: Pixabay/CC0 Public Domain

While awareness about mental health is on the rise generally, it often seems that men are left out of the conversation. Now, a new mental health app created specifically for men aims to close the gap.

"To fix the male suicide crisis, we have to be innovative with solutions that resonate with men," [Mental](#) co-founder Anson Whitmer, Ph.D., told U.S. Today.

According to data obtained by the Center for Disease Control and Prevention's National Center for Health Statistics, men make up more than 83% of all deaths by suicide, and yet they are the least likely group to seek help for [mental health issues](#).

"Traditionally, men have been less likely to seek support for mental health issues. This is probably for a number of reasons, including stigma and the traditional 'strong male' stereotype still prevalent in our society—the idea that expressing emotion is a sign of weakness," explained Dr. Natasha Bijlani, a consultant psychiatrist at Priory Hospital Roehampton.

Whitmer's dedication to the app goes beyond the look and its tech capabilities. Instead, he took a deeper approach, looking at the fundamentals in order to rethink how they could approach the male population. In conjunction with his medical background, a [personal experience](#) was a [driving force](#) behind the app. When he was 19 years old, Whitmer's uncle—whom he described as his [best friend](#)—committed suicide.

"He tried to get help, but none of the therapists or clinical approaches resonated with him," Whitmer recalled. "My research was driven by a desire to understand what causes men like my uncle to develop mood disorders like depression."

According to the American Institute of Stress, about 73% of people have stress that impacts their mental health. Nearly half report struggling to sleep because of stress, while 77% say stress directly impacts their physical health.

Whitmer and Mental co-founder Tyle Sheaffer were both teammates at Calm—a \$2 billion mental health app—and saw a need to serve a community that is often left out of the conversation when talking about [mental health](#) issues.

"At Mental, we are meeting men where they are at," Whitmer said. "Instead of 'man up, be emotionless' or 'just be emotionally vulnerable,' we are offering a third way: actionable, evidence-based tools that simply solve your problems."

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