

Men's Health: Getting to the heart of the Matter

Draft Recommendations

1.	The setting up of a standing local Men's Health Forum supported by the council and the Clinical Commissioning Group.
2.	As part of the launch of the local Men's Health Forum, HAVCO to be asked to host a joint conference with LBH and the CCG to explore how the voluntary sector can support improvements to Men's Health in the most deprived areas of the borough.
3.	<p>Haringey runs a local targeted campaign involving all partners to coincide with National men's health week to act as a catalyst to engaging men in preventative and early intervention services.</p> <p>This should include:</p> <ul style="list-style-type: none">▪ GPs▪ Pharmacists▪ Health Trainers▪ Health Champions▪ Optometrists▪ Mental health workers▪ Employment advice and support▪ Health trainers▪ Health champions▪ Local pharmacists▪ Sexual health professionals▪ Nurses/students/Trainee GPs▪ Local dentists▪ Peer support/buddy system▪ Local community groups▪ Expert patient groups▪ Leisure centres/fitness centres▪ Weight watchers/ similar groups▪ Housing▪ Jobcentre plus
4.	Leisure services designs and implements a marketing campaign to actively engage with our target audience to encourage them to take regular exercise.

5.	<p>Haringey Leisure Services' facilities to support:</p> <ul style="list-style-type: none"> ▪ the Tottenham Hotspur Foundation initiative ▪ Men's Health Week
6.	<p>The significant ward differences in men over 40s' life expectancy to be recognised in the JSNA and tackling them to be made a priority by the Clinical Commissioning Group in commissioning plans.</p>
7.	<p>That all providers consider current services being delivered and look at whether they are being delivered in a way which enables men to access them.</p>
8.	<p>That when commissioning new services providers consider any adaptations which could be made to encourage men to access these services.</p>
9.	<p>Pharmacies to be encouraged and supported by the Clinical Commissioning Group and Public Health to expand their function as a gateway to primary care and be commissioned to deliver public health and health improvement services on site and in the wider community.</p>
10.	<p>That the Local Pharmaceutical Committee considers:</p> <ul style="list-style-type: none"> ▪ A local awareness raising campaign in order to highlight the accessibility of local pharmacies as well as the professional training which pharmacy staff have undertaken. ▪ Working with local pharmacies in order to make displays more 'male friendly' to encourage men into pharmacies. ▪ Encouraging local pharmacy staff to consider the Centre for Pharmacy Postgraduate Education module on men's health.
11.	<p>Haringey Community Pharmacies to run a Men's health week to tie in with the National Men's Health week as one of their 6 contractual Public Health Campaigns.</p>
12.	<p>Public Health to work with "fast food" suppliers (initially in Tottenham, by to expand into the whole Borough) to develop</p>

	healthier menus and a "Health in Haringey" Mark.
13.	<p>That where possible services to improve the health and well-being of men over 40 are advertised in settings which men are most likely to attend e.g. working men's clubs, libraries, local bus garage, Turkish cafes etc.</p> <ul style="list-style-type: none"> ▪ Where this happens the use of appropriate language and pictures should be carefully considered in order to appeal to the target group.
	That the Clinical Commissioning group consider holding Men's health session at GP surgeries in order to encourage men to register and attend.
14.	That the Clinical Commissioning group consider holding some sessions in community settings which men are most likely to attend in order to encourage men to register.
15.	<p>That the Clinical Commissioning Group considers:</p> <ul style="list-style-type: none"> ▪ Any training which would be helpful in supporting local GPs in working with local men to encourage their attendance at primary health care services. ▪ Any training which would be helpful for practice staff, including receptionists, in the barriers which men feel they face in attending GP surgeries. ▪ Asking local practices to consider their waiting areas from a male perspective and consider any changes which they could easily implement to assist in making men feel more comfortable in the Practice environment.
16.	<p>That the Clinical Commissioning Group works with local GP practices who are under-performing based on the Quality Outcomes Framework scores to improve their performance. For example:</p> <ul style="list-style-type: none"> ▪ In those patients with a new diagnosis of hypertension (excluding those with pre-existing CHD, diabetes, stroke and/or TIA) recorded between the preceding 1 April to 31 March: the percentage of patients who have had a face to face cardiovascular risk assessment at the outset of diagnosis using an agreed risk assessment treatment tool ▪ The percentage of people diagnosed with hypertension diagnosed after 1 April 2009 who are given lifestyle advice

	<p>in the last 15 months for: increasing physical activity, smoking cessation, safe alcohol consumption and healthy diet</p>
17.	<p>A written response from the Panel to the current planning consultation on the new Tottenham Hotspur Football Club application:</p> <ul style="list-style-type: none"> ▪ Calling for any new health facility to have a clear policy to develop a strategic emphasis on men's health; and ▪ Supporting a health centre
18.	<p>That any redevelopment of St. Ann's and reconfiguration of services at Tottenham Hale to have a similar stated emphasis.</p>
	<p>Other areas the panel may wish to consider recommendations on:</p> <ul style="list-style-type: none"> ▪ The role of planning ▪ Restricting smoking in public places ▪ Alcohol sales ▪ Obesity ▪ Council employees