

**Putting the POWERPLAY advantage to work:
The development and optimization of a
workplace mental wellness module for men in
northern and rural locations**

Presented by:

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And
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a place of mind
THE UNIVERSITY OF BRITISH COLUMBIA

Harmonization Project: Men's healthy eating and active living



Funding: Canadian Cancer Society (grant #701259-00)

<http://harmonization.ok.ubc.ca/>

Our Team

Joan L. Bottorff (UBC)
Sonia Lamont (BCCA)
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Theresa Healy (Northern Health)
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Ian Newcombe (UBC)

HEADS Up:

Putting the POWERPLAY advantage to work

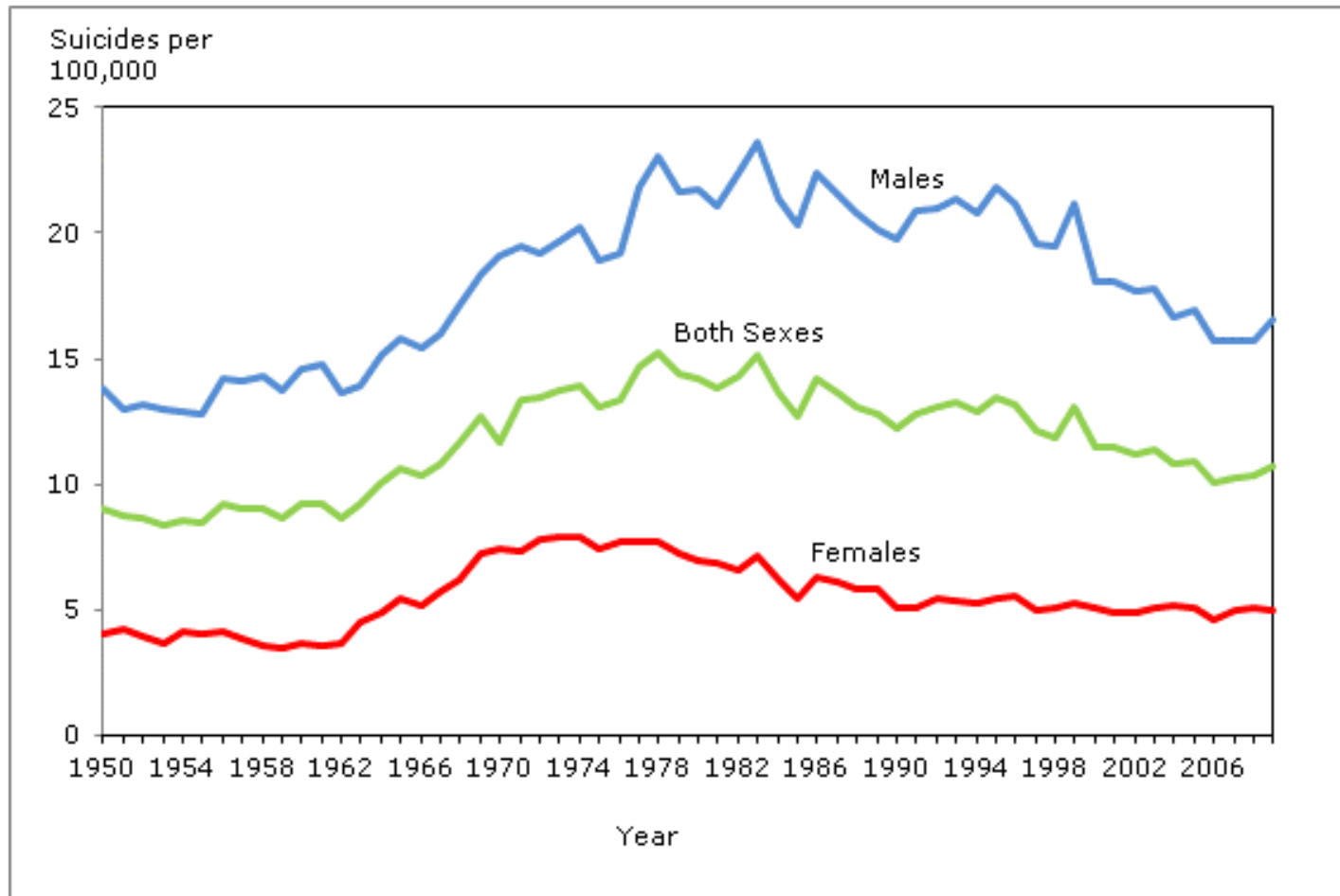


Funding provided by the Collaboration for Health Research in Northern BC Seed Grant Program offered jointly by UNBC, Northern Health, and the Provincial Health Services Authority

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Background



Statistics Canada, Age-standardized suicide rate, per 100,000, by sex.

<http://www.statcan.gc.ca/pub/82-624-x/2012001/article/chart/11696-02-chart1-eng.htm>



**75% of Canadian men are in paid work
Most workplace HP programs are
developed for office environments**



Road testing POWERPLAY



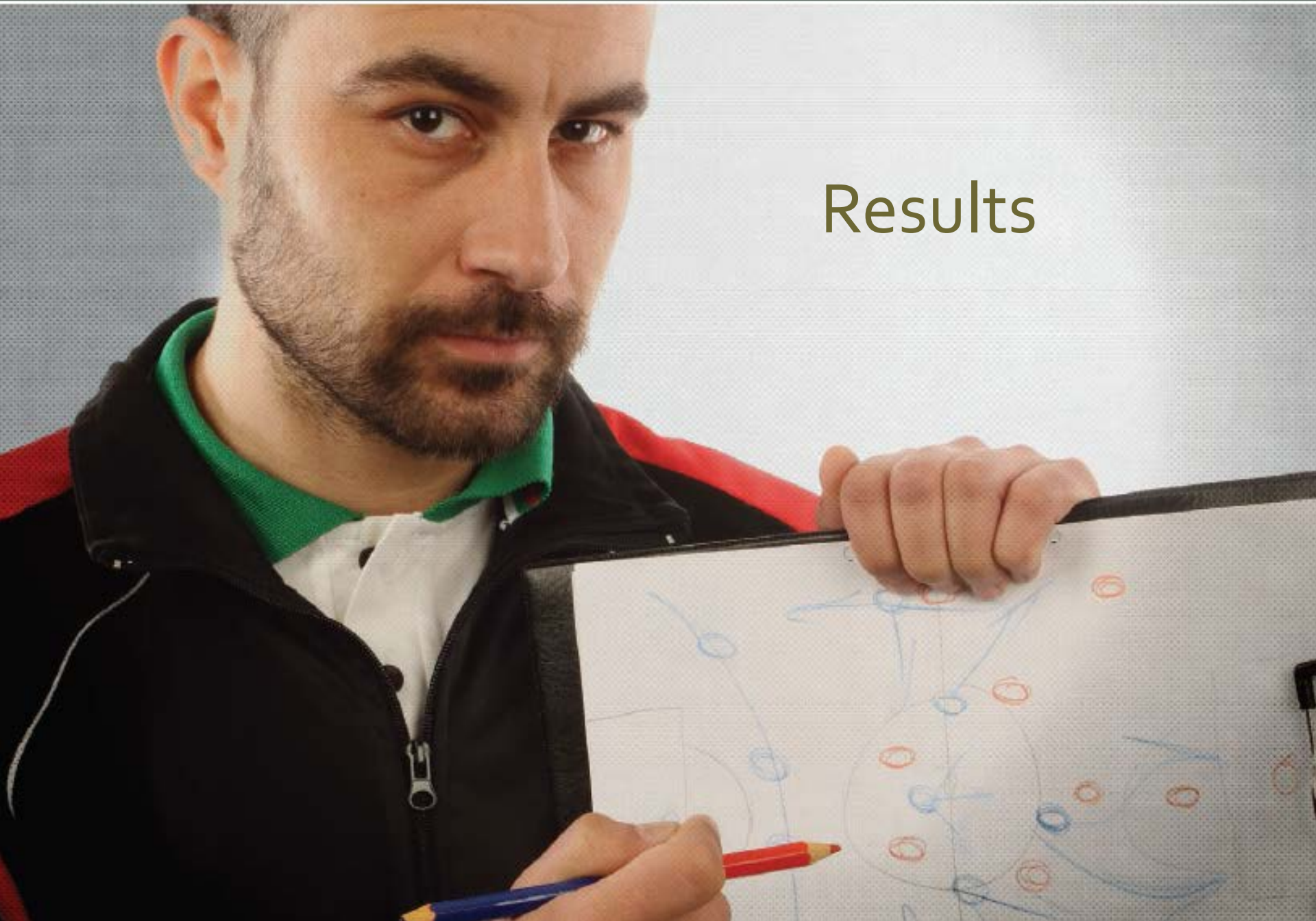
**4 Workplaces
with employers
and employees**



Launch Events

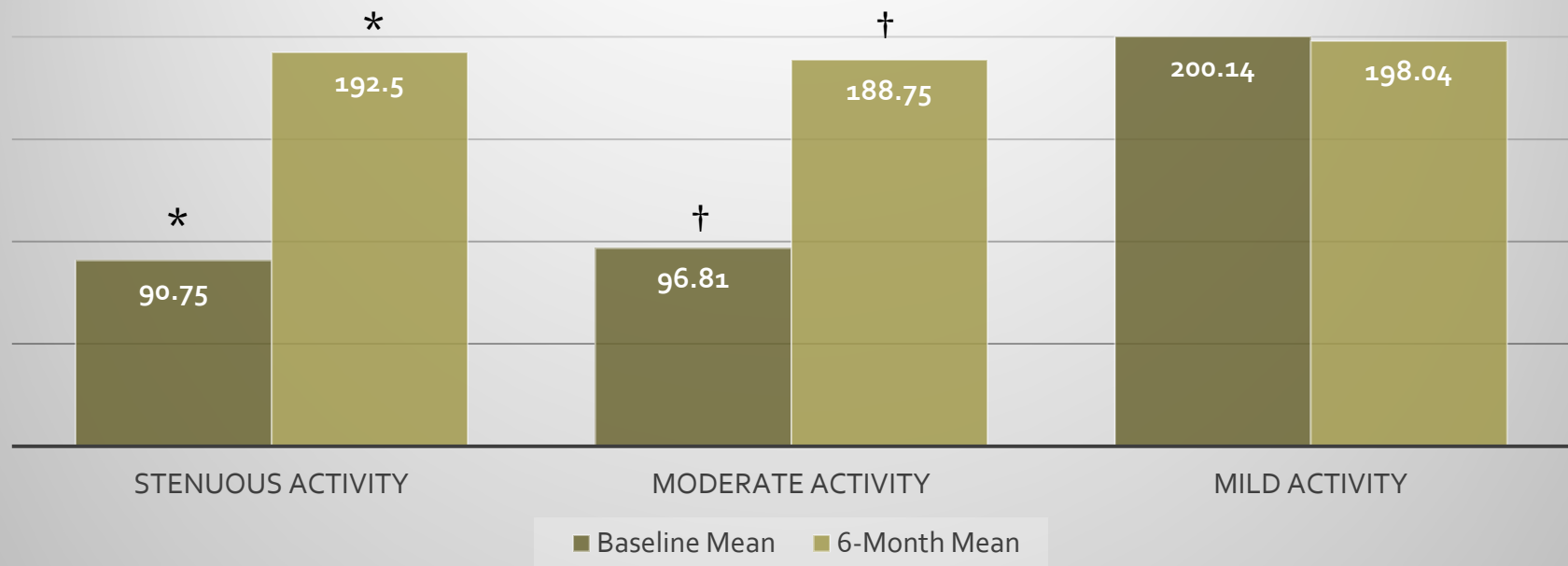


Results



physical activity

Weekly Minutes of Physical Activity at Baseline and 6-Month Follow-up



* , † $P < .001$

Johnson, S. T., et al. (2016). A men's workplace health intervention: Results of the POWERPLAY Program pilot study. *Journal of Occupational and Environmental Medicine*.

What part of the
POWERPLAY
program did you like
the most?

- *It helped bring people together in the workplace.*
- *It got everyone talking and acting on it at work.*
- *Got me thinking*
- *The pedometer, STEP Up challenge, and tracking my activity*
- *It built up a little competition*

What suggestions do
you have for
improving the
POWERPLAY
program?

- *Have it online/electronic*
- *Make the challenges easier to understand*
- *Keep it simply / make it as easy as possible (i.e., tracking)*
- *Do it more often*
- *More competition perhaps. We men are very competitive with one another.*

Employer experience

	Estimated time required to facilitate the program per week
Workplace 1	6-8 hours
Workplace 2	2 hours, but more would have helped
Workplace 3	1 day
Workplace 4	3 hours





**STEP
UP**



**FUEL
UP**



**POWER
UP**



**CHANGE
UP**



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POWERPLAY

MEN'S HEALTH AT WORK

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Award-winning

POWERPLAY

A new evidence-based workplace wellness program for men that offers unique resources to support healthy and active lifestyles.



www.powerplayatwork.com


Coach's Corner



POWERPLAY Program Tools, Templates, and Resources

Promo Materials +

Challenge 1: STEP UP -



[DOWNLOAD ALL \(.ZIP\)](#)

Great Northern Circle Route Map

Plays of the Week

1. Commit to Be Fit: [Poster](#) | [Slides](#) | [Video](#) | [Email Image](#) | [Text Messages](#)
2. Coach Says: [Poster](#) | [Slides](#) | [Video](#) | [Email Image](#) | [Text Messages](#)
3. Stairs Only: [Poster](#) | [Slides](#) | [Video](#) | [Email Image](#) | [Text Messages](#)
4. Walk a Mile: [Poster](#) | [Slides](#) | [Text Messages](#) | [Video](#) | [Email Images](#) [1] [2] [3]

Tracking Sheets

1. Tracking Spreadsheet: [Fillable Excel File](#) | [Printable PDF](#)
2. Weekly Tracking Sheet (Optional)

Instructional Handouts

1. Tracking Instructions: [For Team Captains](#) | [For Coaches](#)
2. Participant Instructions: [Fillable Word Doc](#) | [Printable PDF](#)

Challenge 2: FUEL UP +

Challenge 3: POWER UP +

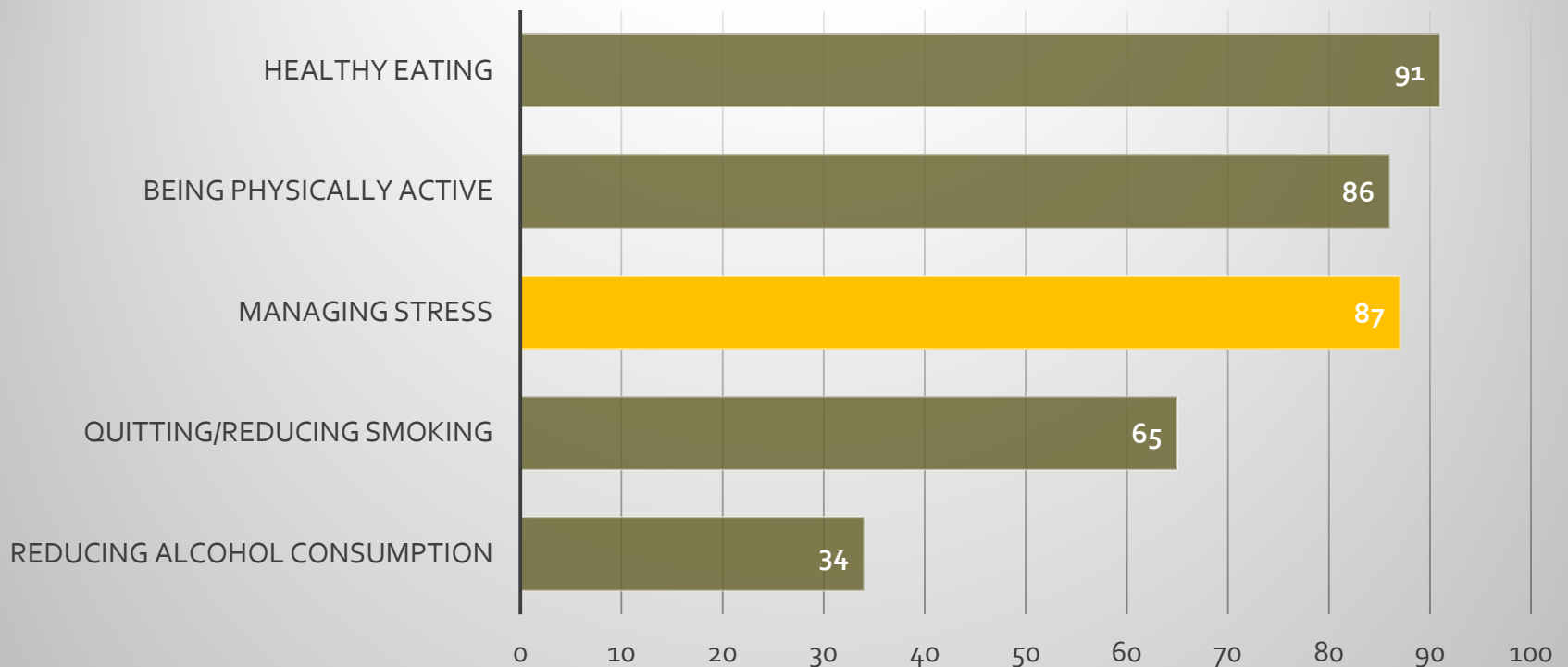
POWERPLAY Manual +

POWERPLAY at work....

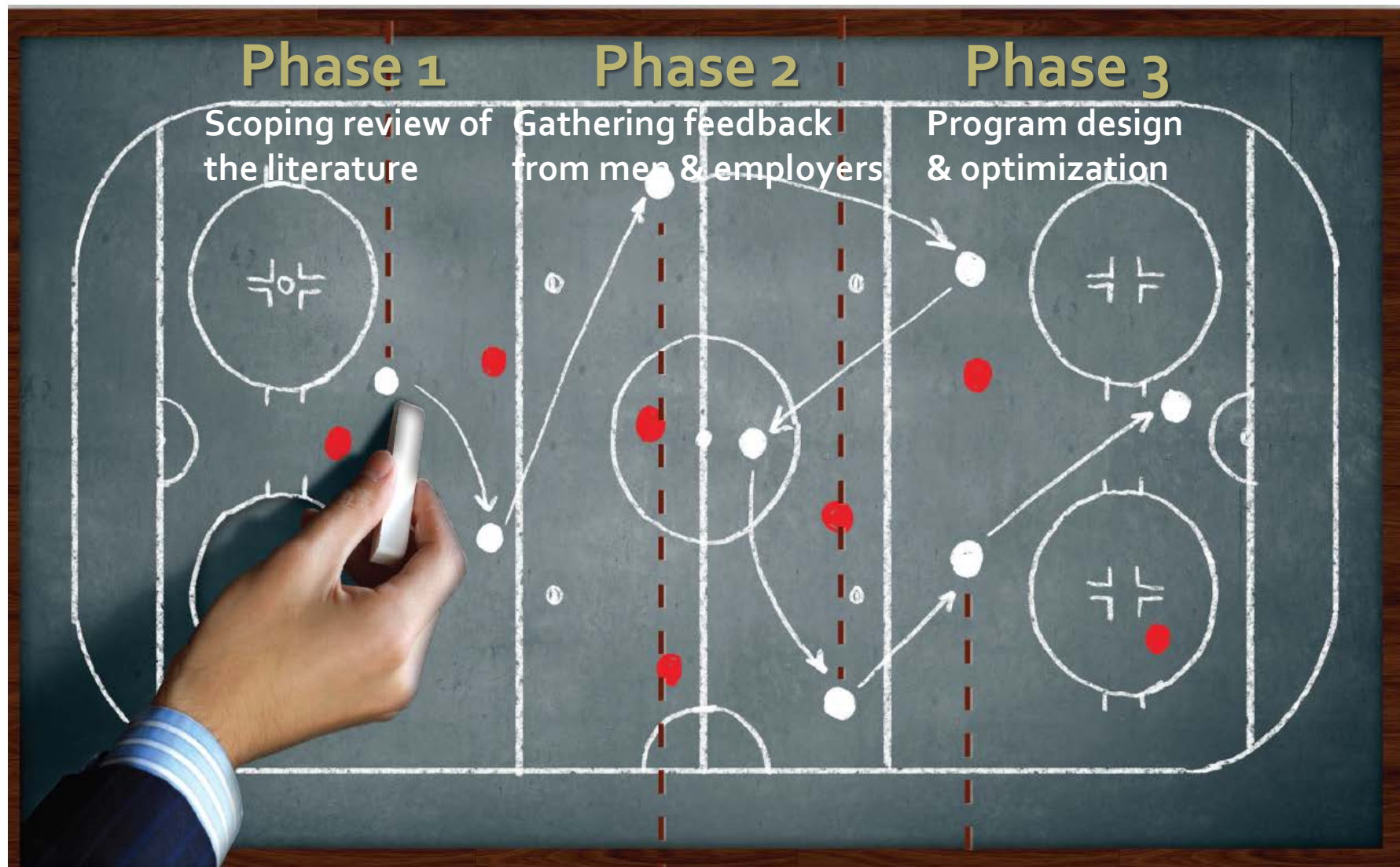


INTEREST IN WELLNESS

Proportion of men interested in wellness topics



The HEADS Up module



Consultation Sessions

Objective:

To explore northern, working men's perspectives about mental wellness to elucidate strategies for supporting mental wellness in the workplace.

Research Questions:

- What is happening in northern workplaces already? What are the positive and negative workplace and northern influences?
- How do men beat stress and feel better?
- How can mental wellness be best supported in northern, male-dominated workplaces?
- What suggestions do men have for a workplace intervention and resources tailored for other men working in northern industries?

Focus:

- June 2016
- Sept 2016

Consultation Sessions

Recruitment:

- Men employed in diverse male-dominated workplaces
 - kijiji, posters, employers, media coverage, newsletters/email lists, and word of mouth



Consultation Protocol

- Five groups of three-six, 2 hours
- Audio-recorded, \$40 honorarium
- Demographic questionnaire
- Detailed consultation protocol
 - Detailed script
 - Open ended questions + prompts
 - Engaging activities (posters, worksheets)
- Two-three facilitators
 - Lead facilitator
 - Co-facilitators
 - Research assistant to take field notes and keep speakers log

Characteristics of the Consultation group participant sample (N = 23)

	Proportion of Sample		Proportion of Sample
<u>Age</u>		<u>Highest level of education</u>	
23 - 35 years	26%	Some high school or less	4%
36 - 50 years	35%	High school	9%
51 - 65 years	30%	Some university/college	17%
66 - 71 years	9%	Trades certification	35%
		Undergraduate degree	26%
<u>Ethnicity</u>		Graduate degree	9%
Caucasian	74%	<u>Employment Status</u>	
Asian	9%	Full-time	61%
Other	13%	Part-time/casual	8%
		Not employed	9%
<u>Marital Status</u>		Retired	22%
Single	22%	<u>Annual Household Income</u>	
Married or common-law	61%	\$20K or less	4%
Separated/divorced	13%	\$20-40K	13%
Widowed	4%	\$40-60K	13%
		\$60-80K	9%
		\$80-100K	26%
		More than \$100K	35%

Occupations

- 3 Pulpmill workers
- 2 Welders
- 2 Carpenters
- Technician
- Rail car technician
- Site attendant
- Retired IT worker
- Financial services manager at auto dealer
- Correctional officer
- Contractor
- Silviculture consultant
- Retired airline pilot
- Forestry consultant
- Retired paramedic
- Metal fabricator
- Roofer
- Logging truck driver
- Automotive service technician
- Building mechanical maintenance person

Thematic analysis

- Qualitative data analysis (NVIVO 10)
- Audio recordings were transcribed
- Detailed coding framework
 - Situating the findings (workplace and northern influences)
 - Defining mental wellness
 - Norms and masculinity
 - Gender-sensitive strategies and messaging
 - Responses to informational sheets



Situating the findings

- Factors in northern, male-dominated workplaces that influence mental wellness
- Lifestyle/Culture
 - Shift work, long hours
 - Working away from home



There is no getting around it in that industry is the problem – like, with forestry, the problem is – and I’m pretty sure, like, a lot of log truck drivers and equipment operators could identify – it’s just the camp aspect, right? With that line of work, see, all the wood is so far away from town now, that it entails camp work and that’s just all there is to it, and you cannot get away from it. You will be out of town, you’ll be spending days, if not weeks away from home

Defining mental wellness

- Terms to use and not use
- Experiences with mental illness
- Stigma as a barrier to the promotion of mental wellness in the workplace



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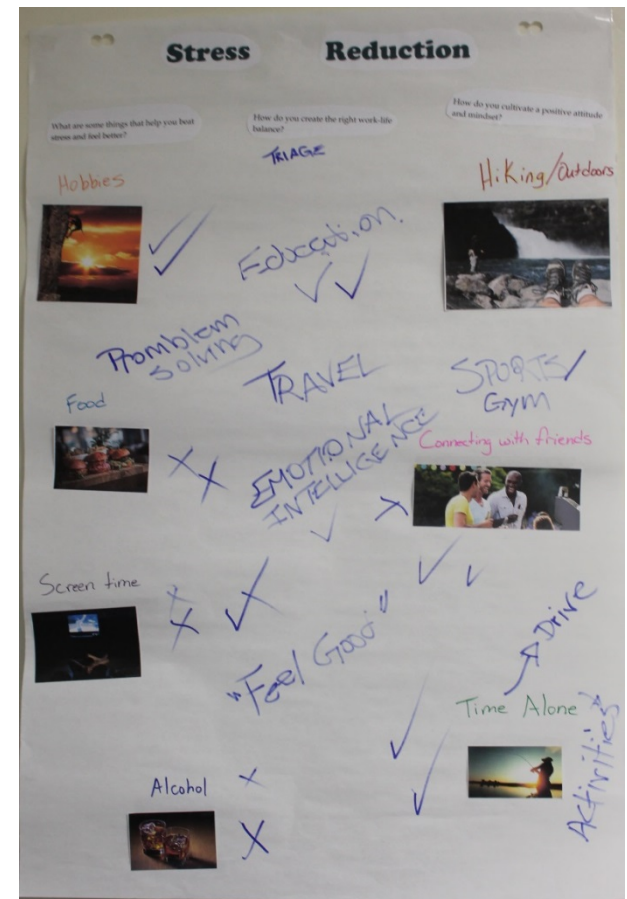
The thing is with mental wellness is the stigma everyone wants to... you know... avoid it right. Nobody wants to talk about it at work, that's the issue

Norms and Masculinity

- Men's perceptions of their role in society
- Way men deal with stress
- The role of family

“

Yeah its not like we are buying each other chocolate and flowers, its more like that person is busy doing that and someone needs to do that so okay we'll do that...make sure that gets done



Gender sensitive strategies and messaging

• What Men Want...

- Simplicity
- Variety
- Consistent message
- Credible source
- Humor
- Delivery: anonymity
- Competition
 - Prizes: may not work in this case
- Self-monitoring
 - Individual



We'll like say "going for a walk at lunch".

That's great if you work in an office, but if you're driving a truck, you're gonna be like "go for a walk?!"

Workplace Health and Safety



(Canadian Mental Health Association)

“Well, in fact it is a safety issue when you think about it because you don't know what this guy bringing home from work or from home to work. He could've been a bad relationship, he could be an alcoholic, he could be whatever, right? You don't know what he's bringing...I think it is a safety thing



Moving Forward



Program Development



- EDUCATIONAL materials
- Opportunities to ACT
- Suggestions for employer SUPPORT

TOP 3 TIPS

Address Your Stress

• KEY MESSAGES

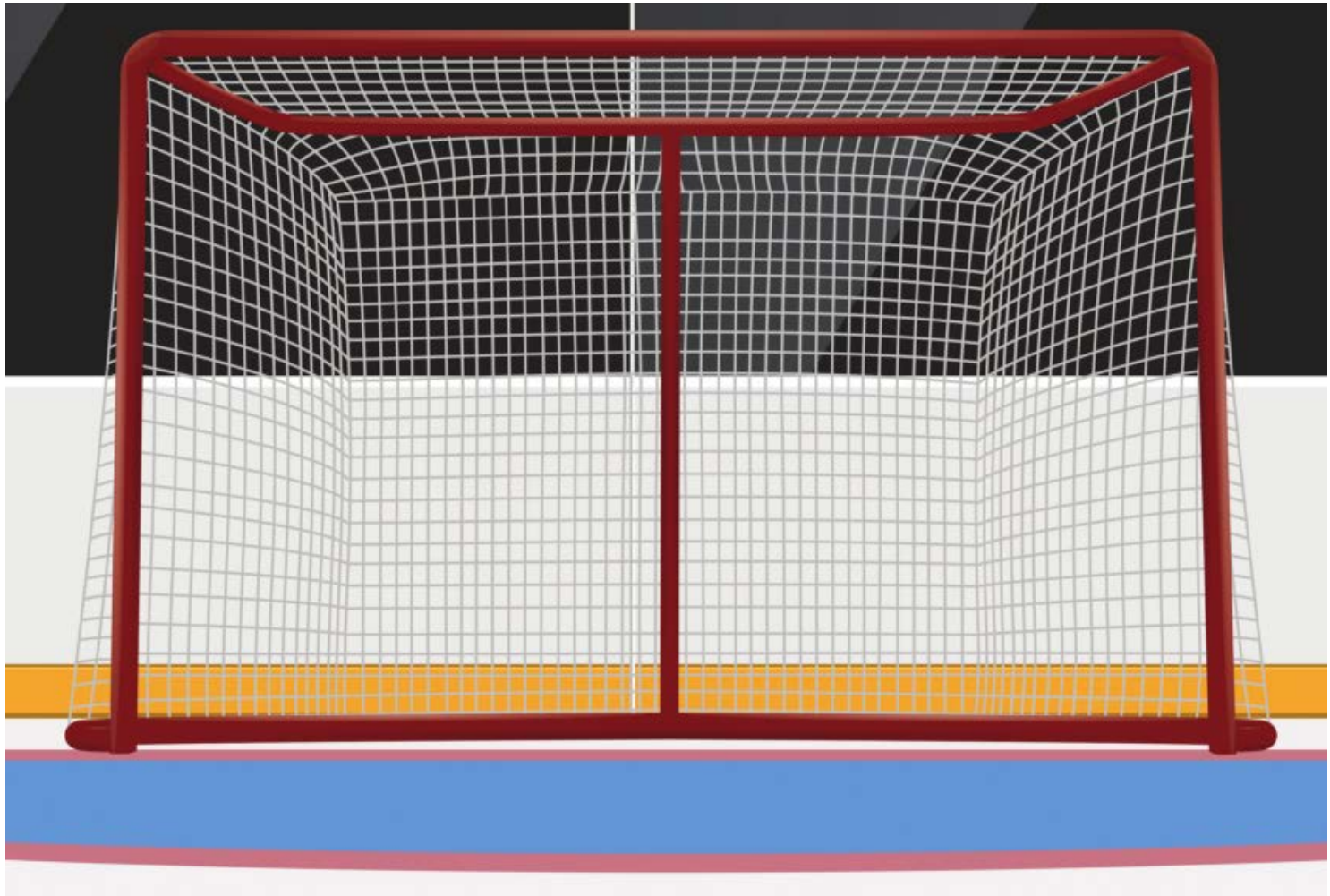
- ❑ Appeal to men
- ❑ Focus on things that matter to men
- ❑ Clear, direct

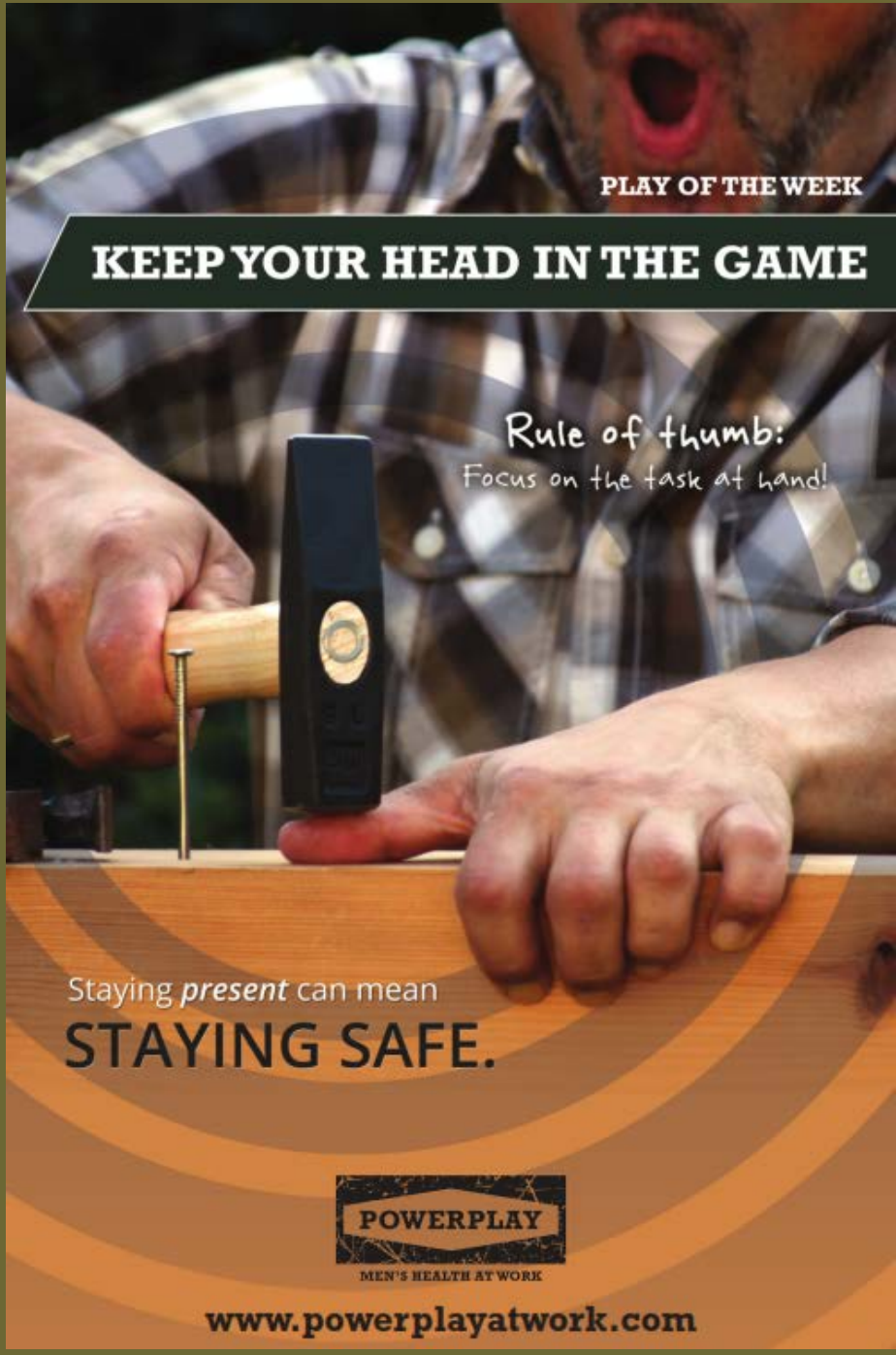
DON'T TRY TO BE A SUPERHERO

- It's OK to cut yourself some slack
- Everyone needs time out for fun and relaxation sometimes



HEADS Up challenge





PLAY OF THE WEEK

KEEP YOUR HEAD IN THE GAME

Rule of thumb:
Focus on the task at hand!

Staying *present* can mean
STAYING SAFE.



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Play of the Week

- Each week of the 4-week challenge
- Flexible delivery options

Employer support

- Dedicated personal (e.g., coach)
- Health screenings
- Wellness day
- Training/workshops
- Policy/environmental recommendations
- Promote online resources (e.g., headsupguys.ca)
- Promote use of employer funded EAP programs or Bounce Back



YOU HAVE TO *want* **CHANGE** FOR
CHANGE TO HAPPEN

PLAY OF THE WEEK

- Stairs only this week -
NO ELEVATORS

**There are no shortcuts to
any place worth going**



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<http://harmonization.ok.ubc.ca/>

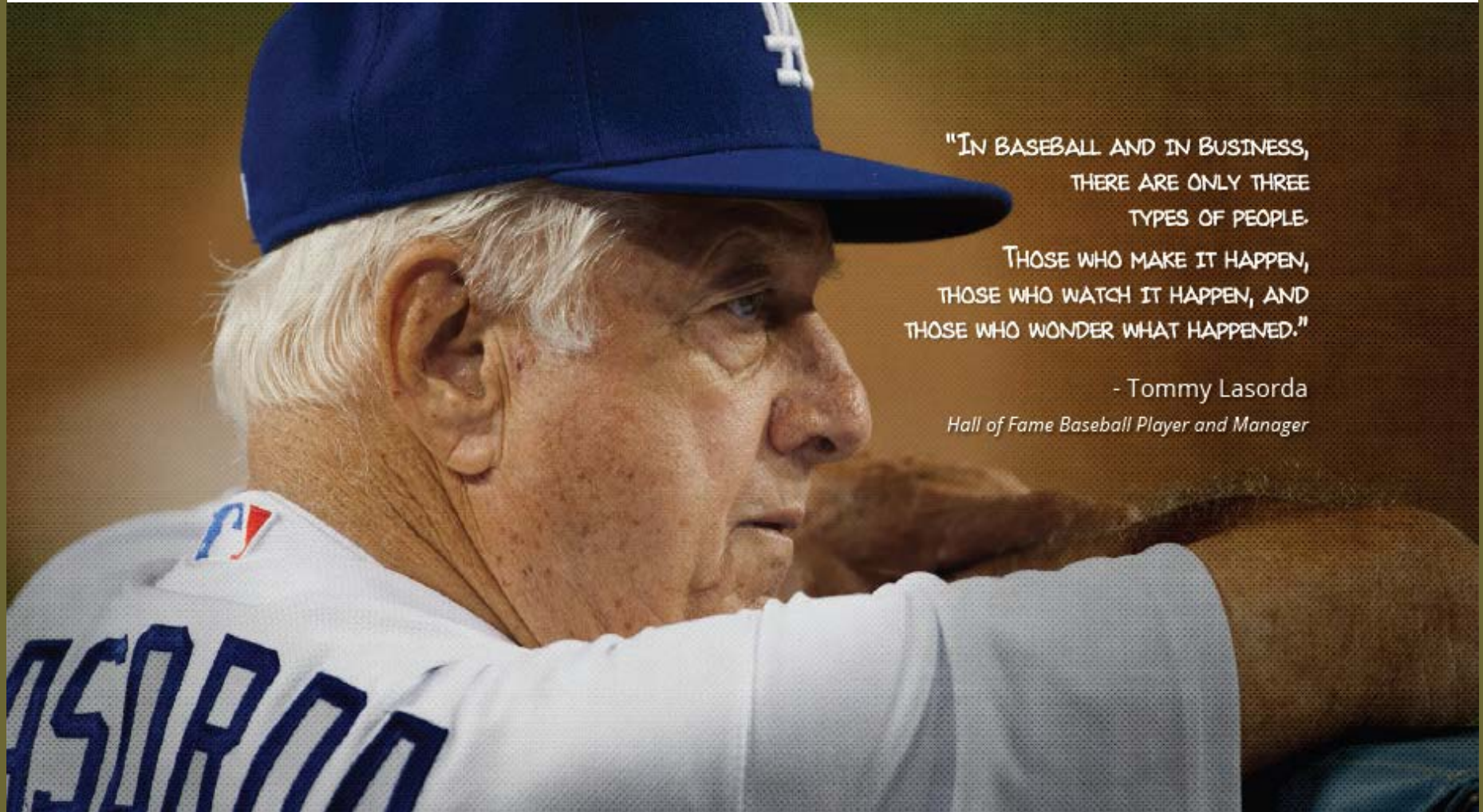
Inviting partners to offer the *award-winning** POWERPLAY program throughout the north

*Select awards received for the POWERPLAY program:

- Platinum winner in the *Promotion/Marketing Materials and Pro Bono* categories of the International Competition for Marketing and Communication Professionals
- Recipient of the *Healthy Workplace for Small Business* award at the Healthier You Awards in Prince George, BC.



Thank You



"IN BASEBALL AND IN BUSINESS,
THERE ARE ONLY THREE
TYPES OF PEOPLE:
THOSE WHO MAKE IT HAPPEN,
THOSE WHO WATCH IT HAPPEN, AND
THOSE WHO WONDER WHAT HAPPENED."

- Tommy Lasorda
Hall of Fame Baseball Player and Manager

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