

Stand Up Bro



The Cancer Society's Waikato/Bay of Plenty division partnered with key stakeholders, The Taumarānui Ko Kiri Trust, Te Kohao Health and the Population team at Waikato District Health Board (DHB) to pilot the Stand Up Bro programme in Te Kuiti in October 2014



Stand Up Bro is a men's health programme aimed at Māori and Pacific men of 40 years and over. The programme promotes cancer prevention in geographical areas with high cancer incidence, by encouraging and supporting cancer prevention behaviours.

The 10 week programme focuses on low cost exercise, nutrition and smoking cessation that can be done at home, covering:

- Tone Up - tailored programmes of physical exercise
- Fresh Up – nutrition
- Give Up – smoking cessation
- Head Up – Katiaki support for cancer prevention
- Check Up – GP and nurse check-ups and screening
- Also promoting physical and mental strength through Kaitiaki/Leadership.

The programme started as a pilot in Te Kuiti in 2014 with 12 Māori men, managed and facilitated by the Men's Health and Smokefree health promoter, with workshops taking place in a social setting on the local Marae. Te Kuiti was selected because its population consists of 49% Māori and 3% Pacific Island people, living in a rural area that is one of New Zealand's lowest decile areas. The health promoter was greatly assisted by the stakeholders, and the programme was evaluated by Waikato DHB - both qualitatively and quantitatively.

The results were very encouraging with half of participants increasing their fitness levels to a 4, measured on a scale of 1-5 (where 5 is very fit), 40% increased to level 3 and 10% to level 2. All the men identified their fitness levels as being at 1 initially.

Through a dynamic and passionate tutor, the healthy eating component led to 100% of participants improving their diet and hydration, and achieving at least one of the goals they set at the beginning of the programme.

Feedback from participants and their wives/partners showed the value of the programme, rating it as excellent and very well run:

"This course has been great for him, we need one for the ladies..."

"Awesome to see him changing for the better"

"More of these programmes need to be held. It was brilliant"

As a result of this successful pilot the Cancer Society Waikato/Bay of Plenty have collaborated with the South Waikato Pacific Island Community Service to facilitate the Stand Up Bro programme there, launching in September. Currently Korowai Aroha, an organisation based in Rotorua, are running their men's health programme, in partnership with the Cancer Society. The programme is called Tane Takitu Ake (Stand Up Men). These programmes hope to tackle the health inequity of cancer risk at a local level.

Men's health is an important issue and in addition to Stand Up Bro, Cancer Society, with other partners, have also developed a website, **Get The Tools** a "man friendly" health information resource site.



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