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:*
Dr. Cherisse L. Seaton, Research Coordinator, UBC Okanagan; Adjunct Professor, University of Northern British Columbia
And
Kerenesa Medhurst, Research Facilitator, BC Cancer Agency
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)
- Sally Errey (BCCA)
- Theresa Healy (Northern Health)
- Holly Christian (Northern Health)
- Margaret Jones-Bricker (CCS)
- Kerensa Medhurst (BCCA)
- Megan Klitch (CCS)
- John L. Oliffe (UBC)
- Cristina Caperchione (UBC)
- Steven Johnson (Athabasca U)
- Cherisse Seaton (UBC)
- Gayl Sarbit (UBC)
- John Spinelli (BCCA)
- Kelsey Yarmish (NH)
- Ian Newcombe (UBC)
HEADS Up: Putting the POWERPLAY advantage to work

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Kerensa Medhurst (BCCA)
Damen DeLeenheer (NH)
Margaret Jones-Bricker (CCS)
Joan L. Bottorff (UBC)
John L. Oliffe (UBC)

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

<table>
<thead>
<tr>
<th>Activity</th>
<th>Baseline Mean</th>
<th>6-Month Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>STENUOUS ACTIVITY</td>
<td>90.75</td>
<td>192.5</td>
</tr>
<tr>
<td>MODERATE ACTIVITY</td>
<td>96.81</td>
<td>188.75</td>
</tr>
<tr>
<td>MILD ACTIVITY</td>
<td>200.14</td>
<td>198.04</td>
</tr>
</tbody>
</table>

*† P < .001

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

<table>
<thead>
<tr>
<th>Workplace</th>
<th>Estimated time required to facilitate the program per week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workplace 1</td>
<td>6-8 hours</td>
</tr>
<tr>
<td>Workplace 2</td>
<td>2 hours, but more would have helped</td>
</tr>
<tr>
<td>Workplace 3</td>
<td>1 day</td>
</tr>
<tr>
<td>Workplace 4</td>
<td>3 hours</td>
</tr>
</tbody>
</table>
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

**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....
Proportion of men interested in wellness topics

- **Healthy Eating**: 91%
- **Being Physically Active**: 86%
- **Managing Stress**: 87%
- **Quitting/Reducing Smoking**: 65%
- **Reducing Alcohol Consumption**: 34%

**INTEREST IN WELLNESS**
The HEADS Up module

Phase 1
Scoping review of the literature

Phase 2
Gathering feedback from men & employers

Phase 3
Program design & optimization
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)

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

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

"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 it's not like we are buying each other chocolate and flowers, it's 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

“"Well 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

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

(Canadian Mental Health Association)
Moving Forward

NEXT STEPS
Program Development

- EDUCATIONAL materials
- Opportunities to ACT
- Suggestions for employer SUPPORT
• **KEY MESSAGES**

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

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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

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

Staying present can mean STAYING SAFE.
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
Inviting partners to offer the award-winning* POWERPLAY program throughout the north

*Select awards received for thePOWERPLAY 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

www.harmonization.ok.ubc.ca/  www.powerplayatwork.com/