

# 12<sup>th</sup> Man – engaging men in weight management programmes

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**North Tyneside Council**

# An overview of North Tyneside

A £100m funding boost for weight management was announced by the Department of Health and Social Care (DHSC) on the 4th March 2021 included £70m to be invested in services offered by the NHS and councils, to enable up to 700,000 adults access support.

North Tyneside was allocated £100,940 as part of this grant allocation. Programmes in North Tyneside focused on:

- BAME groups
  - Learning Disabilities
  - Areas of deprivation
  - Men
- Whitley Bay Islamic Cultural Centre  
Learning Disabilities North East  
Cedarwood Trust and Howdon Hub  
Newcastle United Foundation

***A Tier 2 partnership was formed with providers to monitor progress of the Tier 2 grant programmes, share lessons and barriers as programmes were rolled out across North Tyneside.***

This presentation will give an overview of the 12<sup>th</sup> Man programme, a weight management programme aimed at men in North Tyneside.

# A partnership approach



**Living Well**  
North Tyneside  
Supporting Health and Wellbeing



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**FIRST CONTACT CLINICAL**  
ENABLING HEALTHY BEHAVIOUR CHANGE



**North Tyneside**  
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# Why men?

- Weight-loss programmes have conventionally disproportionately targeted women and are regarded by men as ‘feminised spaces’, and they often feel uncomfortable joining.
- Cultural influences can encourage a larger more masculine body.
- Men don’t see weight as being a risk and tend to be more cynical about ‘health messages’.
- Levels of overweight and obesity in North Tyneside at 65.7% are better than the North East average of 67.6%, however levels are worse than the England average of 62.8%. This equates to 2 in 3 adults being overweight or obese in North Tyneside.
- Data from the previous Tier 2 service (Body Benefits programme) has demonstrated poor up take from men in North Tyneside
- ***12th Man is intended to make participants feel like they are part of the football club. Large numbers of peer reviewed publications suggest that men respond well, maintain adherence and attend programmes which make them feel integrated in their football club.***
- Pride and connection in men’s local football clubs are often inter-generational, which can be used positively to influence men into making healthier lifestyle choices.

# What is 12<sup>th</sup> Man?

- The 12th Man is a 12 week holistic health and wellbeing programme designed to create long term health behaviour changes in men.
- Pulling on the draw of Newcastle United Football club, the programme typically engages men who would be considered hard to reach and would not engage in alternative traditional health interventions.
- The intervention is mapped against the Social Cognitive Theory and the Self-Determination Theory. Using the Behaviour Change Taxonomy, effective behaviour change techniques are integrated throughout the content of the 12th Man intervention.
- Each course consists of 12 sessions with weekly sessions include both a 60 minute workshop and a 60 minute physical activity session. The workshops are themed around common barriers that men experience when attempting to live healthy lifestyles.

# The plan

**'The 12<sup>th</sup> Man'** - 12 week healthy lifestyles programme

Targeting **men** specifically

Aim to run 8 cohorts across three locations: **North Shields, Wallsend** and **Burradon**

Cohorts split into age bands, with up to 20 participants in each cohort:

Age: 18-65 years

BMI Criteria: 28-35

Resident of North Tyneside

Linking with existing grass-roots football clubs in the area and utilising facilities in the surrounding areas

Newcastle United Foundation have extensive experience of programme promotion and high retention rate from other similar programmes.

# Course content

- Introduction
- Barriers to exercise
- The journey to a healthier diet
- Sleep and stress
- Anger
- Happiness
- Self help – CBT, Gratitude Practice and Behaviour Activation
- Health Improvement Plan
- Problem Solving Treatment
- Picking your team
- Health Improvement Plan and Social Action Project





# THE 12<sup>th</sup> MAN

LOSE WEIGHT, GET FIT, FEEL BETTER

**We have 4 NEW VENUES for 2022**

Weekly from 4 January | 6-8pm | Tyne Met College

Weekly from 6 January | 6-8pm | Burradon Juniors FC

Weekly from 10 January | 6-8pm | Forest Hall YPC

Weekly from 2 February | 11-2pm | Forest Hall YPC

For more information or to register interest, please email:  
[Thomas.Graham@nufc.co.uk](mailto:Thomas.Graham@nufc.co.uk)



Registered Charity Number: 1124896

# Barriers

- COVID-19 made participant recruitment difficult with positive cases or needing to isolate meaning that participants were prevented from attending courses or even having the confidence to attend at all.
- We found that we struggled to recruit for the daytime course as many people interested where at work so we decided to move all delivery to evenings.
- COVID-19 impacted for some of our participants being able to attend all sessions during the course. Sadly, for some this resulted in them dropping our courses all together because of the impact it had on themselves or because they missed too many weeks. This impacted our data collection on week 12 for all 3 cohorts. We also saw a low rate of attended on week 26 measurements again with participants reporting positive covid tests meaning they were unable to attend.



# Lessons learnt

- Flexible approach and being able to learn lessons after each cohort to inform ongoing delivery
- Partnership work and using networks to promote the programme e.g. CCG, PCN's, Trust, VCS, Social Prescribing
- Participants gave full engagement and openness throughout all theory sessions, talking openly about their own experiences, knowledge, and areas of self-development. A good example of this was in the Whatsapp groups that were set up, participants throughout shared new meals they were trying influenced by the nutrition session.
- Throughout each course, all participants were reminded of all the sessions Newcastle United Foundation facilitate which would benefit their physical, mental and social well-being including:
  - Walking Football
  - Man v Fat
  - Mental Health Football
  - Football Talks
- Many participants have become members of walking football sessions and have taken up the activity sessions that they tried in the community.

## Outcomes

- Data on the first 3 cohorts that have completed, still waiting on full data set for remaining 5 cohorts due to complete in August.
- Over the first three cohorts, 46 men recruited in total, 20 men remained at week 12 and 10 men at week 26 measurements.
- **Differences week 1 to week 12**
  - Total number of men who gained weight/increased BMI score = 47%
  - Total number of men who reduced weight/decreased BMI score = 53%
  - Total number of men who reduced SWEMWBS score = 22%
  - Total number of men who maintained or improved SWEMWBS score = 78%
- **Differences week 1 to week 26**
  - Total number of men who gained weight/increased BMI score after 26 weeks = 33%
  - Total number of men who reduced weight/decreased BMI score 26 weeks = 67%
  - Total number of men who reduced SWEMWBS score = 0%
  - Total number of men who maintained or improved SWEMWBS score = 100%

# Outcomes

Participant number	Height in m	Week 1			Week 12			Difference Wk 1 to Wk 12		
		BMI	Weight in kg	SWEMWBS score	BMI	Weight in kg	SWEMWBS score	BMI difference	Diff week 1 to week 12 (Weight)	Diff week 1 to week 12 (SWEMWBS)
BUR1019	1.91	32.9	120.0	20	32.6	118.8	21	-0.3	-1.2	1
BUR1020	1.74	45.6	138.0	18	46.1	139.7	26	0.6	1.7	8
BUR1021	1.77	31.3	98.0	25	29.5	92.5	22	-1.8	-5.5	-3
BUR1022	1.77	36.1	113.0	21	36.2	113.3	27	0.1	0.3	6
BUR1028	1.78	30.0	95.0	23	29.8	94.5	32	-0.2	-0.5	9
BUR1030	1.76	27.4	85.0	23	27.7	85.7	18	0.2	0.7	-5
BUR1031	1.88	29.7	105.0	28	28.7	101.4	31	-1.0	-3.6	3
BUR1033	1.83	31.1	104.0	23	31.3	104.9	27	0.3	0.9	4
BUR1034	1.81	26.9	88.0	27	27.1	88.8	26	0.2	0.8	-1
NS1005	1.82	27.8	92.0	17						
NS1006	1.78	35.3	112.0	21	37.1	117.4	25	1.7	5.4	4
NS1009	1.77	30.3	95.0	29	29.4	92.1	31	-0.9	-2.9	2
NS1010	1.88	40.7	144.0	23	40.7	144.0	27	0.0	0.0	4
NS1014	1.78	34.7	110.0	15	33.8	107.1	27	-0.9	-2.9	12
NS1015	1.71	41.0	120.0	24	40.0	117.1	24	-1.0	-2.9	0
NS2001	1.78	31.7	100.5	21	31.8	100.6	28	0.0	0.1	7
NS2002	1.62	29.3	76.8	28	29.1	76.5	28	-0.1	-0.3	0
NS2006	1.84	29.4	99.7	22	29.5	100.0	21	0.1	0.3	-1
NS2007	1.95	28.2	107.3	27	27.6	105.0	31	-0.6	-2.3	4
NS2008	1.76	32.9	101.8	22	31.4	97.3	24	-1.5	-4.5	2
NS2009	1.74	28.5	86.3	31	28.7	86.8	35	0.2	0.5	4
NS2012	1.73	30.9	92.6	24						

# Case Study from 12<sup>th</sup> Man

Brian Ridley, 59, from New York in North Shields

“I have never attended a weight loss programme before, but I decided to try this one because I knew I would be with a group of similar people.

“The link to football helped, and the combination of exercise and classroom-based sessions appealed”.

Brian completed the 12-week programme with the help of his employer, Freudenberg in North Shields, who supported Brian by giving him the time off work to attend sessions.

“I now exercise 3 or 4 times a week. During the programme we were encouraged to try different activities, from walking football to boxing and badminton. Now the programme has finished I’ve stuck with cycling and rowing.”

“My clothes fit better, I’m walking better and I feel I have more energy to carry out daily tasks. I feel happier, more relaxed and I can handle stress better.

Full article / case study available: [12th Man programme provides the change Brian was looking for \(activenorthtyneside.org.uk\)](http://activenorthtyneside.org.uk)



# Feedback from participants

## Mental health feedback:

- The group based discussion helped with my mental health.
- It was a good programme of activities and the people I did it with were a good laugh
- Positively-more active and better outlook
- Positively, even though I missed a number of sessions due to work commitments, I feel like my mental health has been much improved.
- Has given me the tools and knowledge to recognise mental health problems and how to tackle them
- A positive experience overall
- Good to talk openly with men of a similar age group

## Physical health feedback:

- I now exercise 3 or 4 times a week, I am walking better and my clothes fit better
- It introduced some new activities to supplement my existing exercise (gym class) regime. Given me new options to look at
- It gave me the opportunity to try sports and other activities that I've never tried before
- Improved knowledge of activity and motivated me to get more involved in physical activity as well as better understanding my diet
- I've been given the motivation to lose weight and keep the weight stable
- It helped me focus on my diet and improved my outlook to exercise

## Next steps

- Intention to commission NUFC Foundation to deliver 3 cohorts across the year (2022 / 2023) with a maximum of 24 per cohort. Based on reduced funding and capacity of the provider
- Look to build and strengthen the nutritional content of the 12<sup>th</sup> Man programme
- Building in Blood Pressure and Atrial Fibrillation checks as part of the programme as part of a wider workstream around CVD
- Look at how we can increase retention rates (although we suspect Covid-19 heavily impacted on the first three cohorts)
- Exploring the use of St James Park as a sign up venue for week 1, to increase sign up to future cohorts.

# Thank you for listening