Effectiveness of a community-based physical activity programme in reaching inactive middle-aged men?

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Introduction

• CVDs are the leading cause of death globally

• Addressing Behavioural Risk Factors

• Suitable Interventions

• Gender-specific strategies related to Community Engagement

This study reports on the CVD Risk Factors prevalent in sedentary Irish men who presented for a CBPA intervention;

‘Men on the Move’
Methods;

Recruitment Strategy
- Multiple Service Providers
- LSP partnered a variety of Community Organisations
- Included Text/E-mail, Branded Advertising, Local Media
- Imagery, Branding & Language; **Gender-sensitised**
- Programme; Approach, Context, Content & Delivery
- ENGAGE Training

Participants
- Min 18 years of age
- Did not meet recommended PA guidelines
- Completed PAR-Q & Provided Written Consent

Data Collection
The Profile of Participants was that of….

...a middle aged (50.7±10.9yr), married/cohabiting (77.6%), in full-time work (64.8%) population, with almost half (47.7%) having completed 3rd level education.

- Men with a 3rd level education had a higher level of fitness, while men who lived alone had a lower level of fitness.

<table>
<thead>
<tr>
<th>Outcome Measure</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BMI</strong></td>
<td>45.5% ‘Obese’ 44.2% ‘Overweight’</td>
</tr>
<tr>
<td><strong>Waist Circumference</strong></td>
<td>54.5% ‘High-Risk’ 29.4% ‘Increased-Risk’</td>
</tr>
<tr>
<td><strong>METS</strong></td>
<td>6.06±2.13 Range (1.60–13.40)</td>
</tr>
<tr>
<td><strong>Fitness Levels</strong></td>
<td>89.0% ‘Poor’ Fitness Levels</td>
</tr>
<tr>
<td><strong>Physical Activity</strong></td>
<td>84.0% did not meet National PA Guidelines</td>
</tr>
</tbody>
</table>
## Results

![Bar graph showing % of Men with 0 to 5 risk factors.]

**Figure 1: Prevalence of CV Risk Factors**

- Zero: 14.5%
- 1: 32.4%
- 2: 35.7%
- 3: 13.2%
- 4: 3.7%
- 5: 0.5%

<table>
<thead>
<tr>
<th>Risk Factor</th>
<th>% Presenting with Risk Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;3 Days PA</td>
<td>59.2</td>
</tr>
<tr>
<td>WC &gt;102cm</td>
<td>54.5</td>
</tr>
<tr>
<td>Alc &gt;14 Units</td>
<td>19.5</td>
</tr>
<tr>
<td>Smoker</td>
<td>13.3</td>
</tr>
<tr>
<td>BP Med</td>
<td>8.9</td>
</tr>
<tr>
<td>Chol Med</td>
<td>7.6</td>
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</tbody>
</table>

**Figure 2: Most Common CV Risk Factors**
Conclusion

- Highly Effective Recruitment Strategy.

- Majority; Inactive, Overweight/Obese, Multiple CVD Risk Factors.

- The need for more targeted & gender-specific programmes that support service providers to effectively engage inactive men in public health interventions.

- Findings suggest that service providers can maximise the reach & recruitment through varied & gender-sensitised recruitment strategies anchored within community groups.

Thank you for listening!