

'The environment was like they were in the pub but with no alcohol'
A PROCESS EVALUATION OF A GENDER-SENSITISED COMMUNITY BASED
PHYSICAL ACTIVITY PROGRAMME.

Donohoe, A., Carroll P., Richardson N., Keohane A., Kelly L., Harrison M., Robertson S.





**In total, approx. 118 people
from a variety of different
organisations have been
involved in the development,
implementation and
evaluation of the MoM
project thus far!**

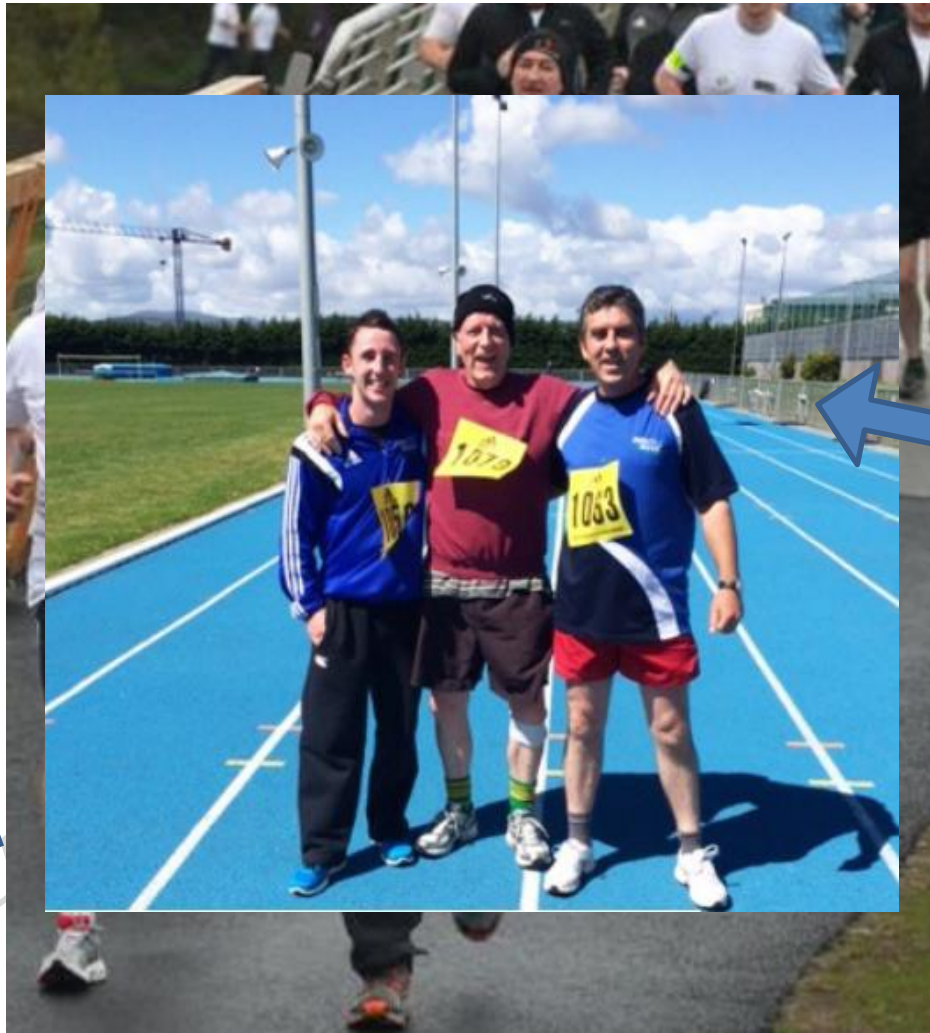
Results

In total, 906 men initially engaged in the programme; 489 men in the intervention group and 417 men in the comparison sample. Within the intervention sample 70% of men (n=340) had a programme attendance rate of 50% or higher.



The aim of my research is to focus on the **'HOW'**.

HOW do we get men to initially engage in a PA programme?

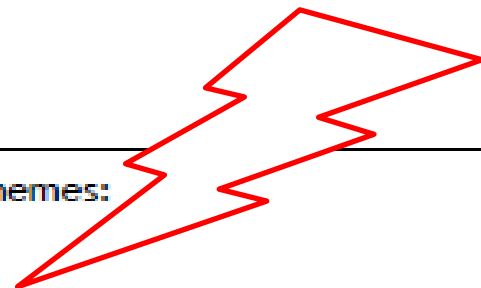


HOW do we get them to sustain this engagement?

What are the factors that contribute to this??

Table 1: Phases of Thematic Analysis

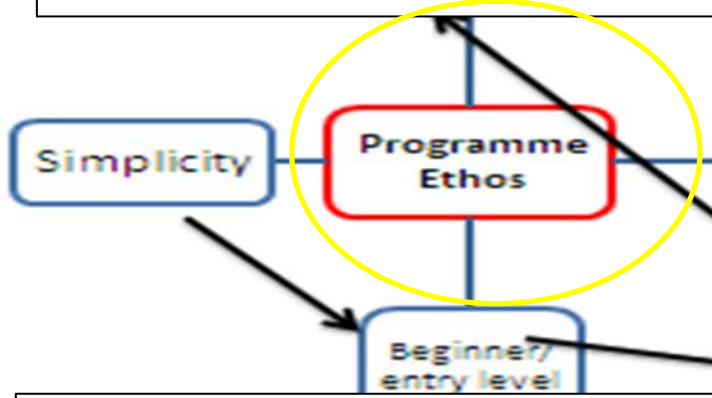
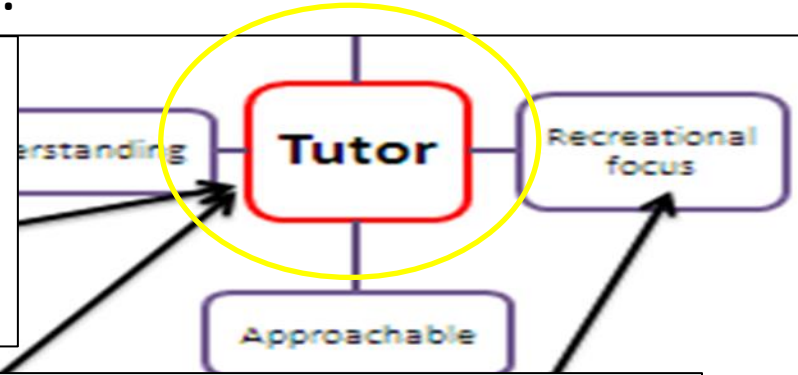
Phase	Description of the process
1. Familiarising yourself with your data:	Transcribing data (if necessary), reading and re-reading the data, noting down initial ideas.
2. Generating initial codes:	Coding interesting features of the data in a systematic fashion across the entire data set, collating data relevant to each code.
3. Searching for themes:	Collating codes into potential themes, gathering all data relevant to each potential theme.
4. Reviewing themes:	Checking in the themes work in relation to the coded extracts (Level 1) and the entire data set (Level 2), generating a thematic 'map' of the analysis.
5. Defining and naming themes:	Ongoing analysis to refine the specifics of each theme, and the overall story the analysis tells; generating clear definitions and names for each theme.
6. Producing the report:	The final opportunity for analysis. Selection of vivid, compelling extract examples, final analysis of selected extracts, relating back of the analysis to the research question and literature, producing a scholarly report of the analysis.





'...having a local advocate there to drive the programme was probably along with your local coordinator as well is one of the things that I suppose is of primary importance I think for the men on the move programme'.

'...the physical activity coordinator is important it is not your normal somebody with a whistle and a tracksuit it is somebody that can empathize with the men around what their needs are...'



'...I suppose the ethos is different you know as I said from the start it's a social model with physical activity attached onto it in some ways...'

'...they know that there's guys their own sort of type of make-up and physical make-up or type of guy that they might meet you know out in the pub or whatever he's going sure I can go'.



Preliminary Conclusions

Key factors:

- Locally supported
- Trust
- Focuses on the needs of the man



HEALTH PROMOTION CONFERENCE 2016



CE 2016

Your questions are welcomed...?

HEALTH PROM

@DHSESWIT