

Monitoring and Evaluation Report

Completed by and on behalf of the Northern Area Networks

In partnership with The Public Health Agency funded Community based Suicide Prevention Development Officers (SPDO) and Zest Healing the Hurt

REAL HEALTH ADVICE FOR **MEN**



A range of fun, interactive and totally free health activities and no-nonsense health advice, followed by a hearty supper!

MONDAY 10TH JUNE - 7.30 TIL 9.30PM
Social Club @ Coleraine Showgrounds
Ballycastle Road, Coleraine

MONDAY 17TH JUNE - 7.30 TIL 9.30PM
Auditorium @ The Braid Centre
Bridge Street, Ballymena

TUESDAY 18TH JUNE - 7.00 TIL 9.30PM
The Old Courthouse
Antrim

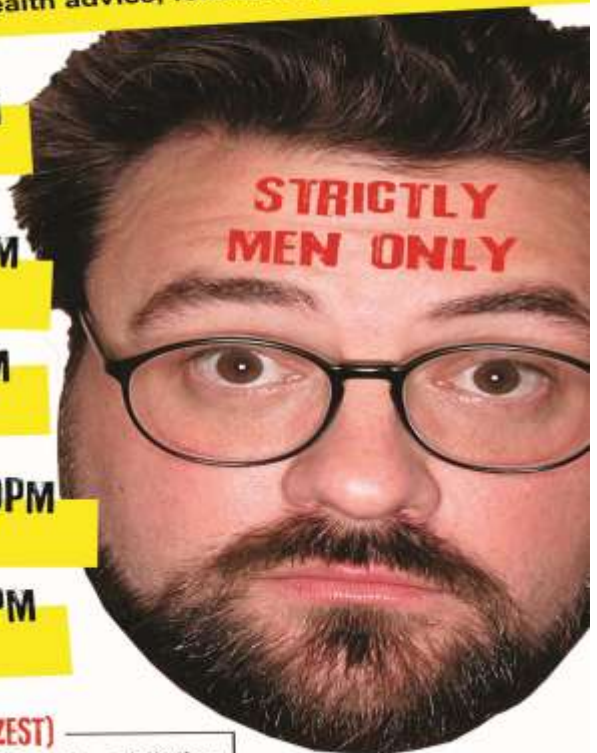
WEDNESDAY 19TH JUNE - 7.30 TIL 9.30PM
Meadowbank Sports Arena
Ballyronan, Magherafelt

THURSDAY 20TH JUNE - 7.30 TIL 9.30PM
Auditorium @ Ballymoney Town Hall
Townhead Street, Ballymoney

GUEST SPEAKER - CONOR MCCAFFERTY (ZEST)

Conor is a qualified Therapist and Trainer, specializing in addiction counselling and has many years experience working with self-harming and suicidal young people, adults and their families.

A free event funded by
 HSC Public Health Agency



Amanda Pollock, SPDO, North Antrim Community Network/Coleraine Rural & Urban Network (NACN & CRUN)

Denise Doherty, SPDO, Cookstown and Western Shores Area Network (CWSAN)

Janine Gaston, SPDO, South Antrim Community Network (SACN)



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1. Acknowledgements

The Northern Area Community Networks (South Antrim Community Network, Causeway Rural and Urban Network, Cookstown & Western Shores Area Network & North Antrim Community Network) and Zest Healing the Hurt would like to acknowledge the Public Health Agency for the funding which enabled this local community based suicide prevention initiative.

Acknowledgements also go to the organisations and charities that exhibited support information at the local events, these include:

- **NEELB Young Men's Support Project Youth Intervention with Young Men at Risk**
- **Acet**
- **Lifeline**
- **The Client Patient Council**
- **The Hope Centre, Ballymena**
- **Christians Against Poverty**
- **Chest Heart and Stroke**
- **The Rainbow Project**
- **Gordon's Chemist**
- **The Samaritans**
- **Millburn Complimentary Therapy Centre, Coleraine**
- **Alive and Juicing, Ballymena**
- **Smoking Cessation, HSCNI**
- **Ballee & Ballykeel Pharmacy**
- **Patchwork, Coleraine**
- **Vineyard Church, Coleraine**
- **Mindwise**
- **Action Mental Health**
- **The Rural Support**
- **The NICHI Project**
- **The Mara Project**

Acknowledgements also go to the individuals, Neighbourhood Renewal Officers, local Community Representatives and local host organisations that supported the events financially, consultatively and/or promotionally.

- **Health Co-ordinator for Neighbourhood Renewal, Coleraine**
- **Health Co-ordinator for Neighbourhood Renewal, Ballymena**
- **NICHI Officers**

- **North Ballymena Community Cluster (comprises Rectory Residents Association, Dunclug Community Association, Dunclug Partnership, Doury Road Development Group, and Ballymena North Partnership).**
- **Ballymena South Community Cluster (Ballykeel, Harryville and Ballee areas)**
- **Ballymoney Community Resource Centre & Ballymoney Disability Forum**
- **The Old Courthouse, Antrim**
- **Magherafelt District Council – Meadow bank Arena**
- **Cheers Youth Club, Ballymoney**
- **Coleraine Football Club, Community Liaison Officer & Club representatives**
- **Coleraine Social Club, Manager and staff**
- **Seven Towers Leisure Centre**

A special word of thanks also goes to Charlie Smyth Designs, Coleraine for free advice, design and proofs.

2. Overview of the Initiative

Northern Area Context

Established in response to the Government's Protect Life Suicide Prevention and Promoting Mental Health strategies, a range of key community, voluntary and statutory sector stakeholders are working together under the auspices of the Public Health Agency's 'Northern Area Cross sector Promoting Mental Health & Suicide Prevention Steering Group'. Through this work a wide range of local actions and initiatives are being progressed within the Northern area to improve mental health and reduce the number of deaths by suicide. In essence, all the work being driven forward will aim to empower and build resilience for all age groups and support them to make positive choices in relation to their own mental health.

The Northern Area is predominantly rural, with small towns and villages, and comprises ten council areas. Historically there has been a weaker community infrastructure and there was no co-ordinated approach to promoting mental health and suicide prevention work. The Public Health Agency Northern Area has focused on community development to help meet the needs of local communities, and has developed the Northern Area Promoting Mental Health and Suicide Prevention Steering Group ('The Partnership'), bringing together a range of sectors to help communities and individuals promote mental health and prevent suicide.

The Partnership are offering an approach through which the local communities can be involved, and are providing an effective structure for this significant work. The Partnership understands that promoting mental health and suicide prevention is best delivered in partnership at all levels, between voluntary organisations, government departments, local groups and the statutory sector. The Partnership has a very strong community development focus in the northern area and the PHA is committed to strengthening the excellent work developed by the community & voluntary sector.

Developments which support the rural areas

The Partnership have a number of key development workers within the community and statutory sectors that focus on empowering, building resilience and providing support that promotes positive mental health and emotional well-being. Evidence shows that a multi-faceted/layered approach can help to prevent suicides, by targeting the population as a whole and high risk groups specifically.

There has been key/targeted work delivered across the area and in areas of greatest need, and a large amount of development work in rural areas through for example:

- Community Based Suicide Prevention Development Officers (SPDO) based in rural community networks across the Northern Area.
- A community based promoting mental health and suicide prevention small grants scheme reaching carers; older people; people with mental health problems; youth; churches; sports groups; disability groups and so on.
- Young men's outreach support project.

- Training and awareness e.g., Safe Talk, Mental Health First Aid, Self Harm Training, Bereavement support awareness, resilience based training and Applied Suicide Intervention Skills Training delivered across the communities.
- Family support and outreach services for Self Harm.
- Bereaved by Suicide support, for adults and children/young people.

Overview of Zest Healing The Hurt

Zest is an organisation and individuals who give supportive care to people suffering emotional pain and hurt. They do this through the human responses of caring, kindness and acceptance and are committed to providing this within a relationship of trust and respect for each person. Zest achieve this through counselling, support, education, training and a range of other therapeutic services and their promise is that everyone will be appropriately trained in the specific areas of work which they undertake with any person using their services.

Zest's aim is to provide a place of genuine acceptance, active safety, and living hope.

Northern Services

The Public Health Agency Northern Area has commissioned Zest organization to provide a support and outreach programme for families in the Northern Area.

The focus of the project is to address the issues of self-harm and suicidal behaviours by providing information and awareness on self-harm, understanding of the 'person behind the behaviour', looking at relationships within the family and learning problem-solving skills to help families overcome some of the problems that lead to these feelings and behaviours.

Zest has developed a range of education and training programmes over the past 12 years, developed through, personal experience, clinical practice, professional development and available up-to-date research. Alongside training delivered to professionals working with the issues of self-harm and suicide in both statutory and voluntary sectors:

- Self-harm/suicide, emotional health talks to young people, parents, teachers etc.
- Suicide and self-harm talks to community groups.
- Alcohol and self-harm training.
- Courses Available with Zest.
- On being a 'Real' Man.
- Courses are modular and can be delivered over half-day, one-day, two-day or evenings.

Content of Being a 'Real' Man Workshop

In an effort to help men get real about their health and to encourage them to turn their words into action the Northern Area Community Networks in association with ZEST, Healing the Hurt and a broad range of health providers joined forces to help men access health services, support and advice by staging five strictly male only health events. The events were free as funded by the Public Health Agency. The format of each event was agreed between the SPDO's and Networks to include the following;

- 7:00pm Registration (tea/coffee/biscuits on arrival) and information packs**
- 7:30pm Health exhibition, health checks & fun health challenges alongside therapies. Male friendly music and visuals may be added as a back drop**
- 8:15pm Being a Real Man Talk by Conor McCafferty, Zest**
- 9:15pm Raffle (if desired)**
- 9:20pm Evaluations & Water Bottles distributed and collected**
- 9:30pm Healthy Curry served & exhibitions remain open**

Zest Healing The Hurt

Conor McCafferty of Zest has been presenting, "Real Man" talks, for several years now as part of Zests course portfolio but with rising issues around Men's Health, not only within Derry but across the country, it was decided to extend the course as part of a Northern Area Network wide health advice event for men across the Northern Area to coincide with Men's health Week (10th June 2013).

The talk explores the problem that many men find in coming forward and discussing their health as they have been brought up to behave in a certain way that society expects of them and this creates a masculine gold standard which men often then compare themselves against. The gold standard often prizes power and invincibility and it's a standard that men often fail to meet. This in turn creates a feeling of shame and defeat. Men are likely to use drugs or alcohol in response to distress which can be caused in part by relationship breakdown, social or emotional disconnectedness, unemployment and the impact of recession. The talk looks at what it means to be a real man in breaking out of this mould and helps take a look at alcohol and its influence on men's ill health with a challenge to help men think and behave potentially differently based on this education.

Health Activities and Information

The exhibition aims to offer everyone – health providers, service providers, youth groups, sporting bodies, community organisations, employers, churches and individuals an opportunity to encourage men and boys to take better care of their health and seek help,

treatment, advice and guidance around the wider determinants of health. Health challenges i.e. 30 second aerobics, kettle bell, botcha, circuit, penalty kick challenges were incorporated for men and beer goggle challenges were also incorporated alongside a raffle with prizes including free leisure centre sessions, fruit baskets and Pharmacy products where possible. Cholesterol, blood sugar and blood pressure checks were also incorporated by Chest Heart and Stroke, Community Nurses and local Pharmacies. Therapies such as massage and reflexology were offered also.

3. Promotion of Event

This initiative was promoted by the SPDOs, Community Networks to member groups, partners, local host organisations, local Community Representatives in the community voluntary sector, via farming/agricultural shows, bulletin boards, websites, twitter, facebook and press releases. Where possible a professionally designed and printed flyer/poster was distributed via mail shots, which went out to various local groups, shops and a cross section of places of interest where men might visit – gyms, leisure centres, clubs, pharmacies, GP Surgeries, Barber shops, Health Shops, Community & voluntary venues, Churches and Sporting groups. The initiative was also promoted through some District Council databases and through word of mouth. Flyers were dropped into male employer bases with promotion commencing at the end of April and continuing to mid-June with SPDO's passing the word around members and supporters.

Meetings were also used by SPDO's with local male community representatives, who were powerful selling tools for the events because they also were seen as reliable, credible endorsements and had a input into the events from the outset in some areas. Individual invitation flyers were also designed so that men who were spreading the word could carry invitations and pass them out.

A mass email was forwarded to let people know of the event and posters were also placed up in areas and shop windows. Host organisations did where applicable display the posters to catch passers by a few weeks in advance. Press releases with prepared photos of local men with the Real Health Advice for Men posters were promoted in various local Newspapers.

4. Monitoring and Evaluation

EVENT ONE MONDAY 10TH JUNE – 7:30 TIL 9:30PM SOCIAL CLUB @ COLERAINE SHOWGROUNDS

Monitoring

Event one engaged **twenty five people** in Coleraine, and **twenty two** evaluations were completed by participants.

Gender was monitored and **all participants were Male**, 5 % respondents did not complete this section. The **age range** of participants were 18-25 years old (5%); **26-35 years old (38%); 36-54 years old (38%)** and 55 years + (19%). 0% of respondents did not select an age specific category.

The majority of participants selected **Heterosexual** as their **sexual orientation (95%)**, 5% selected Gay and 10% of participants did not complete this section of monitoring.

Participants were asked to select the **area in which they live and/or work**. 19% of respondents did not answer this question. 10% selected Ballymoney, **62% selected Coleraine**.

Participants were also asked to select how they would best **describe themselves**; there were eight categories which could be multiple selected. Respondents described themselves as the following, **43% 'Parent/Guardian'**; **28% as 'concerned family member/friend/community representative'**; 24% selected 'volunteer in a caring/helping/community context'; **29% as 'employee in a caring/helping/community context'**; 5% as 'a person living with a mental health concern or illness'; 14% as 'a person caring for someone with a mental health concern of illness'; 14% 'A person affected by suicide' and 19% represented as 'a person bereaved by suicide'.

Participants were also encouraged to demonstrate if they are in contact with **identified 'higher risk groups'**. Fifteen categories were available for multiple selections. Respondents demonstrate, **66% 'Older People'**; 33.3% 'people living in rural areas'; 24% 'farmers/farm workers'; 19% 'people who are lesbian, gay, bisexual or transgender'; 33% 'students'; **71% 'young men'**; 43% 'young women'; 38% 'young people aged 13-25'; 28% 'people who have experienced trauma'; 14% 'people in care/aftercare/social services involved'; 9% 'people in need of supported housing'; **19% 'people who self-harm'**; 28% 'people who have a mental illness'; '28 people who care for someone with mental illness' and 9% 'people who have thoughts of or who have acted on thoughts of suicide'.

Participants were asked to identify how they found the awareness evening. A three point Likert scale was used to measure **participant's experience** of the event

Please Indicate How You Found The Following	Not Useful	Useful	Very Useful
Exhibition Stands	0%	48%	52%
Talk by Conor McCafferty	0%	24%	76%
Question/Answer Session	10%	57%	33%
Hospitality	0%	24%	76%
Venue	0%	28%	72%

Participants were asked to identify how they valued the awareness evening.

In Your Valued opinion Do You Think This Awareness Evening has:	Yes	No	Comments
Reduced Stigma around Men's Health	96%	4%	
Increased public awareness and understanding of the issues around men's health	100%	0%	
Increased opportunity for men to talk safely about the issues around men's health with others	96%	4%	
Increased your awareness of mental health and related prevention services	100%	0%	
Encouraged you to access support services if needed	100%	0%	
Encourage you to engage with organisations to seek support, develop initiatives, promote awareness around Men's Health	100%	0	

Participants were asked to identify needs for their community

Your Community – Your Needs Would You Be Interested In Any of The Following	Yes	No	Further Comments
Depression Awareness	52%	14%	
Mental Health Promotion/Awareness	24%	19%	
Mental Ill Health Awareness	28%	14%	
Suicide Prevention Awareness	33%	19%	
Bereaved By Suicide Information	33%	14%	
Information about local support services	38%	19%	
Training in mental health/suicide prevention	38%	9%	
Guidance for your group to become more involved in promoting mental health/suicide prevention	19%	14%	
Funding opportunities for mental health/suicide prevention specific programmes	28%	9%	

Comments from participants

No comments were recorded

**EVENT TWO MONDAY 17TH JUNE – 7:30 TIL 9:30PM AUDITORIUM @ THE BRAID CENTRE
BALLYMENA**

Monitoring

Event two engaged **thirty one people** in Ballymena, and **twenty six evaluations** were completed by participants.

Gender was monitored and all participants were Male, 22 % of respondents did not complete this section. The **age range** of participants was 18-25 years old (0%); 26-35 years old (0%); **36-54 years old (50%) and 55 years + (50%)**. 0% of respondents did not select an age specific category.

The majority of participants selected **Heterosexual** as their **sexual orientation (100%)**, 0% selected Gay and 0% of participants did not complete this section of monitoring.

Participants were asked to select the **area in which they live and/or work**. 0% of respondents did not answer this question. **5% selected Larne, 95% selected Ballymena.**

Participants were also asked to select how they would best **describe themselves**; there were eight categories which could be multiple selected. Respondents described themselves as the following, **55% 'Parent/Guardian'**; 45% as 'concerned family member/friend/community representative'; **45% selected 'volunteer in a caring/helping/community context'**; 27% as 'employee in a caring/helping/community context'; 5% as 'a person living with a mental health concern or illness'; 18% as 'a person caring for someone with a mental health concern of illness'; 14% 'A person affected by suicide' and 5% represented as 'a person bereaved by suicide'.

Participants were also encouraged to demonstrate if they are in contact with **identified 'higher risk groups'**. Fifteen categories were available for multiple selections. Respondents demonstrate, **59% 'Older People'**; 31.8% 'people living in rural areas'; 4.5% 'farmers/farm workers'; 9% 'people who are lesbian, gay, bisexual or transgender'; 40.9% 'students'; 40.9% 'young men'; 31.8% 'young women'; **40.9% 'young people aged 13-25'**; 18.18% 'people who have experienced trauma'; 22.7% 'people in care/aftercare/social services involved'; 4.5% 'people in need of supported housing'; **13.6% 'people who self harm'**; 18.18% 'people who have a mental illness'; '22.7 people who care for someone with mental illness' and 13.6% 'people who have thoughts of or who have acted on thoughts of suicide'.

Participants were asked to identify how they found the awareness evening.

A three point Likert scale was used to measure **participant's experience** of the event

Please Indicate How You Found The Following	Not Useful	Useful	Very Useful
Exhibition Stands	0%	18%	82%
Talk by Conor McCafferty	0%	5%	95%
Question/Answer Session	0%	41%	59%
Hospitality	0%	14%	86%
Venue	0%	0%	100%

Participants were asked to identify how they valued the awareness evening.

In Your Valued opinion Do You Think This Awareness Evening has:	Yes	No	Comments
Reduced Stigma around Men's Health	100%	0%	
Increased public awareness and understanding of the issues around men's health	100%	0%	
Increased opportunity for men to talk safely about the issues around men's health with others	100%	0%	
Increased your awareness of mental health and related prevention services	100%	0%	
Encouraged you to access support services if needed	100%	0%	
Encouraged you to engage with organisations to seek support, develop initiatives, & promote awareness around Men's Health	100%	0	

Participants were asked to identify needs for their community

Your Community – Your Needs Would You Be Interested In Any of The Following	Yes	No	Further Comments
Depression Awareness	82%	18%	
Mental Health Promotion/Awareness	59%	41%	
Mental Ill Health Awareness	41%	59%	
Suicide Prevention Awareness	45%	55%	
Bereaved By Suicide Information	36%	64%	
Information about local support services	50%	50%	
Training in mental health/suicide prevention	36%	64%	
Guidance for your group to become more involved in promoting mental health/suicide prevention	41%	59%	
Funding opportunities for mental health/suicide prevention specific programmes	27%	73%	

Comments from participants

“Excellent event. To inform more awareness of one’s health – perhaps other societies, groups etc. would benefit from this talk. Plus Church, Schools and Businesses. An excellent support of local caring groups in our community – full marks to the organisers. The curry plus raffle – excellent also.”

“All very useful – perhaps it could be taken around churches.”

EVENT THREE THURSDAY 20TH JUNE – 7:30 TIL 9:30PM THE OLD COURTHOUSE @ ANTRIM

Monitoring

Event five engaged **thirty four people** in Antrim, and **thirty four evaluations** were completed by participants.

Gender was monitored and 30 participants were Male and 4 female participant, 0 % respondents did not complete this section. The **age range** of participants were 18-25 years old (12%); 26-35 years old (21%); **36-54 years old (41%)** and 55 years + (26%). 0% of respondents did not select an age specific category.

The majority of participants selected ***Heterosexual*** as their **sexual orientation (65%)**, 0% selected Gay and 35% of participants did not complete this section of monitoring.

Participants were asked to select the **area in which they live and/or work**. 79% of respondents did not answer this question. **3% selected Antrim**, 3% selected Ballymena and 15% selected Carrickfergus.

Participants were also asked to select how they would best **describe themselves**; there were eight categories which could be multiple selected. Respondents described themselves as the following, **41% 'Parent/Guardian'**; **50% as 'concerned family member/friend/community representative'**; **24% selected 'volunteer in a caring/helping/community context'**; 18% as 'employee in a caring/helping/community context'; 6% as 'a person living with a mental health concern or illness'; 6% as 'a person caring for someone with a mental health concern of illness'; 6% 'A person affected by suicide' and 3% represented as 'a person bereaved by suicide'.

Participants were also encouraged to demonstrate if they are in contact with **identified 'higher risk groups'**. Fifteen categories were available for multiple selections. Respondents demonstrate, **73% 'Older People'**; **76% 'people living in rural areas'**; **68% 'farmers/farm workers'**; **73% people who are lesbian, gay, bisexual or transgender'**; **85% 'students'**; **82% 'young men'**; **76% 'young women'**; **77% 'young people aged 13-25'**; **66% 'people who have experienced trauma'**; **59% 'people in care/aftercare/social services involved'**; **62% 'people in need of supported housing'**; **62% 'people who self harm'**; **71% 'people who have a mental illness'**; **'71% people who care for someone with mental illness'** and **68% 'people who have thoughts of or who have acted on thoughts of suicide'**.

Participants were asked to identify how they found the awareness evening.

A three point Likert scale was used to measure **participant’s experience** of the event

Please Indicate How You Found The Following	Not Useful	Useful	Very Useful
Exhibition Stands	0%	38%	62%
Talk by Conor McCafferty	0%	35%	65%
Question/Answer Session	10%	57%	33%
Hospitality	0%	24%	76%
Venue	0%	28%	72%

Participants were asked to identify how they valued the awareness evening.

In Your Valued opinion Do You Think This Awareness Evening has:	Yes	No	Comments
Reduced Stigma around Men’s Health	82%	12%	“Still a lot of stigma”
Increased public awareness and understanding of the issues around men’s health	94%	0%	
Increased opportunity for men to talk safely about the issues around men’s health with others	94%	0%	
Increased your awareness of mental health and related prevention services	94%	0%	
Encouraged you to access support services if needed	94%	0%	
Encourage you to engage with organisations to seek support, develop initiatives, promote awareness around Men’s Health	94%	0%	

Participants were asked to identify needs for their community

Your Community – Your Needs Would You Be Interested In Any of The Following	Yes	No	Further Comments
Depression Awareness	62%	3%	
Mental Health Promotion/Awareness	62%	3%	
Mental Ill Health Awareness	62%	3%	
Suicide Prevention Awareness	62%	3%	
Bereaved By Suicide Information	62%	3%	
Information about local support services	62%	3%	
Training in mental health/suicide prevention	62%	3%	
Guidance for your group to become more involved in promoting mental health/suicide prevention	62%	3%	
Funding opportunities for mental health/suicide prevention specific programmes	62%	3%	

Comments from participants

No comments were recorded

**EVENT FOUR WEDNESDAY 19TH JUNE – 7:30 TIL 9:30PM MEADOWBANK SPORTS ARENA
MAGHERAFELT**

Monitoring

Event four engaged **twenty four people** in Magherafelt, and **twenty two evaluations** were completed by participants.

Gender was monitored and 15 participants were Male and 0 female participant, 32 % respondents did not complete this section. The **age range** of participants were 18-25 years old (27%); 26-35 years old (27%); **36-54 years old (36%)** and 55 years + (4.5%). 0% of respondents did not select an age specific category.

All of participants selected **Heterosexual** as their **sexual orientation (64%)**, 0% selected Gay and 36% of participants did not complete this section of monitoring.

Participants were asked to select the **area in which they live and/or work**. 23% of respondents did not answer this question. **64% selected Magherafelt**, 14% selected Cookstown.

Participants were also asked to select how they would best **describe themselves**; there were eight categories which could be multiple selected. Respondents described themselves as the following, **32% 'Parent/Guardian'**; 18% as 'concerned family member/friend/community representative'; **27% selected 'volunteer in a caring/helping/community context'**; **32% as 'employee in a caring/helping/community context'**; 14% as 'a person living with a mental health concern or illness'; 4.5% as 'a person caring for someone with a mental health concern of illness'; 9% 'A person affected by suicide' and 0% represented as 'a person bereaved by suicide'.

Participants were also encouraged to demonstrate if they are in contact with **identified 'higher risk groups'**. Fifteen categories were available for multiple selections. Respondents demonstrate, **54% 'Older People'**; 41% 'people living in rural areas'; 27% 'farmers/farm workers'; 9% people who are lesbian, gay, bisexual or transgender'; 36% 'students'; **64% 'young men'**; 50% 'young women'; **45% 'young people aged 13-25'**; 23% 'people who have experienced trauma'; 18% 'people in care/aftercare/social services involved'; 9% 'people in need of supported housing'; 14% 'people who self harm'; 27% 'people who have a mental illness'; '18% people who care for someone with mental illness' and 23% 'people who have thoughts of or who have acted on thoughts of suicide'.

Participants were asked to identify how they found the awareness evening.

A three point Likert scale was used to measure **participant’s experience** of the event

Please Indicate How You Found The Following	Not Useful	Useful	Very Useful
Exhibition Stands	0%	14%	76%
Talk by Conor McCafferty	0%	0%	72%
Question/Answer Session	0%	0%	54%
Hospitality	0%	9%	68%
Venue	0%	4.5%	73%

Participants were asked to identify how they valued the awareness evening.

In Your Valued opinion Do You Think This Awareness Evening has:	Yes	No	Comments
Reduced Stigma around Men’s Health	91%	0%	“Need more public involvement but a fantastic event to raise awareness”
Increased public awareness and understanding of the issues around men’s health	86%	0%	“more men to attend this”
Increased opportunity for men to talk safely about the issues around men’s health with others	82%	4.5%	“not enough in attendance”
Increased your awareness of mental health and related prevention services	77%	0%	
Encouraged you to access support services if needed	86%	4.5%	
Encourage you to engage with organisations to seek support, develop initiatives, promote awareness around Men’s Health	82%	0%	

Participants were asked to identify needs for their community

Your Community – Your Needs Would You Be Interested In Any of The Following	Yes	No	Further Comments
Depression Awareness	41%	23%	
Mental Health Promotion/Awareness	36%	23%	
Mental Ill Health Awareness	32%	23%	
Suicide Prevention Awareness	36%	23%	
Bereaved By Suicide Information	27%	23%	
Information about local support services	36%	23%	
Training in mental health/suicide prevention	45%	14%	
Guidance for your group to become more involved in promoting mental health/suicide prevention	45%	0%	
Funding opportunities for mental health/suicide prevention specific programmes	45%	0%	

Comments from participants

“More stands in front lobby for men coming into the football courts”

EVENT FIVE THURSDAY 20TH JUNE – 7:30 TIL 9:30PM AUDITORIUM @ BALLYMONEY TOWN HALL

Monitoring

Event five engaged **fourteen people** in Ballymoney, and **twelve evaluations** were completed by participants.

Gender was monitored and all participants were Male, 0 % of respondents did not complete this section. The **age range** of participants was 18-25 years old (25%); 26-35 years old (25%); **36-54 years old (50%)** and 55 years + (0%). 0% of respondents did not select an age specific category.

The majority of participants selected **Heterosexual** as their **sexual orientation (100%)**, 0% selected Gay and 0% of participants did not complete this section of monitoring.

Participants were asked to select the **area in which they live and/or work**. 0% of respondents did not answer this question. 14% selected Coleraine, **86% selected Ballymoney**.

Participants were also asked to select how they would best **describe themselves**; there were eight categories which could be multiple selected. Respondents described themselves as the following, 18% 'Parent/Guardian'; **32% as 'concerned family member/friend/community representative'**; **18% selected 'volunteer in a caring/helping/community context'**; 14% as 'employee in a caring/helping/community context'; 13% as 'a person living with a mental health concern or illness'; **18% as 'a person caring for someone with a mental health concern of illness'**; 9% 'A person affected by suicide' and 4 % represented as 'a person bereaved by suicide'.

Participants were also encouraged to demonstrate if they are in contact with **identified 'higher risk groups'**. Fifteen categories were available for multiple selections. Respondents demonstrate, 32% 'Older People'; 36% 'people living in rural areas'; 22% 'farmers/farm workers'; 27% 'people who are lesbian, gay, bisexual or transgender'; 31% 'students'; 36% 'young men'; **45% 'young women'**; **41% 'young people aged 13-25'**; 32% 'people who have experienced trauma'; 27% 'people in care/aftercare/social services involved'; 27% 'people in need of supported housing'; **22% 'people who self harm'**; 41% 'people who have a mental illness'; '36% people who care for someone with mental illness' and 27% 'people who have thoughts of or who have acted on thoughts of suicide'.

Participants were asked to identify how they found the awareness evening.

A three point Likert scale was used to measure **participant’s experience** of the event

Please Indicate How You Found The Following	Not Useful	Useful	Very Useful
Exhibition Stands	0%	21%	79%
Talk by Conor McCafferty	0%	8%	92%
Question/Answer Session	8%	33%	59%
Hospitality	0%	8%	92%
Venue	0%	0%	100%

Participants were asked to identify how they valued the awareness evening.

In Your Valued opinion Do You Think This Awareness Evening has:	Yes	No	Comments
Reduced Stigma around Men’s Health	92%	8%	
Increased public awareness and understanding of the issues around men’s health	100%	0%	
Increased opportunity for men to talk safely about the issues around men’s health with others	100%	0%	
Increased your awareness of mental health and related prevention services	100%	0%	
Encouraged you to access support services if needed	100%	0%	
Encouraged you to engage with organisations to seek support, develop initiatives, & promote awareness around Men’s Health	100%	0%	

Participants were asked to identify needs for their community

Your Community – Your Needs Would You Be Interested In Any of The Following	Yes	No	Further Comments
Depression Awareness	67%	33%	
Mental Health Promotion/Awareness	58%	42%	
Mental Ill Health Awareness	57%	43%	
Suicide Prevention Awareness	66%	34%	
Bereaved By Suicide Information	25%	75%	
Information about local support services	58%	42%	
Training in mental health/suicide prevention	67%	33%	
Guidance for your group to become more involved in promoting mental health/suicide prevention	52%	48%	
Funding opportunities for mental health/suicide prevention specific programmes	62%	38%	

Comments from participants

“Conor’s talk in particular – interaction with exhibitors – you can never be too informed”

5. Summary of Real Health Advice for Men Events

	Event One Coleraine	Event Two Ballymena	Event Three Antrim	Event Four Magherafelt	Event Five Ballymoney
People	25	31	34	24	14
Evaluations	22	26	34	22	12
Gender	Heterosexual Male	Heterosexual Male	Heterosexual Male	Heterosexual Male	Heterosexual Male
Highest Age groups	36-54yrs 26-35yrs	36 – 54yrs 55yrs+	36-54yrs 55yrs+	36-54yrs 18-25yrs 26-35yrs	36-54yrs
Area	Coleraine Ballymoney	Ballymena Larne	Carrick Ballymena Antrim	Magherafelt Cookstown	Ballymoney Coleraine
Description	Parent/Guardian Concerned family member/friend/ community representative	Parent/Guardian Concerned family member/friend/ community representative	Parent/Guardian Concerned family member/friend/ community representative	Parent/Guardian Concerned family member/friend/ community representative	Parent/Guardian Concerned family member/friend/ community representative
Contact with higher risk groups	Older people Young men	Older people Young men Students Young people aged 13-15yrs Young women	Older people Rural dwellers Farmers Lesbian gay bisexual transgender groups Young people aged 13-15yrs	Older people Young men Young people aged 13-25yrs	Older people Young women Young people aged 13-25yrs
Experience of the event in order of liked	Talk & Hospitality Venue Exhibition	Venue Talk & Hospitality Exhibition	Hospitality Venue Talk Exhibition	Exhibition Venue Talk Hospitality	Venue Talk & Hospitality Exhibition

The Real Health Advice for Men was funded by the Public Health Agency, Northern Area.

In attendance

In total, **128** individuals attended the Real Health Advice for Men, across the Northern Area.

Completed forms

116 participants completed the required monitoring and evaluation forms (**91% of attendees**).

Monitoring

The **36-54yrs age ranges** of men were the dominant attendees across all five events. As was those with a **heterosexual** sexual orientation choice although we did engage a minority of participants who described their sexual orientation as Gay, Lesbian, Bisexual, Transgender.

Monitoring indicates that we did engage participants from a good cross section of eight district council areas.

The majority of respondents described themselves as a **'Parent/Guardian', 'Volunteers in a caring/helping/community context'; 'Concerned family member'**.

Participants indicated if they were in contact with 'higher risk groups' of people. The data collected from respondents indicate that the most significant engagement individuals had were from the following higher risk categories; **'older people'; 'young men', 'young women' and 'young people aged 13-25'**.

According to the majority of respondents, the most significant needs are as follows, **'Depression Awareness', Information about local support services', 'Suicide Prevention Awareness', 'Mental Health Promotion', and 'Funding Opportunities'**.

6. Evaluation

Participants' overall experience of the events were measured and evaluations indicate that the majority of respondents found all aspects (Talk by Conor McCafferty; Hospitality; Venue; Exhibition Stands; Question and Answer discussion;) of the Men's events either 'Useful' or 'Very Useful'.

We were also interested in measuring the impact the event may have had on communities.

We asked participants to agree or disagree with six statements with the following prelude,

'In your valued opinion do you think this local awareness evening has...' The major consensus from respondents agreed with the following, 'Reduced stigma around suicide'; 'increased public awareness and understanding of the issues around suicide'; 'Increased opportunity for people to talk safely about suicide with others'; 'Increased your awareness of mental health and suicide prevention services'; 'Encourages you to access support services if needed' and 'Encouraged you to engage with organisations to seek support, develop initiatives, promote awareness around suicide' – again the majority of participants agreed with the statements.

7. Learning & Recommendations

Overall this initiative has been a good starting point in building further events to engage with men in promoting health awareness.

It is worth noting that the talks actually led to five men and one family seeking counselling/support for self-harm/suicidal issues, three of which included alcohol use which in itself makes it worth all the effort.

Collectively through observation, interaction and feedback on the nights we have identified the following findings detailed below;

- Men enjoyed the **social aspect** of the evening and the fact that it was a rare **male 'only'** event.
- Men highly engaged in **cholesterol checks** – these checks were hugely popular and there was a high uptake.
- Men highly engaged in **health challenges**.
- It may be advisable to have **local men involved in consultation, planning, preparing, organisation & participation** at any future male only events – men speaking to men and reaching out to men is ultimately the best-selling tools for events and are perceived as reliable and credible endorsements.
- **The input of male community representatives is invaluable** and having their buy in from the offset and throughout is key to a successful male only event. Perhaps clergy, male sport leaders, male employers, male youth workers could also be included in any future events to help open the event up to a wider male population and high risk groups.
- **Having consultation with and input from local males throughout the event planning** is crucial in terms of confirming event format, content, timing, location, hospitality, editorial / press release, design of promotional materials & evaluations.
- **Male orientated stands manned by males** with some form of a quick fun health challenge were popular.
- Having a background of **male friendly theme tunes and visuals worked well**.
- **Information packs issued at registration** were on the whole taken from the venues by the vast majority of men in attendance.
- **Communicating the format of the evening** to men on their arrival (i.e. through a flipchart, slip of paper, displayed on overhead screen loop within the venue) is highly recommended.
- **The collection of a free water bottle** on completion of evaluations worked well in ensuring their return.
- **Ensuring exhibitors are relevant to men's health and are informed in advance of the need to be proactive in helping to promote the events and in engaging with men** & giving details on their

service provision pro –actively on the night given the short timeslot of 45minutes is highly recommended.

- **Professionally designed & printed promotional flyers/water bottles/invitations/posters** – were highly valued by all.
- Engagement with **NEELB Young Men’s Workers** and their service users was a great asset.
- Consistency in attendance and **buy in from key and local community and voluntary partners** was much appreciated by SPDO’s.
- Using **male friendly venues** may be a good way of engagement with otherwise hard to reach males i.e. Golf Clubs, Rugby Clubs, Football Clubs, male employment bases etc.
- Promotional **flyers giving more detailed information on the format of the event** rather than the details pertaining to the events i.e. date, time, venue details of the five different events is recommended. Perhaps the visual might be a photo of the main speaker’s face etc.
- Perhaps **one joint partnership event(s)** pooling all partners’ resources, capacity, contacts might be a good way to progress this or integration of this event into the work of another agency planning an event for men’s health week or perhaps consider **partnering with regional organisations** i.e. Cancer agencies may be a way forward.
- Different and **varied methods of distribution of flyers** to promote the events with as big a target audience of men is recommended and this would require more lead in time and promotional costs being covered. Bulletins, websites, telephone calls, twitter, facebook, press, passing the word on through members and supporters, host organisations displaying the posters and local community representative support were all used.
- **Timing of men’s health week** as its in June we experienced difficulties as most sports clubs, Churches, youth groups, community/voluntary organisation clubs had or were finishing their seasons and some colleges were still in exam season (more lead in time is required) Also the G8 conference removed Fire, PSNI from involvement this year , resulting in real missed opportunities for men in these sectors.
- **Briefer & more gradual interventions** maybe more useful for some of the participants i.e. health checks.
- The majority of attendees stated on their evaluations that they would be interested in a range of needs based **training on Depression awareness to mental health specific programmes**. It is therefore recommended that SPDO’s follow up on with all interested parties and include their contact details on DB’s promoting future events, training etc.
- **Conor McCafferty, Zest was a significant addition** to this partnership between the Northern Area Community Networks and SPDO’s and appreciably promoted the initiative and personally provided a talk and follow on support at each of the five events.

- **It is recommended that any exhibitors and partners who sign up for the event would also promote it through their email signatures** to let people know about the upcoming event and again provide a credible and reliable endorsement of the events.
- **Most Councils now also produce Bulletins telling people what is happening in the District under upcoming events** – this may also be good to utilise.
- **More engagement with all age groups and high risk groups** would be recommended to increase their participation.
- **A suggestion board at the event maybe a good way to capture men’s views on how best to engage further** with men on real health issues.
- In a vacuum of any activities in the Northern Area to coincide with and promote Men’s Health Week the three SPDO’s in conjunction with Zest took the initiative to pilot a Men’s Health programme of activities. Considering the learning from the events the SPDO’s would be interested in **participating in planned Men’s Health Week events** or in **joining with all partners in a collaborative led approach** to help further Men’s health at any future planned Men’s Health Week events .
- **Perhaps Real Health Advice for Men might be considered as becoming an annual event** and possibly used as a template for the other Trust areas. The format is definitely a good one and we have no doubt that the numbers would grow significantly if it became an annual event with a wider range of local men involved in its development and promotion. This is unique when it comes to male friendly health events.