

Addressing Inequalities in Men's Health in a Rural Community: An Out Patient Department health education initiative

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Inequalities in Men's Health

- ▶ Lower life expectancy – 79 compared to 83 for women
- ▶ Premature death from cancer
- ▶ More deaths from cardiac disease
- ▶ Three times more likely to die from suicides with highest incidence in farmers in rural areas
- ▶ Men do not access health services as often
- ▶ Later presentation of disease and poorer outcomes
- ▶ Men often do not consider themselves as 'carers' and are less likely to seek support in the informal caring role
- ▶ Traditional gender attitudes of masculinity may account for inequalities in health
- ▶ Increased demands on NHS and economy
ONS (2014) and Mathews (2015)

Aims

- ▶ To achieve 'the best possible health and wellbeing for all people in Wales, whatever their circumstances and wherever they live' (Welsh Government *Delivering Local Health Care 2013*) by:
- ▶ Reducing inequalities in men's health in a rural community
- ▶ Encouraging the best possible physical and mental health and wellbeing for all men
- ▶ Encouraging men to use health services and report symptoms early
- ▶ Providing health advice and support to men within their community
- ▶ Supporting men to improve their own health
- ▶ Providing accessible, appropriate and acceptable health education
- ▶ Listening to the concerns and needs of men
- ▶ Collaborating with organisations to support men's health
- ▶ Identifying and support male carers

Farmers Sun Awareness



Supporting Policies

- ▶ Welsh Assembly *Rural Health Plan* (2009) – ‘Accessing services is the foundation of effective rural health and a basic human right’
- ▶ The Welsh Assembly *Our Healthy Future* (2011) – ‘Prevention and early health intervention can prevent avoidable ill health’
- ▶ Need for a shift of services away from hospital to become more preventative and community focused (BCUHB 2016)
- ▶ RCN Policy and International Department (2013) – ‘Nurses have an in-depth knowledge of their local community and are confronted daily by the affects of social conditions on the health and wellbeing of these communities.....nursing expertise must be fully utilised in the new public health system

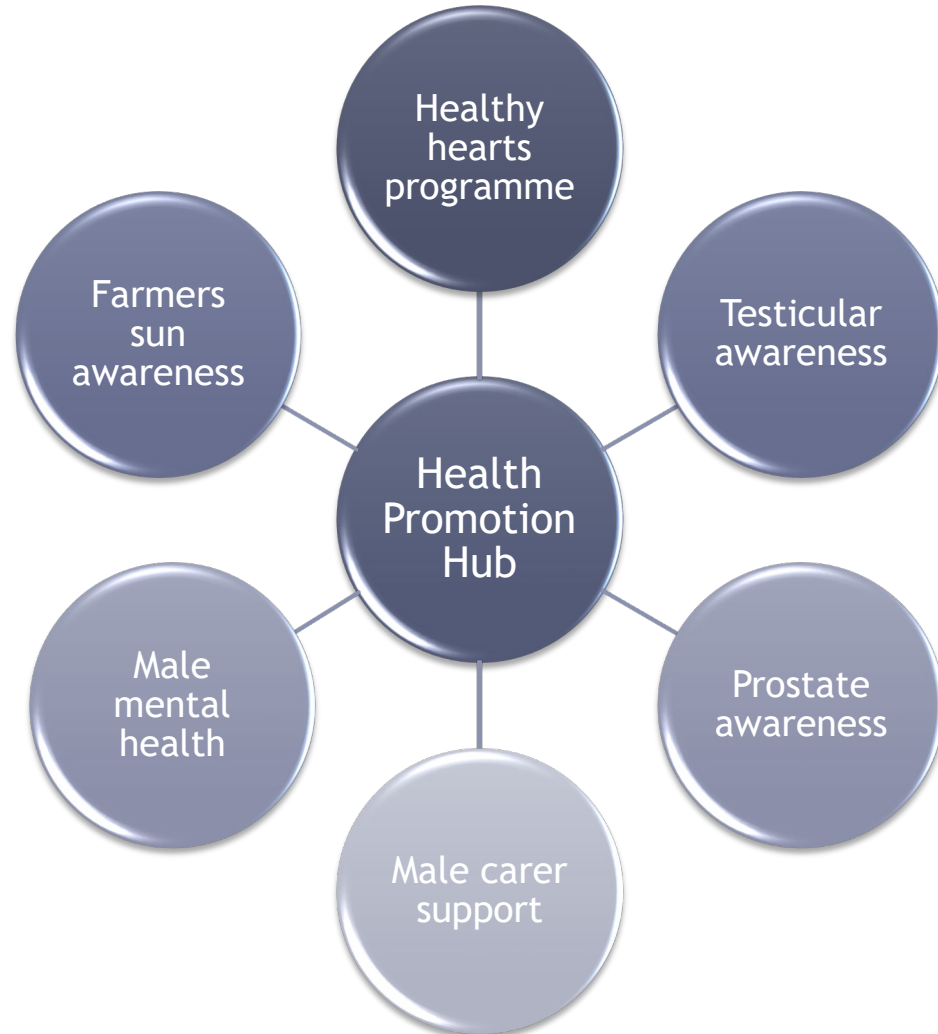
Testicular Awareness



OPD Strategy to Address Inequalities

- ▶ Breaking down barriers between hospital and community
- ▶ New and unique strategy for hospital staff to take 'Out Patient health education out' into the community
- ▶ Health Promotion Hub for the community
- ▶ Use third sector resources to support health education
- ▶ Encourage community to use OPD as a resource for self care
- ▶ Take health education to where men work, study and socialise
- ▶ Co-owned community magazine
- ▶ Identify health needs through discussions with men

Men's Health Education Strategy



Media Strategy for Men's Health Education



Monthly Men's Health Matters column and fund raising activities featured in Cambrian news

Implementation

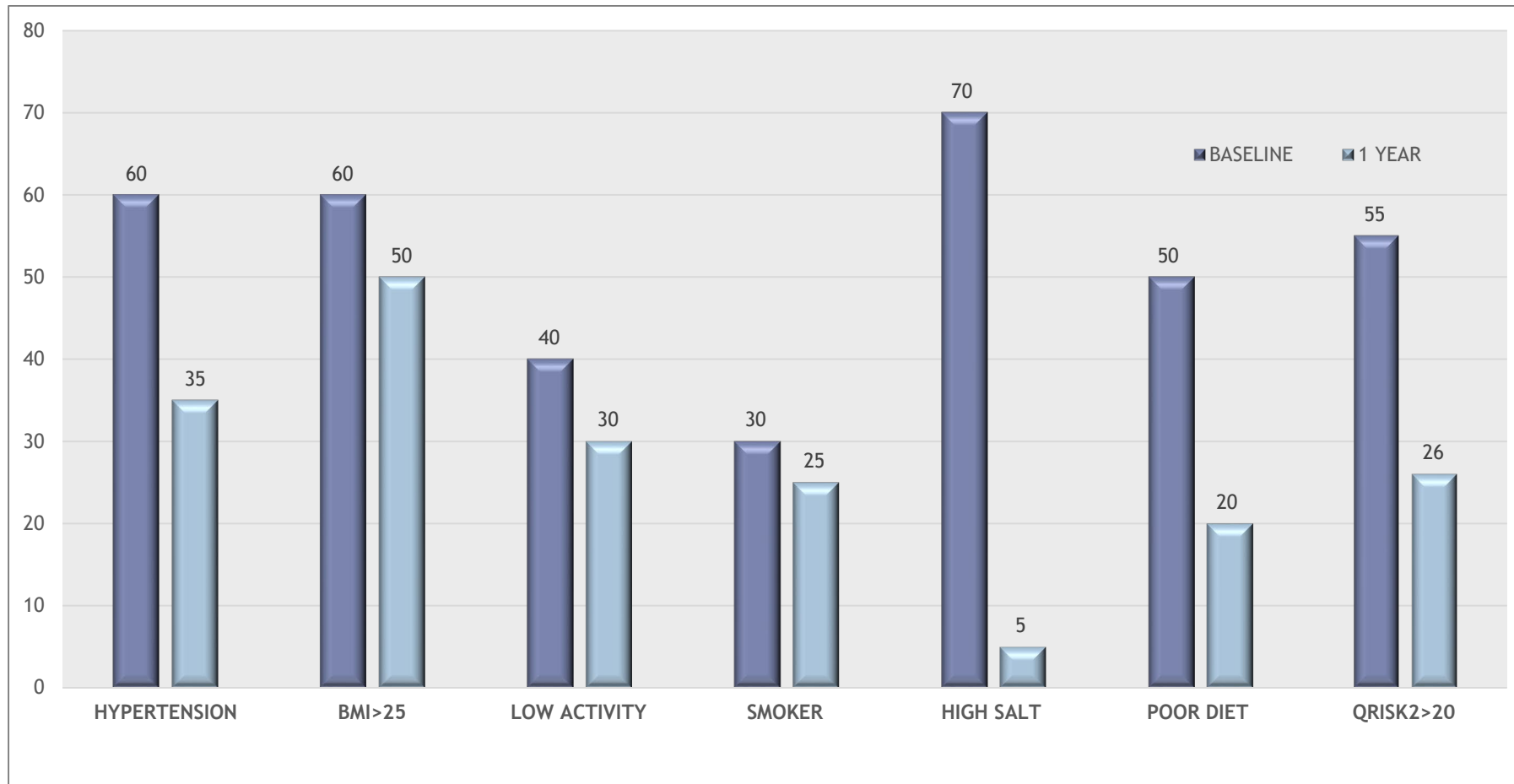
- ▶ Young men's health - Orchid Ambassador for Men's Health
- ▶ Healthy Hearts Programme – 6 'male friendly' life style change sessions to improve heart health
- ▶ WHO suggest 'going where men are' (WHO 2014)
- ▶ Testicular awareness in colleges; prostate awareness in pubs; health promotion boards in police stations; farmers sun awareness
- ▶ Male carer's – identify hidden carer's; provide accessible and opportunistic support through Carer's Outreach Organisation
- ▶ Older men's health – prostate symptom drop in sessions for education, flow rates, bladder scans, IPSS
- ▶ Promoting the Farming Community Network to provide support for depression, isolation, illness and stress

Healthy Hearts Programme



Results

Percentage of 20 patients with Lifestyle Cardiovascular Risk Factors at Baseline and 1 year Following the Healthy Hearts Programme (Thomas and Chitale 2014)



Prostate Awareness



Farmers Health and Wellbeing

- ▶ Men are three times more likely to die from suicide with highest incidence in farmers in rural areas. 1 farmer per week dies from suicide in the UK
- ▶ Rural community hospital Out Patient Departments are well placed to support farmers mental health- accessible and acceptable within the community
- ▶ All GP surgeries to be aware of support available for farmers
- ▶ Encourage ALL men to talk about how they feel and be available to listen
- ▶ Promote the Farming Community Network to provide support for depression, isolation, illness and stress
- ▶ Take health education to where men work, study and socialise
- ▶ Helpline cards and other materials throughout the community, particularly farmers marts
- ▶ Helpline information to be made available to all agencies that have contact with farmers e.g. firearm and rural crime police departments, vets, banks, surgeries, farming organisations, pubs
- ▶ Advertise the service through social media and county shows
- ▶ Provide information to partners and families of farmers
- ▶ Secure funding for translation of materials into Welsh

Farmers Health and Wellbeing



Fund Raising for Men's Health



- Sponsored walk to raise money for the Orchid and FCN charities to support men's health
- Interagency team of BCUHB, fire and police service and local businesses
- Donations will be used to translate and print posters, leaflets and helpline cards into Welsh
- £900 raised match funded by Barclays bank



Results

- ▶ GPs report prostate drop in service is contributing to earlier referral
- ▶ Farmers report that promoting sun awareness has increased their use of sun protection
- ▶ “I have found that students are more willing to discuss their health since you have been coming to the construction department” (College Tutor)
- ▶ “I wouldn’t have bothered to come (for a flow rate test) if I had to travel (male, 64)
- ▶ “I like it that I can drop in for advice without an appointment” (male,56)
- ▶ “Carers Outreach have arranged a sitter for my wife so I can meet my friends. It has made such a difference, thankyou”
- ▶ “I love going to the farmers mart. The men really do seem interested in what I have to say” (OPD HCA)

Results

<http://www.dailypost.co.uk/news/local-news/s4c-presenter-opens-up-suicidal-13559798>

CQ Incorporating Country Quest and Times and Diary
Your pull-out guide to what's on, fashion, travel, food and drink, health, gardening and more

Farmer Alun breaks silence about depression struggle

Television presenter Alun Eldry is backing a wellbeing initiative in the farming community as ALEX JONES found out

A BBC Wales television presenter and Malvern-based farmer has spoken out about his mental health struggles following the death of his son.

Alun Eldry, who hosts the 'CQ' series, has opened up about his own struggles with depression and anxiety, which he has shared with his family.

He has been the subject of a documentary in the hope that other people going through similar struggles will get the help they need to survive.

In a recent interview, Alun, from Brynmawr, said: "In November 2014 I found my 40-year-old son dead at the bottom of the stairs at our home and then I spent a long time in hospital and a long time in court.

"I found myself in a state of despair, looking after him for a number of years on the farm as I didn't know what to do anymore."

"He did not die of a heart ailment, but I found it hard to accept that he was dead and I started to have suicidal thoughts."

"I continued to feel those feelings to my partner who persuaded me to go and see my GP."

"I was told I had severe depression and it was then that I found out about my feelings which in the end led to my suicide."

"The TV work is now helping me to get back to work and to get my health and wellbeing sorted for farming."

The Malvern-based hospital has been the subject of a documentary by the Health Protection Unit and in the past year has treated an ever-increasing number of people with mental health problems.

But James Anne Thomas and her team have been working with the health care system to help support people who experience mental health issues, to participate in projects.

"I fully support the work at Malvern Hospital and I will be helping them all of my support with this initiative," added Alun.

Explaining the reasons, Alun Thomas said: "During my time in hospital, I was aware that it was difficult for people to get help when they were in need."

"Mental health, social isolation, emotional and relationship problems and physical stress can all contribute to poor mental health."

"Our research told us that there was a need for a mental health and wellbeing initiative to help us get back to work and to get our health and wellbeing sorted for farming."

"We plan to distribute our wellbeing initiative to the farming community, to public, to the farming profession, to the farming industry and to the farming community."

The initiative has also been supported by the South Wales, Carmarthenshire Council, Defford Trust, Council of Wales, NFI, Cymru and The Farming Community Network.

Alan Eldry, 47, is a farmer and presenter of S4C's 'CQ' series.

Information, to get the message across to the farming community that help is always available.

"Having said that, it's a heavy and isolated job for many, but there is always someone prepared to listen, to talk, and someone ready to help."

"We are here to help in every way we can. We can offer counselling and other services to individuals."

"Having to unilaterally being major change, and this can be necessary and ensure, in this initiative by the Defford Trust, it is a very important role."

"If you feel you need advice or support, you can contact The Farming Community Network, helpline on 0800 11 999 from 9am to 5pm seven days a week."

Sharing Ideas



- ▶ Locally to community groups
- ▶ Presentations to BCUHB staff and management
- ▶ Mentor initiative to improve inpatient men's health
- ▶ 'Healthy Hearts: A Health Education Initiative' poster presentation at Chief Nursing Officer Conference , Cardiff 2012
- ▶ Assessing and Addressing Lifestyle Cardiovascular Risk in Rheumatoid Arthritis: A Rural Community Hospital Health Promotion Project.

Anne Thomas and Dr Sarang Chitale. Rheumatology (2014) 53 (suppl 1): i36-i37 doi:10.1093/rheumatology/keu089.003. Oral presentation at BSR, Liverpool 2014.

- ▶ 'Health Promotion Hubs: A Model for Rural Community Hospitals' poster presentation at Chief Nursing Officer Conference, Cardiff 2014
- ▶ Positive Impact of Dolgellau Community Hospital Healthy Hearts Programme on cardiovascular Risk in Patients with Rheumatoid Arthritis: 1 Year Results.

Authors: Anne Thomas, Sharon Jones and Dr Sarang Chitale. Poster Presentation at BSR 2015, Manchester

- ▶ 'Health Promotion Hubs: A Model for Rural Community Hospitals' poster presentation at Public Health Wales conference, Cardiff 2015
- ▶ 2016 international Public Health Nursing Conference, Denmark oral presentation
- ▶ 2016 RCN Centenary Conference, London poster presentation

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