

# National Men's Health Week, 2010



## Evaluation Report

**November 2010**



A registered charity XR83376  
A Company Limited by Guarantee  
(NI054325 - N Ireland)  
<http://www.mhfi.org>

This report was prepared on behalf of



the Men's Health Forum  
in Ireland (MHFI)

by



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## **EXECUTIVE SUMMARY**

### ***National Men's Health Week, 2010***

The theme of National Men's Health Week (NMHW) 2010 was "Men and Physical Activity".

### ***Aims***

The overall aim of NMHW is to;

- Heighten awareness of preventable health problems for males of all ages;
- Support men and boys to engage in healthier lifestyle choices / activities;
- Encourage the early detection and treatment of health difficulties in males.

### ***Objectives***

The specific objectives for NMHW 2010 were to;

1. Develop effective and mutually beneficial partnership work with other health related organisations and bodies who have contact with men.
2. Increase awareness amongst the general public and service providers about NMHW, generally, and the benefits of physical activity specifically.
3. Encourage local groups to run projects with and for men.
4. Provide an easy to access central hub for NMHW week information and promote the details of local activity.
5. Create briefing documents on the need for and benefits of physical activity.
6. Offer signposting to other sources of support, information and resources.
7. Develop an online, step by step, twelve week fitness training programme.
8. Organise the "Get Up, Get Out, Get Going Challenge".

### ***Objectives 1-7***

As can be seen from the above objectives, the MHFI conducted a range of activities ranging from a media campaign, creation of a briefing document, launching their new website and much more in partnership with a number of health related organisations. They also developed a 12 week training programme which would support men to prepare for their high profile “Get Up, Get Out, Get Going Challenge” in Ardgillan Castle. The partnership and multi strand approach to NMHW 2010 proved very successful on a number of levels.

### ***Objective 8***

Feedback from participants involved in the anchor event, the Get Up, Get Out, Get Going Challenge, revealed high quality organisation. There were a number of other activities available on the day, such as a 3km fun run, health screening, soccer challenges etc, for family and friends to take part in. The majority of participants were between the ages of 30-39, with a third level education, were relatively physically active and most registered and took part in the 10km event. Participants identified specific aspects of the day which contributed to its success i.e. organisation, venue, atmosphere. However, some of the participants did comment on the challenging course and felt that it might put off beginners from taking part in future events.

### ***Recommendations***

1. Build upon the partnerships formed for NMHW 2010 to a) plan for future campaigns and b) integrate men’s health into other agencies and their business plans.
2. Continue to adopt a multi strand approach to future NMHW campaigns.
3. Consider hosting an annual “anchor” event as part of NMHW campaign to focus collective (partners, media and public) attention on men’s health.
4. Consider replicating the “Get Up, Get Out, Get Going Challenge” as an “anchor” event for NMHW in the future.
5. Include evaluation of NMHW into the planning and delivery of the campaign in conjunction with MHFI’s partners for NMHW.

## **1.0. Introduction**

### **1.1. The Men's Health Forum in Ireland**

The Men's Health Forum in Ireland (MHFI) was formed in 1999 (it became a Company Limited by Guarantee in the early 2000s), and is a voluntary organisation that works on an all-Ireland basis to enhance the health and well-being of men and boys. It is a diverse network of individuals and organisations which seeks to identify the key concerns relating to male health and to increase understanding of these issues. They also seek to promote, influence and enhance all aspects of the health and well-being of men and boys in Ireland.

The principal objectives of the MHFI include:

- the advancement of the education of the general public in all matters relating to men's health and, in particular, but not exclusively, by providing information, commissioning and disseminating research, and providing education on men's health and associated issues to health professionals and the general public;
- the preservation and protection of men's health.

([www.mhfi.org](http://www.mhfi.org))

The MHFI is a small charity that has no permanent office base or staff. In the lead-up to NMHW 2010, the Forum commissioned one person to work for 2½ days/week on a 6 month basis. Therefore, the MHFI draws upon voluntary commitment, experience, skills and contacts of the broad range of people on its management committee. Despite the limited resources, in order to achieve its aims, the MHFI celebrates National Men's Health Week (NMHW) each year, in the week leading up to and including Father's Day.

### **1.2. International Men's Health Week**

In Austria, in 2002 at the 2<sup>nd</sup> World Congress on Men's Health in Vienna, representatives from six leading men's health organizations around the world met and decided to work together to launch International Men's Health Week. The aim was to increase awareness of male health issues worldwide and encourage inter- and intra-national institutions to develop health policies and services that meet men's specific needs. Celebrating men's health week each year is one of the best ways of recognizing and celebrating the resourcefulness,

determination, wisdom and courage of men in their efforts to build healthy environments, often in the face of significant adversity, disadvantage and neglect (Brown and Millan, 2006).

The MHFI celebrated the first ever NMHW in Ireland, in June 2005. The aim of the week was to raise awareness of the growing prevalence of male obesity in Ireland, and the MHFI launched the “Hazardous Waist” poster campaign to achieve this aim. Since 2005, the MHFI has taken the leading role in promoting NMHW in Ireland. To date, a number of issues pertaining to men’s health, including mental health and well being and men and work, have been highlighted during NMHW. Each year, the MHFI has co-ordinated a clearly-defined campaign (e.g. conference, poster campaign, local and national media campaign, local activities) that focuses attention on men’s health and wellbeing issues and stimulates health promoting activities at all levels.

The overall aim of NMHW is to;

- Heighten awareness of preventable health problems for males of all ages;
- Support men and boys to engage in healthier lifestyle choices / activities;
- Encourage the early detection and treatment of health difficulties in males.

Through NMHW, the MHFI aims to raise awareness of pressing men’s health issues which have been highlighted and identified by research, focusing on the defined theme each year. This theme forms the particulars of the week and all activities and promotion undertaken during NMHW are centred on the key theme.

### **1.3. National Men’s Health Week 2010**

This year, NMHW ran from Monday 14<sup>th</sup> until Sunday 20<sup>th</sup> of June 2010. The specific theme for this year was “Men and Physical Activity”.



### **1.3.1. Objectives**

The specific objectives for NMHW 2010 were to;

1. Develop effective and mutually beneficial partnership work with other health related organisations and bodies who have contact with men.
2. Increase awareness amongst the general public and service providers about NMHW, generally, and the benefits of physical activity specifically.
3. Encourage local groups to run projects with and for men.
4. Provide an easy to access central hub for NMHW week information and promote the details of local activity.
5. Create briefing documents on the need for and benefits of physical activity.
6. Offer signposting to other sources of support, information and resources.
7. Develop an online, step by step, twelve week fitness training programme.
8. Organise the “Get Up, Get Out, Get Going Challenge”.

The events conducted by the MHFI during NMHW, 2010 (Objectives 1-7) will be presented in Section 2 of this report. The evaluation of the “Get Up, Get Out, Get Going Challenge” will be presented in Section 3. Finally, recommendations arising from Sections 2 and 3 will be presented in Section 4.

## **2.0. The events conducted by the MHFI during NMHW, 2010 (Objectives 1-7)**

### **2.1. Develop effective and mutually beneficial partnership work with other health related organizations**

In preparation for the week, the MHFI adopted a partnership approach which was a central aspect of NMHW 2010. This involved developing relationships with a broad range of partners (See Table 1) with the purpose of working with them to celebrate NMHW 2010 and supporting them to integrate men's health into their work plans and institutions. All partners were invited to attend a series (n=5) of Planning Group meetings from December 2009 to May 2010. Forming partnerships with broad representation provided the MHFI with access not only to a broad range of participants, but to funders and service providers that can potentially support the work of the MHFI beyond NMHW 2010 (Belza and the PRC-HAN Physical Activity Conference Planning Workgroup, 2007).

The following partners worked with the MHFI to encourage men and boys across the island of Ireland to "Get Up. Get Out. Get Going";

**Table 1:** Partners involved in NMHW, 2010

<b>NAME</b>	<b>TITLE</b>	<b>ORGANISATION</b>
Michael Boyd	Head of Community Relations	Irish Football Association (IFA)
Jimmy D'Arcy	National Games Development Manager	Gaelic Athletic Association (GAA)
Scott Walker	Domestic Games Manager	IRFU
Geraldine Gleeson	Nurse Manager	Marie Keating Foundation
Sandra Gordon	Senior Cancer Prevention Officer	Ulster Cancer Foundation
Kim Kensett	Physical Activity Coordinator	Public Health Agency
Keith McAdam	Male Parenting Worker	Blossom Sure Start
Colm McGinty	Head of Sports Partnerships	Irish Sports Council
Liam McGroarty	Grassroots Manager	Football Association of Ireland
Sara Morrow	Public Affairs Officer	British Medical Association NI
John News	Participation Manager	Sport Northern Ireland
Ann Scanlon	Health Promotion Officer	Irish Heart Foundation
Rosemary Scott	Health Promotion Officer	Irish Cancer Society
Peter Shaw	Chairman	Belfast Community Sports Development Network
Gary Smyth	Development Officer	Man Matters Project - Workers' Educational Association

The partners not only contributed to the shaping of NMHW 2010 with their advice and suggestions, but they also promoted it widely with their own contacts, some had staff trained in the awareness of men's health issues (see below), most organized their own initiatives during NMHW 2010, and some (Ulster Cancer Foundation, Irish Heart Foundation, Marie Keating Foundation, the GAA and the FAI) offered activities at Ardgillan or provided information at this event (e.g. Irish Cancer Society).

During the planning group meetings the FAI, IFA and GAA were organisations that showed an interest in up-skilling and training staff in men's health issues. Training was delivered to development officers and staff (n=30) from the FAI headquarters by Finian Murray, HSE. This training covered topics such as; social determinants, epidemiology, health behaviours, health advice and gender issues specifically related to men's health. Follow up training is due to be delivered in the coming months. A training package was also negotiated for all community coaches (110 of them) in the IFA. However, this training had to be postponed, due to personal reasons on behalf of the contact at IFA. It is proposed that this engagement will begin again in the near future. The GAA also requested training for their coaches, and it is proposed that this training will be delivered by the end of 2010. It is also worth noting that following on from their involvement in NMHW 2010, one of the partners recently made contact with the MHFI and is interested in exploring men's health as a policy issue. This, again, highlights the importance of building and strengthening partnerships to harness resources and effort to tackle priority health issues (Department of Human Services, 2008).

A rough estimate of the 'volunteer days' given to the planning and delivery of NMHW 2010 by the partners and their contacts was calculated. This equated to approximately 220 days of work and a breakdown of this figure is presented in Appendix 6.1.

## **2.2. Increase awareness amongst the general public and service providers about NMHW 2010, generally, and the benefits of physical activity, specifically**

The MHFI and its partners ran an extensive media campaign prior to and during NMHW 2010. For the MHFI, this involved researching and creating a new media database. The MHFI also made contact with the Producer and Script Writers of "Fair City" to highlight NMHW 2010 and to ask them to feature a men's health issue during the week, which they did. Also, a press release went out during NMHW 2010 (see Appendix 6.2) and the coverage achieved is outlined in Table 2 below.

**Table 2: Breakdown of Media Coverage during NMHW 2010**

<b>MEDIUM</b>	<b>COVERAGE RECEIVED</b>
<b><i>EMAIL &amp; POSTAL MAIL</i></b>	
E-Christmas Card: Advance notice about NMHW 2010	Approx 3,000 recipients (statutory / voluntary / community / government) throughout Ireland
“E-Male Matters” electronic newsletter with a briefing paper on NMHW	Approx 1,500 recipients
MHFI email to all contacts asking them to return a form detailing their events for NMHW 2010	Approx 1,500 recipients
Advance Notice mailout to media database	8 health correspondents 4 miscellaneous media outlets 6 NI / 7 RoI daily newspapers 3 NI / 4 RoI Sunday newspapers 8 NI / 2 RoI magazines 50 NI / 61 RoI weekly newspapers 28 NI / 68 RoI TV and radio stations
Mailout to 187 CDPs and 95 FRCs in RoI - with a briefing paper on NMHW 2010	All CDPs and FRC in RoI
Mailout to RoI Health Promotion staff and organisations that participated in the consultation process for the National Men’s Health Policy	Health Promotion personnel in RoI and 100 organisations
NICVA eNews article	5,000 members
Email to MHFI mailing database re. NMHW, Training Programme and Ardgillan event	Approximately 1,500 recipients
<b><i>RADIO</i></b>	
Connemara Community Radio	Connemara region
Inishowen Radio - interview	Co. Donegal and Co. Derry border area
Dundalk FM	Greater Dundalk area
The Breakfast Show on Newstalk	Ireland wide
Country Mix 106.8FM - interview	Greater-Dublin
Highland Radio - interview	North West Ireland
CRC FM - interview	Greater-Castlebar area
“Coming Into View”, South East Radio - interview	South East Ireland
Ian Dempsey Breakfast Show on Today FM - plug for NMHW 2010	Republic of Ireland
Connemara Community Radio - “Men & Food”	North West Connemara
Q102 radio - interview	Greater-Dublin
Irish Cancer Society radio advertising campaign on “Wake up to the facts about men’s health”	Republic of Ireland
103.2 Dublin City FM - interview	Greater-Dublin
KCLR 96FM - interview	Co. Carlow and Co. Kilkenny
KFM - interview	Co. Kildare
Phone-in requests for everyone involved in NMHW 2010 to various radio stations	Ireland wide
Beat 102-103 Lunchtime News	South East Ireland
BBC Radio Ulster Breakfast News	Northern Ireland
News on U105	Northern Ireland
Drive 105 - interview	Derry and North West
Limerick Live 95FM - news slot	Limerick, Clare, Kerry, Cork and Tipperary
Liffey Sound - interview	Greater-Dublin
Citybeat - interview	Northern Ireland
Northern Media Group - Interview	Q101, Q102, Q97FM, 5FM, 6FM, 7FM

<b>WEBSITES</b>	
Irish Association of Nutritional Therapy	Primarily RoI, but accessed more widely
“Get a Life, Get Active” website Home Page	Primarily Northern Ireland
Boards.ie - NMHW 2010 discussion thread including all e-updates / E-Male Matters	1 million visitors a month, more than 1,000,000 threads & 15 million posts.
NICVA website Events Diary	Primarily Northern Ireland
The Men’s Project website	Ireland and further afield
Institute of Public Health in Ireland website	Ireland
Meath Volunteer Centre website	Co. Meath
Irish Heart Foundation website	Ireland
Sport NI website	Primarily Northern Ireland
Community Development and Health Network	Primarily Northern Ireland
Community Change website news page	Primarily Northern Ireland
Community NI website	Primarily Northern Ireland
Changing Ireland website	Primarily Republic of Ireland
Marie Keating Foundation website	Ireland
Irish Cancer Society website	Ireland
FAI website Home Page – announce NMHW 2010	Ireland
Meath County Council website	Co. Meath
Meath Local Sports Partnership website	Co. Meath
4NI.co.uk	Northern Ireland
BMA NI website	Northern Ireland and United Kingdom
TEFL website	Worldwide
NI Direct Gov website	Northern Ireland and further afield
Community Development & Health Network e-zine	1,900 members
Gasta.EU - the European Search Engine	European and further afield
Inside Ireland” Business News website	Ireland wide
It’s Interesting Me website	International
IrishHealth.com website	141,508 registered members - mostly Ireland
MediLexicon website	UK and further afield
Topix.com website - UK News section	UK and further afield
Regator.com online blog site	UK and further afield
<b>PRINT MEDIA</b>	
Easy Health & Living Magazine - feature article	15,000 - mostly in the Republic of Ireland
Irish Heart Foundation Newsletter	Approximately 900 organisations
Women’s Magazines	Short features on NMHW / men’s health
Irish Times - The Gloss Magazine	National circulation
SELB/Armagh City Council Press Release	Co. Armagh
Irish Times - Men’s Magazine full page article	National circulation
Offaly Express - article	Co. Offaly
Drogheda Independent - article	Greater-Drogheda area
News Letter - feature article	Northern Ireland
MHFI Press Release	All-Ireland
PHA Press Release - quote from Minister for Health	Northern Ireland
Irish Examiner - Men’s Health Column	National circulation
Cork Evening Echo - opinion article	Greater-Cork region
“The Star” - distribution of ICS ‘MANual’	Ireland wide
Medical News Today article	UK
ICS Press Release - most common cancers	Republic of Ireland
The Kerryman - article	Co. Kerry
The Nationalist - article	Co. Tipperary
The Southern Star - “Man Matters” Health Section	West Cork
Waterford Today - article	Waterford, South Kilkenny, and Wexford

<b>OTHER</b>	
Hickey's Pharmacies in-store campaign	27 pharmacies throughout Republic of Ireland
BBC NI Breakfast News - television	Northern Ireland
GMTV News - television	Northern Ireland
Briefing on men's health in Leinster House for politicians and staff (by Irish Cancer Society)	Republic of Ireland politicians and their advisers
Fair City storyline (RTE) - featured men's health	Republic of Ireland
NMHW / Training Programme / Ardgillan event email forwarded to all staff and Ministers in OFMDFM	Approximately 1,500 recipients
NUI Galway - Men's Health Training workshop	15 organisations
Ulster Cancer Society - Conference	Northern Ireland

### **2.3. Encourage local groups to run projects with and for men and provide an easy to access central hub for NMHW 2010 information and promote the details of local activity**

The MHFI made contact with the following individuals and organisations highlighting a) NMHW 2010 and asking them to consider doing something to celebrate it (Appendix 6.3 - Practical ideas on what I can do to mark this week?), and b) the “Get Up. Get Out. Get Going!” challenge and 12-week online training programme;

- MHFI mailing database - approximately 1,500 organisations (statutory / voluntary / community / government) throughout Ireland.
- 187 Community Development Projects and 95 Family Resource Centres in the Republic of Ireland (RoI).
- Health Promotion staff in the RoI.
- All individuals and organisations that participated in the consultation process for the development of the National Men's Health Policy in RoI.

All the individuals and organisations were sent a form to return to the MHFI so that their event for NMHW 2010 could be posted on the MHFI website. The events and projects promoted on the MHFI website are outlined in Table 3 below. However, this does not reflect all of the initiatives which took place throughout Ireland.

**Table 3:** Events & Projects conducted as part of NMHW, 2010

<b>EVENTS/ORGANISATIONS</b>	<b>ORGANISATIONS</b>
Attitudes towards Lesbian, Gay and Bisexual People - New Research Update	Northern Ireland Life and Times Survey
CALM Men's Health Day	H.E.A.R.T. Project
Carlow Men's Health Project	Partnership of organisations
Daddies Day Dander	Men's Action Network
Dads' Day	LAST Sure Start
Do Fathers Matter?	Parents Advice Centre
East Belfast Health Week	Wise Men of the East Network
Focus on Fathers Campaign	Parents Helpline
Free a Tree	Growing Connections
Impact of Recession and Unemployment on Men's Health - Research	Institute of Public Health in Ireland / Nexus Research Cooperative
It's a Man's World - or is it?	Southern Area, HSCNI
Kick Start Your Day!	Ards Borough Council
Kildare Men's Health Check Day	Kildare Men's Pilot Project
ManAlive! Men's Health Conference	Ulster Cancer Foundation, BT and Sport NI
Men's World Cup Soccer Competition	LORAG
Mobile Outreach Health Project	SELB and Armagh District Council
Launch of 'Health Facts for Men' Leaflet	Meath Primary Health Care Project for Travellers
Launch of 'Men and Physical Activity' Factsheet	ARK
Men's Cancer Campaign	Irish Cancer Society
Men's Health Checks and Planning Day	Colin Men's Group
Men's MOT Health Checks and Open Day	Young at Heart
Men's Mission Week	Willowfield Parish Church
Mental and Emotional Health of 16 Year Olds - New Research Update	Young Life and Times
Right Here in Fermanagh	Youth Action Northern Ireland
Sure Start United	Sure Start Fathers Workers Network
"Tackling Health Inequalities - A Male Perspective" Seminar	Waterford Institute of Technology and the Men's Development Network
Workplace Health Programme for the Male Staff of DLRCC	Dún Laoghaire Rathdown County Council

For more information on any of the above events please visit:  
[www.mhfi.org/mhw2010events.htm](http://www.mhfi.org/mhw2010events.htm)

In addition to encouraging others to mark NMHW 2010, the MHFI accessed funding amounting to £1,500 from the Public Health Agency for three initiatives in greater Belfast (health checks and physical activity sessions for older men, physical activity challenges and health checks for men, and a football focused event for young homeless men in South Belfast).

## 2.4. Create briefing documents on the need for and benefits of physical activity

ARK (Access, Research, and Knowledge) is a joint resource between Queen's University Belfast and the University of Ulster. Their mission is to make social science knowledge and research from Northern Ireland easily accessible to the widest possible audience. For the past number of years, the ARK team has helped to raise awareness of men's issues and needs in Northern Ireland. This year they conducted their own primary research (via a module in their Northern Ireland Life and Times [NILT] Survey), into attitudes towards "Physical Activity and Leisure Pursuits". As this was closely linked to the theme of NMHW 2010, the MHFI made contact with the ARK team, and asked them if they would like to draw-up a factsheet on "Men and Physical Activity" from the data they had generated. Therefore, to inform the focus of NMHW 2010, ARK launched a factsheet on "Men and Physical Activity". This document looked at males and physical activity in both Northern Ireland and the Republic of Ireland. This factsheet is available for free download on the ARK website at: [www.ark.ac.uk/services/MINI6.pdf](http://www.ark.ac.uk/services/MINI6.pdf). The factsheet attracted media exposure (print, media and online) from 228 UK and Ireland sources. The following table provides details of local coverage.

**Table 4:** Irish Media coverage of ARK factsheet

<b>PRINT</b>	
Antrim Times	Leinster Express
Ballymena Times	Leitrim Observer
Ballymoney Times	Limerick Leader
Banbridge Leader	Lisburn Today
Belfast Telegraph	Londonderry Sentinel
Bray People	Louth Leader
Carrick Gazette	Mid-Ulster Mail
Carrickfergus Today	News Letter
Coleraine Times	Newtownabbey Times
Daily Mirror NI	Offaly Today
Derry Journal	Portadown Times
Donegal Democrat	The Corkman
Donegal on Sunday	The Herald
Dromore Leader	The Kerryman
Dundalk Democrat	Tipperary Star
Farming Life	Tyrone Times
Fingal Independent	
<b>ONLINE</b>	Lurgan Today Online Yahoo News (UK and Ireland) Argus.ie
<b>RADIO</b>	Belfast City Beat Radio Radio Ulster Evening Extra



In addition to this fact sheet, the MHFI prepared its own briefing paper (see Appendix 6.4) that was included in all releases.

## **2.5 Offer signposting to other sources of support, information and resources**

The MHFI ensured that their new website (which was designed free of charge) was launched during NMHW 2010. This website provides a central information portal for men's health issues and needs in Ireland. Finally, as part of the MHFI preparation for NMHW 2010, they also re-designed and re-launched their monthly e-zine called "E-Male Matters" which is a free electronic newsletter widely distributed by email at the beginning of each month. For more information visit [www.mhfi.org/about-e-male-matters.html](http://www.mhfi.org/about-e-male-matters.html)

## **2.6 Develop an online, step by step, 12-week fitness training programme**

The MHFI offered a twelve week online training programme, which began on the 14<sup>th</sup> June 2010, and was revealed to readers in bite sized chunks on a weekly basis. This aimed to provide guidance, advice and support to beginners through the preparation process for the 3km, 5km or 10km run for the “Get Up, Get Out, Get Going Challenge” (see Section 3). It was also intended to be something that men could do quietly and unobtrusively in their own environment for their own personal benefit - as the MHFI were aware that only a few motivated trainees may take part in the “Get Up, Get Out, Get Going Challenge”. Figures obtained from the MHFI, show that during the first week the training programme attracted almost 3,000 views. However, this soon settled down to a regular core group of about 600 different people downloading it every week. The training programme also directed participants to other relevant websites for further information.

Following on from the “Get Up, Get Out, Get Going Challenge”, the MHFI was contacted by CIE Transport Company to ask if they could adopt the training programme for their Life Fit programme, also running over twelve weeks.

### 3.0. “Get Up, Get Out, Get Going Challenge”

On Saturday 4<sup>th</sup> September 2010, the MHFI’s hosted the “Get Up, Get Out, Get Going Challenge” that took place in the spectacular surroundings of Ardgillan Castle, near Skerries, in Co. Dublin.



The aims of this event were to provide;

1. A high profile focus for NMHW 2010 and to engage the media to raise awareness of NMHW 2010 (this event was formally launched during NMHW 2010).
2. A family friendly event to raise awareness of men’s health among the wider population.
3. Men and their families with an opportunity to engage in physical activity in accordance with their own abilities.

Activities that were available on the day itself included:

- A 10km, 5km and 3km marked routes that participants could run, walk or jog on the day. Parents were allowed to bring their children in buggies.
- Free blood pressure checks offered by the Irish Heart Foundation, free health checks by the Ulster Cancer Foundation, information on reducing your risk of cancer available from the Irish Cancer Society, and an opportunity to speak with a nurse from the Marie Keating Foundation.
- Fantastic walks around the gardens, picnic areas, playground facilities for families and spectators.
- Fun activities for children arranged by the FAI with prizes.
- An information stand from the GAA.

One hundred and sixty seven people took part in the 3km, 5km or 10km run on the day. It is estimated that a further 142 people were also present who were either with the participants or stopped to watch them and/or join in some of the other activities. Some 86% of the participants in the 10km, 5km or 3km events were men (n=144). Both the 10km and 5km events were chipped and timed, and the first three finishers in each received an engraved trophy. Participants were required to register for the event costing €15 for the 10km run and €10 for the 5km run when pre booked online (€20 for on-the-day registration). The 3km event was free of charge.



### **3.1. Why Physical Activity?**

Men represent the largest demographic group whose health is most affected by physical inactivity but whose health behaviours are least understood (Seeback, 2005). According to the United States Physical Activity Guidelines Advisory Committee (2008), regular physical activity reduces the risk of chronic diseases, such as coronary heart disease, type 2 diabetes, stroke, cancer, osteoporosis and depression. It is now well established that physical activity, or lack of it, is an important determinant of one's body weight (Department of Health and Children, 2005). A number of other studies also highlight the physical and psychological benefits of physical activity, yet only a small minority of adults actually have exercise regimes, of enough intensity, to receive these health benefits (Fox, 2003, Seebaeck, 2005). Currently, the Irish guidelines recommend that adults (18-64yrs) need at least 30 minutes a day of moderate activity on five days a week or 150 minutes a week. Older adults need at least 30 minutes a day of moderate intensity activity on five days a week, or 150 minutes a week focusing specifically on aerobic activity, muscle-strengthening and balance (Department of Health and Children and Health Service Executive, 2009). Despite this, only 18% of men in the Republic of Ireland take part in physical activities daily, with slightly higher proportions doing so several times a week. Furthermore, around 23% of men said that they never do these things. (Devine, 2010). It has also been highlighted that men are unaware of the current physical activity guidelines (O'Dowd and O'Keeffe, 2004).

Richardson (2004) found that the proportion of men who reported having a sedentary lifestyle almost doubled between the age category of 18-29 and 30-39 years (9.9% to 18.3% respectively). According to SLAN (Department of Health and Children, 2008), decreases in physical activity and increases in obesity are most pronounced in men. As highlighted in the National Men's Health Policy (Richardson & Carroll, 2008), it is anticipated that by 2015, 33% of men in Ireland will be clinically obese. O'Dowd and O'Keeffe (2004) found that 27% of men in their study in a primary care setting in Dublin were obese and nearly half were overweight (49%). Also Gregory, Blanck, Gillespie, Maynard and Serdula (2008) found that men were more likely than women to underestimate their weight and were more likely to disagree that their excess weight was a health risk.

McCarthy, Gibney, Flynn and Livingstone (2002) examined overweight, obesity and physical activity levels among Irish adults. A significant finding highlighted the need for more

attention to be given to certain groups of the population, such as men. This is because the prevalence of obesity has been greater among men (20%) than that in women (15.9%). Also Lunn (2007) found that those with low income or low educational attainment are less likely to participate in sports. Therefore, it is important for health professionals to target those least likely to have access to or want to avail of these services.

In order to increase physical activity levels, at a population level, a complex mix of programmes and strategies are required (Bauman, Smith, Maiback and Reger-Nash, 2006). Mass sporting events are becoming popular worldwide and are thought to have some health benefits as they promote low intensity participation in a non competitive, fun environment. However, little is known about their long term effects on physical activity levels (Lane, Murphy, Smyth, Bauman, 2010). According to Funk, Toohey and Bruun (2007) research into sport event participation remains underdeveloped.





### **3.2. Methodology**

This evaluation sought to define the reach and effectiveness of the MHFI's "Get Up, Get Out, Get Going Challenge".

#### **3.2.1. Consultation with MHFI**

Phone and email contact was made, on a number of occasions, with the MHFI to obtain information regarding the details of NMHW 2010. These included;

- media campaign,
- partners involved,
- activities and events during NMHW 2010,
- recruitment channels used to attract men to the "Get Up, Get Out, Get Going Challenge",
- training programme which was provided,
- photos from the event etc.

Contact was also made with one of the other partners involved in NMHW 2010 to determine the training which was delivered in conjunction with NMHW 2010. All of this information will also be included in the results and discussion section to follow.

#### **3.2.2. Interviews with participants at the event**

Male participants were approached by the primary researchers (n=9) shortly after they had passed over the finish line and had some refreshments. They were asked if they would like to answer a few questions regarding the event, the process taking approximately three minutes. Specifically, the following research questions were addressed during the interviews conducted with participating men following the challenge;

1. What type of men did this event attract?
2. How did men hear about the event?
3. What event did men register for and take part in?
4. How active were the participants?
5. How satisfied were men with the delivery of the event?
6. What other activities did men take part in throughout the day?
7. Had respondents heard of NMHW 2010?

In order to answer the research questions, a predominantly quantitative structured interview was conducted via questionnaire (see Appendix 6.5). The questionnaire used in this evaluation was designed by the research team in Waterford Institute of Technology and incorporated a variety of previously validated tools. Questionnaires are the most commonly used data collection method in social and health research and seek written or verbal responses to statements or questions (Parahoo, 1997). To reduce the problems associated with poor literacy, an interview based questionnaire was chosen and the decision was reached that researchers would complete questionnaires for all participants. Open ended questions were also included on the questionnaire to give participants the opportunity to participate in, and interact with the questionnaire (Parahoo 1997).

### **3.3. Results**

#### **3.3.1. Funding**

The MHFI secured funding for NMHW 2010 (including this event) from the Institute of Public Health in Ireland (€13,000), Lilly Ireland (€2,000) and the Health Service Executive (€15,000). Astellas Ireland had also agreed to support the “Get Up, Get Out, Get Going Challenge” (for €2,000), but they had to withdraw when the date had to be changed from June to September as they had to spend their money before a certain date.

### 3.3.2. Advertisement

**Table 5:** Channels used for recruitment of participants for this event

CHANNEL	PUBLICATION/OUTLET
<b>Websites</b>	<ul style="list-style-type: none"> <li>• Ballbriggan Community Info</li> <li>• Boards.ie</li> <li>• College and Universities Sports Association of Ireland</li> <li>• Community Development and Health Network</li> <li>• Community NI</li> <li>• Facebook</li> <li>• FAI</li> <li>• First Steps Women's Centre</li> <li>• GAA</li> <li>• Institute of Public Health in Ireland</li> <li>• Irish Cancer Society</li> <li>• Irish Colleges Rugby Union</li> <li>• Irish Heart Foundation</li> <li>• Irish Runner</li> <li>• Irish Sports Council</li> <li>• Lusk AC</li> <li>• Marian AC</li> <li>• Marie Keating Foundation</li> <li>• Men's Action Network</li> <li>• Men's Health Forum in Ireland</li> <li>• NICVA</li> <li>• OMGILI</li> <li>• Racehive</li> <li>• Run Ireland</li> <li>• Sliabh Liag AC</li> <li>• Sport NI</li> <li>• St Senans AC</li> <li>• The Irish World</li> <li>• Up-and-runners</li> </ul>
<b>Emails</b>	<ul style="list-style-type: none"> <li>• Athletics Clubs in Ireland (30<sup>th</sup> June, 15<sup>th</sup> July and 16<sup>th</sup> August)</li> <li>• MHFI databases</li> </ul>
<b>Flyers and Posters</b>	<ul style="list-style-type: none"> <li>• 5,000 flyers and 50 posters distributed (running/sports shops, leisure centres, gyms, athletic clubs, community centres, supermarkets, fast food outlets)</li> <li>• GAA club newsletter to 8,000 individuals</li> </ul>
<b>Newspapers</b>	<ul style="list-style-type: none"> <li>• Irish Examiner</li> <li>• Fingal Independent</li> <li>• Meath Chronicle</li> </ul>
<b>Radio</b>	<ul style="list-style-type: none"> <li>• Interview with Dublin City FM</li> <li>• Interview on LMFM radio</li> </ul>

The MHFI website saw a significant increase (~400%) in the number of visitors during the month of June, especially during Men's Health Week (June 14<sup>th</sup> - 20<sup>th</sup>). Google Analytics software recorded that the site was averaging 1,981 page views/700 unique visitors per month between January 2010 and May 2010. During June, this increased to 8,938 page views/3,019 unique visitors. The vast majority (93%) of these people came from the Republic of Ireland, with 5% from the United Kingdom and 2% from elsewhere (mostly Australia, New Zealand and USA). It is, therefore, probable that the promotional activities were effective in getting people to log on to the MHFI website.



### 3.3.3. What type of men did this event attract

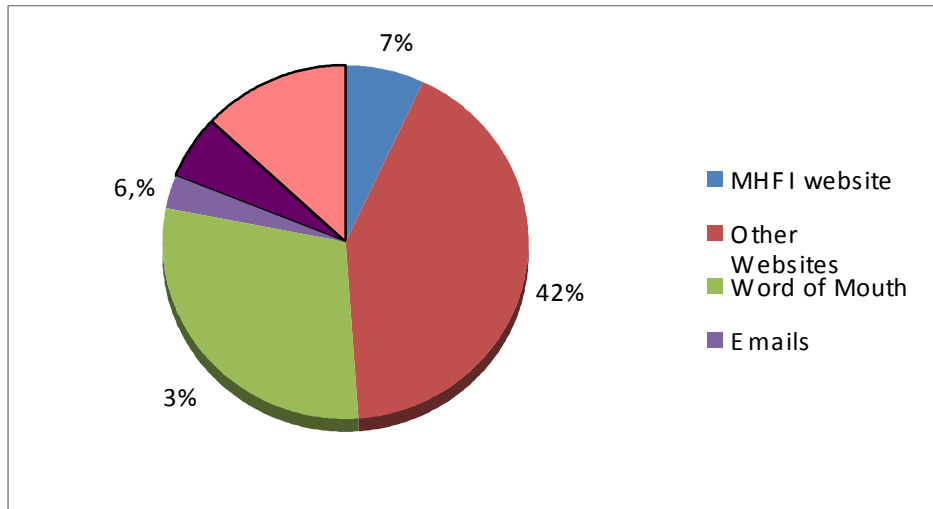
As stated earlier, 144 men participated in either the 10km, 5km or 3km run and of those, 115 men were asked to participate in this evaluation (80%). A total of 13 men declined and therefore the overall response rate to this evaluation was 71% (n=102). Age, education, marital status and county of residence were used to establish the demographic profile of the participants (see Table 6). Some, 46% of the participants were aged between thirty and thirty nine years, and the majority of men had completed some or all of third level education (72%). Almost half (48%) of the men were “married/partner with children” and 43% were single without children. Not surprisingly given the location of the event, almost half (48%) of the participants resided in Dublin.

**Table 6:** Demographic profile of responding men

Demographic Indicator	% of Men (n=102)
<b><i>Age</i></b>	
20 or <20 years old	9
21-29 years old	14
30-39 years old	46
40-49 years old	18
50-59 years old	7
60-69 years old	3
70 or >70 years old	3
<b><i>Education</i></b>	
No Schooling/Primary	2
Some Secondary	4
Completed Secondary	19
Some/Completed Third Level	72
Still Studying	3
<b><i>Marital Status</i></b>	
Married/partner without children	7
Married/partner with children	48
Single without children	43
Single with children	2
<b><i>County of Residence</i></b>	
Dublin	48
Meath	17
Carlow	10
Louth	7
Kildare	4
UK, Offaly, Roscommon, Wexford (2% each)	8
Kilkenny, Wicklow, Mayo, Donegal, Limerick, Tipperary (1% each)	6

The question was also put to the men as to who they attended the event with. The majority of men attended the event with friends (30%) or family (42%). Only 28% of men attended the event alone.

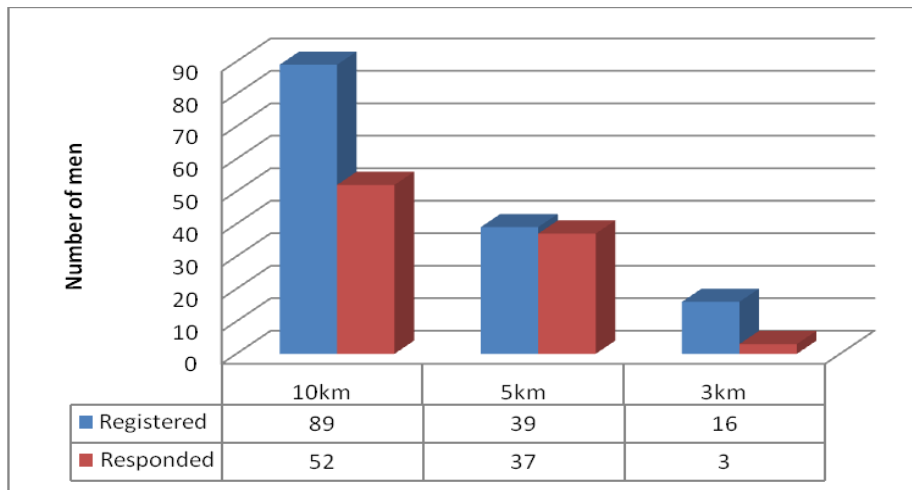
### 3.3.4. Where did participants hear about the event?



**Figure 1:** Where participants heard about the event? (n=102)

As can be seen from Figure 1 the majority of respondents heard about the event from online sources (MHFI website and others; 49%). When participants were prompted to identify the websites (other than MHFI website) they had heard about the event from, the majority cited [www.runireland.ie](http://www.runireland.ie) and [www.irishrunner.ie](http://www.irishrunner.ie).

### 3.3.5. What events did men register for and take part in?



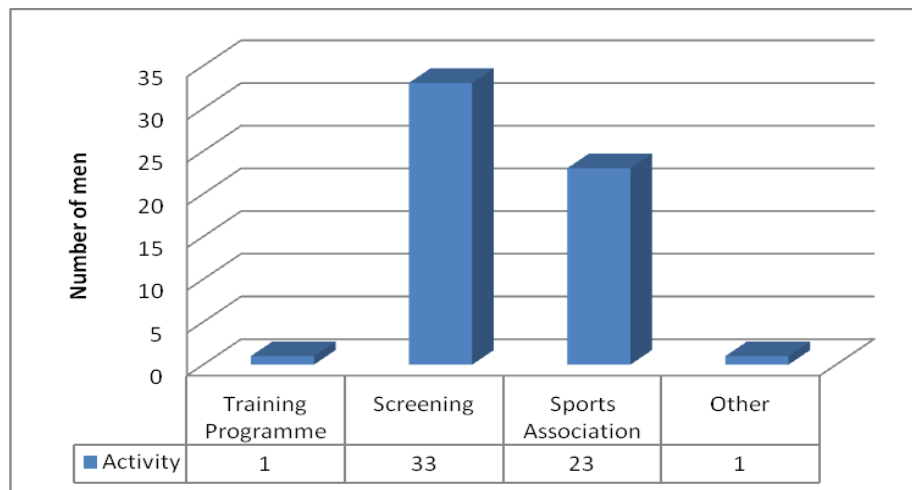
**Figure 2:** Number of males by chosen event (n=144 registered; n=102 respondents)

Figure 2 shows the breakdown of participants by event (10km, 5km, 3km) and the response rate to this evaluation compared to the number of men who registered for the event. It is evident that the majority of participants completed the 10km event (62%). Information obtained from the MHFI showed that a further forty six had registered for the event and paid

online, but did not show up on the day. It is anticipated that the poor weather conditions may have accounted for a large proportion of these men who didn't show.

### 3.3.6. How active were the participants

This section will outline how physically active participating men were, based on their training and preparation for the event and how they reported their physical activity levels.



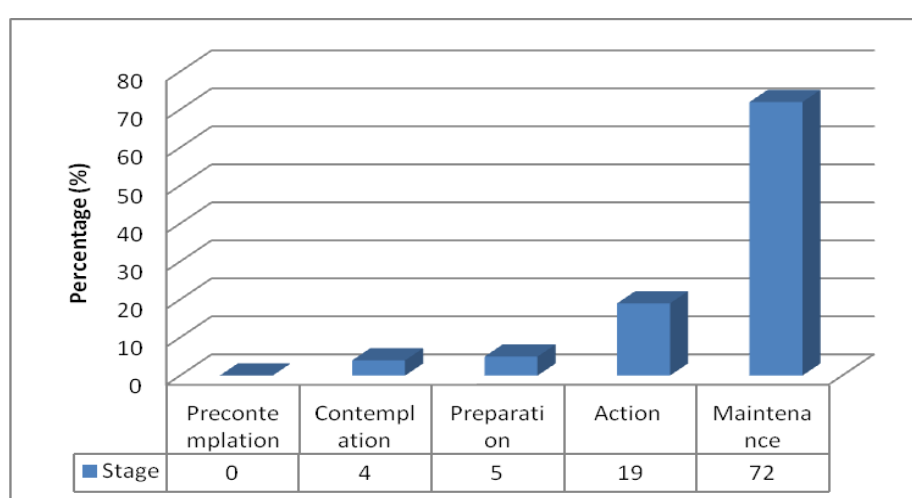
**Figure 3:** Men's level of training/preparation for this event (%) (n=102)

The training and preparation done for the "Get Up, Get Out, Get Going Challenge" by respondents is presented in Figure 3. Although 40% of the men were very active and trained continuously, it is important to note that 60% had either only started training in the last few months or did not train at all. It may be possible that NMHW 2010 and this high profile event helped some of these people to kick start their engagement with physical activity.

The "Transtheoretical" model, developed by Prochaska and DiClemente (1982), was used to conceptualise exercise behaviour change on a continuum from no exercise to maintenance of a successful exercise routine. For the purpose of this survey, the five stages were labelled as follows;

**Table 7:** Prochaska and DiClemente - “Transtheoretical” model” or “Stages of Change” model

STAGE	LABEL
Pre-contemplation	I am not regularly physical active and do not intend to be in the next six months
Contemplation	I am not regularly physically active but am thinking about starting to do so in the next six months
Preparation	I do some physical activity but not enough to meet the description of regular physical activity
Action	I am regularly physically active but only began in the last six months
Maintenance	I am regularly physically active and have been so for longer than six months

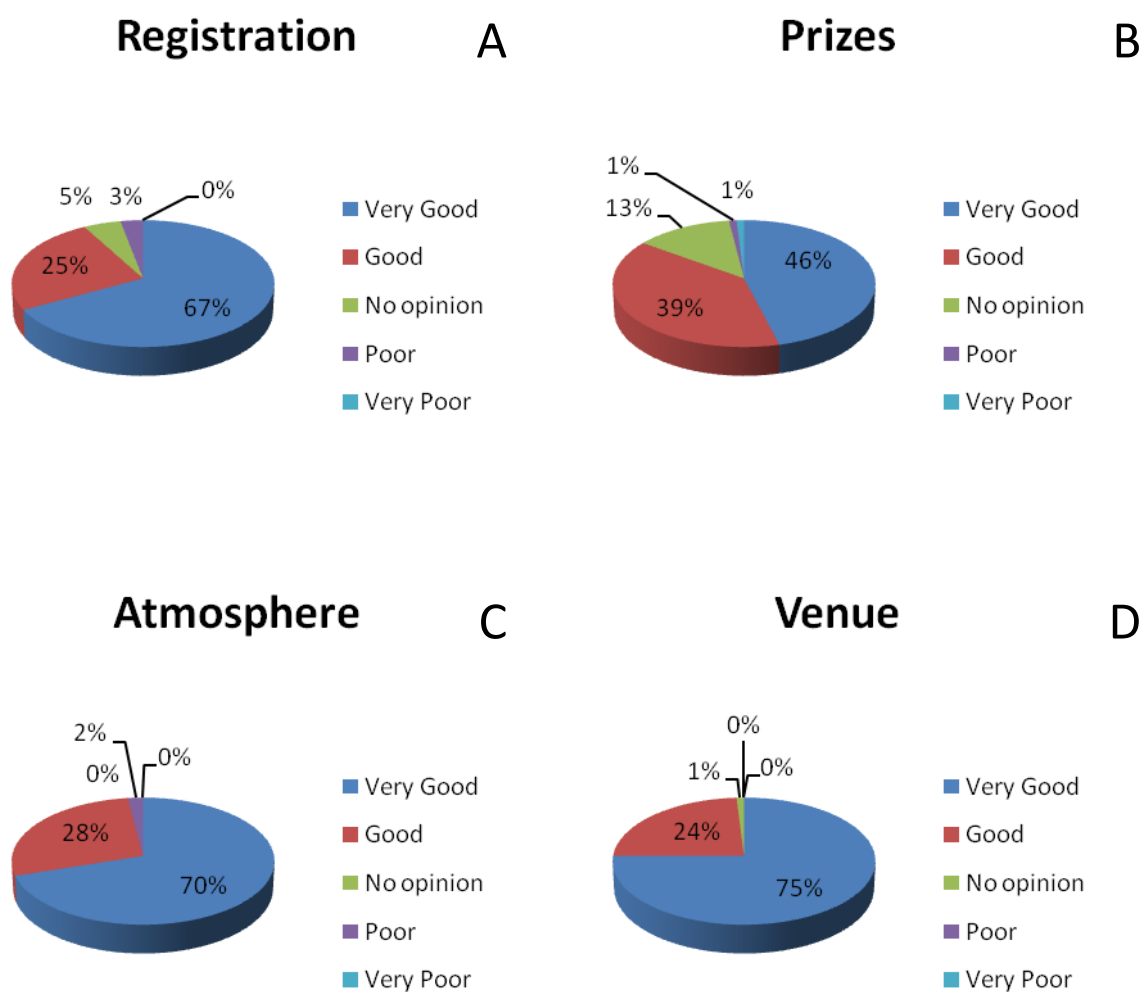


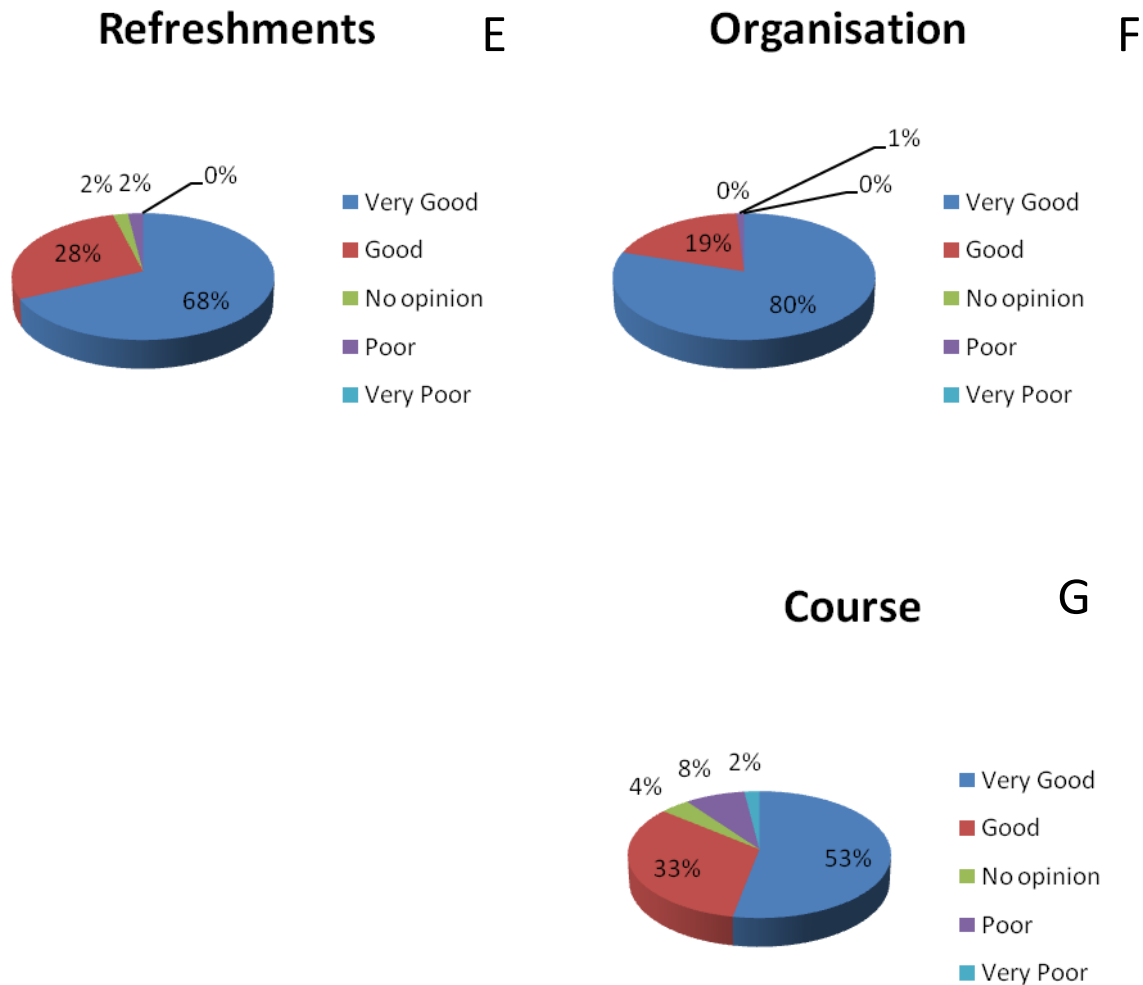
**Figure 4:** Self report stage of change for physical activity (%) (n=102)

Figure 4 shows the respondents’ self reported stage of change at the time of the event. As can be seen, the majority of respondents’ (72%) are in the maintenance stage which means that they have been physically active for at least the last six months. This differs somewhat from what was reported in Figure 3; only 62% of respondents reported training either in the last several months or continuously which would correspond with the “Maintenance” phase of the “Stages of Change” model. Therefore, it is likely that there is some reporting bias here and that more men are in fact in the “Action” phase of this model than reported here. As would be expected, no respondent was in the pre-contemplation stage and only a small percentage were in the contemplation or preparation stage (4% and 5% respectively).

### 3.3.7. Respondent's ratings of different aspects of the event (%)

As can be seen from Figure 5 below, respondents were asked to rate different aspects of the day including; registration (Figure 5A), prizes (Figure 5B), atmosphere (Figure 5C), venue (Figure 5D), refreshments (Figure 5E), organisation (Figure 5F) and the course (Figure 5G).

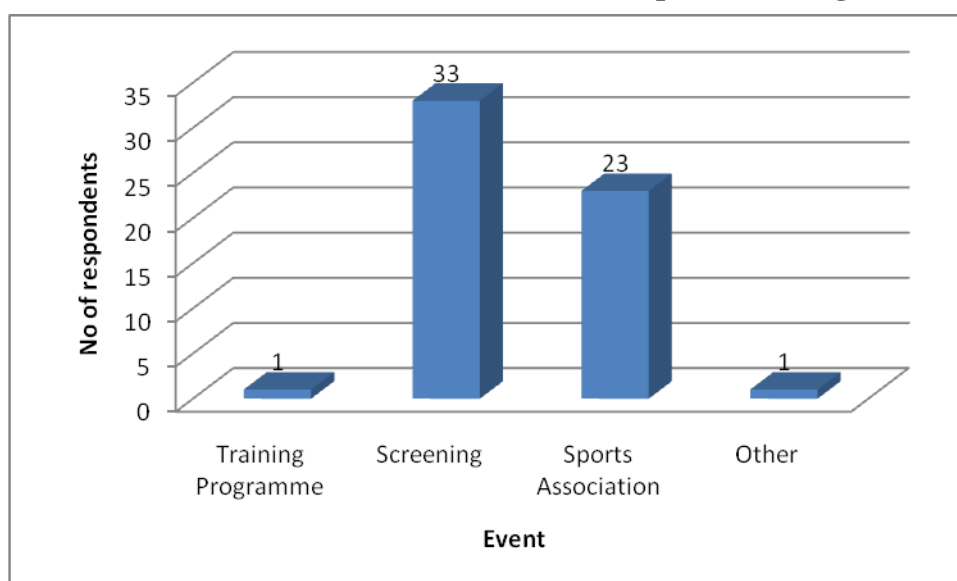




**Figure 5:** Respondents' ratings of different aspects of the event (%) (n=102)

Participants rated the registration largely as very good or good (92%). One respondent did comment on the poor turnout but put this down to poor weather conditions, while another suggested that it was essential to give a closing time for registration to ensure participants did not arrive too late. The prizes were also rated highly, but researchers found that at the time of conducting the survey some respondents were unaware of the prizes. One respondent did suggest putting the date of the event on the medals. Overall, respondents rated the atmosphere (98%), venue (99%), refreshments (96%) and organisation (99%) very highly (good or very good), which indicates high satisfaction levels. Although the majority of respondents felt that the course was either very good or good (86%) some did mention (n=35) that the hills made the course very tough for both regular athletes, and, especially, beginners. The overall consensus appeared to be that it may “put off beginners” from taking part in future events. One respondent suggested reversing the course so that participants ran down the hill instead of up the large hill at the end of the course.

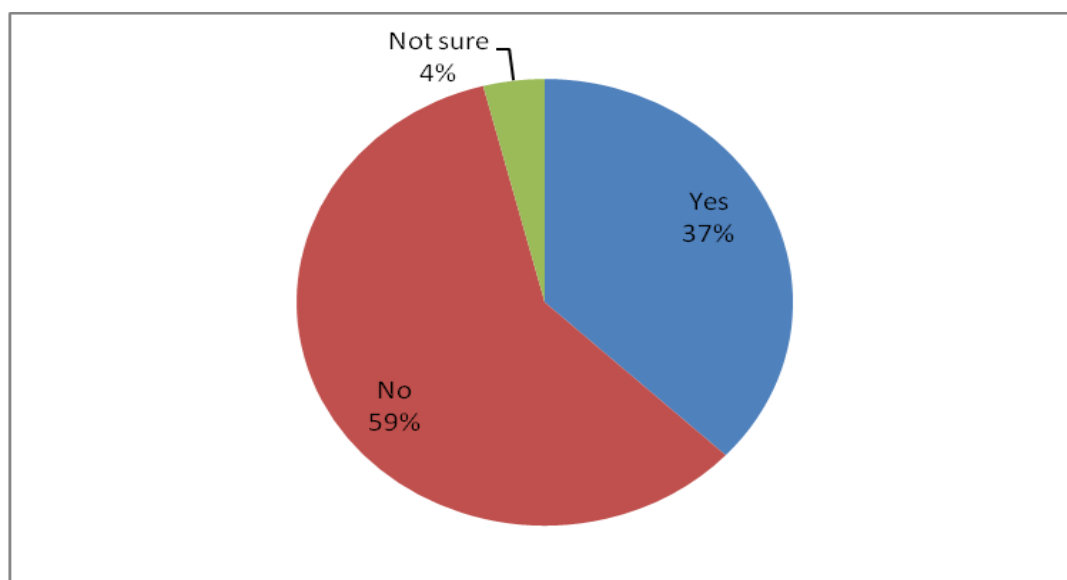
### 3.3.8. What other activities did men take part in throughout the day?



**Figure 6:** Participants' use of other activities available (n=58)

Respondents were asked did they avail or intend to avail of any of the other services provided at the event. Figure 6 outlines the most popular activities as the health screening (n=33) and sports association (FAI) event (n=23). Only one of the participants reported using the online 12 week fitness training programme.

### 3.3.8. Had respondents heard of NMHW 2010?



**Figure 7:** Percentage of respondents who had heard of NMHW 2010 (n=102)

Figure 7 shows that 37% of the respondents had heard of NMHW 2010 while the majority of the men (59%) had not heard of it.

### **3.3.9. Respondents suggestions for improvement of future events**

Finally, respondents were given an opportunity to make suggestions for future MHFI events. While there was an overwhelming positive response from the men, some men (n=52) offered some recommendations for improving future events. The following themes were identified following analysis of qualitative data;

#### **3.3.9.1. Advertisement**

With regard to advertisement, some respondents recommended that the event be advertised more in national newspapers to attract more men. It was also felt that the advertisements should have included more information on the course, for example a map of the course, where possible and also the surface. One participant remarked that it should have been advertised as a grass course instead of a road race, as he had worn the wrong shoes. While this information was outlined on the MHFI website ([www.mhfi.org/ardgillan.htm](http://www.mhfi.org/ardgillan.htm)) not all participants saw it.

#### **3.3.9.2. Organisational Improvements**

A number of possible organisational improvements include;

- As stated earlier, a number of men (~n=35) recommended a flatter course for beginners / making the course less hilly.
- More marshals.
- Separating out the 5km and 10km event more.
- One kilometre markers.
- Ankle strap for electronic timing chip.
- Having the 3km and 5km for walkers only.



### **3.3.9.3. Future events**

A number of ideas were put forward as to what type of events the MHFI could hold in the future. People seemed very pleased with the “Get Up, Get Out, Get Going Challenge” and just wanted more of the same. The other main suggestions were with respect to the types of activities offered (marathons, triathlons, long distance swims, cycling events, 5 a side soccer etc) and the possibility of more local opportunities for physical activity in their respective counties\*.

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\* Sadly, during the 10km run, one of the participants collapsed and later died in hospital in the company of his family. The MHFI would like to express their sympathy to all of the participants’ family and friends, and their gratitude to everyone - including other runners and staff from the emergency services - who provided assistance.

#### **4.0. Discussion and Recommendations**

The purpose of this evaluation was to report on the reach and, where possible, the effectiveness of the objectives of the MHFI's NMHW 2010 campaign. Recommendations, drawn from the findings of this report, will be presented here with a view to supporting MHFI in the design and delivery of future campaigns.

##### **R4.1 Build upon the partnerships formed for NMHW 2010 to a) plan for future campaigns and b) integrate men's health into other agencies and their business plans**

The partnership approach adopted by MHFI for the NMHW 2010 campaign proved to be highly successful on a number of levels. Fundamentally, by raising awareness of the issue of men's health and NMHW 2010 among these partners, the MHFI succeeded in generating advocates for men's health in key agencies on the island of Ireland. The majority of the partners engaged in the planning and delivery of the NMHW 2010 campaign and, in doing so, extended the reach, through their own communications strategy and contacts, of MHFI's key messages for the week. In addition, a number of partners engaged in independent activities during the week which otherwise would not have happened if it were not for their relationship with the MHFI. Their involvement in the "Get Up, Get Out, Get Going Challenge" added a key dimension to the event that added to a family friendly day out with something for everyone. Finally, the request for training in the area of men's health by a number of the partners (some of which has been completed already) has increased the likelihood that men's health, and gender competency with respect to working with men, will be an integral part of how these partners operate in the future.

Given the limited resources available to MHFI and, in particular, the current economic constraints coupled with the increased demand for men's health work, it is imperative that MHFI continues to work with partners to achieve its objectives in the future.

##### **R4.2 Continue to adopt a multi-strand approach to future NMHW campaigns**

As can be seen from the 8 distinct objectives for the NMHW 2010 campaign (see section 1.3.1), there were a number of mechanisms used to achieve the overall aims of NMHW 2010. Given the limitations of any individual mechanism to raise awareness of and generate activity for men's health, the combined reach of each mechanism is likely to improve the overall

effectiveness of the campaign. In particular, resourcing others, through information (online, position papers, evidence based practice) and networking (supporting people to work together), is key to generating activity a local level and engaging men in their communities. In this regard, MHFI should consider generating a discussion forum on their website to stimulate the exchange of information and other supports.

#### **R4.3 Consider hosting an annual “anchor” event as part of the NMHW campaign to focus collective (partners, media and public) attention on men’s health**

The “Get Up, Get Out, Get Going Challenge” was a key success of the MHFI’s NMHW 2010 campaign. It was the one focal event in which all of the partners could engage collectively. It also provided a key feature on which to “hang” the messages of NMHW 2010 in every communication. It is evident from this evaluation that it motivated some men to become active in preparation for the event. Finally, it is worth noting that ~355 people engaged with the event on some level (participants, spectators, registered but didn’t show) and that individuals, outside of the MHFI and their partners, volunteered just over two weeks work (14.5 days) to make the event happen. The quality to the organization on the day, coupled with the range of activities, made it a very enjoyable experience for those who attended and raised the profile of MHFI and the work that they do.

#### **R4.4 Consider replicating the “Get Up, Get Out, Get Going Challenge” as an “anchor” event for NMHW in the future**

While there are a range of possibilities of alternative “anchor” events, MHFI should give some consideration to repeating the “Get Up, Get Out, Get Going Challenge” based on its effectiveness as reported here. When doing so, specific attention should be paid to the following:

- Replicating the standard of organization with respect to the registration, prizes, atmosphere and refreshments.
- Reviewing the course to ensure that it is suitable for beginners.
- Including in all advertisements as much detail on the event as possible and, specifically, the family friendly nature of the day, the surrounding activities and details of Ardgillan Castle, the options available to participants, details of the terrain and map of the course.
- Targeting more inactive and socially disadvantaged men. The majority of men who participated in the “Get Up, Get Out, Get Going Challenge” were already physically active. While a cohort of 600 people did access the online training programme on a

weekly basis, we do not know how active or inactive this group were and why the majority of these did not attend the event itself. Therefore, it is important for future events to reach out and engage with those men most at risk of physical inactivity and identify a method for marketing and clearly targeting these men. The findings also highlight that most of the responding participants were considered sufficiently physically active and had been for longer than six months. This is substantially higher than that reported by respondents to the SLAN survey. This is consistent with other research which found that these events generally attract those already physically active (Lane, Murphy, Bauman, 2008). One study found that participants in a Sydney mass cycling event were more likely to be male, middle aged, cycling experienced and most were considered to be physically active (Bowles, Rissel and Bauman, 2006). Nonetheless, 38% of responding men only trained in the last month or did not train at all for this event. This evidence suggests that the event did engage with a high number of men who may have not been previously physically active and that this event may have motivated them to become more physically active.

We also know that socially disadvantaged men are less likely to be active, experience greater health risks, and that physical activity is a prophylactic to many of these conditions. Data presented here, however, indicates that the majority of the participants were highly educated and it is unlikely that they experience social disadvantage. However, Richardson (2004) found that men with less formal education were significantly less likely to meet recommended levels of physical activity and thus, as these findings suggest that these men are less likely to participate in mass physical activity events. This is not an unusual finding as Lunn (2007) states that social disadvantage has as strong an impact as gender and age on adults participation in sport.

In the future, consideration needs to be given to working in partnership with local sports partnerships, county councils, sports clubs, Fit for Life groups etc. to target these hard to reach men and support them to attend the “Get Up, Get Out, Get Going Challenge”. Alternatively, MHFI could work with these partners to promote local activity among men.

In the absence of a cost-benefit analysis, MHFI also needs to weigh the findings of this evaluation against the costs associated with hosting the “Get Up, Get Out, Get Going Challenge”.

#### **R4.5 Include the evaluation of NMHW into the planning and delivery of the campaign in conjunction with MHFI's partners for NMHW**

For future campaigns, MHFI should consider the evaluation of the campaign during the planning process. By doing so, a more extensive evaluation is possible that could include feedback from the partners, a cost benefit analysis, a more detailed collection of data with respect to a) activities surrounding the anchor event and b) users of MHFI's website and online training programme (online survey). It is worth noting that the training programme attracted almost 3,000 views in week one and, subsequently, a regular core group of about 600 people downloading it every week. Yet only one of the participants at the event reported using the online twelve week fitness training programme. This would suggest that, in the absence of making contact with those 600 online users, this evaluation has underestimated the impact of the NMHW 2010 campaign on supporting men to become active. Naturally, evaluation mechanisms will vary with each year's campaign, but integrating the evaluation process in the planning of the week will give a greater scope for the effectiveness of the evaluation.



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## 6.0. Appendices

### 6.1. Estimate of ‘Volunteer Days’ given to NMHW 2010

The input of Colin Fowler is not included in the Management Committee or Planning Sub-Group calculations - as he was paid during this period. However, he did give additional hours in a voluntary capacity, and these are noted separately.

Who / What	Days
<b>MHFI Management Committee:</b>	
<ul style="list-style-type: none"> <li>6 full group meetings (November 2009, January, March, May, August and September 2010) x 10 people x 0.75 days per meeting</li> </ul>	45
<ul style="list-style-type: none"> <li>2 Planning Sub-Group meetings x 2 people x 0.75 days per meeting</li> </ul>	3
<ul style="list-style-type: none"> <li>10 people x 2 days each spent on proofing documents / offering advice / accessing resources etc.</li> </ul>	20
<ul style="list-style-type: none"> <li>7 people at the Ardgillan Event x 1 day each</li> </ul>	7
<b>NMHW 2010 Planning Group Members:</b>	
<ul style="list-style-type: none"> <li>3 meetings (February, March and May - two in Dublin and one in Belfast) x 17 people x 1 day each</li> </ul>	51
<ul style="list-style-type: none"> <li>Additional initiatives in own work settings (e.g. press releases, publication launches, awareness raising, web content, events etc.) - 17 people by 1.5 days each</li> </ul>	25.5
<ul style="list-style-type: none"> <li>Input to Ardgillan event (health checks, information stands, activities etc.) - 8 people x 1 day each</li> </ul>	8
<b>Miscellaneous Other People:</b>	
<ul style="list-style-type: none"> <li>2 nurses with Mary Sheehan (offered health checks and information at Ardgillan) - 2 nurses x 1 day</li> </ul>	2
<ul style="list-style-type: none"> <li>Joe Jennings (collected men’s health information before event, sourced van hire, and helped at Ardgillan site) - 1 person x 1.5 days</li> </ul>	1.5
<ul style="list-style-type: none"> <li>Pat Healy (coordinated the setting-up of marquees at Ardgillan) - 1 person x 1 day</li> </ul>	1
<ul style="list-style-type: none"> <li>Jim Carroll (transported tables and chairs to Ardgillan) - 1 person x 1 day</li> </ul>	1
<ul style="list-style-type: none"> <li>Irish Air Corps marquee delivery driver - 1 person x 0.5 days</li> </ul>	1
<b>Colin Fowler:</b>	
Although paid for 2.5 days per week, Colin ...	
<ul style="list-style-type: none"> <li>Offered 1.5 days per week free of charge from January to July.</li> </ul>	42
<ul style="list-style-type: none"> <li>Worked, as a volunteer, for approximately 3 days per week during August (as the event had to be postponed until September).</li> </ul>	12
<b>Total Number of ‘Volunteer Days’ =</b>	<b>220</b>

### **Are you man enough to “Get Up. Get Out. Get Going”?**

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The island of Ireland is gearing up to watch some of the fittest men on the planet compete in the World Cup. At the same time, the Men's Health Forum in Ireland (MHFI) is challenging local men to engage in more exercise than merely reaching for the remote control for their TV! This call is part of MHFI's International Men's Health Week campaign. To help men get into shape, MHFI is challenging them to take part in an online training programme which will help them to get fit enough to run a 10km race in 12 weeks time.

Regular physical activity is the key to getting healthy and to staying healthy. Yet, despite this, few local people take part in such activity. This can have major health consequences, and it is predicted that by 2015 a third of men on the island of Ireland will be clinically obese - thereby increasing their risk of cardiovascular disease and diabetes in particular.

Physical activity can benefit every aspect of a person's health. Regular exercise reduces the risk of chronic diseases such as coronary heart disease, Type 2 diabetes, stroke, cancer, osteoporosis and depression. It reduces stress, improves sleeping patterns, builds-up bone and muscle strength, helps to control weight, tones body shape ... Physical activity is, therefore, the ultimate natural treatment for many modern day illnesses and complaints.

International Men's Health Week 2010 (Monday 14<sup>th</sup> - Sunday 20<sup>th</sup> June) will focus upon the theme of “Men and Physical Activity”. MHFI is calling upon males throughout the island of Ireland to use this week as an opportunity to “Get Up. Get Out. Get Going”, and to kick start a new pattern of looking after themselves.

MHFI's free online fitness training programme will be available at [www.mhfi.org](http://www.mhfi.org) from Monday 14<sup>th</sup> June 2010. This will help participants to slowly, easily and realistically build-up their level of fitness, over a twelve week period, to the point where they are capable of entering either a 10km, 5km or 3km run. To this end, MHFI is organising an event on Saturday 4<sup>th</sup> September 2010 in the grounds of Ardgillan Castle near Skerries in Co. Dublin.

Noel Richardson, Chairperson of the Men's Health Forum in Ireland has stated:

“Our local men need to engage in more physical activity. It's as simple as that! In the past, most men in Ireland didn't have to worry about getting enough exercise - their daily routines and jobs certainly gave them enough. However, we now live in changed times.

Men can begin to make a difference in easy ways, and by setting themselves simple challenges such as cycling to work, using the stairs not the lift, walking to the shop rather than taking the car, organising a ‘kick-about’ at lunch time, going for a swim, washing the car by hand, taking the dog for a long walk, digging-over the flower beds ... You have to start somewhere, and even doing a small amount of physical activity will greatly improve your health”.

Groups from across Ireland are organising events to celebrate Men's Health Week. The details of some of these are posted on the Men's Health Forum in Ireland website at: [www.mhfi.org](http://www.mhfi.org)

## Editor's Notes:

- International Men's Health Week (NMHW) always begins on the Monday before Father's Day and ends on Father's Day itself. This year it will run from Monday 14<sup>th</sup> June until Sunday 20<sup>th</sup> June 2010. It is celebrated in most European countries, as well as in the USA, Australia and a number of other places worldwide.
- The Men's Health Forum in Ireland ([www.mhfi.org](http://www.mhfi.org)) is a charity which works on an all-Ireland basis to enhance the health of men and boys. It is a voluntary network of individuals and organisations, men and women, which seeks to identify the key concerns relating to male health and to increase understanding of these issues.
- The Forum coordinates and promotes Men's Health Week activity on the island of Ireland, and cooperates with other Men's Health Fora across Europe to mark this week.
- The overall aims of Men's Health Week are to: heighten awareness of preventable health problems for males of all ages; support men and boys to engage in healthier lifestyle choices / activities; encourage the early detection and treatment of health difficulties in males.
- Adults begin to experience health benefits when they do at least 150 minutes a week of moderate physical activity such as brisk walking. This, therefore, requires an average of 30 minutes of activity on five days a week. Children and young people need at least 60 minutes of moderate physical activity on each of these days. However, research shows that most adults and children on the island of Ireland don't reach this target. Furthermore, as people get older, they tend to engage in less physical activity.
- The SLÁN (Survey of Lifestyles, Attitudes and Nutrition) findings in 2007 show that only 41% of adults in Ireland took part in moderate or strenuous physical activity for at least 20 minutes three or more times a week. A 2006 survey on Health Behaviours in School Children also revealed that over half of primary school age children did not achieve the recommended level of physical activity. Indeed, by fifteen years of age, almost seven out of ten boys don't reach the recommended level.
- Men, on the island of Ireland, experience a disproportionate burden of ill-health and die too young. Male life expectancy on the island is just 75.8 years. This is almost 6 years younger than that of females and, for certain groups of men, it is younger still. Men have higher death rates at all ages, and for all leading causes of death.
- Further information can be obtained from [www.mhfi.org](http://www.mhfi.org) or by contacting ...

Michael Lynch, Men's Action Network, Derry / Londonderry, Tel: 0044 (0)2871 377777, Mobile: 0044 (0)790 3619511, Email: [man\\_in\\_derry@yahoo.co.uk](mailto:man_in_derry@yahoo.co.uk)

Gerry McElwee, Ulster Cancer Foundation, Belfast, Tel: 0044 (0)2890 663281, Mobile: 0044 (0)7880504577, Email: [gerrymcelwee@ulstercancer.org](mailto:gerrymcelwee@ulstercancer.org)

Colin Fowler, "Know How", Mobile: 0044 (0)771 5164796, Email: [colin@mhfi.org](mailto:colin@mhfi.org)

Finian Murray, Health Service Executive Dublin/North East, Mobile: 00353 (0)87 2038790, Email: [finian.murray@hse.ie](mailto:finian.murray@hse.ie)

*These contacts will take calls from anywhere in Ireland about Men's Health Week 2010.*

### 6.3 What you can do to mark this Week?

Everyone can do something to support and celebrate National Men's Health Week (NMHW).

The theme for this year (i.e. Physical Activity) lends itself to a wide range of ways to mark this occasion. However, you don't have to stick rigidly to this particular topic. Anything which encourages men and boys to lead healthier lifestyles, to be more aware of preventable health problems, and to seek early detection and treatment for health difficulties will be welcome!

Some of the easiest ways that you can support NMHW include ...

- promoting it on your website;
- linking to the Men's Health Forum in Ireland (MHFI) website from your Facebook or other social networking site;
- including information on NMHW in your members' mailouts / newsletters;
- putting-up posters in your workplace / community centre / shops etc;
- telling others about what is happening in your area during NMHW by posting details on the MHFI website;
- encouraging the men you know to participate in an online training programme to help them to get fit enough for a 10km run. This resource was launched by MHFI during NMHW 2010.

However, if you're a ...

**HEALTH SERVICE PROVIDER** why not produce a men's health leaflet, or offer men's health (MOT / NCT) checks, or run a men's health campaign in your area, or consult with local men about what services they need, or give free pedometers to men ...?

**COMMUNITY / VOLUNTARY GROUP** why not get the men in your community to join your own version of the World Cup, or start a walking group, or host a 'Mini-Olympics' fun day for all the family, or organise a healthy eating cookery class, or form a men's health group, or launch a men's swimming / cycling club, or get your local leisure centre / gym to offer a free pass to men during NMHW, or ...?

**SPORTING BODY** why not use your unique position (as many men like sport already) to give out men's health information at games, or get local men to join-in training sessions, or ask your best known player to give a men's health talk, or develop forms of your game which older men can participate in, or ...?

**LOCAL POLITICIAN / POLICY MAKER** why not table a debate on men's health in the Northern Ireland Assembly / Dáil Éireann / local council chamber, or set-up an inter-party group on men's health, or host a men's health seminar in your constituency, or develop a party policy on men's health, or look at how elements of the Men's Health Policy in the Republic of Ireland could be introduced to Northern Ireland, or explore the extent of inequalities in health ...?

**EMPLOYER** why not organise health checks for men in your workplace, or set-up a regular game of football before / after work, or invite speakers to come in and give talks on specific aspects of men's health, or produce your own workplace guide to men's health, or ...?

**OTHER SERVICE PROVIDER** why not display men's health information in your public spaces, or direct your service users to men's health programmes, or provide a room and administrative support for a local men's health initiative, or ...?

**MEDIA PERSON** why not cover NMHW 2010 in your publication, or research and produce an in-depth special feature on a specific men's health issue, or promote the work of a local men's health project, or run a series of features on men's health during NMHW 2010, or ...?

**WOMAN** why not encourage the man / men in your life (partner, father, brother, uncle, grandfather, neighbour, friend etc.) to take part in one of the NMHW events, or to see their GP about that niggling health concern, or to join a men's health group, or ...?

**MAN** why not "Get Up. Get Out. Get Going" and feel the difference!!!

## **6.4. Men's Health Week 2010: Briefing Paper**

### **1. Men experience a disproportionate burden of ill-health and die too young**

Men, on the island of Ireland, experience a disproportionate burden of ill-health and die too young. Male life expectancy on the island is just 75.8 years. This is almost 6 years younger than that of females and, for certain groups of men, it is younger still. Men have higher death rates at all ages, and for all leading causes of death.

While many of these conditions are preventable, their prevalence among men may, in fact, rise in the future. For example, it is predicted that by 2015 a third of all Irish men will be clinically obese, thereby increasing their risk of cardiovascular disease and diabetes in particular.

### **2. International Men's Health Week seeks to draw attention to this issue**

National Men's Health Week (NMHW) always begins on the Monday before Father's Day and ends on Father's Day itself. This year it will run from Monday 14<sup>th</sup> June until Sunday 20<sup>th</sup> June 2010. It is celebrated in most European countries as well as further afield.

The aims of NMHW are to:

- ❑ Heighten awareness of preventable health problems for males of all ages.
- ❑ Support men and boys to engage in healthier lifestyle choices / activities.
- ❑ Encourage the early detection and treatment of health difficulties in males.

### **3. NMHW gives everyone the opportunity to do something about men's health**

NMHW gives everyone (health professionals, service providers, sporting bodies, community groups, employers, policy makers, the media, individuals ...) an opportunity to encourage men and boys to take better care of their health and to seek help or treatment at an early stage.

### **4. The theme for NMHW 2010 is "Men and Physical Activity"**

Each year, NMHW focuses upon a specific theme. The theme for 2010 will centre upon encouraging males to become more involved in physical activity.

### **5. Men need to do more physical activity**

Past generations of Irish men didn't (for the most part) have to worry about 'artificial exercise' such as treadmills and lifting weights - their daily routines were full of walking, lifting, digging, bending, chopping, stretching, hauling ... This was particularly true for men in manual occupations. However, nowadays, many of us have less active jobs, we use the car to go to the corner shop, and we spend our days marveling at our new technology rather than the great outdoors.

### **6. Males are being asked to "Get Up. Get Out. Get Going!"**

Adults begin to experience health benefits when they do at least 150 minutes a week of moderate physical activity such as brisk walking. This, therefore, requires an average of 30 minutes of activity on five days a week. Children and young people need at least 60 minutes of moderate physical activity on each of these days.

Amazingly, the SLÁN (Survey of Lifestyle, Attitudes and Nutrition) findings in 2007 show that only 41% of Irish adults took part in moderate or strenuous physical activity for at least 20 minutes three or more times a week. A 2006 survey on Health Behaviours in School Children also revealed that over half of primary school age children did not achieve the recommended level of physical activity. Indeed, by fifteen years of age, almost seven out of ten boys don't reach the recommended level.

Physical activity can benefit every aspect of a person's health. It has been shown that regular exercise reduces the risk of chronic diseases such as coronary heart disease, Type 2 diabetes, stroke, cancer, osteoporosis and depression. It reduces stress, improves sleeping patterns, builds-up bone and muscle strength, helps to control weight, tones body shape ... Physical activity is the ultimate natural treatment for many modern day illnesses and complaints. But most importantly, it's free.

Therefore, the simple call to all Irish males is: "Get Up. Get Out. Get Going!"

## **7. Physical activity doesn't have to mean going to the gym**

The sky's the limit in terms of what you might do ...

- ☐ Walk to the bus or the train and jump off a stop or two before your destination.
- ☐ Use the stairs rather than the lift.
- ☐ Join your mates for a walk, run or cycle and a bit of craic.
- ☐ Wash your car by hand every week.
- ☐ Play active games with your children.
- ☐ Take the dog for a good long walk.
- ☐ Cut the grass and dig-over the flower beds.
- ☐ Play interactive movement-based computer games.
- ☐ Park the car further away from your destination and walk the last part of the route.
- ☐ Organise a friendly game of soccer, Gaelic, rugby, hurling or similar with your friends.
- ☐ Go for a swim ...

## **8. Build yourself up slowly**

Start by choosing an activity that you enjoy, take it slowly at first, and you might also want to set yourself goals to measure progress. An activity diary might help you to chart your success.

However, if you have a diagnosed chronic condition (such as diabetes, heart disease, or osteo-arthritis), or if you have symptoms such as chest pain, dizziness or joint pain, talk to your doctor before you increase your activity levels.

## **9. Doing something is always better than doing nothing**

It's easy to find something that will suit, but you'll have to make time for it. As a rule of thumb, remember that ...

- ☐ Some physical activity is always better than none.
- ☐ A lot of physical activity is always better than some.
- ☐ Everything that you do will have some health benefits.

## **10. NMHW in Ireland has being planned by a broad range of partners**

As preparation for marking NMHW 2010 throughout Ireland, an inter-agency Planning Group was formed; comprised of organisations that have an interest in the area of physical activity. This forum includes staff from ...

- ❑ Belfast Community Sports Development Network
- ❑ British Medical Association NI
- ❑ FAI
- ❑ GAA
- ❑ Health Service Executive
- ❑ Healthy Cities Project
- ❑ IFA
- ❑ IRFU
- ❑ Irish Cancer Society
- ❑ Irish Heart Foundation
- ❑ Irish Sports Council
- ❑ Man Matters Project
- ❑ Marie Keating Foundation
- ❑ Men's Development Network
- ❑ Men's Health Forum in Ireland
- ❑ Public Health Agency
- ❑ Sport NI
- ❑ Sure Start Fathers Network
- ❑ Ulster Cancer Foundation

## **11. If you'd like more information ...**

Each year, the Men's Health Forum in Ireland (MHFI) coordinates NMHW activity on the island of Ireland and cooperates with other Men's Health Fora across Europe to mark this week. For more information on NMHW, visit the MHFI website at [www.mhfi.org](http://www.mhfi.org) or contact:

Colin Fowler, Men's Health Forum in Ireland

Mobile: 0044 771 5164796

Email: [colin@mhfi.org](mailto:colin@mhfi.org)



## 6.5 “Get Up, Get Out, Get Going Challenge” - Survey

1. What age category are you in?

<20 years old	21-29 years old	30-39 years old	40-49 years old	50-59 years old	60-69 years old	>70 years old
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. What are your family circumstances?

Married/partner without children	Married/partner with children	Single without children	Single with children
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Are you attending today's event....

Alone	With family
<input type="radio"/>	<input type="radio"/>

4. Which county do you live in? \_\_\_\_\_

5. What level of education have you received?

No schooling or primary education	Some secondary education	Complete secondary education	Some or complete third level education	Still in school/ studying
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. How would you describe your training/preparation for this year's event?

I train continuously most of the time	I have been training for several months before the event	I started training in the last month before the event	I did not train for the event
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Which statement best describes your current physical activity, and your intentions to be active? (Regular physical activity means undertaking a half an hour of at least moderate physical activity on most days of the week)

I am not regularly physically active and do not intend to be so in the next six months

☐

I am not regularly physically active but am thinking about starting to do so in the next six months

☐

I do some physical activity but not enough to meet the description of regular physical activity

☐

I am regularly physically active but only began in the last six months

☐

I am regularly physically active and have been so for longer than six months

☐

8. Where did you hear about the event (tick all that apply)?

MHFI website ☐

Other website ☐  
(please specify)

Word of mouth ☐

Newspaper ☐

Mailing ☐

Poster ☐

Radio ☐

Other ☐

9. Did you/will you engage in any other activities associated with the event?

Downloaded and  
used training  
programme

☐

Health  
screening

☐

Sport association  
activities  
(GAA,FAI)

☐

Other?

☐

10. Please rate your satisfaction with the following at today's event

	Very good	Good	No Opinion	Poor	Very poor
Registration					
Prizes					
Atmosphere					
Venue					
Refreshments					
The course					

11. Are you aware of/have you heard of Men's Health Week?

Yes    No    Not sure

☐    ☐    ☐

12. Any suggestions for future activities or events?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Thank you for participating!