“Men’s Health Expo”

Nomination for Mamie L Bass Award

2019

Altrusa Club of Taieri

P O Box 62

Mosgiel 9053

Otago

New Zealand

District Fifteen
I. **Selection of the Project**

A. **Aims & Objectives**

1. **Purpose**

   a. The purpose of the “Men’s Health Expo” was to provide a FREE Informative Health and Wellbeing Morning including a low cost Breakfast with many local health, social and service agencies present.

   b. The project was designed to encourage men to learn about and manage their physical, mental, social and financial wellbeing in an open, friendly and supportive environment.

   c. The Chairperson of the Service Committee led the project. Meetings were held to delegate duties to all members reaching out into the Community and fulfilling specified tasks.
2. **Project Choice**

a. A discussion with Age Concern Otago, a Social Service provider, and further meetings with other local Health providers demonstrated the enthusiasm for such an event.

b. An event of this nature had not been offered to the Community before and even in the discussion stages had created a lot of interest and support.

c. The community support was extensive for this type of event so we decided to proceed with the project. Members were hugely committed to the project - planning, marketing, communicating with the community and local businesses as well as the venue organisation. All members of Altrusa Club of Taieri were excited that this project would extend the name of “Altrusa” into the community in a positive and inclusive manner.

d. The Service Committee brought the concept to the table at our Business Meeting in July. All members were in full support, offering ideas and relevant community connections.
II. Development and Implementation of the Project

1. a. It was proposed to link our event with “Movember”, following discussions with the Age Concern Co-ordinator.

b. The Service Committee updated all members with emails, phone calls, and at Business Meetings following regular Committee Meetings.

Member’s skills and contacts formed working groups assigned to:

1. Design posters and tickets
2. Source sponsorship for breakfast food, raffles, goodie bags and spot prizes.
3. Marketing the event
4. Set up Venue for Purpose by planning Layout, Visual Screens, Sound System, Catering, and Outside Attractions
5. Welcoming reception area
6. MC on the microphone, drawing attention to the various presenters & activities also promoting Altrusa
7. Appointing a Hostess to welcome and escort the Dignitaries
8. Communicate with companies to encourage and provide time for their employees to attend.
Contact was made with many Service Groups and local businesses who supported the event:-

Diabetes Clinic (Blood Sugar Checks)  Mitre 10

Age Concern  Cosy Homes

Bowel Cancer  Radio FM

Life Matters  Red Cross

Audiology  Juice Cycle Smoothie

Holistic Centre  Podiatry

Family Planning  Disability Services

Skin Cancer  Sport Otago

Podiatrist  Financial Planning

Medical Centres (Blood Pressure Checks)  Eden Sleep

All groups recognised the need for this expo and were extremely supportive, wanting to participate and set up stations or provide presentations at the event.
2. Resources

i. Members with relationships in Service Groups.

ii. Design Tickets & Posters.

iii. Printing and Distribution of Posters for marketing.

iv. Source Goodie Bags to carry pamphlets and give-aways & samples from the stations to take home.

v. Sourcing appropriate venue, sound system and technological aids, such as large screens, microphones, & sound system, for Presenters.

vi. Approach Polytech Nutrition Students to assist with Breakfast.

vii. Source draw cards & points of interest for the outside area including vintage vehicles, exclusive cars, boats, jet skis.
3. Club Membership Involvement

a) The “Men’s Health Expo” allowed for many talents in our Club to be utilised from design and distribution of promotional material, communication with prospective groups involved in the event (stall holders & presenters), communication with Health Professionals & Service Groups, advertising agencies and working with businesses to support the project and finally to organise the venue for the morning.

b) 100% of the Club took part in the various aspects of this project.

c) Personal Service Hours - 634.

4. Community Support

Community Support was tremendous with a fantastic attendance with participation from local businesses and service providers.

Businesses supported by donating food for Breakfast, manning stations and providing products for the Goodie Bags and Raffles. Others encouraged their employees to come along and participate by giving them time and tickets to attend.

Health Services provided informative material and personal advice at the stations for participants.

The local Newspaper produced an article with a photograph for further exposure of the project and Altrusa.
III. Evaluation

a. Objectives Achieved exceeded our expectations.

The Health Professionals and other participants provided very positive feedback, stating it was the best event of its type they had participated in Otago, and they would like to be involved in any future similar events.

b. Numbers Affected

Over 120 Men participated in the event which was superb, as these men came along without partners. They enjoyed the male orientated atmosphere, where they could communicate with each other over a casual breakfast. Over 50% had their Blood Sugars taken, similar numbers had their Blood Pressure taken and evaluated, and some followed up with hearing tests.

The families of the participants benefited from the knowledge gained and shared at this morning event. Many have spoken to Altrusa Members saying how much they enjoyed the presentations and how they learnt a considerable amount about their own health and wellbeing. Each attendee took home a goodie bag containing articles and brochures.
All professionals had highly motivating presentations using a variety of techniques, including Power Points, demonstrations, and personal anecdotes.

Altrusa received a lot of positive feedback after the event and have been congratulated on running such an outstanding original event.

c. Promoting Altrusa Awareness

1. Posters set up around the town
2. Advertising in local and major Newspaper
3. Advertising through Businesses
4. Two Large Banners Displayed on the morning outside and in the Foyer
5. Welcome on the Morning, on behalf of Altrusa
6. Communicating with potential speakers and station holders
7. Photos were taken for the Newspaper, Radio Station webpage and Altrusa webpage & newsletter
8. Altrusa letters of Thanks to Businesses & Health Providers.
Stations Sharing Information with Men
Altrusa have a Presence at Men’s Health Breakfast Expo

Attractive & Interesting Station Presentations
Our Local Labour MP, David Clarke.

National MP Michael Woodhouse

Otago Regional Council Chairman – Stephen Woodhead
Men’s Health Expo a health toolbox for guys

A Men’s breakfast Health Expo will be held on Friday, November 9 at the Moosigie Memorial RSA with a 7am starting time. Women from Altarubia International of Taieri want to support their Taieri menfolk by offering them a chance to learn about and manage their physical, mental, social and financial health needs.

For $10, men 16 and over can drop in to the RSA on their way to work, school or other activities. They can choose from a selection of breakfast items, be eligible for spot prizes and get health information all in one location.

A DeWalt tools “fastest time” competition sponsored by Milre 10, a “pedal for a smoothie” and a variety of raffle prizes ranging from a L-Fly voucher from the Otago Aerial Centre to food vouchers from our supporting local business community will also be available for purchase.

Money raised will support the Movember Foundation and the new Taieri Aquatic Centre project.

Outside there will be an amazing array of new and older vehicles ranging from a Model A Ford, a Mustang and a Morgan, to a Ferrari. A vintage boat and the latest jet-ski plus a “surprise vehicle” will complete the show.

Health minister Dr David Clark, National Party MP Michael Woodhouse, Dunedin City councillor Mike Lord and Otago Regional Council chairman Stephen Woodhead will all be dropping in during the morning.

Men’s health is a growing concern for our community. It’s not easy for males to seek support, so we need to provide pathways for men to reach back to their community and listen to their needs.

Pop in to the RSA and grab breakfast any time from 7am, perhaps going to work or to start your day, through until 11am. Feature continues on Page 12
Mosgiel Health Centre practice nurse Kerah Berryman checks the blood pressure of Mosgiel District Lions Club president John Stewart during a Men’s Health Expo at the Mosgiel Memorial RSA on Friday. The event was organised by women from Altrusa International of Taieri to encourage men to learn about and manage their physical, mental, social and financial health needs. Expo co-ordinator Anne McElwain, of North Taieri, said about 120 men attended the event. The feedback about the successful expo had been positive.
### Men's Health Expo
### Budget

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<th>Item</th>
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| Totals                      | Expenses | 1455.75 | Income | 2203.5 |

**A Small Profit due to Donations**
Synopsis:-

Our goal for the Men’s Health Expo was to encourage men to learn about and manage their physical, mental, social and financial wellbeing in an open friendly supportive environment. A casual Breakfast brought the men together and twenty health providers & businesses took up stations at the event with many running Presentations, blood pressure & blood sugars were also tested on the spot. It was huge success resulting in very good exposure of Altrusa in the local community.