

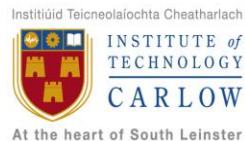
# Farmers Have Hearts

## ‘Engaging farmers in health’

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# Why farmers health?



## Key factors underpinning farmers' health

- Socio-economic status
- Lower educational attainment
- Rural living conditions
- Social exclusion
- Gender
- 'Hard to reach' group



Smyth et al., 2012; CSO, 2012, Welch, 2000, Cleary et al., 2012; Walsh, 2010; National Rural Health Alliance, 2011.



# Aims and objectives

To examine the impact of a lifestyle change intervention targeted at Irish male farmers on:

- (i) Follow-up use of GP services after being advised (60%);
- (ii) Understanding of mechanisms of cardiovascular health behaviour change among farmers;
- (iii) Reduced risk factors for CVD.



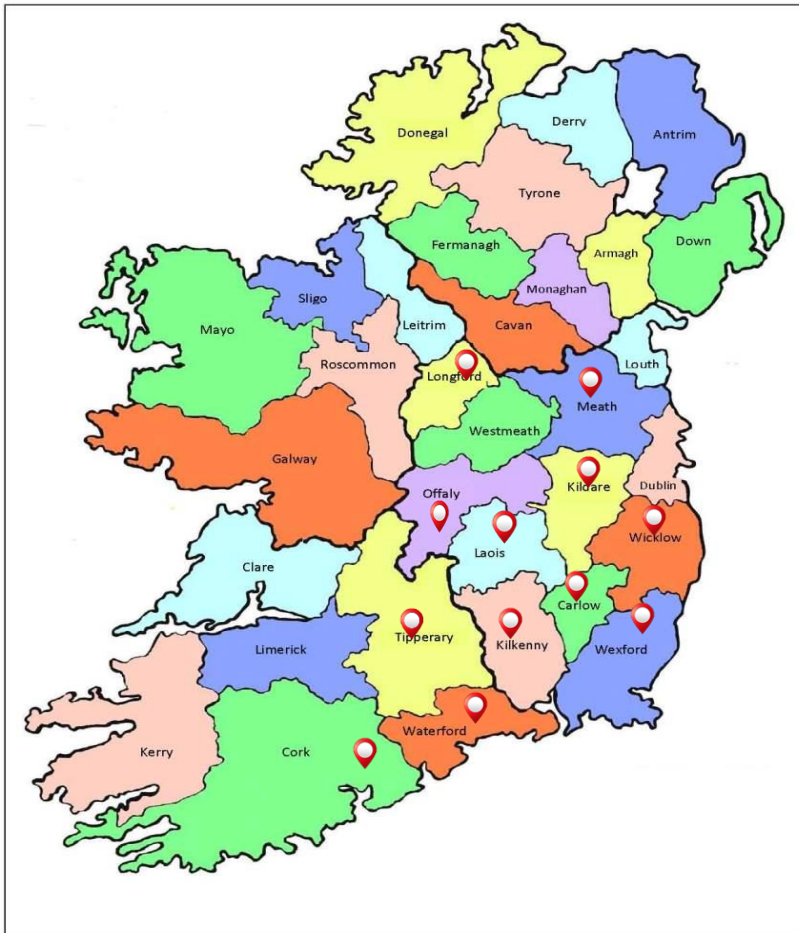
# Methodology

- (i) Cardiovascular health checks at marts & co-ops at baseline and Week 52;
- (ii) Lifestyle change intervention (health coach by phone and/or M-health by text messages);
- (iii) Survey research at baseline / Week 52 (face-to-face) and Week 26 (phone).



**Tullow Mart**

# Baseline: data collection



## Baseline data collection:

- May 2018 – April 2019
- 12 Counties
- 16 Glanbia co-ops / 29 days
- 16 Marts / 30 days

1005 eligible farmers / 868 study participants.

Response rate

**Study 86.4%**

**Interventions 73.5%**

# Progress to date

- Baseline completed (n=868);
  - Results published by April 2020
- Week 26 survey completed;
- M-health intervention completed;
- Health coach ongoing until March '20;
- Week 52 health checks ongoing until April '20.





## Engagement with the programme to date

Study element	Non-respondent n (%)	Drop outs / declined participation n (%)	Overall respondent rate (%)
Full study (n=868)		9 (1.0)	99.0
M-Health (n=286)			86.4
Introduction questionnaire	39 (13.6)		
M-health intervention (n=247)		13 (5.3)	94.7
Health Coach (n=155)			90.3
Introduction call	15 (9.7)		
<b>Health coach intervention (=140)</b>	14 (10.0)	6 (4.3)	85.7
Combination (n=197)			91.4
Introduction call	17 (8.6)		
<b>Combination (n=180)</b>			88.1
Opted out of m-health		7 (3.6)	
Opted out of health coach		15 (8.3)	
Week 26 follow-up (n=868)	56 (6.1)	12 (1.4)	92.2
<b>Week 52 repeat health check 458/727</b>	Co-op 61.0% / Marts 66.0% <b>141 mart farmers remaining</b>		63.0



# Learnings what works

- 1 Based on best evidence and experience
- 2 Engagement
- 3 Inter-sectoral partnership



# Questions and discussion



Kanturk Mart