

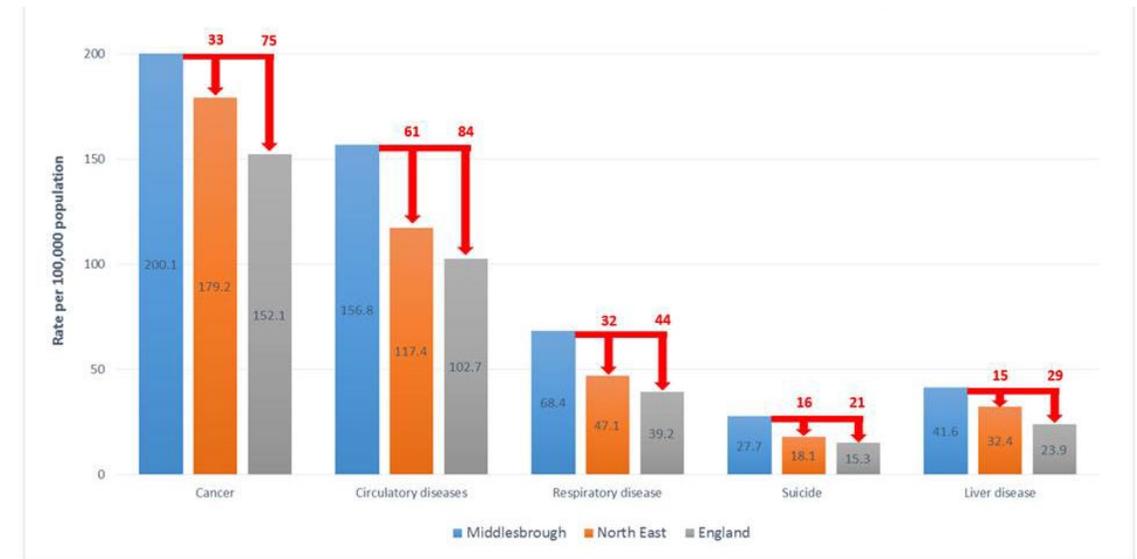
BoroManCan: working in collaboration to improve men's health and wellbeing in Middlesbrough

Dr Shelina Visram, senior lecturer in public health
Population Health Sciences Institute, Newcastle University

6th July 2023

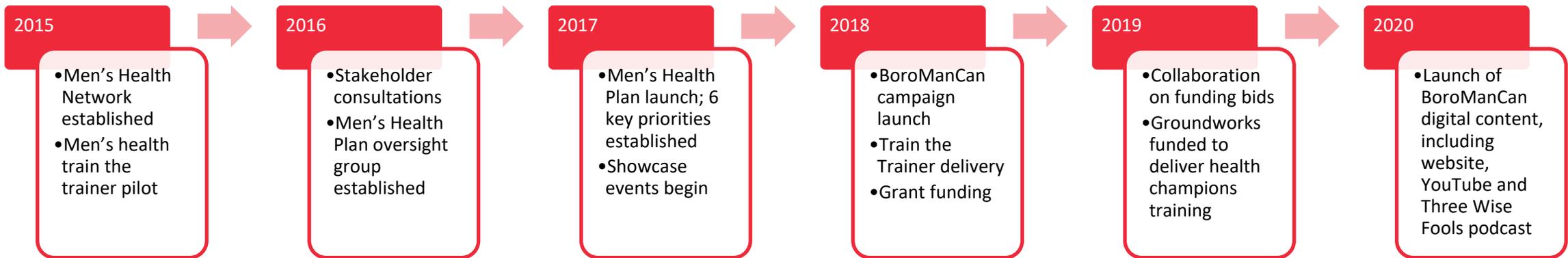
Background to the project

- Wide health inequalities between men living in South Tees and other localities
- Further inequalities between the most and least deprived areas
- Health services – particularly mental health – under-used by local men
- Middlesbrough has second highest rate of male suicide in England



Excess male deaths in Middlesbrough compared to regional and national averages, 2014-2016

BoroManCan: The story so far



#BOROMANCAN

IF THIS MAN CAN, HOW CAN YOU?

Mental Health Awareness Week 2022 - Loneliness

Mental Health Awareness Week 2022 - Loneliness
Mental Health Foundation

Watch later Share

Mental Health Awareness Week
9-15 May 2022

Together we can tackle loneliness

#IveBeenThere

Watch on YouTube

BoroManCan Retweeted

HeadStart South Tees
@HeadStart... · May 15

Our amazing HeadStarters @NunthorpePri share their stories about #anxiety as part of #MentalHealthAwarenessWeek and how they deal with their feelings. #ToHelpMyAnxiety

youtube.com/watch?v=3JkE7g...

@mentalhealth
@YoungMindsUK
@MbroCouncil @RedcarCleveland
@boromancan

NUNTHORPE PRIMARY

10 to 21 May 2022
Mental Health Awareness Week

Feeling anxious? You're not alone!

#ToHelpMyAnxiety

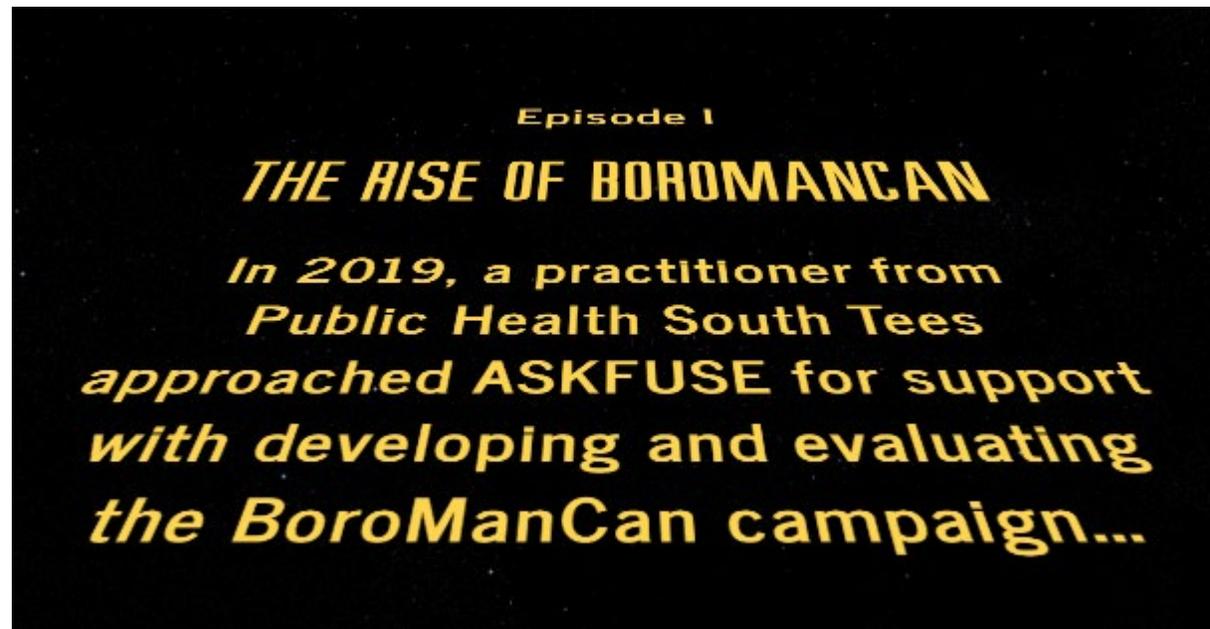
Together we can tackle loneliness

Q. When did the research collaboration start?

(2019)

A. A long time ago in a galaxy far,
far away.... (Middlesbrough)

How did it all begin?





The Centre for Translational
Research in Public Health

The logo for 'askfuse' features a small red and white striped icon resembling a question mark or a stylized 'a' above the word 'askfuse' in a bold, black, sans-serif font.



www.fuse.ac.uk

NIHR | Applied Research Collaboration
North East and North Cumbria

Who else was involved?



Nicolas Berger



Georgios
Antonopoulos



Mabel Lie



Chris Haywood



Idrees Rashid



Simon Forrest

www.fuse.ac.uk



Stephen Burrell



Brett Smith



Katrina Jackson

And most importantly...



Jonathan Lee



Matthew Williams



Neil Carter

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

Expectations vs. reality



What did we find?

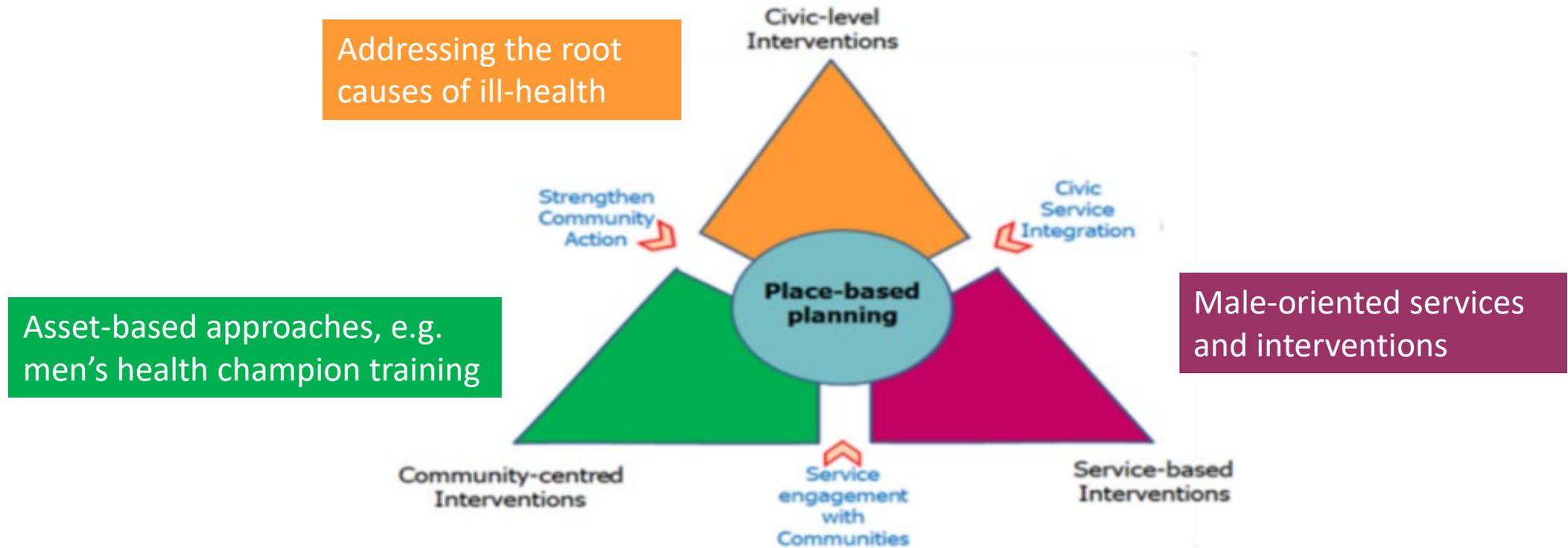
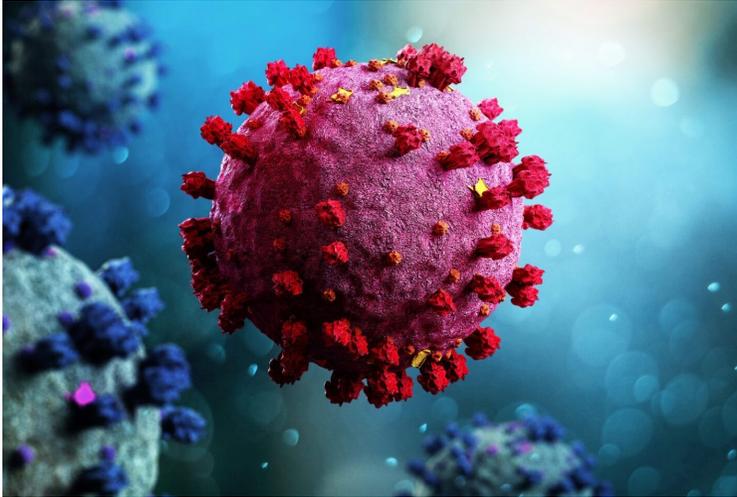


Figure 5. The Population Intervention Triangle model (PIT).

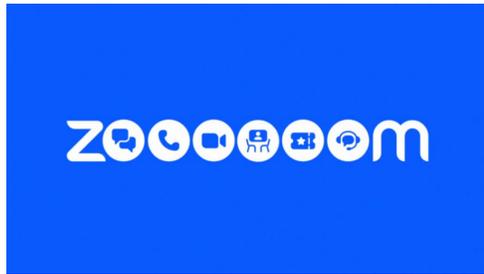
What did we hear?

Say I needed some help – I wouldn't ask for it, I'd just get through it myself because I've got the family. I've got the girlfriend and the kids to look up to me. If they're seeing me weak... They see me weak or slumming about, and crying and stuff, it's not what they need. They need to look up to you as the man. [...] A couple of years back when I wasn't very well, I'd always put a face on where [name of partner] and the kids were. But I'd get in the bath at 10 o'clock at night and I'd sit and cry my eyes out in the bath, just worried sick about what was going on. Then, I'd come back out of the bathroom and I'd be like, "Yeah. Yes, I'll be alright now". (Peer research interview ID 11)

Challenges



What worked well



What did we achieve?

Feature on 104.5 CVFM community radio



Understanding Mens Health and Well-being needs in Middlesbrough.

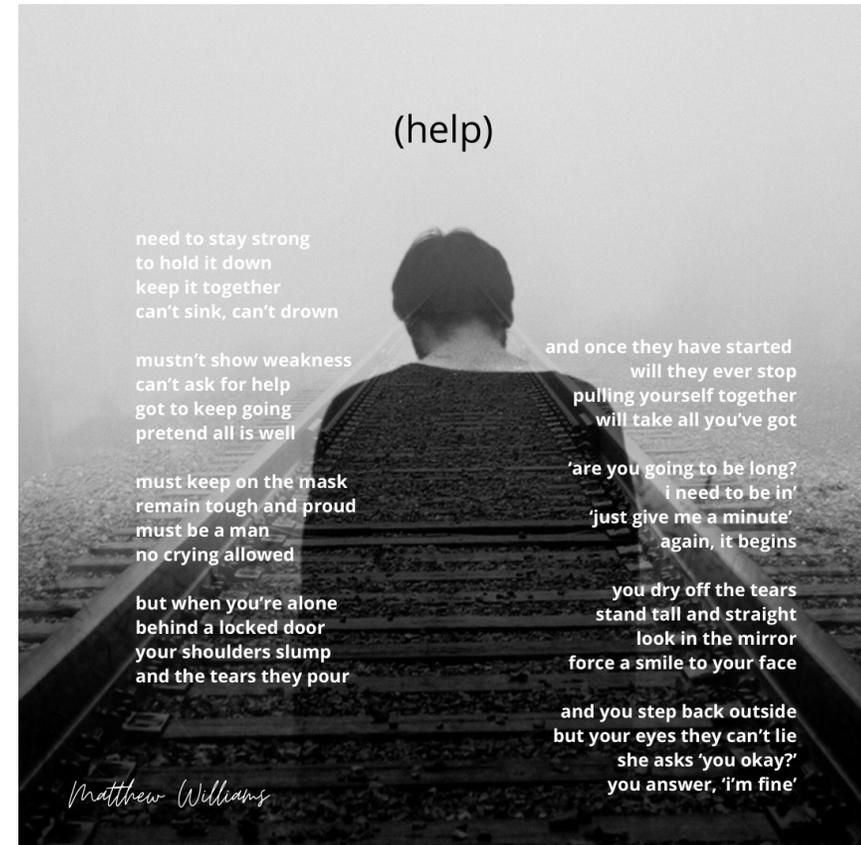
Understanding Mens Health and Well-being needs in Middlesbrough.

Participating as a peer researcher for Boromancan and Newcastle University, as part of a larger team of researcher, Here are my personal findings with my own ideas for promoting mens health, wherever you are. 15 interviews with a variety of different men, asking set questions in a conversational setting. Listening to the answers and highlighting themes that emerge and these adding my own thinking on how to support men in a wider sense. All participants have had a period in their life that has been a struggle/difficult and have suffered the effects of low levels of well-being. All participants live with partners or a safe home with family members.

Themes are in red followed by bullet pointed ideas for addressing the the theme.

Here is the video link for the webinar feedback event : <https://youtu.be/z16NdSwC81M>

What is wellbeing?



<https://www.youtube.com/watch?v=ZJAiroBZkMI>

Coming soon...

EveryManCan!



How can I find out more?

BoroManCan website: www.boromancan.co.uk

Social media channels: [Twitter](#), [Facebook](#), [YouTube](#), [Instagram](#)

Podcast (The Wise Fools): can be accessed via the website, YouTube or [Spotify](#)

Contact the campaign lead: richie_andrew@middlesbrough.gov.uk or me:
Shelina.Visram@newcastle.ac.uk

Acknowledgements

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