Blue November calls attention to the importance of caring for men’s health

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“I was once asked if I would rather live 70 years healthy, or reach 100 even without that much health. Frankly, I think that reaching the age of 70 in good health, one can strive to live well into 100. Who affirms this is Laudelino Soares, director of the People Insurance area at Horiens, who has been adopting health as a lifestyle for a long time. “Everything is a matter of choice: the foods we eat, the exercises we do, the way we manage stress, it’s all part of a commitment to being well.”

At least three times a week, Laudelino wakes up early and, before going to work, goes to the gym. In meals, try to leave fried food and fat aside, giving preference to more nutritious foods. When he has the opportunity, he still finds the energy to go on hikes and bike rides with groups of friends. At the end of the day, he tries to do a good sleep hygiene because he knows how important it is to sleep well in order to be renewed the next day.

The habit of placing health as a priority, however, is still a challenge for many men. A survey by the Ministry of Health revealed that they live about seven years less than women, and one of the reasons is the negligence with their own health. Self-care actions, such as going to the doctor, for example, often come up against prejudice.

“There is a mental model that a man should be strong, and that if he is doing well, he should not give an opportunity to discover something. In some cases, there is prejudice and ignorance. But having a doctor you trust, with whom you can clear up all your doubts, who knows and follows your history and looks at your health in an integral way is very important”, Laudelino defends.

Blue November

To sensitize society towards men’s health, the Blue November campaign is held every year, to warn about prevention and early diagnosis of prostate cancer, the second most common cancer among Brazilians, second only to skin cancer. According to the National Cancer Institute (INCA), one in nine men will be diagnosed with the disease during their lifetime.

The onset of prostate cancer is more frequent in people over 50, but it is not uncommon for it to occur before the age of 40, especially if there is a family history. However, with a routine of medical visits and examinations, it is possible to discover the cancer at an early stage, when the chances of cure are 90%.

There is no specific prevention measure for prostate cancer, so early diagnosis is the main way to fight this disease, which registers 65,840 new cases each year in Brazil alone. During the whole month of November, the health insurance companies offer exemption from the co-participation rates of several exams for Novonor group members and dependents, one more incentive for the male public to incorporate self-care practices.
Care that counts for a lot

In addition to medical care, the adoption of healthy habits is fundamental to ward off prostate cancer as well as several other diseases. Practicing physical activities, having a balanced diet, not smoking, avoiding the consumption of alcoholic beverages, and maintaining the appropriate body weight are some measures that should be incorporated into the routine for a healthier and more productive life.

“Self-care is a matter of self-knowledge. When we know ourselves, we take care of ourselves and also take care of a whole collectivity of people who love us. This is very pleasurable. This management is worth exercising, especially since health is not the absence of disease, it is complete physical, mental and social well-being. Looking through this prism, prevention is always the best way,” Laudelino points out.