

Men's Health and Wellbeing in Middlesbrough

19TH NOVEMBER 2021

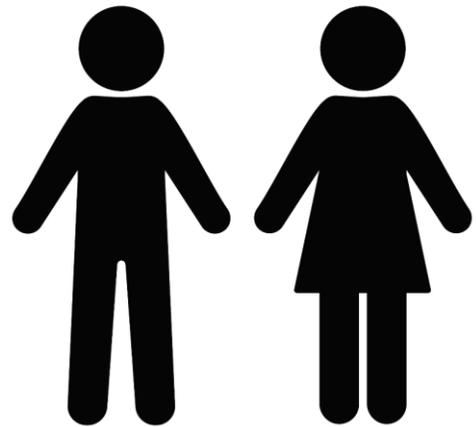
Welcome and background

SHELINA VISRAM

SENIOR LECTURER IN PUBLIC HEALTH, NEWCASTLE UNIVERSITY

Happy International Men's Day 2021!

**BETTER RELATIONS
BETWEEN MEN & WOMEN**



“We hold these Truths to be Self-Evident:
that all men and women are created equal.”

Elizabeth Cady Stanton

**INTERNATIONAL
MENS DAY**
November 19
www.internationalmensday.com



Programme

Time	Title	Speakers
1:10 – 1:35	Overview of the BoroManCan campaign	Richie Andrew, health improvement specialist, Public Health South Tees
2:00 – 2:25	Key findings from the study	Mabel Lie, research associate, Newcastle University
1:35 – 2:00	Reflections on the peer research experience and insights from local men	Jonathan Lee and Matthew Williams, peer researchers
2:25 – 2:30	Event close and next steps	Shelina Visram, senior lecturer, Newcastle University

Networking

- Information provided on the event registration form will be shared with Richie (*unless you opt out by emailing Shelina.Visram@ncl.ac.uk*)
- You may want to use the Zoom chat function to introduce yourself/your organisation and share your contact details
- OR you can use the Padlet: [Men's health and wellbeing webinar \(padlet.com\)](https://padlet.com)



BACKGROUND TO THE RESEARCH

Where did the idea come from?



NIHR | Applied Research Collaboration
North East and North Cumbria



askfuse



#BOROMANCAN



Who else was involved?



Mabel Lie



Chris Haywood



Idrees Rashid

Jo Cook



Neil Carter



Jonathan Lee



Stephen Burrell



Brett Smith



Katrina Jackson



Matthew Williams



What did we set out to do?

1. Undertake an 'evaluability assessment' of BoroManCan, to get agreement on future evaluation plans and measurable outcomes
2. Explore views and experiences of BoroManCan to identify any barriers to local men getting the help they need

What did we actually do?

1. Conducted a **scoping review** of relevant literature to identify similar health promotion interventions/campaigns targeting men and how these have been evaluated
2. Explored the '**lived experience**' of the BoroManCan campaign from a range of perspectives
3. Brought partners together to discuss our initial findings, collaborate on development of a logic model for BoroManCan, and discuss possible evaluation options
4. Engaged, trained and worked closely with local men as **peer researchers**
5. Contributed to **existing knowledge on men's health and masculinity**, including awareness of, attitudes towards and barriers/enablers to accessing services

What methods did we use?

1. A scoping review focusing on evaluations of men's health promotion initiatives in the UK and other high-income countries

2. Interviews (n=5) with representatives of BoroManCan partner organisations

3. Interviews with local men (n=23), volunteers (n=6) and intervention deliverers (n=7) to explore their views and experiences of participating in or delivering activities as part of BoroManCan

5. A half-day workshop to share and discuss preliminary findings with partners

How will the findings be used?

By BoroManCan (and similar initiatives):

- To inform future service development, monitoring and evaluation

By the academic researchers:

- To produce a final report for the research funder
- To develop application(s) for future research funding
- To produce academic publications and conference presentations

Other accessible outputs:

- Two-page research brief and at least one blog entry
- Feature on 104.5 CVFM community radio / BoroManCan podcast
- Articles/briefs produced by or in collaboration with the peer researchers



How can I find out more?

Dr Shelina Visram

Population Health Sciences Institute

Newcastle University

T: 0191 208 2279

E: shelina.visram@newcastle.ac.uk

 : @ShelinaVisram



Thank you for listening!