



# POPULATION RENOVATION :TARGETING MEN'S HEALTH



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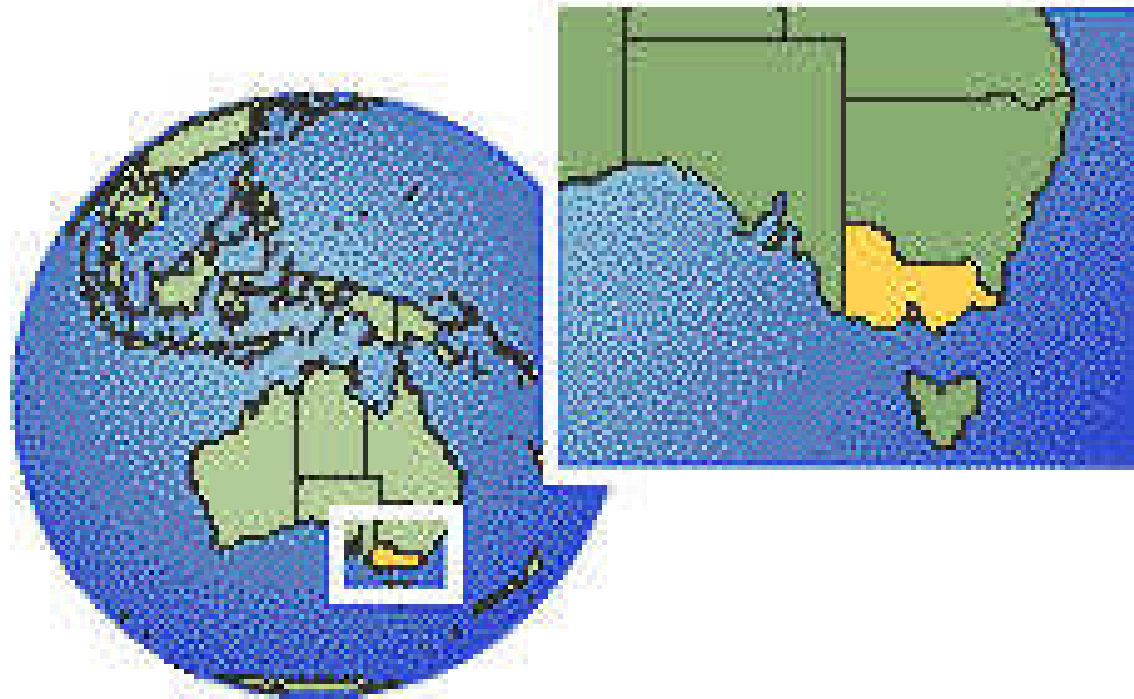
# Presentation

- ✓ General Practice Networks
- ✓ Background & Aims
- ✓ Planning
- ✓ Outcomes
- ✓ Conclusion



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# Where are we?



# Who are we?

- ✓ General Practitioners and GPs
- ✓ Practice Nurses
- ✓ Bunnings
- ✓ Men's Health Week



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# Rationale

- ✓ Existing role of General Practice
- ✓ Extension Activities
- ✓ Community presence



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# Background

- ✓ Chronic Disease status in Australia
- ✓ ore health promotion connection
- ✓ Community projects
- ✓ Target population through male setting



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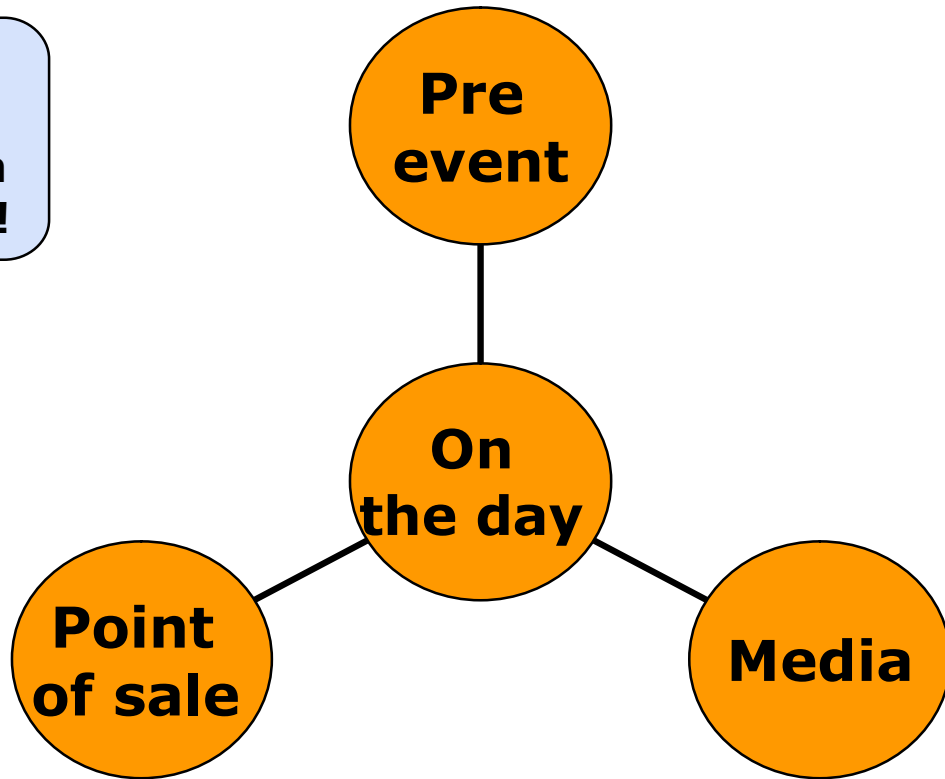
# Aims of Activity

- ✓ Promote the role and importance of general practice
- ✓ Focus on 45-49 year aged males
- ✓ Provide a GP centred health check



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# What we did .....



# Pre Event

- Called for Volunteers
- Recruited Bunning's
- Sought Sponsorship
- Checked Legal's
- Ordered equipment
- Designed process flow
- Adapted support forms
- Rostered volunteers



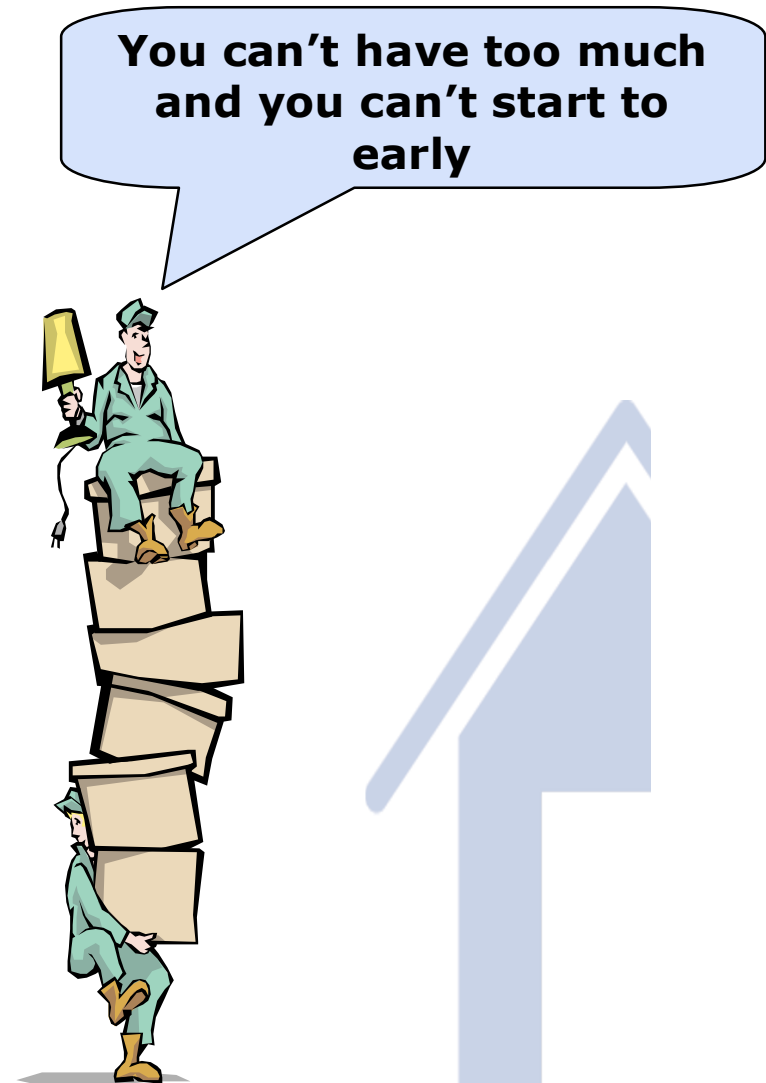
# On the day

- Shoppers filled out health survey
- free blood pressure, waist measurement and blood cholesterol
- Healthy lifestyle advice
- Referred to own GP



# Point of sale

- *Pre event*
- “Here Next Week” signs at entrance & in café
- *On day*
- Invitation Brochures
- “Here Today” signs around store & over site



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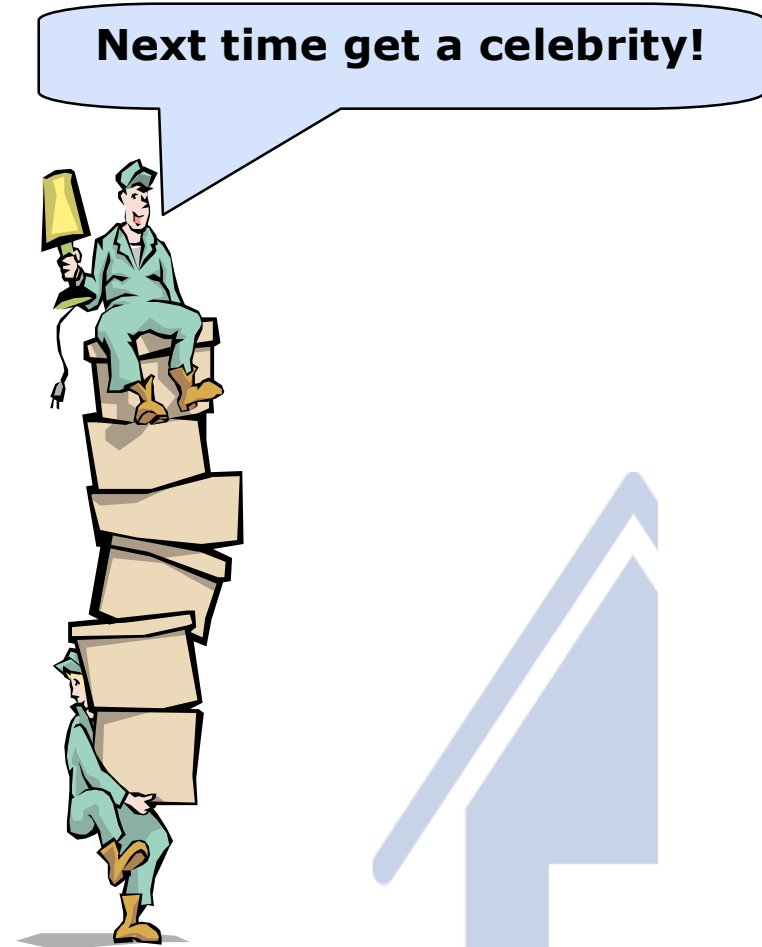
# Media

## *Press outlets*

- Press kit
- Media release

## *Politicians*

- CEO & Chairman's personal invitations
- Press kit



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# Sponsors

- Generous Sponsorship
- Healthy fruit snacks
- (directly competing with the sausage sizzle!).



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**Federal Minister gets jabbed**




**GPs advising shoppers**



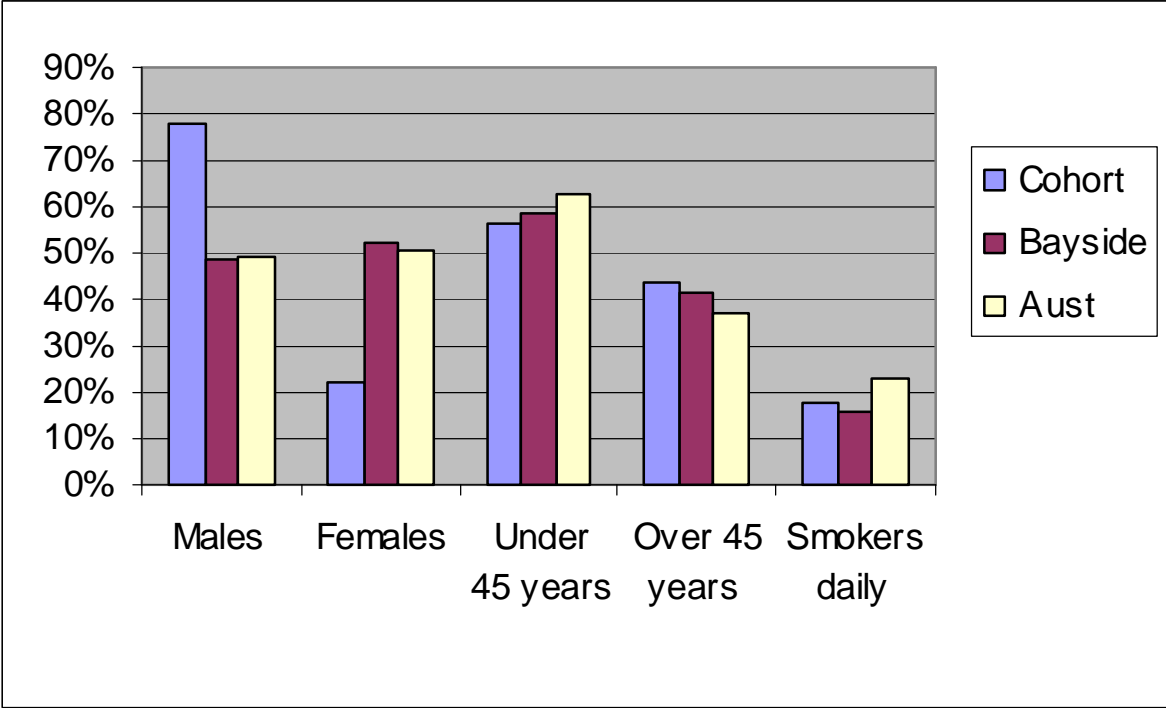
**Diabetes Educator checks a BP**

# SNAP Photo shoot

# Results

<b>COHORT</b>	<b>156</b>		
<b>Males</b>	<b>78%</b>		
<b>Females</b>	<b>22%</b>		
<b>Under 45 years</b>	<b>56.4%</b>		
<b>Over 45 years</b>	<b>43.6%</b>		
<b>Smokers</b>	<b>17.8%</b>		
<b>Average time since last medical check up</b>	<b>2 years</b>		<b>Range</b> <b>Never to last week</b>
<b>Number of 30 minute exercise session per week</b>	<b>Average</b> <b>1.8</b>		<b>Range</b> 0 to 7
<b>Blood Pressure</b>	<b>Average</b>		<b>Mm Hg Range</b>
<b>Systolic mm Hg</b>	<b>129.8</b>		<b>190-105</b>
<b>Diastolic mm Hg</b>	<b>79.8</b>	<b>105-55</b>	
<b>Cholesterol mmol/L</b>	<b>Average</b> <b>4.56</b>	<b>Range</b> <3-7.01mmols/L	
<b>Abdominal circumference cms **</b>	<b>Average</b> <b>89.8 cm</b>	<b>Range</b> <b>140-55 cm</b>	
<b>Weight Kgs **</b>	<b>Average</b> <b>78.07 kg</b>	<b>Range</b> <b>45.5-131 kg</b>	

# Results

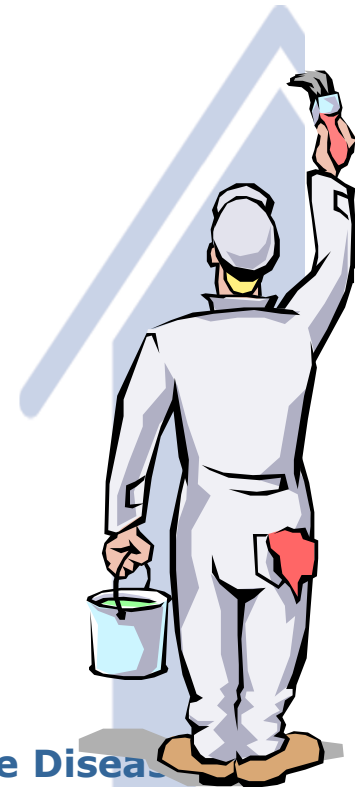


# Results

	<b>Cohort</b>	<b>Bayside</b> <i>Population health information Development Unit</i>
<b>Number of 30 minute exercise session per week</b>	<b>Average 1.8 sessions per week</b>	<b>20.2%</b> <b>Do no exercise at all</b>
<b>Abdominal circumference Average by gender</b>	<b>Male 89.6 cms Female 78.4 cms</b>	<b>Target</b> ≤94 cm (men) or ≤80 cm (women)
<b>Weight Average by gender</b>	<b>Male 79.6 kgs Female 64.3 kgs</b>	<b>34% overweight or obese</b>

# Conclusion and moving forward.....

- ✓ General Practice provides is key to focussed and sustainable health promotion
- ✓ Strong advantages for all
- ✓ Nationally coordinated approach



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# Thank you for Listening

