



## Engender Database extract

### GEOGRAPHIC

Continent
Europe (EU)

Country
Ireland

### BASIC DETAILS

Language
English

**Sector:** Labour market and employment

**Title (EN):** Assessing the impact of a health promotion initiative targeted at male postal workers in Ireland

**Abstract description (EN):**

The impetus for this study arose from the publication of the National Men's Health Policy which highlighted disparities in health outcomes between men and women, a growing problem of workplace absenteeism and presenteeism and the importance of the workplace as a setting in targeting men's health work. This project designed a health promotion initiative targeted at male postal workers in Ireland. During the initial stages a focus group was conducted with key stakeholder employees of the Irish Postal Service that informed (i) the design and content of the men's health manual and (ii) the direction for further health promotion initiatives which the Postal Service could take. Dr Ian Banks was then commissioned to design the men's health manual called Male Minder. The manual was then disseminated to all Postal workers in Ireland during Men's Health Week 2009, as the focal point of a wider men's health promotion initiative within the Postal Service. Quantitative and qualitative methodologies were used to evaluate the impact of Male Minder and specifically to investigate whether Postal workers were more knowledgeable about health or were influenced to change their health behaviours after receiving the manual. Both baseline and six-month follow up data revealed overwhelmingly

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positive responses to the booklet. Six months after having received the booklet, the majority of workers still had possession of and continued to refer to the booklet, and the booklet was credited with having been the catalyst for a range of positive health behaviour changes. This initiative is a worthwhile example of best practice in targeting health promotion in the workplace at men, as evidenced by it being awarded with a 2010 Aramark Healthcare Innovation Award.

**Keywords:** Mens Health, Workplace, Health promotion, mens health man

### BIBLIOGRAPHICAL INFORMATION

**Data type:** Book  
**Title:** Male Minder  
**Year:** 2009  
**Editor:** Ian Banks  
**Publisher:** Haynes publishing  
**Volume:** 1  
**Edition:** 1  
**ISBN/ISSN:** 978 1 906121 81 5  
**Page /Chapter:** 32  
**City:** Dublin  
**Issue:**  
**URL:**  
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