

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



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.



Outcome Measure	Result
BMI	45.5% 'Obese' 44.2% 'Overweight'
Waist Circumference	54.5% 'High-Risk' 29.4% 'Increased-Risk'
METS	6.06±2.13 Range (1.60–13.40)
Fitness Levels	89.0% 'Poor' Fitness Levels
Physical Activity	84.0% did not meet National PA Guidelines

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

Results

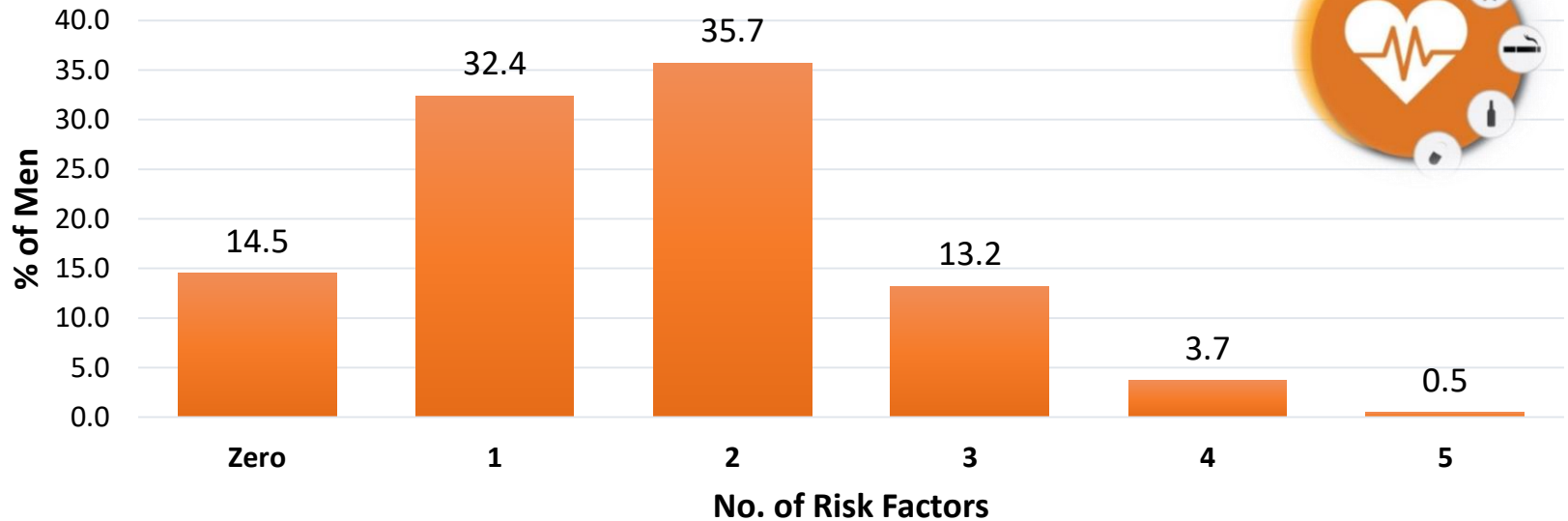


Figure 1: Prevalence of CV Risk Factors

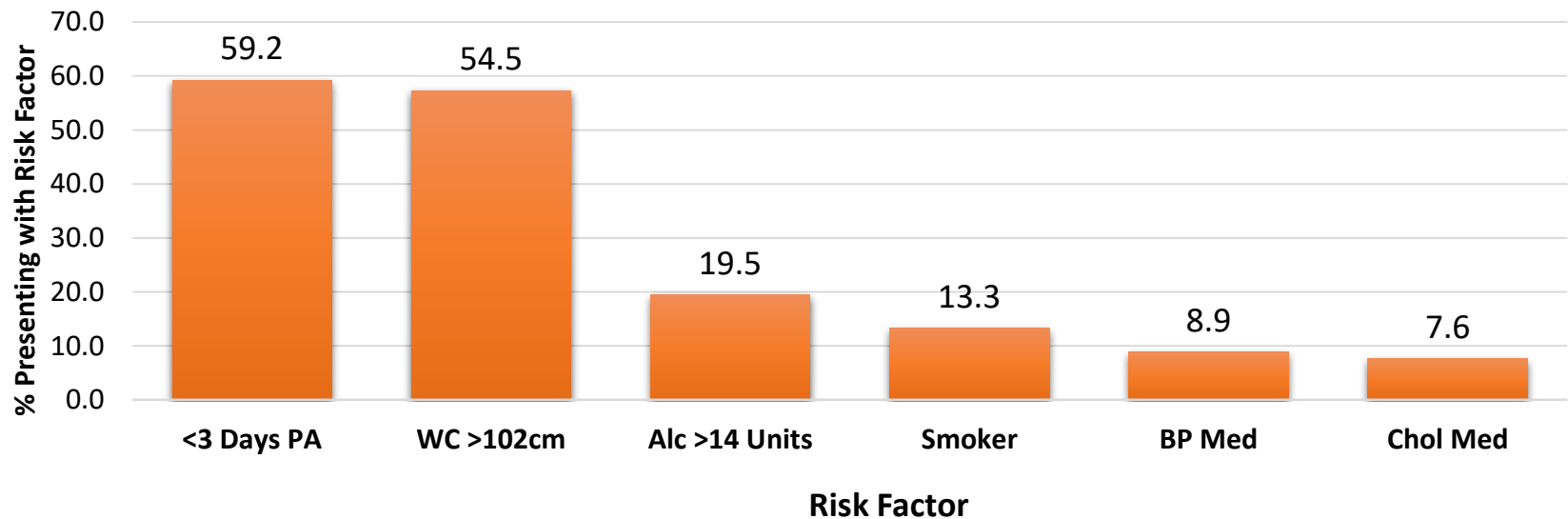
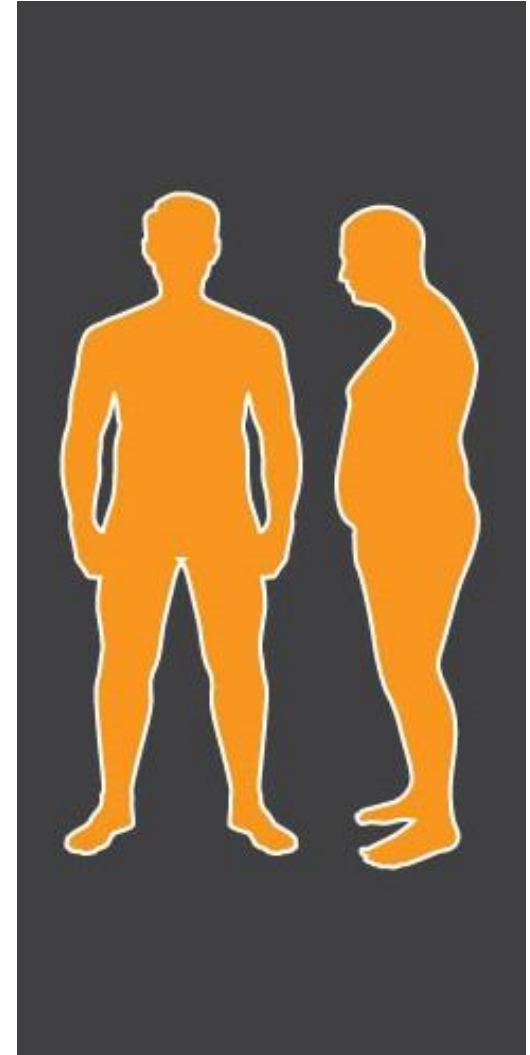


Figure 2: Most Common CV Risk Factors

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!