



CASE STUDY: ACTION 2.1 PROMOTING PERSONAL DEVELOPMENT AND WELL BEING

-Mayo North East LEADER
Partnership Company
Social Inclusion and Community
Activation Programme (SICAP)
Rita Hopkins

PROMOTING PERSONAL DEVELOPMENT AND WELL BEING

RATIONALE FOR THIS ACTION

Mayo has the third highest incidence of suicide nationally per 100,000 population (Mayo LCDC Plan 2015-2011)

Since 2001, dramatic increase in the number of older people in Mayo dying by suicide, (National Suicide Research Foundation, 2016)

Men account for eight in ten suicides in Ireland, mainly aged 45 to 54 (StopSuicide.ie, 2017)

SICAP consultation process highlighted the issue of loneliness, reluctance to 'get involved in community activity', family breakdown, mental health issues, low education levels, gambling, drug and alcohol abuse among adults, particularly younger males.

National research e.g. 'The Loneliness Taskforce' (A Connected Ireland, Dr. Keith Swanick, June 2018)

Increase in obesity, poor eating and fitness levels from a young age (SICAP consultation, 2017)

PROMOTING PERSONAL DEVELOPMENT AND WELL BEING METHOD OF IMPLEMENTATION

SICAP linked with LCDC Health and Wellbeing Committee, relevant services and agencies to design and co-deliver innovative nutrition, mental, physical health and wellbeing programmes to SICAP target groups with a focus on **DISADVANTAGED MEN** (emerging needs category, SICAP 2018) within the most disadvantaged communities and **disadvantaged children and families** (early interventions within schools).

Collaborated with Mens' Sheds, Womens' Sheds, Tús, Community Employment, Rural Social Scheme, Family Resource Centres, Schools, Irish Farmers Association, Mayo Suicide Prevention Alliance, HSE, Meals on Wheels Services, and relevant supports to devise joint initiatives.

PROMOTING PERSONAL DEVELOPMENT AND WELL BEING

All Mayo North East SICAP staff, scheme supervisors, local services and community groups were invited to attend HSE 'ENGAGE' training – Skills to engage with men, with a module on 'evidence based techniques for engaging with younger men'.

All SICAP staff have completed ASIST training, mental health awareness, disability awareness, and upskilled through research on stress management, Mindfulness and the personal development supports available locally to share the information with SICAP beneficiaries.

Personal Development and the wellbeing of each beneficiary became part of the SICAP Personal Development Planning (PAP) process.

SICAP staff are NOT counsellors or trained psychologists. We refer beneficiaries to these supports if required.

PROMOTING PERSONAL DEVELOPMENT AND WELL BEING

The strategy:

Increased focus on engagement with disadvantaged men in the most disadvantaged areas

Belmullet/Achill: Digital Skills for Citizens Training – linking with farmers and their families. Age Profile 45+; Farming Communities; Small Business Owners (<10 people); unemployed persons; persons with disabilities; & disadvantaged groups.

Continued the SICAP supports for traveler men. Plan to set up a Traveller Mens' Shed. Support traveler men with access to gym and fitness.

Supporting participants on Tús, Community Employment and Rural Social Scheme

PROMOTING PERSONAL DEVELOPMENT AND WELL BEING

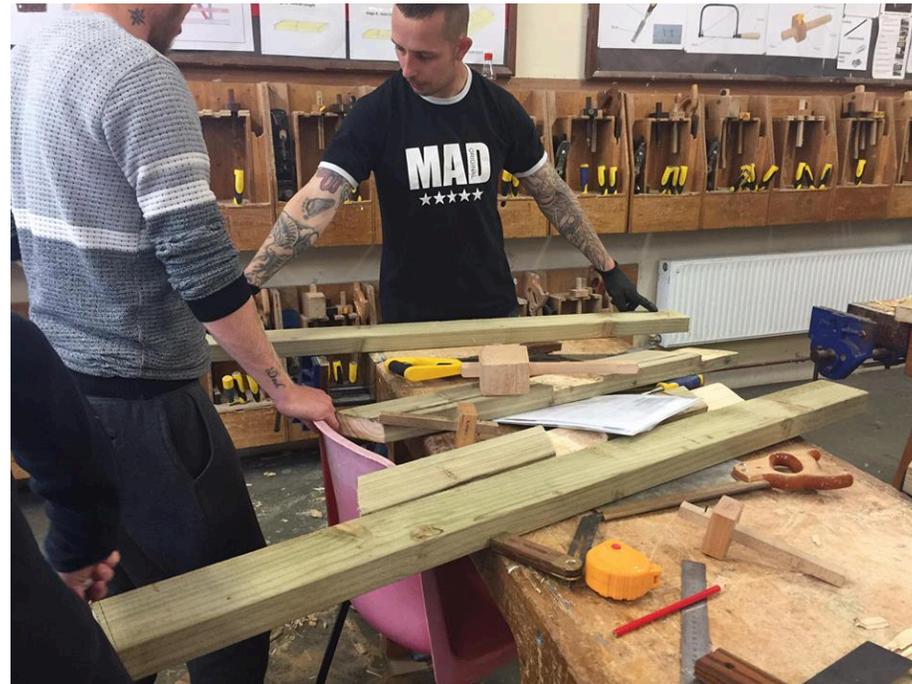
SICAP Activities/training to engage with men: Woodcraft, July 2018, Ballina

Identified a need for training of practical skills, one person was considering self-employment, one an ex prisoner, two were unemployed ready to start on a scheme but needed to build their skills for the role, a number of people were living in isolation.

Woodwork was decided as the best option as there was no course available by other training providers in the Ballina area.

Linked with Moyne College for use of Woodwork room. 5 day course. 9 men attended and 3 women. QQI level 4 qualification. Cost: €4128

PERSONAL DEVELOPMENT AND WELLBEING: ENGAGING WITH DISADVANTAGED MEN. WOODCRAFT ACCREDITED TRAINING



OUTCOMES

- 12 clients completed the programme
- 2 participants moved on to FAS/CE schemes.
- All participants achieved educational Progression (LEVEL 4 QQI)
- 4 Picnic Benches were produced and donated to local community groups e.g. Autism Unit, Moyne College, community gardens.
- Each of the participants made a coffee table to take away giving them a sense of pride, building confidence and self esteem and learning new skills
- All responded that this activity improved skills and sense of wellbeing

PROMOTING PERSONAL DEVELOPMENT AND WELL BEING – MOVE & IMPROVE: HEALTH, FITNESS AND WELLBEING EVENT 2018 (SICAP)

Aim: To draw all groups together for one major event to showcase all there is available in North Mayo/Westport for individuals to participate in, improve their health, nutrition, fitness and wellbeing.

Promote SICAP programme as per the Department of Rural and Community Affairs guidelines – social media, poster campaign, radio advertisement, email, newspaper, Mayo Now Magazine, flyers, word of mouth to services, health care practitioners, doctors, schools, colleges, Mens Groups, families....

MOVE through fitness, exercise or join a group

IMPROVE their wellbeing and personal development – inclusion, wider social circle, better food choices to improve mind

MOVE & IMPROVE HEALTH, FITNESS AND WELLBEING EVENT 2018 - MAYO NORTH EAST



**MAYO HEALTH,
FITNESS &
WELLBEING
EVENT 2018**

THURSDAY 13TH SEPTEMBER 2018
Drop in any time between 4pm and 8pm
Ballina Community Sports & Leisure Centre, Cathedral Lane
(next to Moyne College)

MOVE & IMPROVE: HEALTH, FITNESS AND WELLBEING EVENT 2018

Attendance: 206 (over 16 years). 133 Female, 73 Male

Utilised a social enterprise venue – Ballina Community Sports & Leisure Centre

Exhibitors: 54 stands – local community groups, health and fitness, activity, education, employment and hobby

8 fitness and wellbeing speakers and workshops were provided. 5 of these were delivered by small business owners supported by SICAP self-employment supports as well as health practitioners and services within the community

MOVE & IMPROVE EVENT

8 WELLNESS WORKSHOPS

Move & Improve: Health, Fitness and Wellbeing Free Workshops in Room 1 and The Gym	
The Gym (1st Floor)	<i>Safe & Effective use of Gym Equipment: every half hour starting at 4.30pm.</i> Limited to ten for comfort per session. Please get a 'gym demo free ticket' from the Ballina Sport and Leisure Centre Stand. Appropriate clothing and shoes must be worn.
4.30pm to 5.00pm	Zumba (max 20)
5.00pm to 5.30pm	Mary Naylor - Therapeutic BreathWork for Stress Management (max 20)
5.30pm to 6.00pm	Zumba (max 20)
6.00pm to 6.30pm	Taoist Tai Chi Lesson (max 20)
6.30pm to 7.00pm	Yoga and Meditation with Aileen Ryan, Wild Atlantic Yoga (max 20)
7.00pm to 7.30pm	Laughter Yoga with Deirdre Blewitt (max 20)
7.30pm to 8.00pm	Relax and Unwind with Heart Based Meditation, Emma Brewin (max 20)

*Please allow others to avail of the workshops by attending two workshops maximum per attendee.
Suitable clothing must be worn for gym use and Zumba. Over 16's only permitted in the gym & workshops*

This event has been organised by Mayo North East LEADER Partnership Company through funding from the Social Inclusion and Community Activation (SICAP) Programme 2018-2022. A programme funded by the Irish Government through the Department of Rural and Community Development and co-funded by the European Social Fund under the Programme for Employability, Inclusion and Learning (PEIL) 2014-2020.

This event was organised with collaboration from Ballina Sports and Leisure Centre, a social enterprise, local community groups, clubs and businesses.

Working together for community development, health and wellbeing

Contact: Mayo North East Leader, Foxford Office: [094-9256745](tel:094-9256745) Website: www.mayonortheast.com



MOVE AND IMPROVE, HEALTH, FITNESS AND WELLBEING EVENT SCHEDULE OF GUEST SPEAKERS 2018

 Move & Improve: Health, Fitness and Wellbeing Free Health Talks, exhibit stands in the Main Hall Ballina Sports & Leisure Centre Thursday 13 th September, 4pm to 8pm	
4.00pm – 4.15pm	Welcome and Introduction Rita Hopkins and Niamh Charlton Mayo North East Leader Partnership Company (Organisers)
4.15pm – 4.30pm	Aideen Ryan and Deirdre Blewitt The benefits of Yoga for wellbeing
4.30pm – 4.45pm	Noel Dee, Taoist Tai Chi – Benefits of Taoist Tai Chi and demonstration
4.45pm – 5.00pm	Caroline Henry, CH Nutrition 'Eat for Health & Wellbeing' Food values, food planning and how food affects our stress levels and overall health.
5.00pm – 5.15pm	Harry Thompson, Moy Valley Free Style Martial Arts Martial Arts for Fitness and Demonstration
5.15pm – 6.00pm	Interviews with exhibition stands Skipping & Hoola Hoop challenges!
6.00pm – 6.20pm	Stephen Geddes, The Gym Ballina Over-coming challenges and setting goals
6.20pm – 6.45pm	Interviews with exhibition stands Skipping & Hoola Hoop Challenge!
6.45pm – 7.00pm	Kathleen Ward, Grainne Mhaol Dragon Boat Club Dragon Boat Racing for Health and Wellbeing
7.00pm – 7.20pm	Declan Murphy, Nutritional Therapy Ireland Diet and Heart Health, Cardiovascular screening
7.20pm – 7.35pm	The Gym Ballina – Martial Arts Demonstration
7.35pm – 7.50pm	Brendan Doyle, Ballina Sport and Leisure Centre 'What's on in Ballina' and at the Leisure Centre
7.50pm – 8.00pm	Spot prize draw Acknowledgements and Close

PLEASE FILL OUT A
FEEDBACK SHEET BEFORE
YOU LEAVE AND REVIEW
THE EVENT ON FACEBOOK
Thank you for attending!



HEALTH - FITNESS - WELLBEING
MOVE & IMPROVE!
A Mayo North East Initiative

MAYO HEALTH, FITNESS & WELLBEING EVENT 2018

THURSDAY 13TH SEPTEMBER 2018
Drop in any time between 4pm and 8pm
Ballina Community Sports & Leisure Centre, Cathedral Lane
(next to Moyna College)

FREE EVENT FOR ADULTS

MC for the event is Angelina Nugent of MidWest Radio

Goodie bags for the first 50 attendees

Fantastic Spot prizes

- Showcasing what Ballina and surrounding areas has to offer to help you improve your health, fitness and wellbeing!
- Information from groups, gyms, fitness and nutrition experts
- Live demonstrations
- 'Give it a go' - trial a range of exercise classes, use of gym equipment and fun activities
- FREE health checks
- CPR life saving skill demonstrations
- Learn new ways to look after your overall wellbeing
- Discover the social side of fitness and develop a hobby
- Guest speakers and interviews

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OUTCOMES

Feedback showed that 98% of those in attendance said that the *Move & Improve: Health, Fitness and Wellbeing* event ‘somewhat or greatly influenced their decision to start a new activity’.

‘Well organised, lots of room and friendly environment’

‘This was a one stop shop for all activities available in the area’

‘I liked how friendly everyone was and how they explained everything with good detail’.

‘Enjoyed the opportunity to chat with people and there was a great atmosphere’

‘I met so many new people and found out about activities in Mayo I never knew about’

WHAT DID YOU ENJOY MOST? WHAT ACTIVITY (IF ANY) WILL YOU TAKE UP?

'This was a very well organised event with lots of publicity beforehand. Maybe a different venue next time where acoustics are better. Loved the workshops. I am going to take up Zumba'

'I enjoyed everything, thank you for a great day'.

'Got so much advice and information. I am going to take up volunteering'

'I met so many people. I am going to join a walking group.'

'Great variety of organisations who offer/provide health promoting activities. I am going to try laughter yoga. Hadn't heard of it before today. Should run this event again in 2019'.

'Very informative, we need more of these type of events!'

'I enjoyed Declan Murphys talk on cardiovascular, hearth health. I am going to join Men on the Move walking group'



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