



Engaging men in workplace wellbeing

Anne Farrell,
Health Promotion Executive
CIE group, 16th June 2021

Agenda and content

- Insights and learning as an Engage facilitator
- Engagement facts
- Barriers for men
- Rules of engagement
- What works
- The future



Staff Engage in Men's Health Training

Ireland was the first country in the world to adopt a National Men's Health Policy. This policy highlights the broad range of health and well-being issues facing men, and outlines frameworks and strategies to address these needs.

The 'Engage' training programme aims to increase participants' understanding of best practice in engaging men with health and social services. It is a comprehensive one day training programme that is targeted at staff who are in contact with men and was developed to address the current deficit in gender sensitive service provision for men.

The development of this programme was a collaborative effort between the Institute of Technology Carlow, the Men's Development Network, the Health Service Executive's Health Promotion Department, and Waterford Institute of Technology. The training content is based upon the Partners' experience, evidence from academic and evaluation literature, and an extensive 24 month pilot phase. The Men's Health Forum in Ireland (MHFI) was proud to support the production of resources for this training.

To date Kay Doyle Head of Safety has given the go ahead to deliver the Engage 1 day program to the Safety execs and reps in the SET departments. So far 8 have been delivered in Inchicore and Thurles. They were facilitated by Anne Farrell, Health Promotion and Finian Murray, Health Promotion Officer, HSE with positive feedback.

On completion of the training programme, participants will:

1. Understand the broad determinants of men's health, including how gender influences men's approach to looking after their own health.
2. Understand how to guide health conversations with men using brief intervention and motivational interviewing techniques.
3. Understand how best practice guidelines in working with men should be used to engage men more effectively with health services.
4. Be aware of how to set up and support effective group work with men.
5. Be aware of the barriers and prompts experienced by men when accessing health and social services.

Seven simple questions worth asking when starting a conversation or trying to get engagement with men.

1. How are things?
2. What's going well?
3. What's not going well?
4. Is there anything you need to do?
5. Is there any support you need?
6. What's one step you might take?
7. What difference might it make?

For more info see website www.mhfi.org



Anne Farrell Health Promotion Officer CJE Group and Finian Murray Health Promotion Officer HSE pictured with the first group of participants in the one day Engage Training Programme receiving their certificates.



Corporate wellness and male engagement facts

- Women are more likely than men to take part in workplace programs.
- Men were more likely to get flu shots at work and to participate in smoking cessation programs.
- 40% of men responded that their families prompt them to participate. Targeting female spouses may be an effective way to encourage greater engagement among male employees.

White Paper report from the health services company Optum (2014)

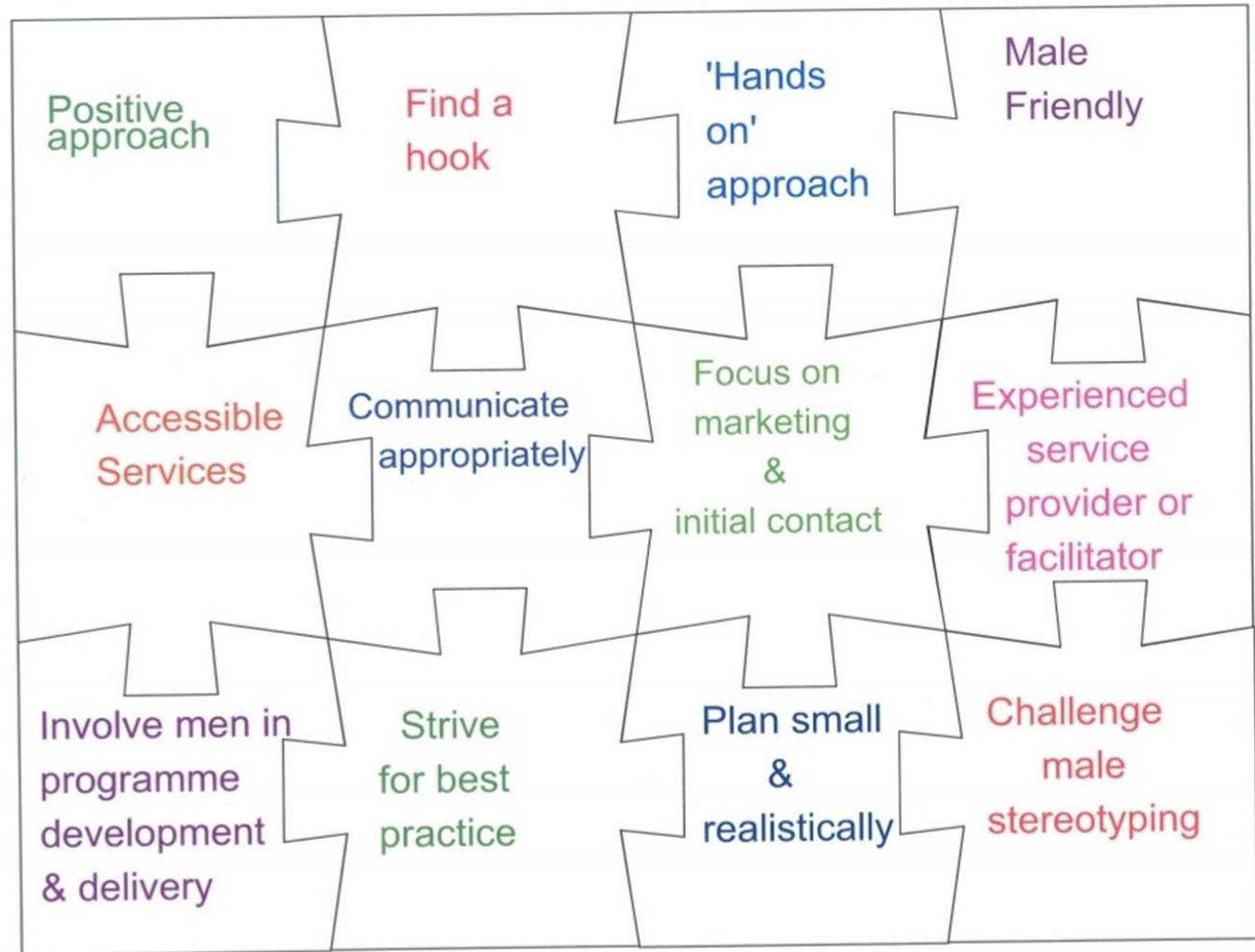
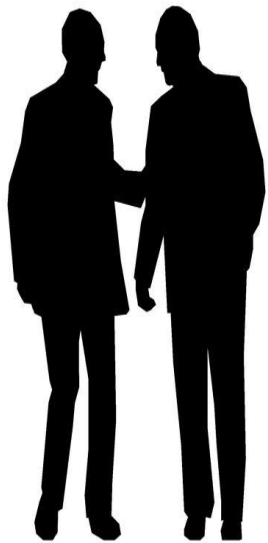
Barriers -What is holding men back?

% Visited GP in last 3 months:

	Full-time	Part-time	Full-time student	Unemployed	Retired
Men	37%	46%	33%	52%	59%
Women	53%	57%	51%	66%	58%

Work Demands / No Time / Masculinity stereotypes / Men's needs not addressed
Lack of Trust / Fear / Embarrassed

Rules for Male Engagement



Appealing
language



**TAKE CONTROL
OF YOUR HEART
HEALTH.**

NUTRITION FOR A STRONG HEART
TUESDAY 18TH SEPTEMBER
BOARDROOM @ 3 - 3.30PM

Appealing Visuals



MEN'S
HEALTH
FORUM

THE MAN MANUAL

Men's Health Made Easy

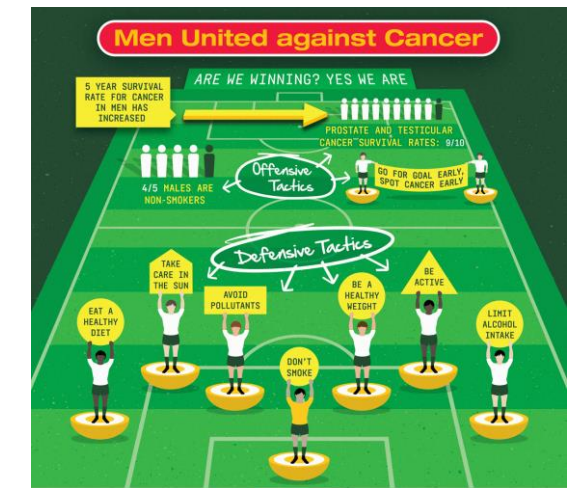


MEN'S HEALTH WEEK
Monday 12th - Sunday 18th June 2017
It's all about HIM



How are you doing?

Visit www.mhfi.org to find out more
#MHW2017





Pysch Safety



Time



Comms



Using male oriented terms eg activity rather than health, regaining control rather than health seeking) makes projects more familiar and less off putting.

Robertson et al 2015



Roadmap for the future

- Promote the yearly **Men's Health Week** (14th June 2021 to 22nd June 2021)
- Join the Men's Development Network
- Train supervisory / managerial staff in the ENGAGE Men's Health program
- Do a needs assessment of your staff considering gender needs
- Consider the needs of Men in your Wellbeing Strategy
- Managers / Leaders lead by example by integrating wellbeing into their teams and engaging personally in the wellbeing programs offered.
- Promote Movember

