Consequently, in order to reorient health and social services to effectively engage men, services providers need to adopt gender sensitive work practices. The development and delivery of ENGAGE was informed by the Diffusion of Innovations Theory7. In order to promote maximum diffusion of innovative gender sensitive work practices a ‘Training of Trainers’ [ToT] cascade model of delivery was adopted. A plan for sustaining the diffusion of ENGAGE included a) project design and implementation factors, b) factors within the organisational setting and c) factors within the broader community (of Trainers) environment8.

Background

- Central to the increased focus on men’s health have been calls for a greater provision of gender sensitised health related services for men1–3.
- Engaging men in health related services, however, poses unique challenges to service providers who often see men as ‘hard to reach’4–6.
- Consequently, in order to reorient health and social services to effectively engage men, services providers need to be supported to adopt gender sensitive work practices.
- ‘ENGAGE’, Ireland’s National Men’s Health Training programme, is a comprehensive 1-day training that aims to increase participants’ understanding of best practice in engaging men with health and social services and ultimately seeks to address what many would regard as the current deficit in gender sensitive service provision for men.

Overview of the Implementation of ENGAGE

- The development and delivery of ENGAGE was informed by the Diffusion of Innovations Theory7.
- In order to promote maximum diffusion of innovative gender sensitive work practices a ‘Training of Trainers’ [ToT] cascade model of delivery was adopted.
- A plan for sustaining the diffusion of ENGAGE included a) project design and implementation factors, b) factors within the organisational setting and c) factors within the broader community (of Trainers) environment8.

Process Inputs

<table>
<thead>
<tr>
<th>Development</th>
<th>Delivery</th>
<th>Maintenance</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Partnership Formation:</strong></td>
<td><strong>Recruitment of Trainers:</strong></td>
<td><strong>Facilitators ongoing reflective practice and adaptation</strong></td>
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<tr>
<td>• Institute of Technology, Carlow</td>
<td>• Identification of key organisations</td>
<td>• Technical Assistance for Trainers:</td>
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<tr>
<td>• Men’s Development Network</td>
<td>• Remit for training service providers</td>
<td>• Facilitator support for delivery</td>
</tr>
<tr>
<td>• Waterford Institute of Technology</td>
<td>• Facilitation experience</td>
<td>• Appointment of Mentors to support delivery</td>
</tr>
<tr>
<td>• Health Service Executive</td>
<td>• Knowledge of men’s health</td>
<td>• Workshop development and co-facilitation</td>
</tr>
<tr>
<td>• ENGAGE Team:</td>
<td>• Geographical spread</td>
<td>• Certification</td>
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<tr>
<td>• Facilitators (n=4)</td>
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<td>• Editor (Men’s Health Forum)</td>
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<td>• Coordinator</td>
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<td>• Researcher</td>
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<tr>
<td><strong>Direct Funding:</strong></td>
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<td>• €35,000</td>
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<td><strong>Pilot Phase</strong></td>
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<td>• Resources: Online and USB Key</td>
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</tbody>
</table>

References

ENGAGE
Ireland’s National Men’s Health Training Programme

Osborne A.¹, Doheny M.³, Richardson N.¹, Brennan L.³, Lambe B.², Carroll P.²

¹ Centre for Men’s Health, Institute of Technology, Carlow
² Centre for Health Behaviour Research, Waterford Institute of Technology, Waterford
³ Men’s Development Network, Waterford

Outcome Evaluation: Research Aims

The dual aims of this research were to investigate the:
1. Effectiveness of the ‘Train the Trainers’ cascade model of training in terms of the ‘reach’ of the Trainers training.
2. Impact of the Trainers’ training on frontline service providers.

Methodology

Service Provider Organisation:

Logic Model and Indicator Results
(Adapted from Diley et al., 2009 and Pommier et al., 2011)

Between May 2013 to August 2014, 26 1-day ENGAGE Trainings were delivered by Trainers to 300 front line service providers. Attendees of these Trainings consented to participate in this study.

Conclusions

1. ENGAGE is reaching both male (43%) and female (57%) service providers aged 18-74 years (median 45 years), with the majority (61%) working in community organisations.
2. Service providers who attended a 1-day ENGAGE Training improved their knowledge in respect to men's health and skills in engaging men therefore improving their self efficacy in relation to engaging men in health.

Further Information:

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