

Action n

c a n c e r

Saving Lives Supporting People



Is there a problem with
men's health?

Unfortunately the answer is yes

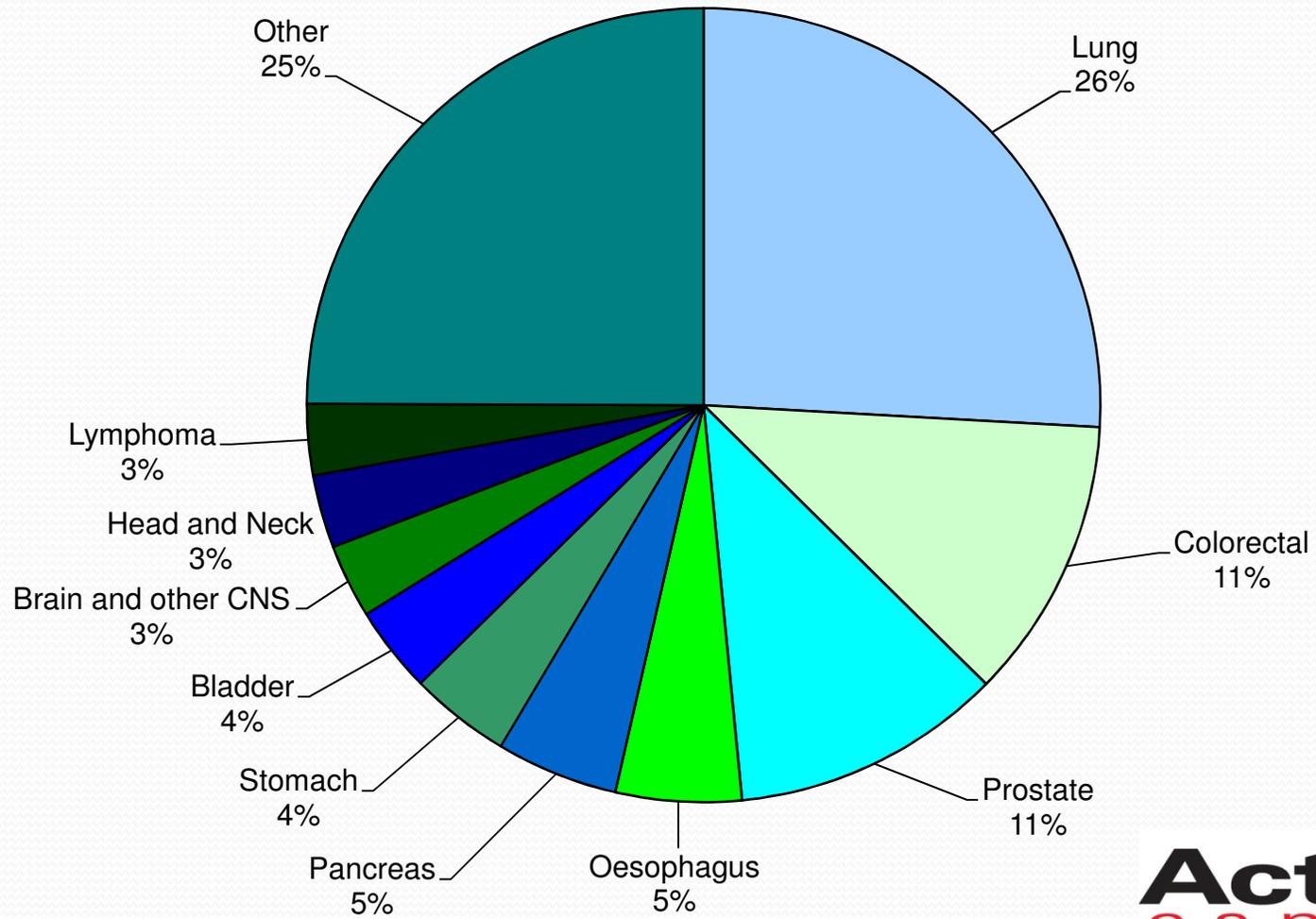
- Men have a lower life expectancy compared to their female counter parts.
- Have Higher rates of Cancer, Heart disease, Stroke and are more likely to commit suicide than women.

- Men constitute 49% of the population, but only 24% of people aged 90 years and over.
- Boys account for 53.9% of live births.
- At birth the life expectancy for men is 76.1 years compared to 81 years of age for women

Causes of Death

- The major causes of death for men are:
- Cancer 29%
- Ischemic heart disease 14%
- Stroke 8%

Chart 5a: Top Ten Male Causes of Death from Cancer in Northern Ireland (2007-2011^P)



So what is causing the problem?

Lifestyle factors:

Smoking

Alcohol intake

Diet

Exercise

Delay in attending GP



THE BEST THING YOU CAN DO IS GIVE UP SMOKING, DRINKING AND FRIED FOOD

WHAT'S THE SECOND BEST?



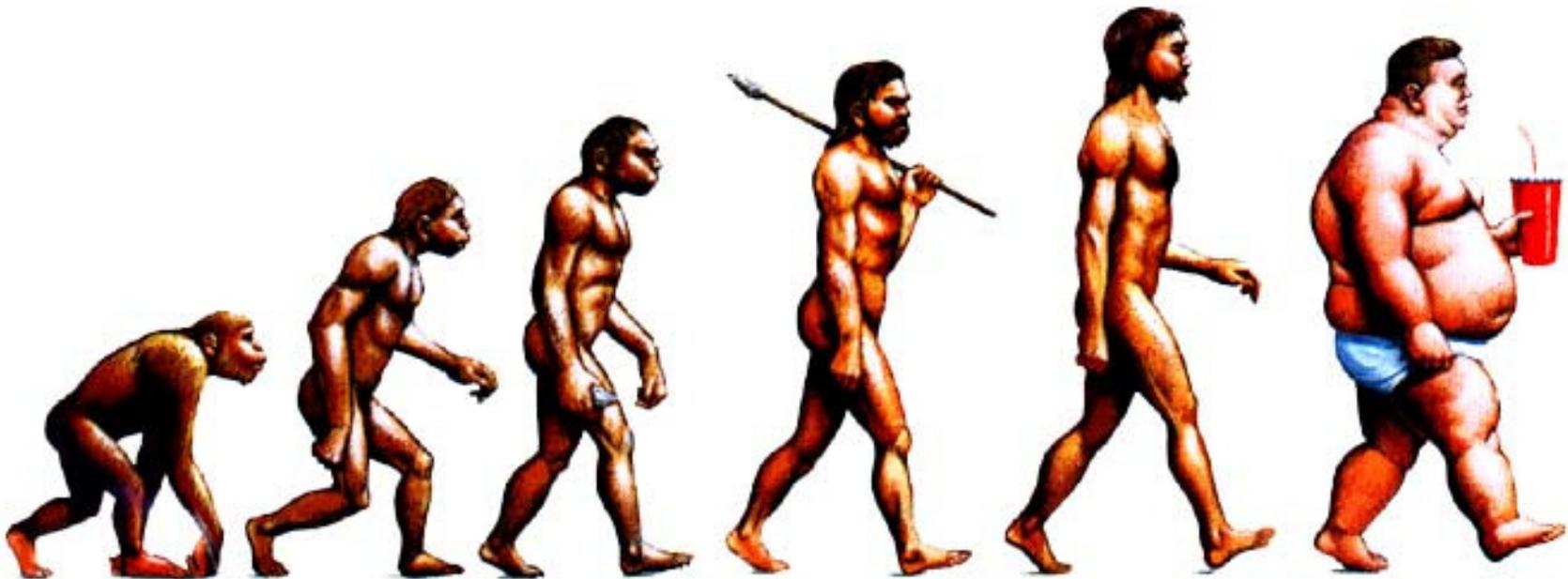
Obesity a growing problem

After smoking, being overweight is the biggest preventable risk factor for cancer. Being a healthy weight not only reduces cancer risk but it can also help cut the risk of heart disease and Type 2 diabetes.

BMI

- Being overweight is measured as a BMI of 25 to 29.9
- Being obese is measured as a BMI of 30-34.9
- Obese class 2 is measured as a BMI of 35-39.9

Evolution of man



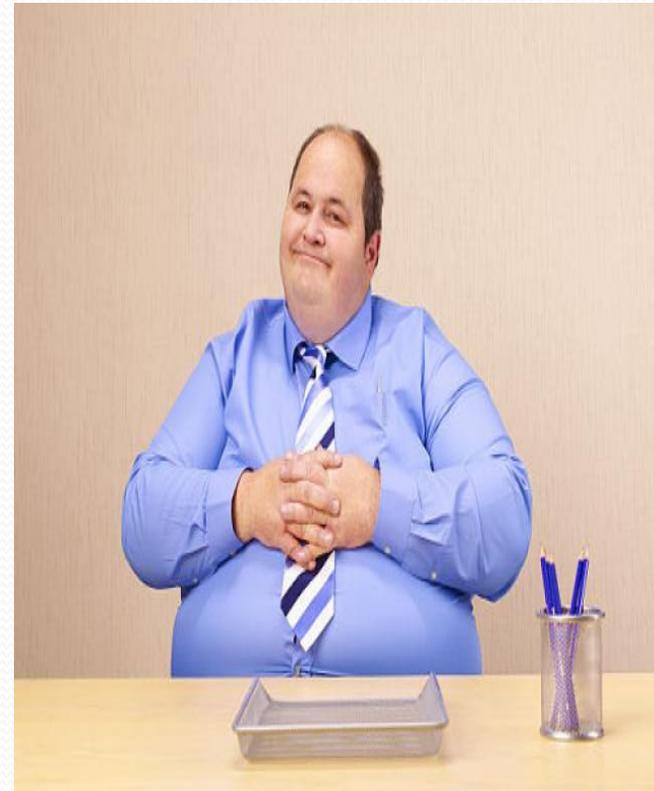
Obesity vs. Life Expectancy

Obesity at 40 yrs

Reduces life expectancy by 8
to 10 years.....

....equivalent to the effects of
lifelong smoking

NHS National Obesity Observatory 2011



Medical consequences of overweight and obesity

Physical symptoms

Tiredness
Breathlessness
Varicose veins
Back pain
Arthritis
Oedema/ cellulitis
Sweating/ intertrigo
Stress incontinence

Anaesthetic/ surgical

Sleep apnea
Chest infections
Wound dehiscence
Hernia
Venous thrombosis

Metabolic problems

Hypertension
NIDDM
Hepatic steatosis
Hyperlipidaemia
Hypercoagulation
IHD and stroke

Endocrine Problems

Hirsutism
Oligomenorrhea/
infertility
Oestrogen dependent
Cancers: breast,
uterus, prostate

Social problems

Isolation
Agoraphobia
Unemployment
Family/ marital stress
Discrimination

Psychological problems

Low self-esteem
Self-deception
Cognitive disturbance
Distorted body image
Depression

- In a study of more than 33,000 men for every 2-inch increase in waist size raised the risk of dying of cardiovascular disease by up to 17⁰% over the next 10 years, independent of other risk factors.

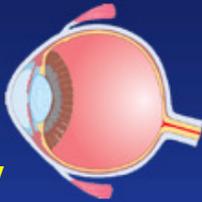
Central obesity vs. diabetes

- A man with a waist size that exceeds 100cm (40inches) has **12 times** the risk of developing diabetes compared to a man with a waist size of 86cm (34inches) .

Type 2 diabetes is NOT a mild disease

Diabetic Retinopathy

Leading cause of blindness in working age adults¹



Diabetic Nephropathy

Leading cause of end-stage renal disease²



Stroke

2 to 4 fold increase in cardiovascular mortality and stroke³



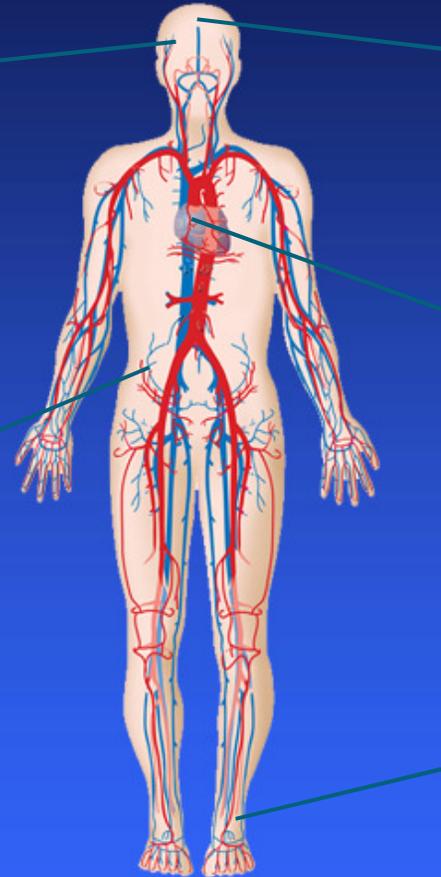
Cardiovascular Disease

8/10 diabetic patients die from CV events⁴



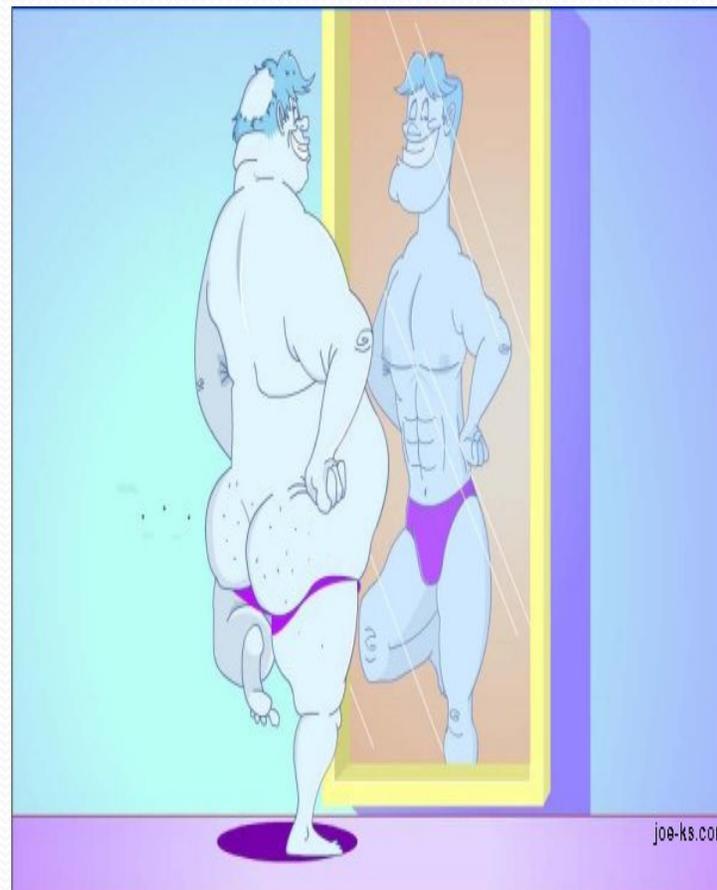
Diabetic Neuropathy

Leading cause of non-traumatic lower extremity amputations⁵



¹ Fong DS, et al. *Diabetes Care* 2003; 26 (Suppl. 1):S99–S102. ²Molitch ME, et al. *Diabetes Care* 2003; 26 (Suppl. 1):S94–S98.
³ Kannel WB, et al. *Am Heart J* 1990; 120:672–676. ⁴Gray RP & Yudkin JS. In *Textbook of Diabetes* 1997.
⁵Mayfield JA, et al. *Diabetes Care* 2003; 26 (Suppl. 1):S78–S79.

- Overweight men think they are healthier, more attractive and report higher levels of life satisfaction compared to overweight women. McCreary & Sadava 2001
- Carpenter et al (2000) showed that underweight men and overweight women were more depressed and made more suicide attempts.



What Can you do to help your staff

Employers benefit from health initiatives

- Employers have seen an increase in staff productivity and motivation, and a reduction in sickness absence following the introduction of health-related benefits, according to research by Aviva.

- Its *Health of the workplace 2012 report* found that 89% of respondents reported increased staff productivity, increased motivation (88%), reduced sickness absence (83%) and improved staff wellbeing (86%) after the introduction of health-related benefits in 2012

- Dr Doug Wright, medical director at Aviva UK Health, said: “We’re already seeing the scale and impact that today’s normal pressurised work environment has on sickness and absence levels among UK workers.
 - “However, there is now growing evidence that employers that offer initiatives to keep staff healthy are seeing the benefits of doing so, with improved productivity, lower sickness absence and a happier, more motivated workforce.”

What Can Action Cancer Do For You?

- Action Cancer Provide arrange of Health programs all tailored to meet the needs of your employees health and well being

Action Man Club

- Aims of the programme:
- Research shows men regularly ignore health symptoms for up to 2 years. Action Cancer provides MOT health checks and has established this new programme to enable men to make practical and positive lifestyle changes. The overall aim is to motivate men to take their health seriously and raise awareness of male specific cancers. We want men to have the same level of awareness as females around cancer.



- **Programme Delivery:**

- Our health promotion staff will provide an MOT health check to an agreed number of men . The check will include cholesterol, glucose, BMI, blood pressure, lung capacity and body composition analysis, as well as lifestyle advice and information on male specific cancers.
- Results are recorded and a print out supplied for each individual.
- Targets will be set by each individual (e.g. – lose 5lbs, increase muscle mass by 10% etc). The health promotion staff will provide a plan for each male to personalise to help them reach their goals.

- Each individual will be provided with an individual proforma exercise sheet with options to challenge them and a pedometer to track their activity each day.
- Regular support email from Action Cancer to ask how they are getting on and provide advice and tips, encouragement. Establishment of a facebook page for the guys to post how they are doing.
- Health promotion team back to complete a second MOT health check for the participants. This will be to measure the changes and assess against initial results. All participants provided with an Action Man certificate. Participants will be involved in a post programme evaluation.

Outcomes of the Programme:

- Increased awareness amongst participants of male specific cancers
- Improved understanding about the relationship between lifestyle choices and cancer
 - Improved health for individuals participating
- Team development and morale amongst participants
- For the organisation – contribution to your health and well-being of staff

Cancer Awareness session

Are designed to raise awareness of male specific cancers and the relevant symptoms for each. These sessions also encourage people to become proactive and visit their GP if they have any concerns. This will aid early detections and reduce incidences of cancer in Northern Ireland. They also provide information on smoking, diet, exercise, healthy eating and alcohol

Why Weight

Obesity is a major public health concern in Northern Ireland. Obesity occurs when weight gain gets to a point where it poses a serious threat to a person's health.

In response to this, Action Cancer has teamed up with Nutritional Therapist Jane McClenaghan of Vital Nutrition Ltd to develop a weight management pack. Preventing weight gain can help reduce the risk of many cancers.

Other services

- MOT Health Checks
- Health Information Stands
- Smoking cessation
- Adult Lunch Box sessions
- Big Bus service

- Contact Action Cancer on 02890803344
- www.actioncancer.org
- Info@actioncancer.org