Supporting PHC providers to more effectively ENGAGE men: A case study from Ireland

WHO
Sitges, Spain
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Why Men[‘s Health]

My dad’s prostate is bigger than yours!!
The jury's out on male menopause

"Many men feel less capable from the age of 45, with complaints about back and joint pain, lack of strength and impotence."

"KANT" surveys reveal widespread discontent during menopause. The first signs of aging can include impaired performance in both physical and mental tasks. In just a few years, many men report a drop in sexual desire, while others find it continues to be a problem. However, an occasional desire to do so can help them get out of this, and some might even lack the desire to do so."

"The key to staying healthy is to maintain a healthy lifestyle, and that includes proper nutrition, exercise and stress management."

"He's tired, grumpy and your love life's got as much oomph as a wet kipper. Is he having an affair? Read on...


male power

And the testosterone debate

In the concluding extract from his book, PROF ANTHONY BLADE investigating the LINK BETWEEN TEST

Don’t get mad gents, get HRT
Age-standardised mortality rates

Source: WHO (2017)
Fig. 3. Unconditional probability of dying between ages 30 and 69 years from four major NCDs for males and females in Member States in the WHO European Region, latest available data
Turning the gender spotlight on men

“How is it that large numbers of members of a dominant social category or grouping, men and boys, experience lesser health than those who are members of a subordinated social category or grouping, women and girls?” (Hearn, 2015, p303)
National Men's Health Policy 2008-2013

Working with men in Ireland to achieve optimum health & well-being
Key landmarks in policy development/implementation

2001: National Health Strategy
Mandate for men’s health policy development

Jan 2002 - Dec 2004: Research
Specifically commissioned men’s health report ‘Getting Inside Men’s Health’

Jan 2005 - Dec 2008: Policy Development
- Nationwide consultation
- Review of evidence
- Bilateral meetings

Jan 2009: Publication of the NMHPAP 2008-2013

Jan 2009 - Dec 2013: Implementation and Evaluation
- National Men’s Health Policy Implementation Group
- Independent Review published April 2015
Defining gender within the context of Ireland’s National Men’s Health Policy

- Men’s health practices can be mechanisms for ‘doing gender’
- Such practices typically reflect wider cultural and institutional masculine ideologies
- Multiplicity of masculinities
- Value in adopting a relational approach to gender
- Gender interacts with other social hierarchies (class, ethnicity etc) – ‘intersectionality’
ENGAGING MEN
AS PARTNERS & PARTICIPANTS:

Guiding Principles, Strategies, and Perspectives for Community Initiatives & Holistic Partnerships
From training to practice: the impact of ENGAGE, Ireland’s national men’s health training programme

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Summary
Ireland’s National Men’s Health Policy recommended developing training programmes tailored to the needs of those working in health and allied health professionals and ENGAGE was developed to meet that recommendation. This study evaluated the impact of ENGAGE on frontline service providers’ self-reported knowledge, skills, capacity and practice up to 6-months post training. Between 2012 and 2016, ENGAGE Trainers (n = 27) delivered 62 1-day training programmes to 816 participants. This study was conducted on a subset of those training days (n = 25) and participants. Quantitative methodologies were used to collect pre (n = 295), post (n = 295) and 5-month post (n = 128) training questionnaire data. Overall, participants were highly satisfied with the training immediately post training (8.90 ± 1.60 out of 10) and at 5-month follow up (8.06 ± 1.43 out of 10). Participants’ self-reported level of knowledge, skill and capacity in identifying priorities, engaging men and influencing practice beyond their own organisation increased immediately following training (P < 0.001) and, with the exception of improving capacity to engage men and influencing practice beyond their organisation, these improvements were sustained at 5-month post training (P < 0.001). The vast majority of service providers (93.4%) reported that ENGAGE had impacted their work practice up to 5-month post training. The findings suggest that ENGAGE has succeeded in improving service providers’ capacity to engage and work with men; improving gender competency in the delivery of health and health related services may increase the utilisation of such services by men and thereby improve health outcomes for men.

A process evaluation of a Training of Trainers (TOT) model of men’s health training

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Summary
This study set out to identify the mediators of diffusion of a Training of Trainers (ToT) programme; focusing on ENGAGE, Ireland’s national men’s health training programme, we explored the process (planning, implementation and maintenance) of using a ToT model of training to affect change in gender-sensitive health and social service provision for men. Our findings indicate that an experiential learning approach in combination with mechanisms for feedback and fostering peer-based support during training and beyond are key strategies that foster individual (Trainer), community (of Trainers) and organizational (Trainer workplaces) level ownership. Moreover, by adapting in response to feedback, ENGAGE was able to remain relevant over a number of years and to different cohorts of Trainers. As such, core strategies used by ENGAGE could be used to inform new models of health training elsewhere.
**Male Minder**
A guide to Men’s Health for An Post Staff

**Warning:**
Reading this may seriously improve your health

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**PUT THE RIGHT FUEL IN**
Healthy eating tips for truck drivers

*EAT 3 MEALS A DAY*

Eating regularly helps you control your weight and give you the energy you need.

*CHOOSE HEALTHY SNACKS IN BETWEEN MEALS*

Try fruit, nuts, or low-fat yogurt or raw vegetables.

*SIZE MATTERS*

Choose smaller portions - Stop eating before you feel full.

It takes 20 minutes for your brain to register how much you have eaten.

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**Staying Fit for Farming**
MEN'S HEALTH - WHAT'S YOUR FIRST INSTINCT?

FIGHT FLIGHT FIND OUT

MEN'S HEALTH WEEK
Monday 13th - Sunday 19th June 2011
Visit www.mhf.org for more information

THESE ARE CHALLENGING TIMES
IT'S NO JOKE. LET'S TALK

MEN'S HEALTH WEEK
Monday 9th - Sunday 15th June 2014
Visit www.mhf.org for more information

WHAT'S YOUR AIM?

IT'S TIME FOR A NEW SCRIPT
Visit www.mhf.org to find out more

DON'T WAIT
talk to your doctor now!

SOME FACTS - REPUBLIC OF IRELAND

- Nearly 3,000 men die each year from heart disease
- An increasing number of men are prone to depression and suicide
- A high proportion of men aged over 40 suffer from erectile dysfunction
- Over 3,000 men die each year from cancer

EARLY DETECTION SAVES LIVES

ACTION MEX - TURNING WORDS INTO ACTIONS!

MEN'S HEALTH WEEK 2013

MEN'S HEALTH WEEK 2016
Men United - for Health and Wellbeing
Farmers Have Hearts Programme

83% of farmers had four or more risk factors for CVD
Farmers Have Hearts Follow-up Study (n=960)

Primary research outcomes

• Increased **follow-up use of GP and Primary Care services** after referral.

• Sustainable **health behaviour change** specifically in relation to healthy eating, physical activity, stress management and alcohol consumption.

• **Reduced risk factors** for CVD.
Findings suggest that key features of Shed participation (i.e. using and developing new skills, feeling a sense of belonging, supporting and being supported by peers, and contributing to community) contribute to men’s overall wellbeing.

(Lefkowich and Richardson, 2016)
“.... we really needed to meet with the men, to, kind of, say who we are... and what do they want, as opposed to us implementing a project that we thought was great.” (Service Provider).
Engaging men in health: What does ‘men-friendly’ look like?

- Finding ‘the hook’
- Reaching out to men in community settings
- Connecting masculine ideals (autonomy, control, resilience) with being healthy
- Using positive messaging to promote change without amplifying guilt/shame
- Using testimonials to encourage other men to take ownership of their health
- Using established ‘men-friendly’ approaches (self-monitoring, goal-setting, peer-support, friendly competition, social interaction, camaraderie and team spirit, and branding)
Healthy [men in] Ireland