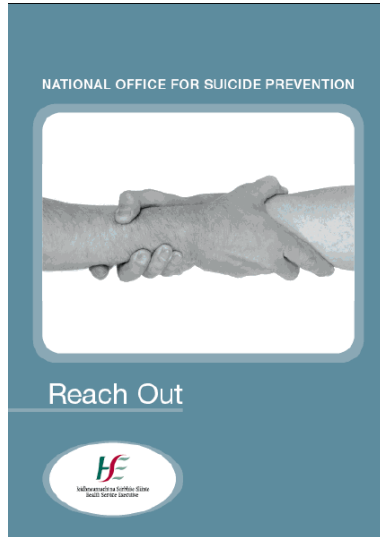


# Men's Health Forum



# Context



Protect Life A SHARED VISION

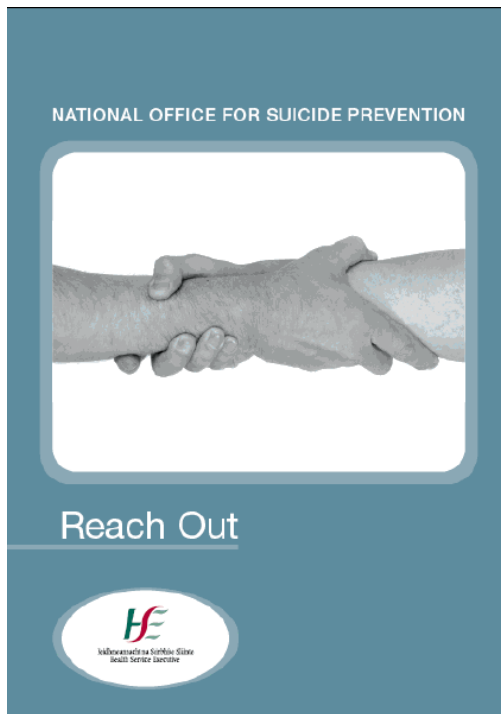


The Northern Ireland Suicide Prevention Strategy and Action Plan  
2006-2011

October 2006

- The latest annual report from the HSE NOSP in 2010 states that:
  - The highest rate is for men aged 20-24 years at 30.7 per 100,000 (compared with the national average of 11.3 per 100,000).

# Suicide prevention and technology



- **Information and Communications Technology - In developing services and supports, the**
  - potential to exploit Information and Communications Technology (ICT) will be given full
  - consideration, for example using the Internet or SMS text messaging through mobile phones to
  - reach out and provide support.

# ReachOut.com

**REACH OUT.COM** HELPING YOU GET THROUGH TOUGH TIMES

Home | About ReachOut | Register | Login | Emergency

Search

Inform yourself | Getting help | Help a friend | Real stories | Video wall | Ask the expert | Blog



### Sexual health

There are many sexually transmitted infections you can get without showing any symptoms. So, it's really important to know what's what.

[Learn more](#)

1  
2  
3

**SHARE YOUR STORY**  
Your experience might help others get through a tough time.

**TOUGH TIMES**  
What some of you do to get through tough times

**GET INVOLVED**  
Become a member of our Youth Advisory Network.

### Anxiety, panic and shyness




Everyone feels some anxiety at different times. It becomes a problem if it interferes with your normal day-to-day activities.

### Bullying and personal safety



Bullying is very common and can happen to anyone. People are often bullied because of a perceived difference.

### Depression



People can become depressed in response to something in particular, and sometimes depression can occur for no apparent reason.

### Sex and relationships



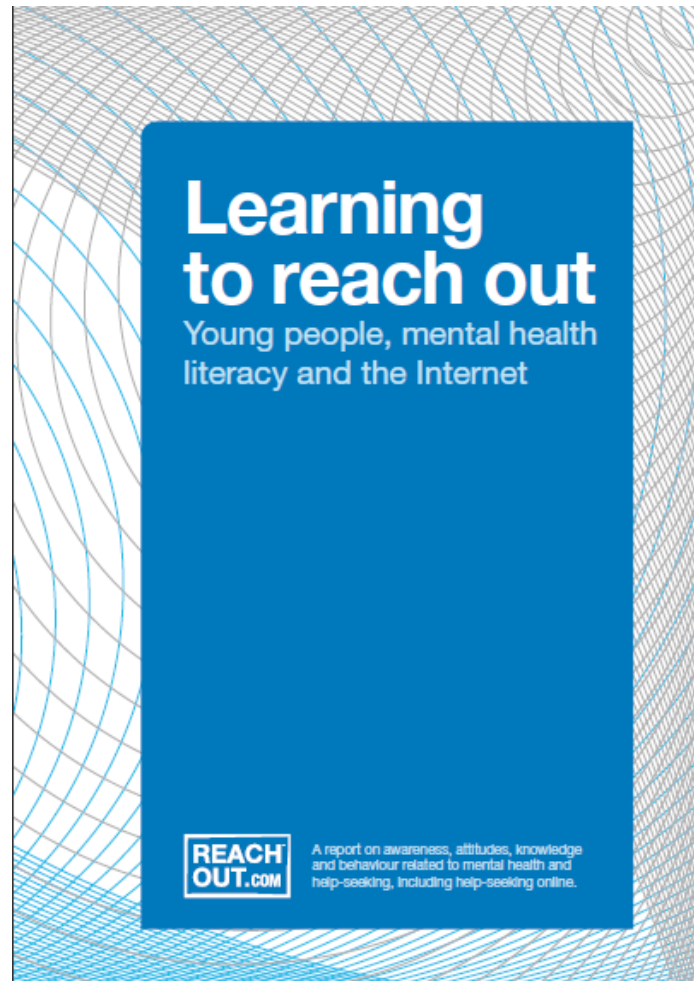
It's easy to be confused about sex and relationships when we get so many mixed messages.

### Sexuality and coming out

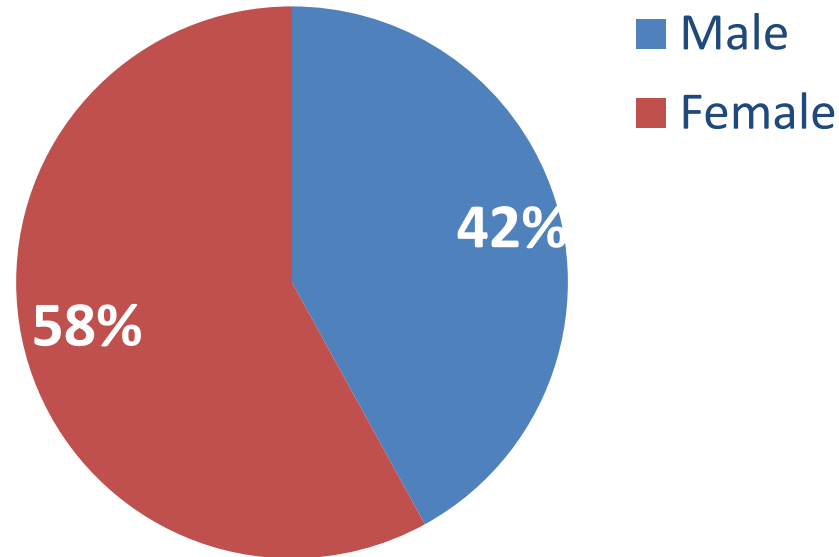


Sexuality refers to your sexual orientation or your sexual preference for people of the same or opposite sex.

# What have we learned?



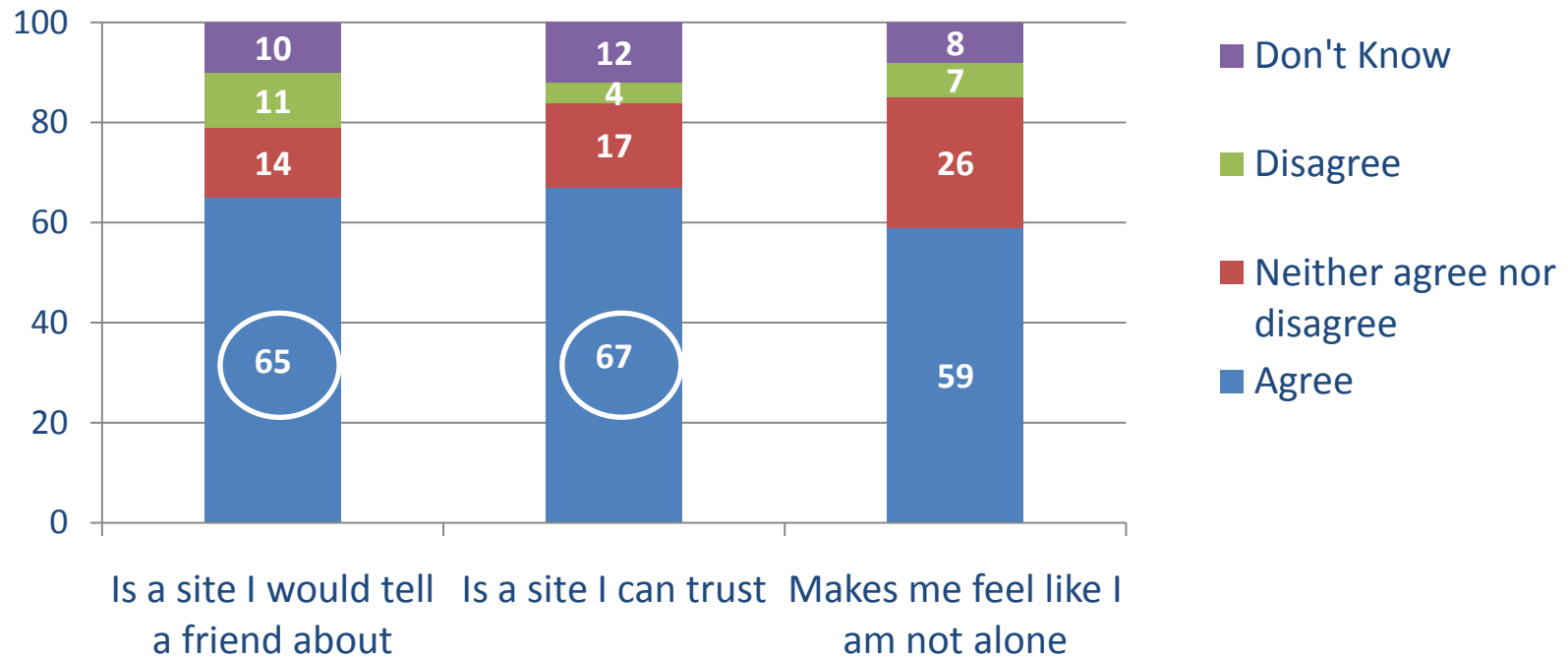
# Gender split visiting ReachOut.com



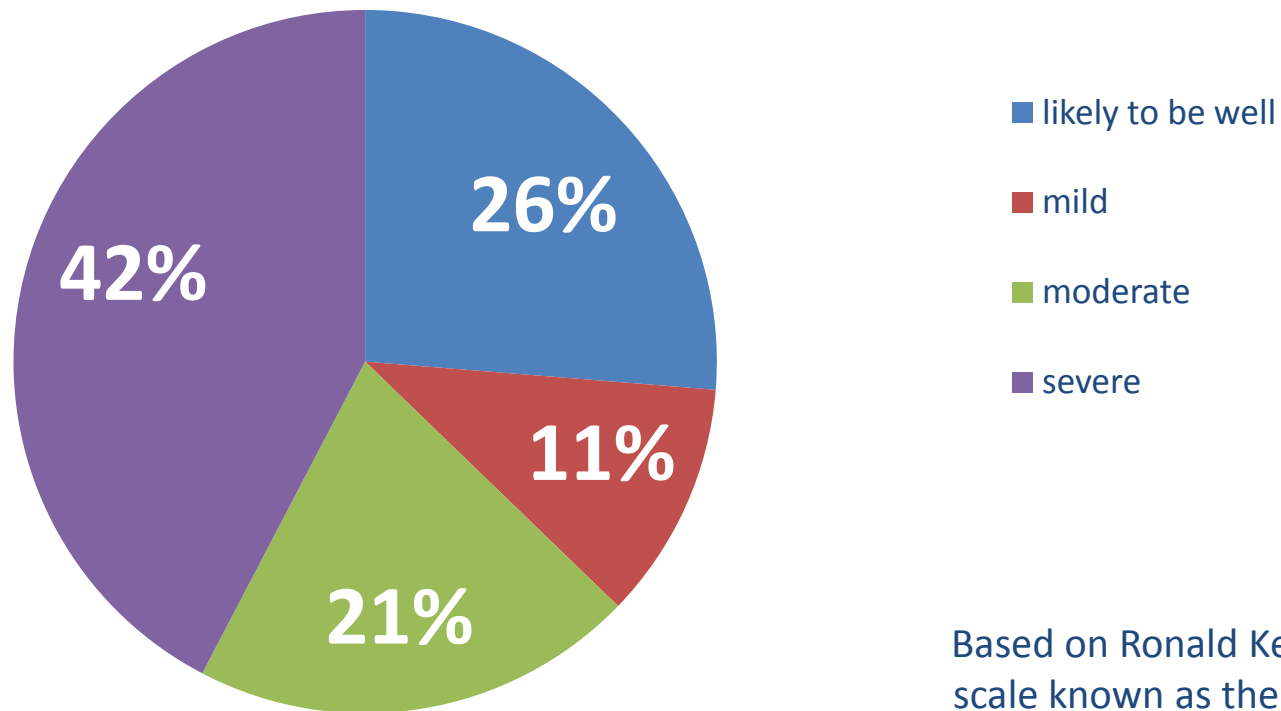
- This compares favourably with the Australian ReachOut.com which attracts a high proportion of females (76%)

# Views about ReachOut.com

I agree that ReachOut.com:



# Psychological distress – visitors to ReachOut.com



Based on Ronald Kessler's scale known as the 'K-10',  
n = 137

Nearly 2/3 of respondents scored moderate or severe on the K-10



# Collaboration



- Mental fitness
  - Application
  - Campaign

# WorkOut

## WorkOut BETA

Get confident.  
Get focused.

Kick-start your brain with training programs that are fun, easy to understand and improve the quality of the mind.



TRY A MINI MISSION ▶

OR GET STARTED AND  
TAKE THE TEST ▶

# WorkOut

ABOUT US INSPIRE EMPI HOME VIDEOS FOLLOWER Like 26 JOIN LOGIN

## WorkOut<sup>BETA</sup> Mini test

During the past four weeks (28 days), how much of the time did you feel...

1 ...so sad that nothing could cheer you up?  
None of the time All of the time

2 ...nervous?  
None of the time All of the time

3 ...restless or fidgety?  
None of the time All of the time

4 ...hopeless?  
None of the time All of the time

5 ...that everything was an effort?  
None of the time All of the time

6 ...worthless?  
None of the time All of the time

What is your:  
Gender  Birth year

CANCEL ▶ CONTINUE ▶

Privacy Policy Terms of Use

# WorkOut

FOLLOWER

WorkOut<sup>BETA</sup>

## Mini Mission

WorkOut will improve your mental fitness by giving you quick and easy exercises. Try the following to see how they work.

### Take a Breather

Your mission is to reduce your stress levels in 5 minutes using nothing but your breath. Do this by:

1. Giving yourself a score of 1 to 10 of how stressed you are right now.
2. Measuring your pulse by setting your phone alarm for one minute, placing your index and point finger on the inside of your wrist or neck, counting the number of beats within that minute and remembering the result.
3. Count to seven while you are breathing in and to seven again as you breathe out. Do this 5 times.
4. Measure your pulse as in step one and compare the pulse rates.
5. Think about how stressed you feel now on a scale of 1 to 10 and compare to first score.



Your pulse rate and level of stress should have decreased. If not, don't worry. Sometimes it takes one or two goes to work.

WorkOut has over 30 missions just like this but personalised to your individual mental fitness. So to find out how mentally fit you are close this window and click on the 'Take the test' button to start your WorkOut program.

CLOSE X

# WorkOut

SOUND ON

ROLLOVER

JOIN LOGIN

## WorkOut Your key

To attain your personal key, select a attribute from the key & do the test catered for that specific attribute.

**Overall**  Missions: **Select Attribute**  Achievements **TAKE TEST**

**STATUS**

**PRESSURE**

- Challenging Negative Thoughts
- Beating the Heat

**ATTITUDE**

- Upside Outside

**FEED**

- 29/03/11 First day of WorkOut.
- 02/04/11 Begin Pressure Mission 1.
- 02/04/11 Begin Stamina Mission 5.
- 15/04/11 Completed Pressure Mission 1
- 01/05/11 Take Confidence Test.

Legend:  
Yellow diamond: Personal key  
Grey diamond: Average key

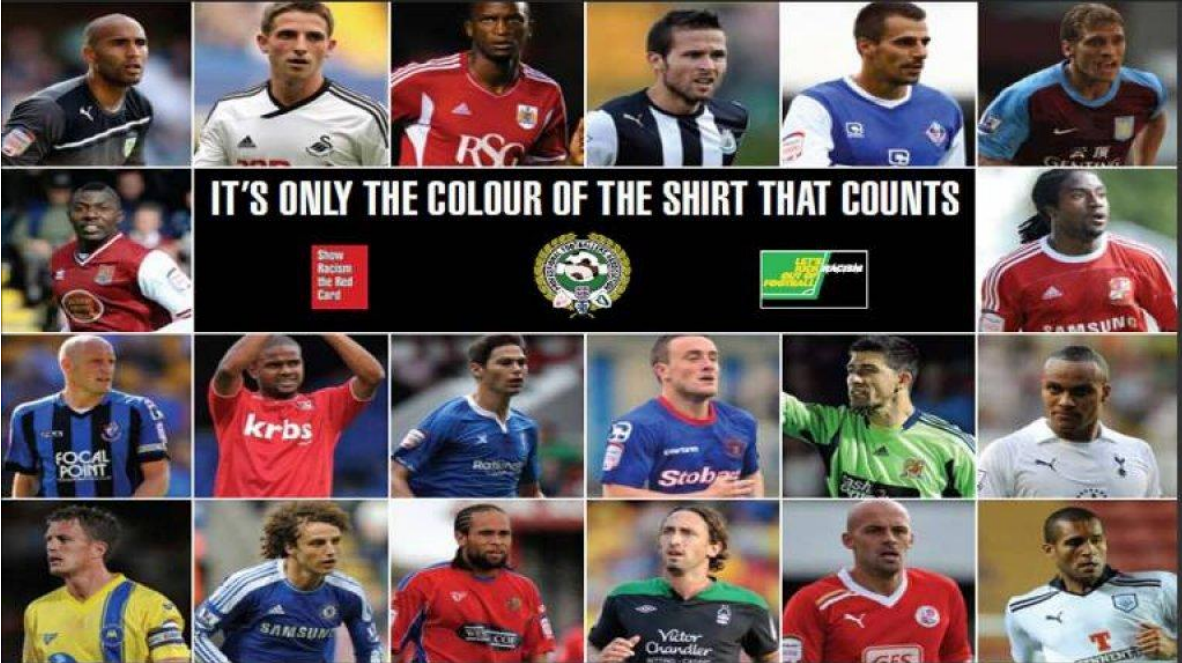
# WorkOut

The screenshot shows the WorkOut website interface. At the top, there are links for 'JOIN' and 'LOGIN', and a 'ROLLOVER' button. The main heading is 'WorkOut Your key'. Below this, a navigation bar includes 'Overall', 'Missions: Confidence', 'Achievements', and a 'TAKE TEST' button. The 'Missions: Confidence' section is active, showing a list of missions: 'Sleep/Wake Cycle' (NEW), 'Beating the Heat', 'Upside Outside', 'Stand Up Stand Tall', 'Greetings Stranger' (NEW), and 'Speak Up' (NEW). The 'Sleep/Wake Cycle' mission is selected, showing a progress bar at 64%. The mission description is 'Your challenge for this week is to regulate your sleep wake cycle.' Below this, there are four activities: 1. 'Telling us about your sleep for the last week' (with a bed icon), 2. 'Choose a time to wake up for the next 7 days' (with a calendar icon), 3. 'Set your phone alarm for this time no repeat' (with a phone icon), and 4. 'At the end of the week, come back and answer these questions again' (with a question mark icon). At the bottom of the mission card, there are links for 'Tool Box', 'Register SMS Alerts', and an 'ACCEPT MISSION' button.

# Challenges

- Channel
  - Dedicated website
  - Mobile app
  - Facebook app
  - Widget on ReachOut.com
  - Approx €20,000
- Cultural shift → less focus on brain and more focus on lifestyle

# Campaign





# Campaign



**THE  
IRISH SPORTS  
COUNCIL**  
AN CHOMHAIRLE SPÓIRT



# Thanks!

- [nigel@inspireireland.ie](mailto:nigel@inspireireland.ie)
- [vincent@inspireireland.ie](mailto:vincent@inspireireland.ie)