

# Healthy Masculinity – Where are we now?

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On behalf of the Healthy Masculinity Alliance





# Why is this important to us all?

50%

Academic Failure

Boys more likely to fail key subjects

95%

Prison Population

Male inmates in Scottish prisons (SPS 2023)

#1

Cause of Death

Suicide: biggest killer of men under 45 in UK



# What is it like to be a young man in Scotland?

-  Imagine a Man – Year 1  
2020 to 2021: Initial research phase
-  Imagine a Man – Year 2  
2022 to 2023: Youth-led research
-  Imagine a Man – Year 3  
2023 ongoing: Implementation

# Research Findings Overview

## Identifying Issues

Social pressures and contradictory expectations

## Exploring Solutions

Creating brave spaces for authentic expression

## Youth Recommendations

Policy changes and support systems

~~No knives~~  
Better lives

# Imagine a Man

## TOOLKIT

Building **positive**  
**mascularity** with  
young people



YouthLink  
Scotland



#IaM

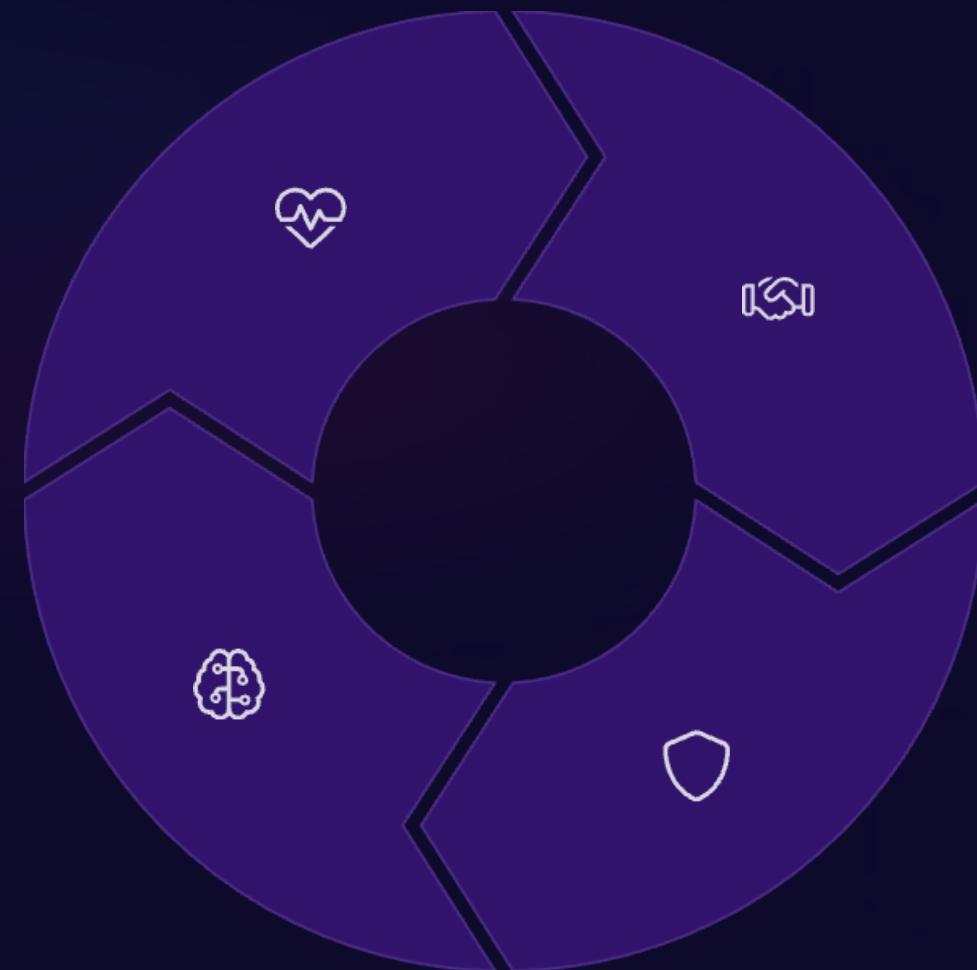
# Healthy Masculinity

## Emotional Intelligence

Recognising and expressing feelings appropriately

## Self-Awareness

Understanding personal strengths and growth areas



## Positive Relationships

Building respectful connections with others

## Values-Based Action

Acting with integrity and purpose

# Healthy Masculinity Alliance

## Purpose (The Why)

We aim to build a fairer, more inclusive Scotland where all children and young people have equal opportunities, can express their emotions, and are positive contributors to their communities. This means creating a space where: boys and young men feel safe, valued, and free to be themselves. Inclusive masculinity contributes to gender equality and the dismantling of harmful stereotypes for all. We seek to create hope, belonging, and a brighter future for all children and young people in support of shared Scottish values.

## Mission

The Healthy Masculinity Alliance exists to build a coalition to influence positive change for boys and young men in Scotland. We aim to raise awareness, improve understanding through evidence and research, and advocate for policies and practices that promote equality, respect, and shared Scottish values. By collaborating across sectors and creating safe spaces for dialogue, we strive to support boys and young men in ways that benefit all genders, fostering a more inclusive and equitable society for everyone.

# Business Plan 2025-26

- Objective 1: Build a Coalition  
Build a sustainable coalition of partners with shared values and agree the Healthy Masculinity Alliance's structure
- Objective 2: Research and evidence  
Establish a robust evidence base and research programme to identify shared Scottish values and underpin policy work on masculinity
- Objective 3: Policy and Practice  
Influence policy and practice by raising awareness of positive masculinity and securing cross-sector and cross-party commitment to addressing the needs of boys and young men in Scotland



# EQUALITY

## Positive Vision

Healthy masculinity is compatible  
with gender equality

## Moving Forward

Work on a Common agenda for our  
young people across Scotland