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Social Innovators Challenge (Phase 2)

Final Evaluation

Prepared for

Movember

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The evaluation of the Social Innovators Challenge (SIC) commenced in 2017 and has involved a range of contributions. As such, the Global Evaluation Team for the SIC wishes to thank:

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Executive summary

Introduction

Movember is the leading global organisation committed to changing the face of men's health, funding a range of men's health projects around the world, with a focus on the three biggest health issues facing men: prostate cancer, testicular cancer, and mental health and suicide.

In 2015, Movember launched the Social Innovators Challenge (SIC). The SIC consisted of AUD \$5.6 million being invested in Australia, Canada and the United Kingdom (UK) in a multi-phased innovation program that looked to develop interventions that could improve men's social connectedness as a protective factor against anxiety, depression and suicide.

Phase 1 comprised an initial 426 submissions of an 'Inspiration Statement'. Of those, 88 were invited to develop pitches for development grants with 28 being successful and receiving some funding to further develop their idea and submit a proposal to Movember.

In September 2017, Phase 2 of the SIC began, with 12 projects (five from Australia, four from Canada and three from the UK) receiving AUD \$200,000 funding over two years to implement their pilot project. The funded projects aimed to reach diverse groups of males (ranging from inmates to troubled youth, new dads and veterans), through online and in-person formats, within a variety of settings (e.g., sports facilities, prisons, the beach). At the end of Phase 2 (October 2019), projects were invited to submit a business case for Phase 3, which would involve up to AUD \$750,000 over three years in which to design and implement a scaling plan for their pilot project.

The focus of this evaluation was Phase 2 of the SIC. The evaluation was guided by a set of evaluation questions across five focus areas: gender sensitivity, recruitment and retention, implementation and adaptation, social connectedness and other outcomes, and sustainability and scalability. Data collection for the evaluation consisted of project reports submitted every 6 months, participant surveys collected at two time points, and focus groups facilitated with project leads and a selection of participants from each project.

Key findings

Gender sensitivity

- The Check-Mate tool (Struik et al 2019) was developed by the evaluation team to understand how project leads sensitised their projects towards men, and provide a way for project leads to report on the male-friendly approaches used.
- Male-friendly approaches, such as using male-friendly words and language and promoting group problem solving, were used by all 12 SIC projects in design and delivery of activities.
- Creating a male-friendly space was the most commonly used approach by projects throughout implementation. Project leads reported this approach, as well as using men-friendly activities, seemed to work best in sensitising their projects.
- The format of project activities (online, face to face or mixed) did not influence which male-friendly approaches were drawn on by funded projects.
- Projects interpreted and implemented the male-friendly approaches in a variety of ways.

Recruitment and retention

- A total of **1,708 participants, with 1,232 of them recorded as male** took part over the two-year implementation period for 12 SIC projects.
- Recruitment involved promotion of project activities and sought to help people understand the nature of the project. Strategies for recruitment were diverse, with the most effective reported as through project partners or other organisations (e.g., referral forms disseminated to healthcare professionals), and through social media.
- Participants cited three main reasons for joining projects: to learn new skills, to try something new and because the activities looked appealing.
- Elements that worked well for retaining participants were building social connections early, ensuring activities were appealing, providing flexibility and implementing ongoing communication.

Implementation and adaptation

- SIC projects undertook and completed a large amount of activity in two years with **145 discrete activities recorded** in the project tracker.
- The most common project activities were instruction classes, followed by challenges and support groups. Three projects also ran retreats or excursions for participants.
- Projects were at different stages of development throughout the two-year implementation period, in part due to the fact that some of the SIC projects started with pre-existing programming, while others developed new initiatives.
- The intensity, frequency and duration of activity and participation varied across projects. Analysis suggests that more intense projects that used session-based delivery (i.e. had an end date) were more effective in improving social connectedness and mental wellbeing.
- Projects reported they had established or maintained partnerships with 138 key partners. Roles and contributions varied depending on the individual projects.
- Benefits of partnerships for projects included enabling access to their target demographic and providing in-kind funding support.
- Challenges from partner involvement in the SIC projects included misalignment of values and goals, logistics and administration challenges leading to delays or miscommunication and a lack of feasibility for meeting some partners' expectations.

Social connectedness and other outcomes

- At the Program-level there were **significant gains in all three quantitative measures used**.
- Comparatively, across the SIC program projects, participant life satisfaction and well-being increased more than social connectedness, although the gains in social connectedness were still statistically significant.
- Participants reported developing new social connections and strengthening existing ones as a result of participation in activities.
- There was a clear role for the shared experience in improving key outcomes, as well as the role of a leader / facilitator / trainer. 'Safe' (defined as relaxed and/or respectful) environments which suit the target group were also key, along with a focus on 'doing' via activities, skill building or play-based activity (such as friendly competition).
- Of the five projects that resulted in significant outcomes, three were sports-based (The Changing Room, Brothers Through Boxing and Waves of Wellness).

- Project leads and participants observed additional outcomes including participants opening up and sharing, and increased knowledge and skills development as well as increased interaction with partner organisations.

Sustainability and scalability

- Planning for sustainability and scalability is underpinned by clarity or definitions on what is meant by these terms.
- Consideration of the potential for scalability and sustainability needs to consider the nature of the innovation, evidence of efficacy, organisational and external pre-conditions that could influence whether the innovation scaled and/or sustained.
- Most projects had plans to address internal organisational capacity requirements, but also identified the role of funding certainty for helping to underpin these plans (i.e., it is hard to make plans without knowing the resourcing available).

Next steps

Based on the evidence collected and documented in this report we recommend that:

1. **Movember promote and disseminate the outcomes of the SIC.** The SIC has demonstrated through its phased approach that it is possible to strategically invest in a range of organisations, projects and approaches and iteratively test and prepare to scale innovations. The evaluation has shown a positive impact on project participants, while Movember has developed and implemented a program model (the SIC) that has helped advance understanding of ‘what works’ in fostering social connectedness among diverse groups of men. As such, there would be value in Movember promoting the positive outcomes of the SIC, as well as documenting the program model and processes to other organisations who might be interested in such an approach. This could also extend to Movember adapting or replicating processes in a future initiative.
2. **There be further exploration of the male-friendly approaches used in the SIC.** This evaluation has identified a varied use and understanding of male-friendly approaches. To further solidify the usefulness of the Check-Mate tool, there is value in exploring the applicability of diverse strategies to specific practice settings with a focus on developing principles to advance understanding the ways to implement male-friendly health programs.
3. **Related to the above, future programs and evaluations that use the male friendly approaches should ensure that the underpinning principles and specific strategies are differentiated and described.** This would help to ensure consistency in the way that the Check-Mate tool is used and the iterative growth and evolution for distilling what best engages different groups of men.
4. **Similarly, evaluation of programs Movember funds that engage men to improve social connectedness and mental wellbeing should build on the methods and results reported here.** In practice this would look to further explore specific causal mechanisms (which aspects of interventions are effective, and for whom), and what the program mechanisms are driving change. This evaluation has demonstrated a process for this which can be expanded on in future evaluations.
5. In line with this, **further testing and exploration of interventions** should be at enough scale to compare approaches and mechanisms to further understand what works overall and in specific contexts.

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Acronyms and definitions

AME	Apocalypse Made Easy
BTB	Brothers Through Boxing
DGI	Dad's Group Inc.
DH	Dad HERO
DSSI	Duke Social Support Index
ENT	Entourage
EXC	Ex-Cell 50+
FPC	First Person Consulting
HB	Homebase
LSS	Life Satisfaction Scale
MPC	Men's Pie Club
SWEMWBS	Short Warwick-Edinburgh Mental Wellbeing Scale
TCR	The Changing Room
VC	Vet Connect
WEMWBS	Warwick-Edinburgh Mental Wellbeing Scale
WOW	WOW Sand 'n Surf
WP	Well Played!

1 Introduction

1.1 Movember

Movember is the leading global organisation committed to changing the face of men's health. Since 2003, Movember has funded more than 1,250 men's health projects around the world, prioritising the three biggest health issues facing men: prostate cancer, testicular cancer, and mental health and suicide prevention.

1.2 The Social Innovators Challenge

In 2014 Beyond Blue released a report¹ on how men perceive and experience social connectedness, to identify the factors and pathways that lead them to lose social connections and to highlight tools that may help them develop stronger ties.

The report builds on previous studies into the role of social connectedness as a protective factor against suicide and was a key input into the development of Movember's Social Innovators Challenge (SIC). Broadly, the report identified that there is a need to focus on solutions that address poor social connections across a man's life journey.

The SIC consisted of AUD \$5.6 million being invested in Australia, Canada and the United Kingdom (UK) in a multi-phased innovation program that looked to develop interventions that could improve men's social connectedness. Broadly, there are three phases in this approach as summarised in Figure 1.



Figure 1. Phased approach to the delivery of the SIC.

Phase 1 was implemented in two parts. First, the submission of an Inspiration Statement (maximum 500 words) that outlined an inspiration for the SIC, target group, the proposed solution and a brief description of the future vision for the innovation. In total, 426 Inspiration Statements were received (265 from the UK, 87 from Australia and 76 from Canada). Of those, 88 were invited to develop pitches

¹ See Appendix 1 for the reference.

for development grants with 28 being successful. These 28 pitches were provided with AUD \$25,000 each to further develop their idea through engaging with their target groups, designing their initiative followed by the preparation and submission of a plan to pilot their idea.

A selection committee comprised of a range of individuals with diverse experience related to men, men's health and well-being were then brought together to review the submissions. Out of this process, and with the approval of the Movember Board, projects then progressed to Phase 2.

Phase 2 – the piloting phase – began in September 2017 with 13 projects selected (though only 12 passed the due diligence process). Each received AUD \$200,000 over two years in which to implement their pilot project. The 12 funded projects represented the three target countries as follows:

- Australia – five projects
- Canada – three projects
- UK – four projects

Some project teams started with existing programming, while others developed new initiatives. They aimed to reach diverse groups of males (ranging from inmates to troubled youth, new dads and veterans), through online and in-person formats, within a variety of settings (e.g., sports facilities, prisons, the beach).

At the end of Phase 2 (October 2019), projects were invited to submit a business case for Phase 3, which would involve up to AUD \$750,000 over three years in which to design and implement a scaling plan for their pilot project.

The primary focus of this evaluation report is on Phase 2 of the SIC.

1.3 Phase 2 funded projects

As noted, Phase 2 of the SIC Program consisted of 12 funded projects across three countries and a range of target groups and settings. A brief summary of each project is provided in Table 1 over page.

1.4 Report structure

This evaluation report is structured as follows:

- Section 2 – provides a summary of the approach to the evaluation and limitations
- Section 3 – provides the key findings and recommendations from the evaluation
- Section 4 – provides the results in detail from the evaluation

Table 1. Summary of Phase 2 funded projects.

Name	Organisation	Country	Target group	Setting	Summary of the intervention
Apocalypse Made Easy (AME)	University of British Columbia	Canada	Male IT workers	Community-based groups combined with eHealth platform	Participants sign up to take part in interactive walking tours that require working together and role-playing through post-apocalyptic-themed scenarios and solving challenges.
Brothers Through Boxing (BTB)	Boxing Futures	UK	Young men that are not in employment, education, or training	Community-based groups	Participants engage in a boxing-themed fitness program and self-reflective activities around themes of social connectedness and well-being.
Dad's Group Inc. (DGI)	Dad's Group Inc.	Australia	New fathers	Community-based groups combined with social media	New fathers meet up with each other at a location close to their homes / communities and have the opportunity to interact online through facilitated social media groups.
Dad HERO (DH)	Canadian Families and Corrections Network	Canada	Incarcerated and ex-offender fathers	Prison (primarily) and community-based groups	Eight week in-prison parenting course, as well as ongoing in-prison and community-based support groups for incarcerated dads.
ENTOURAGE (ENT)	Orygen, The National Centre of Excellence in Youth Mental Health	Australia	Young men with social anxiety	eHealth platform combined with social media	Development and distribution of an interactive e-mentoring program using a moderated online social therapy platform.
Ex-Cell 50+ (EXC)	Co-operative and Mutual Solutions	UK	Older ex-offenders	Community-based groups	Using a "Self-Reliant Group" group development methodology, participants are encouraged to collectively save funds and start a microbusiness. They are offered opportunities to receive business mentorship and learn consensus and decision-making skills.

Name	Organisation	Country	Target group	Setting	Summary of the intervention
HOMEBASE (HB)	McGill University	Canada	Men living with chronic pain	Community-based groups	Participants are offered a variety of programming choices including access to peer mentors, opportunities to connect socially through activities such as fitness and music and engage with and serve their communities.
Men's Pie Club (MPC)	Men's Health Forum	UK	Socially isolated men from a variety of backgrounds	Community-based groups	Men come together to bake pies and can socialise and discuss physical and mental health.
The Changing Room (TCR)	Scottish Association for Mental Health	UK	Men in their middle years	Community-based groups combined with social media	Men are engaged in discussions about mental health through physical activities, talking groups, and other opportunities to socialise.
Vet Connect (VC)	Soldier On	Australia	Male army veterans	Community-based groups combined with social media	Participants take part in 3 weekend retreats that sometimes involve their families, as well as teleconference "catch-ups" and have access to a facilitated Facebook group.
Well Played! (WP)	Queensland University of Technology	Australia	Men interested in videogame play	Online and Offline events	The focus is on live/streamed events that encourage social connections among players and respond to barriers that social gamers face online. Participants are engaged through streamers who broadcast the event while taking part, as well as a tool that socially matches people with one another.
WOW Sand 'n Surf (WOW)	Waves of Wellness Foundation	Australia	Young men	Community-based groups	A six-week learn-to-surf wellness program. Group meetings include facilitated discussions around wellness and connection, as well as mentored surfing time with mental health trained surfing instructors.

2 Approach to the evaluation

2.1 Summary of our approach

The evaluation was guided by a set of evaluation questions across five focus areas:

1. Gender sensitivity
2. Recruitment and retention
3. Implementation and adaptation
4. Social connectedness and other outcomes
5. Sustainability and scalability.

The evaluation questions across these areas are provided in Table 2.

These focus areas and evaluation questions were determined through a series of consultations with key stakeholders both internal and external to Movember. This helped to ensure that the evaluation explored, and answered questions felt to be of most use to the organisation.

Table 2. Evaluation questions.

Area of focus	Evaluation question
1. Gender sensitivity	<ul style="list-style-type: none"> a) How are SIC projects sensitised to men's needs? b) What are the principles of effective gender sensitivity for diverse groups of men in different settings?
2. Recruitment and retention	<ul style="list-style-type: none"> a) What are the ways in which men are being reached and recruited? b) How many men participate in SIC project activities, and in what ways (e.g., roles, duration, frequency)? c) What are the characteristics of the men who participate in activities? And those who are retained compared to those who are not? d) What influences their joining and staying with SIC projects? e) How do these influences vary across diverse groups of men, settings, and types of participation?
3. Implementation and adaptation	<ul style="list-style-type: none"> a) What activities were implemented by the SIC projects, and with what frequency, duration and intensity? b) How did project activities adapt and evolve over time, and why? c) How did implementation and adaptations vary by project and sub-groups of men, settings, stage of development? d) What roles did partner organisations play in the SIC projects? e) What benefits or challenges resulted from partner involvement in the SIC projects?
4. Social connectedness and other outcomes	<ul style="list-style-type: none"> a) To what extent did the SIC projects improve social connectedness among participants? b) How do the results vary by sub-groups of men, types of participation, settings, stage of development, and types of projects? c) To what extent did SIC projects result in other outcomes, for participants and for partnering organisations?
5. Sustainability and scalability	<ul style="list-style-type: none"> a) What factors are more or less important in planning for sustainability and scalability during the design and delivery of innovation projects? b) What are the broader lessons from the SIC in relation to sustainability and scalability?

2.2 Methodology and data sources

The evaluation used a mixed methods approach, incorporating both quantitative and qualitative data sources. Table 3 summarises the key data sources and the approach to collection that have been drawn on to address the evaluation questions. The SIC Evaluation Protocol contains the full suite of data collection tools and project reporting requirements.

Table 3. Data sources for the evaluation.

Data Source	Approach to collection	Areas of focus
Project reports	Completed every 6 months by project leads over the 2-year project and submitted to the evaluation team.	1. Gender Sensitivity 3. Implementation and adaptation
Project tracker and dashboard	Project leads maintained the tracker over the course of delivery with support from the evaluation team. Tracks participants, project activities, products and partners & their contributions.	2. Recruitment and retention 3. Implementation and adaptation
Participant surveys	Surveys were distributed either electronically or hard copy (which were then entered by the evaluation team). Time points for administering the survey for on-going projects (i.e., non-discrete projects) were negotiated with respective project leads and varied across projects ² .	2. Recruitment and retention 3. Implementation and adaptation 4. Social connectedness and other outcomes
Participant focus groups³	Project leads supported the evaluation team in recruiting suitable participants to participate in a focus group. Focus groups were facilitated by the evaluation team with recordings subsequently transcribed.	2. Recruitment and retention 3. Implementation and adaptation 4. Social connectedness and other outcomes
Project lead focus groups / interview	The evaluation team undertook focus groups with project leads. In some cases, these were interviews as there were not enough key staff to hold a focus group.	2. Recruitment and retention 3. Implementation and adaptation 4. Social connectedness and other outcomes 5. Sustainability and scalability

² In practice, this meant that ‘non-discrete’ projects did not have pre and post measures consistent with the projects with discrete interventions. For example, DGI participants may have been involved for some time before the ‘pre’ measure and the ‘post’ measure was a set number of months after the ‘pre’. These projects were capturing change over time rather than before and after an intervention.

³ The exception to this was for the Entourage project. Due to ethics requirements at the lead organisation, the project team was responsible for data collection. As a result, Entourage involved exit interviews rather than focus groups. That said, similar questions were posed to the 90 participants of the Entourage project.

Analysis of the data involved cleaning and summarising data from the project tracker and conducting thematic analysis against the evaluation questions for the 6-month project reports and focus groups. This qualitative data was uploaded and coded in NVivo 12.

2.3 Participant survey outcome measures

2.3.1 Overview

Three key measures were used in the surveys to assess participant outcomes for social connectedness, wellbeing and life satisfaction. The primary validated scales used were the Duke Social Support Inventory (DSSI) and the Short Warwick-Edinburgh Mental Wellbeing Scale (SWEMWBS). These were coded following the recommendations from the literature.

A single item measure, the Life Satisfaction Scale (LSS), was also included to assess general life satisfaction (*All things considered, how satisfied are you with your life as a whole these days? Use a 0 to 10 scale, where 0 is "very dissatisfied" and 10 is "very satisfied".*) The full list of items as presented to respondents is in the SIC Evaluation Protocol Attachment. In the Welcome Survey, Question 8 contains the 7 SWEMWBS items, Question 9 is the LSS, and Questions 11-13 and 15-22 are the DSSI questions.

Table 4. Outcome measures data collection implementation.

Goal of SIC: To improve men’s connectedness and belongingness		
Evaluation Question	Indicator / measure	Data collection method & approach
1. To what extent did the SIC projects improve social connectedness among participants?	Duke Social Support Index (DSSI) – 11 items Koenig (1993)	Pre-post design with the DSSI that has been used in other Movember funded initiatives (e.g., Beyond Blue) at intake and exit from the program (or at a defined end point for ongoing projects).
2. How do the results vary by sub-groups of men, types of participation, settings, stage of development, and types of projects?	Participant profile questions: <ul style="list-style-type: none"> • Age • Employment status • Living situation • Postal code • Ethnicity • Health status/disability • Education (optional) • Gender identity (optional) • Sexual orientation (optional) • Experience with the SIC project <ul style="list-style-type: none"> ○ Perceived level of engagement in SIC activities ○ Perceived change in social connections ○ Perceived confidence in sustaining social connections • Overall satisfaction with the project 	Questionnaire administered to all project participants at the start and end of participation in a SIC project. Participant profile questions used for descriptive and explanatory purposes.
3. To what extent did SIC projects result in other outcomes for participants?	Warwick-Edinburgh Mental Well-being Scale (WEMWBS) – 7-item (Stewart-Brown et al., 2009) Life Satisfaction Scale (LSS) – 1 item Lindert et al. (2015)	Pre-post design with the WEMWBS that has been used in other Movember projects and large population-based surveys, and a one item overall Life Satisfaction Scale that has been used in population-based studies at intake and exit.

2.3.2 Rationale

The SIC Evaluation Protocol sets out the rationale for selection of the three quantitative outcome measures for the surveys. The **DSSI** was developed in the United States in the 1990s (Koenig, 1993) as a brief, easily administered instrument to determine an individual’s level of social support. Despite the title referring to social support, it contains two important constructs for social connectedness - social satisfaction (6 items) and social interaction (4 items). The 11-item instrument contains one additional question on overall satisfaction with relationships. This is important as evidence suggests that solely

objective measures of social connectedness are inadequate and that social connectedness must be subjectively perceived to be relevant and adequate to have an effect. It contains both objective and subjective questions pertaining to social interaction and social satisfaction sub-scales as well as an overall score. The DSSI's reliability and validity have been confirmed in a sample of older Australian men and women and was one of the measures in the Beyond Blue (2014) report to assess social connectedness for men 18 to 65. It is also one of the measures contained within the Australian Longitudinal Survey of Women's Health. Questions in the instrument are generally framed positively and it is easily self-administered, which can help to reduce any social desirability bias.

The **WEMWBS** was developed in the UK in the mid-2000s (Tennant et al., 2007) as a measure covering both the hedonic and eudemonic aspect of mental health including positive affect, satisfying interpersonal relationships and positive functioning. The instrument has very good psychometric properties with very good test-retest reliability and validity given high correlations with other measures of health and well-being. In addition, studies have demonstrated no significant relationship or bias for age or gender. It has been used as part of the Scottish Health Education Population Survey among others. Interestingly, the WEMWBS does not show a ceiling effect, indicating that it may have potential for documenting overall improvements in population mental well-being. **A short 7-item version of the WEMWBS (SWEMWBS)** has been developed (Stewart-Brown et al., 2009). The short form version has demonstrated robust measurement properties and is considered preferential for monitoring mental well-being in populations.

The **LSS** as a single common metric of overall life satisfaction is a suitable summary measure of well-being as it can tap into the quality of life relative to one's priorities. Further, a review of well-being measurement scales by Lindert et al. (2015) determined that a single question assessing satisfaction with life as a whole was a reasonable method for measuring subjective well-being. The LSS has been used in a number of national population-based surveys such as the General Social Survey, the Canadian Community Health Survey and the British Household Panel Survey as well as studies undertaken specifically with men. Use of this measure will facilitate cross-study comparisons and analyses.

2.3.3 Analysis

Survey data was downloaded from the online platform (Propel Survey Solutions) and cleaned to remove test cases and ineligible responses. Individual responses were matched from the time 1 welcome survey to the time 2 follow up survey using anonymous subject ID codes. Relevant variables were recoded where there were reverse-scored items and scales that required recoding. Descriptive statistics were produced for the demographic, participation and outcome measures, producing means and frequencies reported in the following results sections. The key longitudinal measures were analysed at the program and individual project level via paired t tests to compare change over time of each of the three outcome measures (LSS, SWEMWBS and DSSI).

2.4 Limitations

Several limitations and challenges have been identified in relation to the data collected for the SIC evaluation. These include:

- Sensitivities around collecting survey data. For some projects and populations in particular, there was concern about burdening participants or alerting them to a broader mental health focus of the SIC call (some projects did not discuss health or well-being directly, i.e., 'health by stealth'). One of the principles of the evaluation was that the evaluation activities would not compromise delivery of the projects or participation.
- Some projects did not have a large enough survey response rate to conduct statistical analyses. In most cases this was a result of challenges in data collection from participants.
- As with any voluntary surveying there was the potential for self-selection bias in those who chose to respond to the two rounds of surveys. To encourage participation, there was a small incentive for completing both surveys.
- The project interventions and target populations varied substantially. This has implications for the standardised approach to data collection. While evaluation plans were tailored to each project, the data collection questions were kept as consistent as possible to allow aggregation and comparison across the projects. It is likely that there would be different interpretations or definitions across the three countries and multiple population groups.

3 Key findings and recommendations

3.1 Main messages

Gender sensitivity

- The Check-Mate tool (Struik et al 2019) was developed by the evaluation team to understand how project leads sensitised their projects towards men, and provide a way for project leads to report on the male-friendly approaches used.
- Male-friendly approaches, such as using male-friendly words and language and promoting group problem solving, were used by all 12 SIC projects in design and delivery of activities.
- Creating a male-friendly space was the most commonly used approach by projects throughout implementation. Project leads reported this approach, as well as using men-friendly activities, seemed to work best in sensitising their projects.
- The format of project activities (online, face to face or mixed) did not influence which male-friendly approaches were drawn on by funded projects.
- Projects interpreted and implemented the male-friendly approaches in a variety of ways.

Recruitment and retention

- **A total of 1,708 participants, with 1,232 of them recorded as male** took part over the two-year implementation period for 12 SIC projects.
- Recruitment involved promotion of project activities and sought to help people understand the nature of the project. Strategies for recruitment were diverse, with the most effective reported as through project partners or other organisations (e.g., referral forms disseminated to healthcare professionals), and through social media.
- Participants cited three main reasons for joining projects: to learn new skills, to try something new and because the activities looked appealing.
- Elements that worked well for retaining participants were building social connections early, ensuring activities were appealing, providing flexibility and implementing ongoing communication.

Implementation and adaptation

- SIC projects undertook and completed a large amount of activity in two years with **145 discrete activities recorded** in the project tracker.
- The most common project activities were instruction classes, followed by challenges and support groups. Three projects also ran retreats or excursions for participants.
- Projects were at different stages of development throughout the two-year implementation period, in part due to the fact that some of the SIC projects started with pre-existing programming, while others developed new initiatives.
- The intensity, frequency and duration of activity and participation varied across projects. Analysis suggests that more intense projects that used session-based delivery (i.e. had an end date) were more effective in improving social connectedness and mental wellbeing.
- Projects reported they had established or maintained partnerships with 138 key partners. Roles and contributions varied depending on the individual projects.

- Benefits of partnerships for projects included enabling access to their target demographic and providing in-kind funding support.
- Challenges from partner involvement in the SIC projects included misalignment of values and goals, logistics and administration challenges leading to delays or miscommunication and a lack of feasibility for meeting some partners' expectations.

Social connectedness and other outcomes

- At the Program-level there were **significant gains in all three quantitative measures used**.
- Comparatively, across the SIC program projects, participant life satisfaction and well-being increased more than social connectedness, although the gains in social connectedness were still statistically significant.
- Participants reported developing new social connections and strengthening existing ones as a result of participation in activities.
- There was a clear role for the shared experience in improving key outcomes, as well as the role of a leader / facilitator / trainer. 'Safe' (defined as relaxed and/or respectful) environments which suit the target group were also key, along with a focus on 'doing' via activities, skill building or play-based activity (such as friendly competition).
- Of the five projects that resulted in significant outcomes, three were sports-based (The Changing Room, Brothers Through Boxing and Waves of Wellness).
- Project leads and participants observed additional outcomes including participants opening up and sharing, and increased knowledge and skills development as well as increased interaction with partner organisations.

Sustainability and scalability

- Planning for sustainability and scalability is underpinned by clarity or definitions on what is meant by these terms.
- Consideration of the potential for scalability and sustainability needs to consider the nature of the innovation, evidence of efficacy, organisational and external pre-conditions that could influence whether the innovation scaled and/or sustained.
- Most projects had plans to address internal organisational capacity requirements, but also identified the role of funding certainty for helping to underpin these plans (i.e., it is hard to make plans without knowing the resourcing available).

3.2 Next steps

Based on the evidence collected and documented in this report we recommend that:

1. **Movember promote and disseminate the outcomes of the SIC.** The SIC has demonstrated through its phased approach that it is possible to strategically invest in a range of organisations, projects and approaches and iteratively test and prepare to scale innovations. The evaluation has shown a positive impact on project participants, while Movember has developed and implemented a program model (the SIC) that has helped advance understanding of 'what works' in fostering social connectedness among diverse groups of men. As such, there would be value

in Movember promoting the positive outcomes of the SIC, as well as documenting the program model and processes to other organisations who might be interested in such an approach. This could also extend to Movember adapting or replicating processes in a future initiative.

2. **There be further exploration of the male-friendly approaches used in the SIC.** This evaluation has identified a varied use and understanding of male-friendly approaches. To further solidify the usefulness of the Check-Mate tool, there is value in exploring the applicability of diverse strategies to specific practice settings with a focus on developing principles to advance understanding the ways to implement male-friendly health programs.
3. **Related to the above, future programs and evaluations that use the male friendly approaches should ensure that the underpinning principles and specific strategies are differentiated and described.** This would help to ensure consistency in the way that the Check-Mate tool is used and the iterative growth and evolution for distilling what best engages different groups of men.
4. **Similarly, evaluation of programs Movember funds that engage men to improve social connectedness and mental wellbeing should build on the methods and results reported here.** In practice this would look to further explore specific causal mechanisms (which aspects of interventions are effective, and for whom), and what the program mechanisms are driving change. This evaluation has demonstrated a process for this which can be expanded on in future evaluations.
5. In line with this, **further testing and exploration of interventions** should be at enough scale to compare approaches and mechanisms to further understand what works overall and in specific contexts.

4 Findings in detail

4.1 Gender sensitivity

4.1.1 Overview

The purpose of this section is to provide an overview of the application of the Check-Mate tool in SIC projects, and address the following questions:

- How were SIC projects sensitised to men's needs?
- What are the principles of effective gender sensitivity for diverse groups of men in different settings?

This section also looks at the use of approaches across projects and provides feedback on which approaches worked well and not so well for projects, particularly those projects which had significant outcome data.

KEY FINDINGS

- The Check-Mate tool was developed by the evaluation team to understand how project leads sensitised their projects towards men. Male-friendly approaches were used by all 12 SIC projects.
- Creating a male-friendly space was the most commonly used approach by projects throughout project delivery, and projects reported that this approach, as well as basing the program on male-friendly activities worked best when implementing.
- Overall, the format of the project (online, face to face or mixed) did not influence which male-friendly approaches were taken over the 24-month delivery period.
- Projects interpreted and implemented the male-friendly approaches in a variety of different ways.

4.1.2 Gender sensitivity in SIC projects

The SIC is helping to fill current knowledge gaps about effective approaches and actions to engage and recruit diverse groups of males in health promotion programs. To address these gaps, the Check-Mate tool was developed by the evaluation team to provide an initial set of evidence-based guidelines for incorporating gender-related influences in men's mental health promotion programs (Struik et al 2019). The tool was intended to assist with designing, implementing and evaluating the SIC projects, and consists of five key approaches:

- Approach 1 – Creating a male-friendly space
- Approach 2 – Basing the program on activities that are appealing to men
- Approach 3 – Using masculine ideals to increase the well-being of men and their families
- Approach 4 – Considering aspects of men's identities other than gender
- Approach 5 – Encouraging independence and participation

Each of these approaches consists of several actions or 'sub-approaches' that could be used in men's health programs (see Table 5). A sixth approach was added for project leads to report on 'other' male friendly approaches that they had utilised but felt weren't captured in the five approaches, however, there is likely scope to revisit the Check-Mate tool for future use and incorporate some of these 'other' approaches under the existing approach categories.

All projects reported using the afore listed male-friendly approaches at some point across the 2-year reporting periods. Table 5 summarises the counts from project reports from each six-month period to provide an indication of the number of projects that used each approach. There was only a slight difference in the average number of projects utilising each approach (Figure 2). **Overall, Approach 1 - Creating a male-friendly space (and related sub-approaches or 'actions'), was the most frequently utilised project approach used throughout delivery,** with 346 reported instances by project leads.

Promoting group problem-solving (Approach 3d) was the most commonly used sub approach across the reporting periods, with all projects reportedly using this approach across all four project periods, with the exception of Vet Connect who did not use the approach in the last 6-month period of implementation. Projects adopted a variety of different ways to do this, including:

- Using activities or goals that promote teamwork or group-problem solving
- Fostering team-like bonds
- Using co-development as an opportunity to problem solve
- Using an online platform for participants to seek and give support

The other most commonly used sub-approaches throughout implementation were being positive and focusing on men's health (Approach 1d) and using online tools (Approach 1g).

The instances of approaches used by projects varied only slightly over time (Table 5) (reasons for some of the project adaptations are explored further in Section 4.3.3). The only outliers were Approach 5c (Using a model where men become experts and leaders) and Approach 4c (Considering participation barriers other than gender) which had relatively low average use compared to all other sub-approaches, with an average of 8 and 8.75 respectively.

It is unclear whether there were combinations of approaches that were most typically used and most effective, as most projects reported using all approaches. Thus, it appears that the project format (online, face to face or mixed) does not influence the choice of male-friendly approaches taken over the 24-month delivery period (Figure 3).

Table 5. Reported use of male-friendly approaches in projects.

	0-6 months	6-12 months	12-18 months	18-24 months	Average across time
Approach 1 – Creating a safe MF space					10.84
a. Using MF words and labels	12	11	10	10	10.75
b. Giving permission to talk openly and provide mutual help	10	11	11	10	10.5
c. Using familiar language	11	12	12	9	11
d. Being positive and focus on men’s strength	11	12	11	11	11.25
e. Providing MF facilitator training	10	11	10	9	10
f. Using physical spaces that are familiar and appealing	11	11	11	11	11
g. Using online tools	10	12	11	12	11.25
h. Establishing ground rules	11	12	11	10	11
Approach 2 – Basing program on MF activities					10.63
a. Offering appealing activities	12	10	11	11	11
b. Using activities to facilitate health talks and mutual support	11	10	11	9	10.25
Approach 3 – Using masculine ideals to improve outcomes					10
a. Pairing acceptable and less acceptable activities or environments	7	8	11	8	8.5
b. Using conventionally positive masculinities to improve outcomes	9	11	10	10	10
c. Providing opportunities to give back	12	11	11	9	10.75
d. Promoting group problem-solving	12	12	12	11	11.75
e. Using testimonials from peers or respected figures	8	10	9	9	9
Approach 4 – Considering aspects of men’s identity other than gender					9.83
a. Engaging those at greatest risk of isolation	11	11	10	10	10.5
b. Using characteristics other than gender to engage men	10	12	10	9	10.25
c. Considering participation barriers other than gender	11	8	8	8	8.75
Approach 5 – Encouraging independence and participation					9.83
a. Allowing men to decide how and when to participate	12	11	11	9	10.75
b. Providing opportunities for co-creation; development; design	12	12	11	8	10.75
c. Using models where men become experts and leaders	8	8	9	7	8
Approach 6 – Other					
• Grounding the project in theory	1	0	0	0	0.25
• Offering Hope	1	0	0	0	0.25
• Raising awareness about mental health	1	1	1	0	0.75
• Targeting male-specific industries	0	0	0	1	0.25
• Using other tools to increase so0cial connectedness	0	2	0	1	0.75

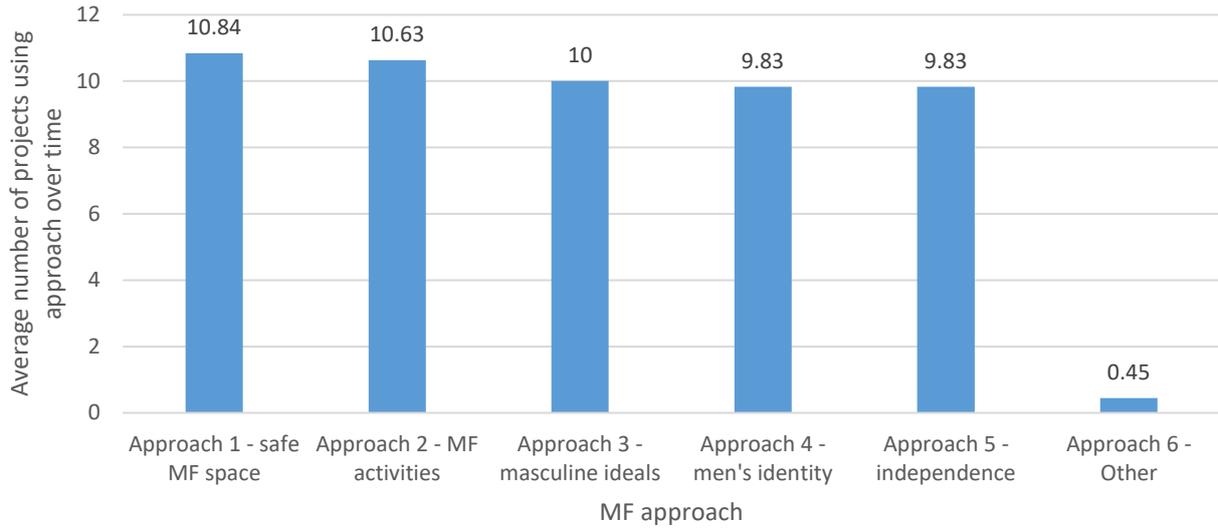


Figure 2. Approaches that were most/least frequently used across projects.

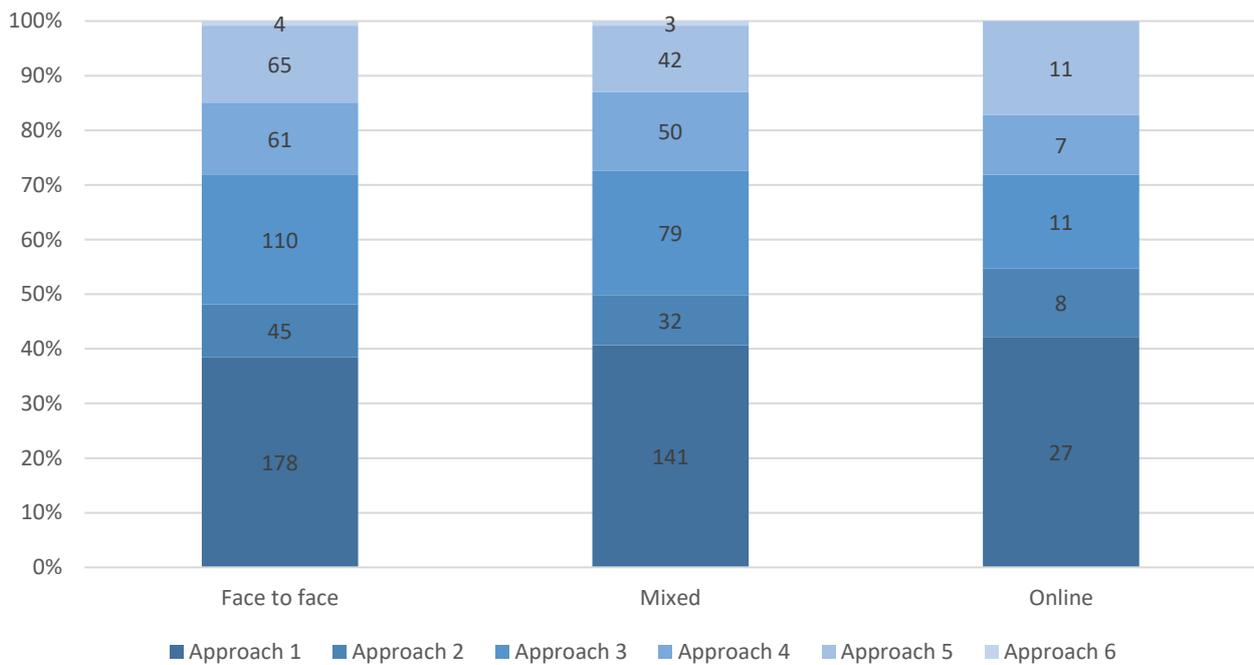


Figure 3. Total instances of use of approaches by setting of projects.

4.1.3 Principles of effective gender sensitivity for diverse groups of men in different settings

Although all project leads reportedly implemented all six of the male-friendly approaches at some point during project delivery, the perceived value and effectiveness of each approach varied across projects. From the second six-monthly report onwards, project leads were asked to identify and select up to three approaches that had worked best for their project, and up to three which had not worked so well during the previous six-month implementation period. In line with the average use of each approach, overall:

- Projects reported that basing the program on male-friendly activities (Approach 2) and creating a safe male-friendly space (Approach 1) worked best (Figure 4). These findings are consistent with Oliffe et al.'s (2019) suggestions, that men connect by 'doing' and that men-friendly community-based spaces aid recruitment and participation.
- Using masculine ideals to improve outcomes (Approach 3) was the most commonly reported approach that did not work well for projects (Figure 4), although project leads were not asked to provide reasons for their selection it may be that masculine ideals were more likely to be marginalising in the context of project delivery.

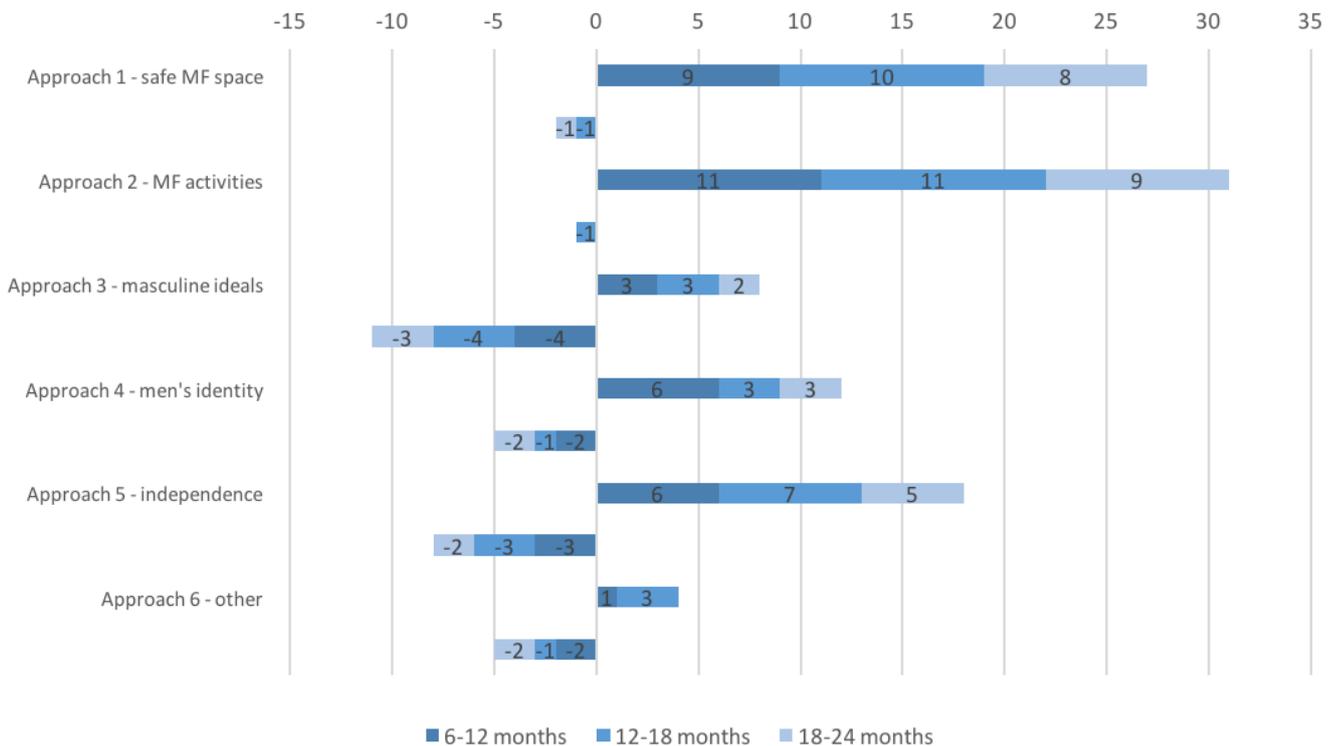


Figure 4. Project lead views on which approaches worked better or worse. The question was 'which MF approaches worked best and didn't work so well in this reporting period?' from their 6-monthly reports. Approaches selected as not working well are presented as a negative value on the axis.

To add to our understanding of which approaches may be the most effective, we looked at the five projects that had significant participant outcomes, and which approaches they reported as the ones that worked well. In line with the overall result, approaches 1 and 2 reportedly worked the best for all of these projects consistently except Entourage, who reported that Approach 1 and Approach 3 (using masculine ideals to improve outcomes) worked best. Though the Entourage program was open to both male and female participants, there were various tools that were employed to target and appeal to male participants specifically:

We have had some posts in the network about key male role models in Australia and internationally overcoming their mental health challenges these role models have been movie stars and sports stars.

-Excerpt from Entourage 18-month report

Project format appears to have had very little impact on which approaches reportedly worked well, but there were some minor differences. For example, encouraging independence and participation (Approach 5) was not reported as working well by Entourage, which had an online format only (Figure 5). This is likely due to the project design which involved a scripted approach to building a community.

Though many projects reportedly made use of most of the approaches, contextual and target population differences also meant that projects interpreted and applied these approaches in a variety of ways. Our findings suggest that there are two core approaches (Approach 1 – Creating a safe male-friendly space and Approach 2 – Basing program on male-friendly activities) that should underpin project design and delivery for effective men’s health interventions, and that projects can tailor these approaches to match the context that they are working within. For example, multiple project leads discussed taking a ‘health by stealth’ approach but had differing views on its application. As one project recognised, there were limits to how they could apply this approach:

So, we’ve been really careful about the way that we introduce mental health but not hide away from it. Because if you hide away from it and someone comes to something and then you’re introducing mental health, there is a difference between stealth approach and almost that point about actually does somebody feel tricked to come to something else. So, where we have used the stealth approach has been more about how we softly introduce mental health when people are in the program.

- TCR project lead focus group

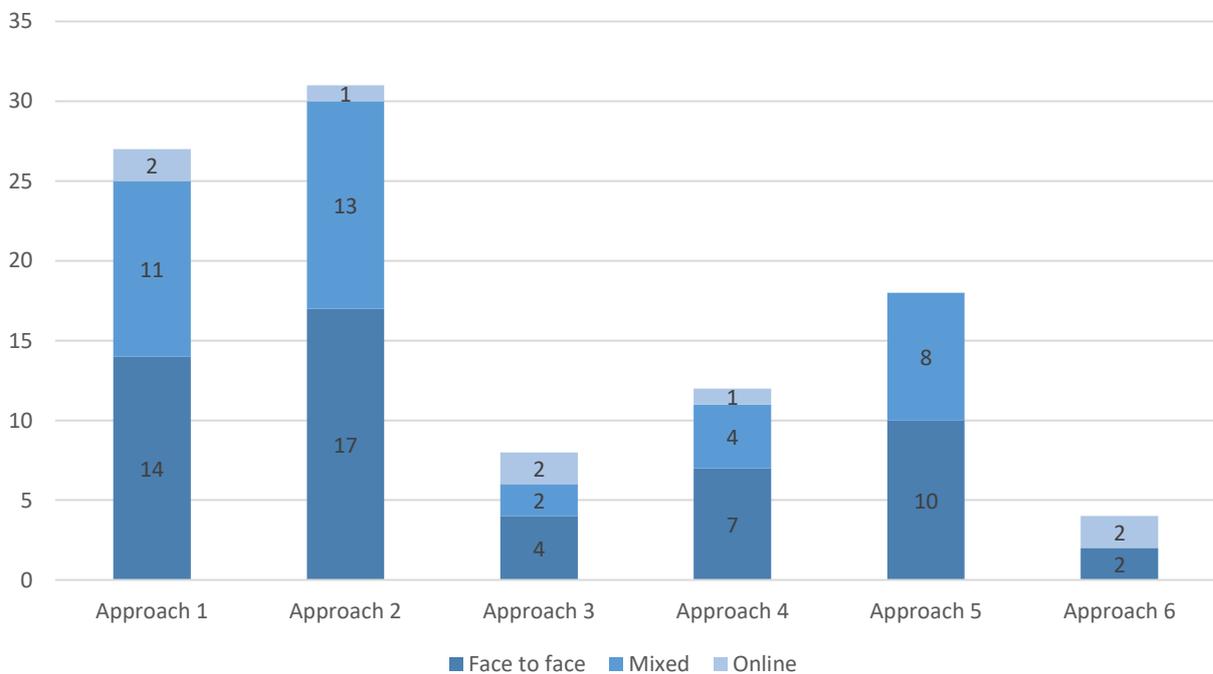


Figure 5. Approaches that reportedly worked best by project format.

4.2 Recruitment and retention

4.2.1 Overview

The purpose of this section is to address the following questions:

- What are the ways men were reached and recruited?
- How many men participated in SIC project activities and in what ways?
- What were the characteristics of the men who participated in those activities? And those who were retained compared to those who were not?
- What influenced their joining and staying with SIC projects?
- How do these influences vary across diverse groups of men, settings and types of participation?

This will provide insights into the efficacy of different recruitment methods as well as the types of things that may help improve participant retention rates.

KEY FINDINGS

- A total of **1,396 participants** were recorded over the two-year implementation period of SIC projects.
- The most effective methods of promotion for recruitment of participants were through partners or other organisations, and through social media.
- Participants cited three main reasons for joining projects: to learn new skills, to try something new and because the activities looked appealing.
- The things that worked well for retaining participants were building social connections early, ensuring activities were appealing, providing flexibility and implementing ongoing communication.

4.2.2 Reach and recruitment of men

The variation in project contexts and target populations means that no one method of recruitment and or engagement has been identified as the most successful. In their 6-monthly reports, **project leads reported that the most effective methods of recruitment were through partners or other organisations** (for example, referral forms disseminated to healthcare professionals) **and through social media** (Figure 6). For some projects, it was a combination of the two that were the most effective:

Poster style advertisements on social media has captured supporter networks who have been integral in recommending the program to potential participants

Excerpt from Vet Connect 12-month report

Another project identified the value in partnering with smaller and local organisations to get the word out about their project:

We have found that promotion at local level was well received, however this will more than likely vary depending on the organisation (project provider) itself. For similar future projects it is suggested that links with all local grass-roots partners are used to the fullest

to promote the project, rather than relying on the help of larger authorities such as local councils and the likes

Excerpt from BTB 6-month report

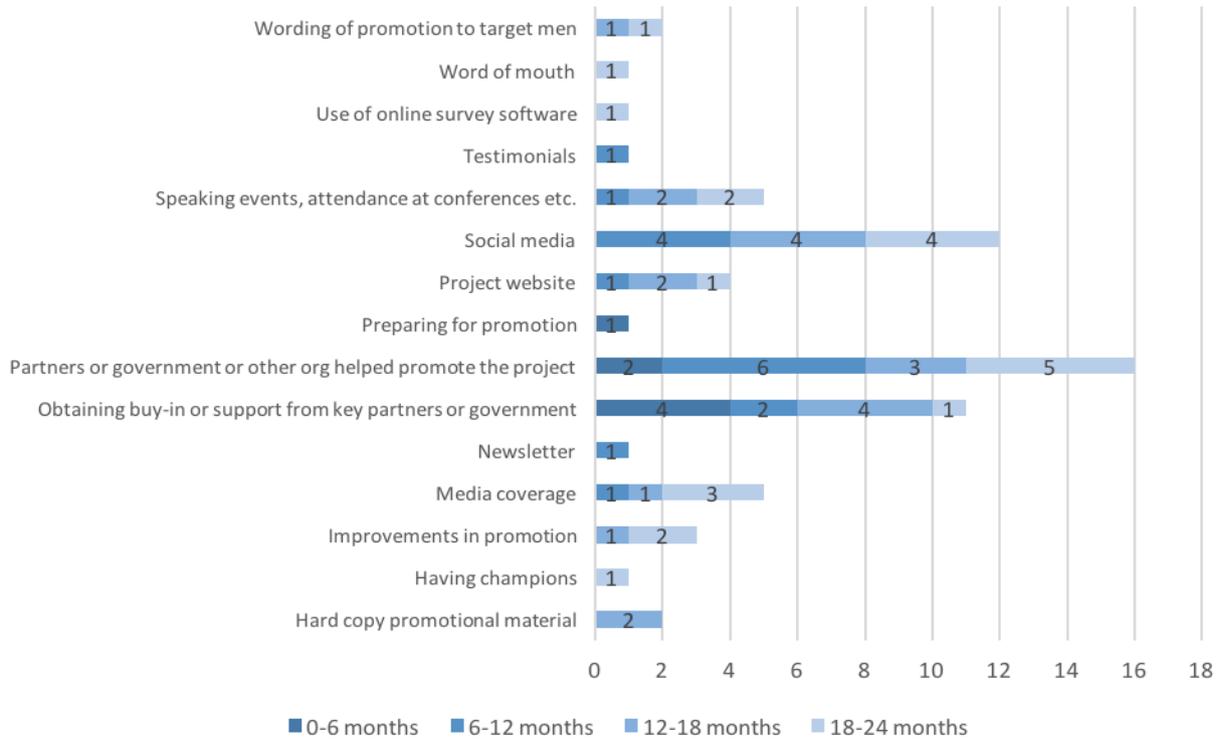


Figure 6. Project leads’ view on what worked in promoting their project. The question was ‘What worked well in regard to promotion of the project’ presented in each 6-month report.

In line with what project leads reported, the most common ways that participants heard about the program were through direct referrals from support workers, friends and family, followed closely by social media and hard copy posters or flyers (Figure 7).

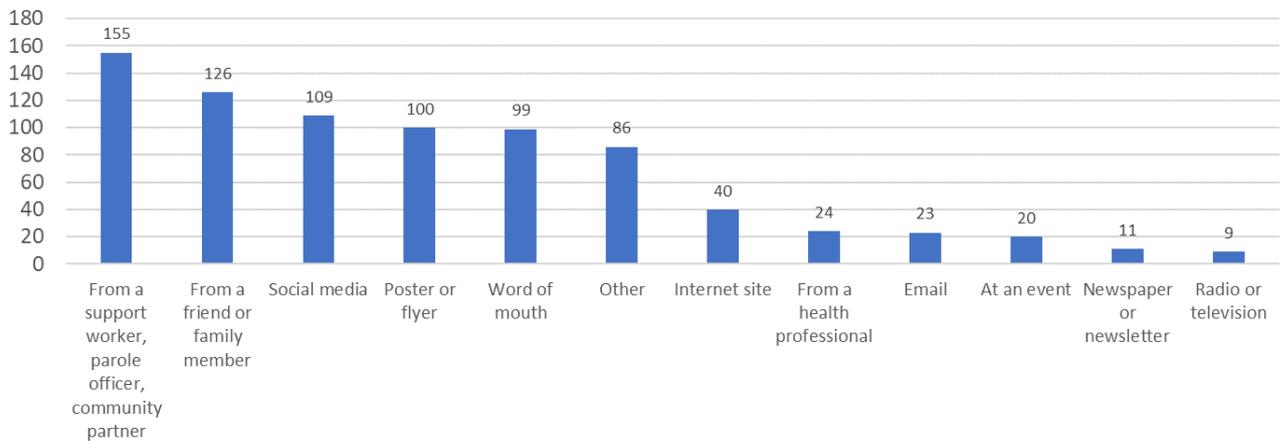


Figure 7. How participants heard about the project. This was captured through the welcome survey and the question ‘How did you hear about this program?’. Note that participants were asked to select all that apply.

Due to the variety of projects and their target demographics, there was no one-method-fits-all for recruiting and retaining participants. Similar to what worked well for project promotion, the recruitment methods that project leads felt worked well for projects include:

- **Recruiting through partner organisations or supportive networks** (8 project leads):

We understand that the success of recruitment is based on not only getting the word out about HOMEBASE but having key individuals who work with the population we cater to and who understand what we do.

Excerpt from HOMEBASE 24-month report

- **Using social media** (5 project leads)

Our approach of recruitment over social media through the partners of those incarcerated is working. One woman asked us about getting her husband involved and he is now in one of our recent courses.

Excerpt from Dad HERO 18-month report

- **Word of mouth** (5 project leads)
- **A number of project leads also reported that the context of their project helped them with increased buy in and engagement.** For some projects, such as Vet Connect, ExCell 50+ and Dad HERO, the specific settings that they were working within lent the projects extra credibility, both with potential partners and potential participants. For other projects, such as WOW, BTB and TCR, the context of using physical activity as a medium for engagement worked to make it easier for men to talk about mental health.

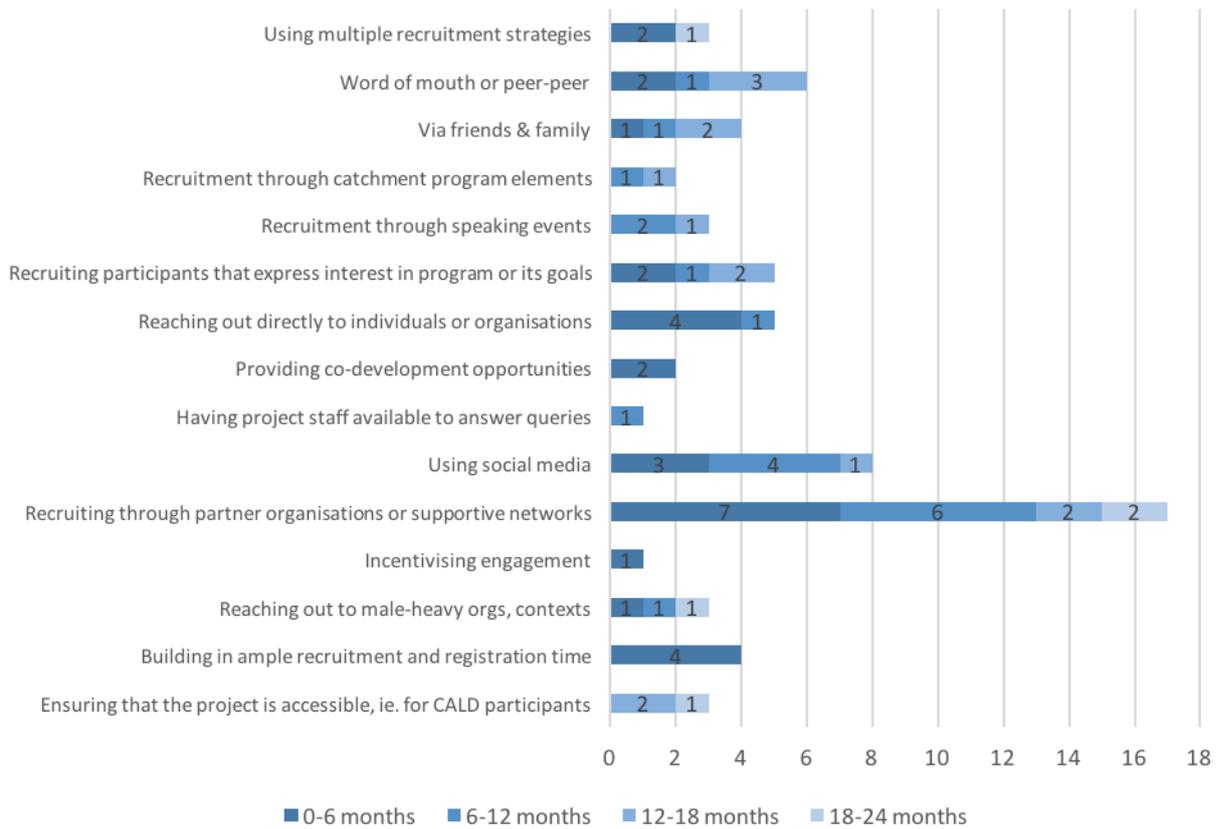


Figure 8. Effectiveness of recruitment methods.

In addition to how they heard about the program, survey respondents were asked what attracted them to the program (Figure 9). The three most selected options related to actions or activities were: to learn new skills, to try something new, and because the activities offered were appealing. These responses are also in line with the lessons of Oliffe et al (2019) that men connect by doing, and that men-friendly community-based spaces aid recruitment and participation, which includes using sports clubs as a setting. While still highly rated, ‘to meet new people’ was the fourth most common factor that attracted participants.

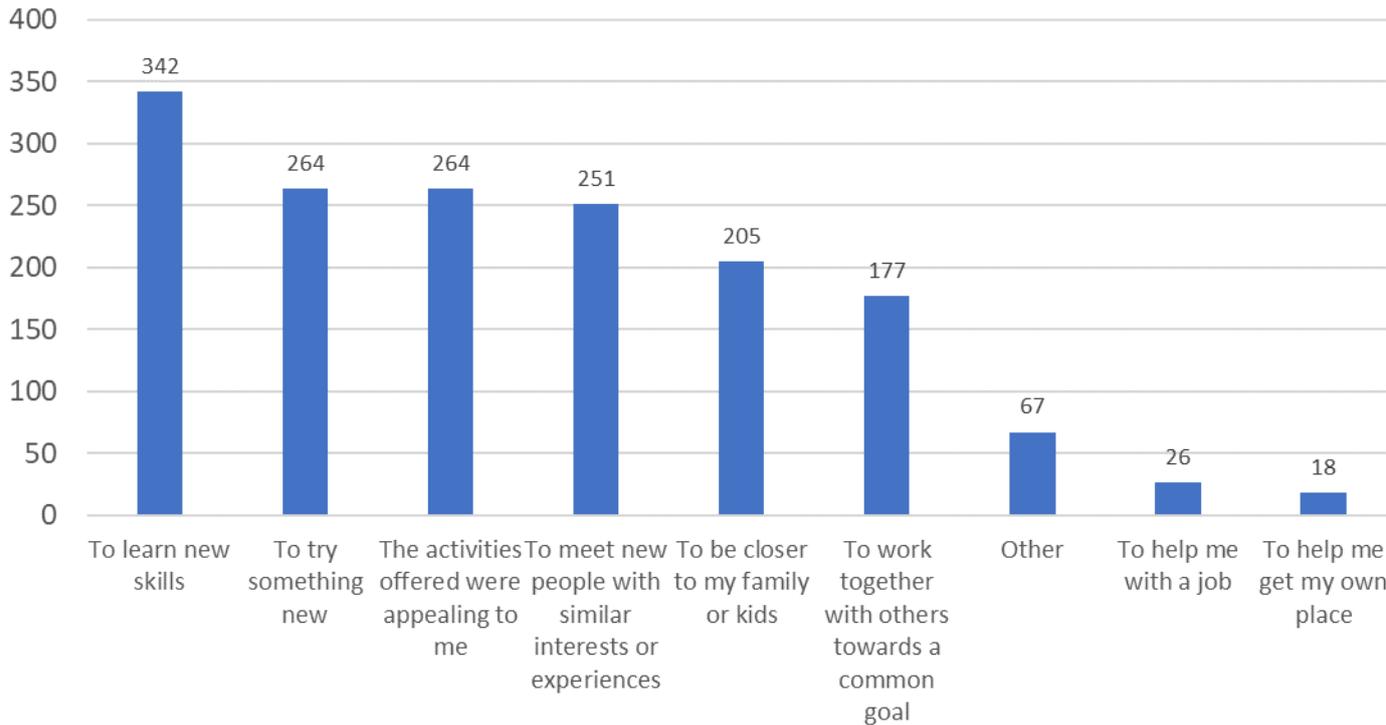


Figure 9. What attracted participants to the project. The question was 'What attracted you to this program?' Note that participants were asked to select all that apply, and so may have selected more than one option.

Focus groups with project participants also explored reasons why they decided to get involved. The reasons were varied, and in some instances, there were multiple reasons cited by individuals. That said, the most common overarching themes were:

- **To make friends / new connections, reconnect or do something to get themselves out of isolation / feeling isolated**

And so, you know, I've just learned how to defend myself, be a leader, like (BTB, P3) said [about why he came] to socialise, make friends, thing like that. (BTB, P2)

Um, I've been away from my, my children for about seven years and my, uh, reasoning for coming into the program, I guess learn some skills on how I can basically reconnect with my, my children. Um, one of them is a young adult now and the other one is in his mid-teens and, um, I guess I'm struggling with that part of how I can reconnect with them, and, you know, kinda get back involved in, in their lives and, you know... ..and try and move ahead with them in that sense, I guess. (DH, P3)

In some instances, the concept of connecting was also associated with connecting with those with a similar life experience (e.g., veterans or dads). For example:

I would have to agree with [P1] on that one. That very much for me too was the comfort of knowing you could speak, and it was fully understood, because it was very similar personalities so and coming from the same place [the military]. Yeah, it was a lot of

unspoken things too you could just, you could just be, I guess, [P1's] right, it's a bit difficult to put into words you were just able to be. (VC, P2)

I thought it would be a great way to connect with others and I've met people who I've had, you know, connections with years ago. (DGI, P4)

Some participants framed their reasons for wanting to get involved as a way of reducing their isolation or getting out of the house – rather than as a way to connect.

I joined for something to do, because I'm just on my own as I've said before. And I thought, well I'll join up and see what happens. I'm glad I did because it's really good, it's interesting and I like helping people. You see, some people, it's not their forte as you might say, making pastries and pies, so you show them how to do it and they enjoy it, yes, and I enjoy it as well. I've made a lot of friends, so that's one of the pluses. That's about it. I really enjoy going and [Name 4] keeps everybody right, I know he's quite shy but he's very, very good. Yes. So, I think that's about everything there. (MPC, P2)

I live in a homeless shelter and became homeless and stuff and then a few people came in and just...and described what we could go out and do, and it turned out to be really good. (EXC, P1)

- Seeking mental health or social support was another reason cited by some participants for getting involved:

I joined, uh, because of the, uh, main thing, uh, uh, pain. Joining a men, a group of, uh, men that all have pain and, uh, we were the ability to, uh, get together in one place and share our experiences, and not necessarily come up with a cure, but just to share and in that sense, maybe, bring us some form of relief or comfort. (HB, P3)

Noting that the differing contexts, target groups and formats of projects meant that some methods of recruitment and promotion that worked well for some projects didn't work for others, some of the specific recruitment channels that project leads listed as not working well for their project include social media, referrals, recruiting through a mail list, hard copy flyers, and face to face expos. Things that didn't work so well and key challenges that projects faced when promoting the project and recruiting participants included:

- **Messaging used for promotion** - Seven project leads reported a need to adjust their promotion or messaging of the project. The reasons for this varied, from needing to have tighter control on messaging that partners were disseminating, to needing to give target audiences more clarification about the program and what was being offered:

We have had at times relied on partners via their existing communication channels. While this has increased exposure we realised quickly that we in fact need to have a tighter control on the messaging / communication

Excerpt from HOMEBASE 12-month report

- **Obtaining buy in, or the required level of support from key stakeholders** – Some projects reported challenges with the level of support received from partners and key stakeholders, in some cases as a result of key stakeholders not buying in to the project or processes, or even just the fact that they have different organisation processes:

Promotion of the project through community partners (e.g., councils) hasn't led to the desired exposure from what the team can find. [We need] more centralised funding to be able to work with councils on a state level for a broader reach. Different councils have different approaches and are time consuming to work with a lot of the time.

Excerpt from DGI 6-month report

- **Restricted by timelines, goals and budget of project** - Multiple projects identified challenges with resourcing and timelines when promoting their project and recruiting participants:

A learning in regard to promotion of our project, is that it can take up a lot of time and resource when trying to create awareness. It is apparent that perhaps a larger budget is required to ensure maximum reach and impact before a program starts. For example, despite the hard work put in by Boxing Futures staff, they cannot be everywhere all of the time. We feel that a larger promotional budget would have made creating awareness of the project more successful and of which would have cast a far wider reach within the communities we have been targeting and working in.

Excerpt from BTB 6-month report

On the other end of the spectrum, another project experienced challenges from high demand and registrations;

Promotion worked too well and led to too many participants signing up but not enough funding to continue running [the program]

Excerpt from WOW 24-month report

- **Contextual factors that restricted the ability to promote project** - One project lead spoke about the challenges with engaging men from diverse communities, and identifying how to firstly access and then communicate effectively with them, as online promotion was not effective in reaching this particular target audience:

There is a need to invest resources in physically connecting with these communities and the community groups supporting these communities to effectively engage these participants.

Excerpt from Well Played 24-month report

- Delays in launching the project website – Multiple project leads felt that their project website had been launched later than they had planned for, and that launching the website earlier may have helped with promotion and increased engagement.
- Other project-specific examples of things that didn't work well include WOW experiencing challenges with high demand for the project, resulting in potential participants signing up and being put on waiting lists and TCR finding that drop-in sessions were not as effective for recruiting new participants as having more formal sign up processes prior to activity or event commencement.

In their six-monthly reports, project leads identified factors that either did help or may have helped to improve project promotion and male participant recruitment. These included:

- Working with different partners
- Expanding to more sites to make the program accessible to as many participants as possible
- Implementing more intensive marketing
- Allowing participation of women⁴
- Clarifying the premise of the program
- Charging a small fee

4.2.3 Male participation in SIC project activities

Over the entire program, there was a **total of 1,708 participants, with 1,232** of them recorded as male by project leads in the project tracker; however, what classified as participation differed across projects depending on the context and nature of the project. A summary of known male participation rates for projects, the duration and frequency of participation and characteristics is presented in Table 6.

In the follow up survey, participants were asked to rate their level of participation in the project on a scale of 0 (no participation) to 10 (full participation). More than 80% of respondents rated their participation level at 7 or higher, with 38% selecting 10: 'full participation' (Figure 10).

Table 6. Summary of male participation rates in each project.

Name	Male participation recorded ⁵	Other or Unknown ⁶ Gender	Female participants	Duration and frequency of participation	Characteristics of target demographic
Apocalypse Made Easy (AME)	105	13 ⁷	108	Discrete intervention One off activity	Male IT workers
Brothers Through Boxing (BTB)	54			Discrete intervention 6-12 month program	Young men that are not in employment, education, or training
Dad's Group Inc. (DGI)	32			Ongoing intervention flexible participation	New fathers

⁴ Note, that although some projects allowed female participants (WOW and Entourage), only data from male participants has been used for this evaluation.

⁵ Participant numbers have been taken from the online tracker data, with test profiles, staff and partners removed, however, this is an indication only and may not be an accurate representation of actual male participation rates.

⁶ Unless noted for each project, the majority of these did not have gender recorded.

⁷ 8 participants identified as an 'other' gender.

Name	Male participation recorded ⁵	Other or Unknown ⁶ Gender	Female participants	Duration and frequency of participation	Characteristics of target demographic
Dad HERO (DH)	251	4	1	Discrete intervention 5-week program	Incarcerated and ex-offender fathers
ENTOURAGE (ENT)	40	7 ⁸	42	Discrete intervention Weekly over 6 months	Young men with social anxiety
Ex-Cell 50+ (EXC)	27		5	Ongoing intervention	Older ex-offenders
HOMEBASE (HB)	48		22	Ongoing intervention	Men living with chronic pain
Men's Pie Club (MPC)	38	9		Ongoing intervention	Socially isolated men from a variety of communities
The Changing Room (TCR)	333	7	36	Discrete intervention 12-week program	Men in their middle years
Vet Connect (VC)	30			Discrete intervention 3 weekends	Male army veterans
Well Played! (WP)	15	116	1	Discrete intervention One off activity	Men interested in videogame play
WOW Sand 'n Surf (WOW)	259		105	Discrete intervention 6-week program	Young men
Total participants	1232	156	320		

⁸ 4 participants identified as 'Gender non-conforming' and 3 as 'Trans-male'

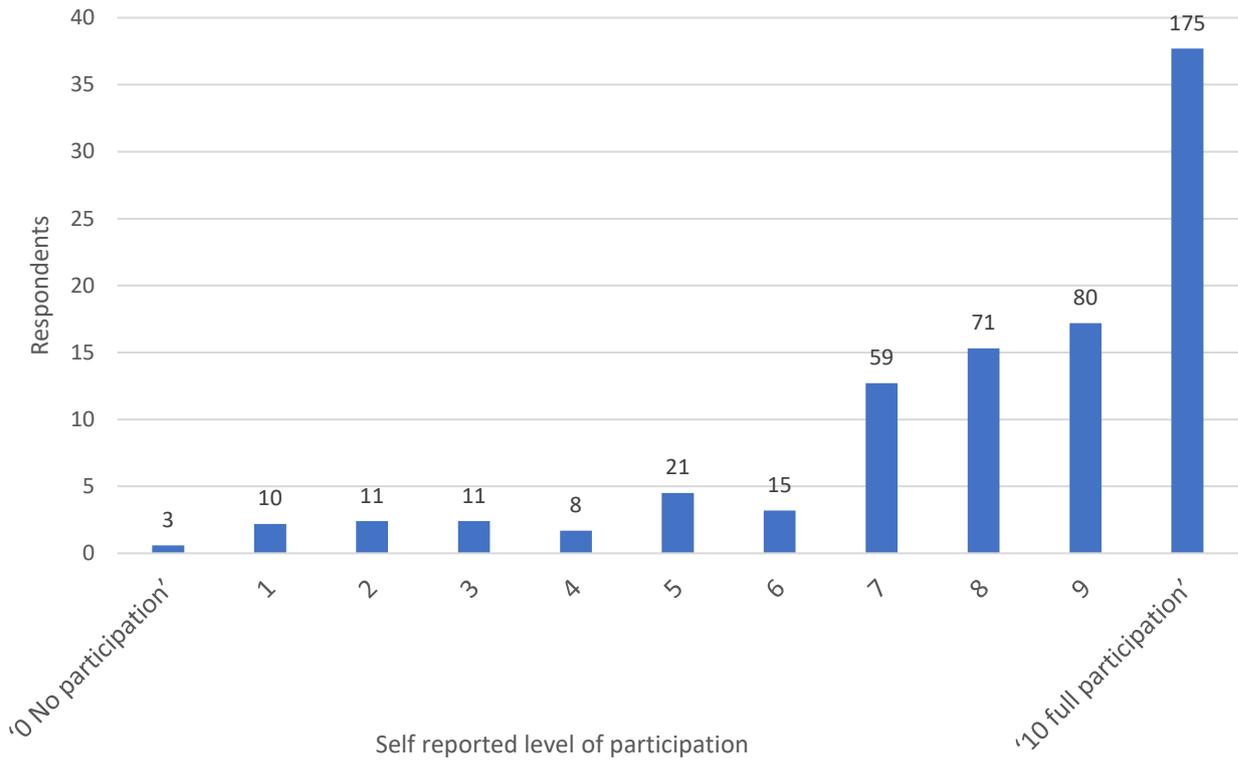


Figure 10. Participants' self-reported level of participation. n=464

4.2.4 Characteristics of male participants

The characteristics of the participants who completed the welcome survey were diverse; however, there were some common trends (see Figure 11 and Figure 12). Overall:

- 51% (318) of participant respondents were employed, with 38% working full time.
- 14% (83) of respondents were unemployed. Of those respondents, 55 were looking for work.
- 12% (72) indicated that they were students, while 3% (18) were retired.
- When asked to describe their living situation, 19% (118) respondents indicated that they lived with their partner and children, followed by 14% (86) who lived with their parents or family.
- While 27% (172) respondents selected 'other' when describing their living situation, the majority of these were participants in the prison-based projects.

Originally there were plans for the evaluation to compare the characteristics of the men who were retained and those who were not, however, due to the variety of project contexts, there were difficulties in tracking participants who either dropped out or did not attend events multiple times.

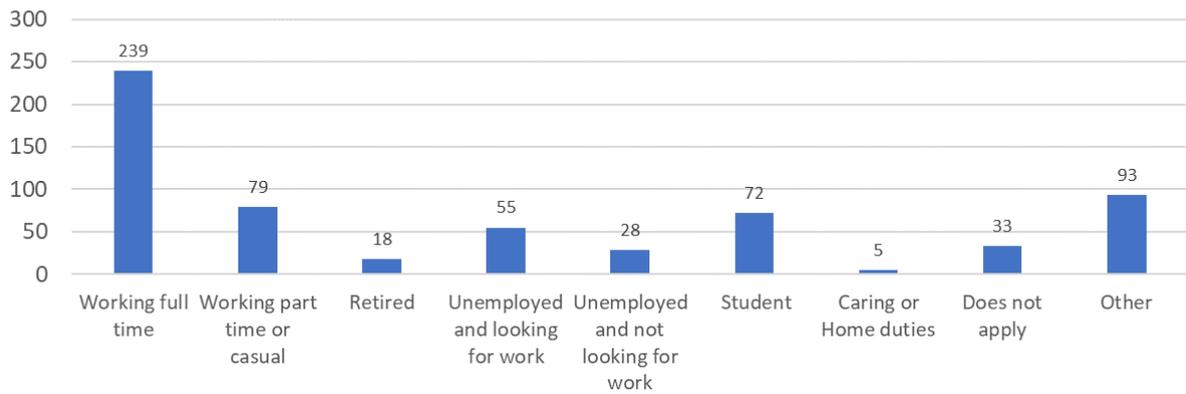


Figure 11. Employment status of male participants from welcome survey. n=622

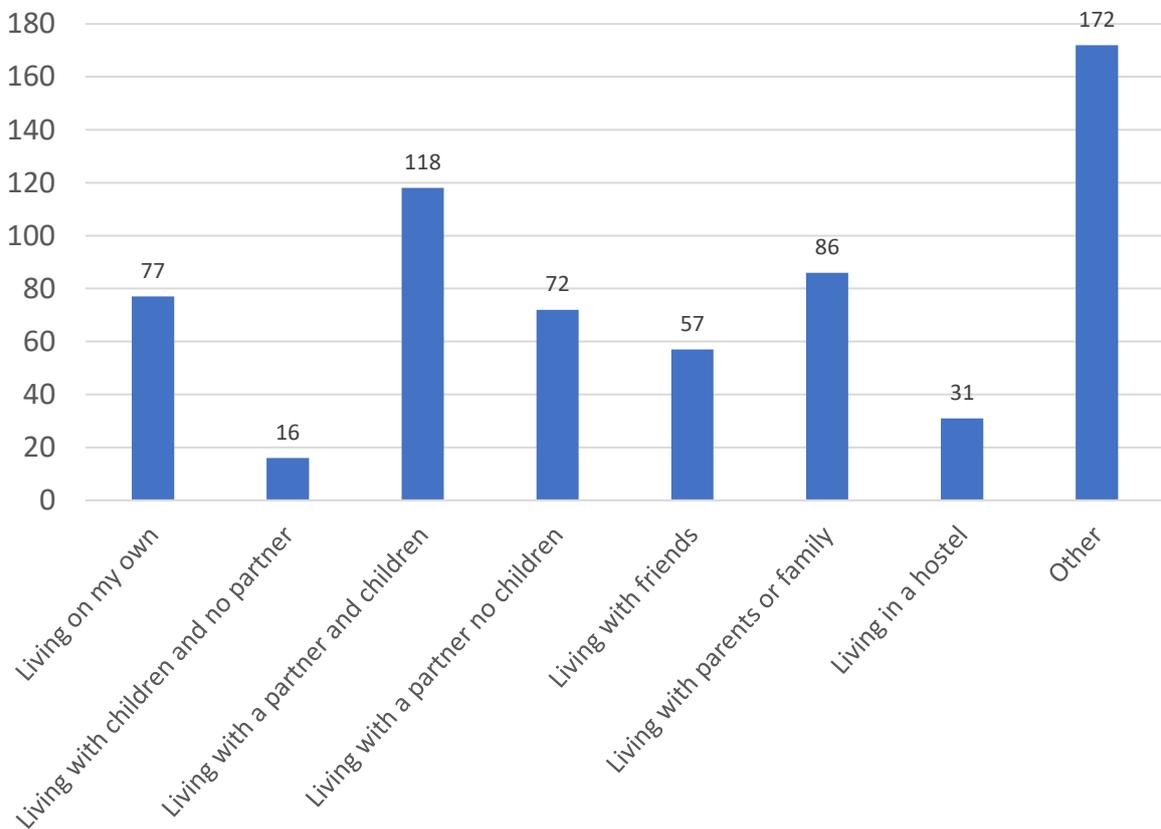


Figure 12. Living situation of male participants reported in welcome survey. n=629

4.2.5 Retention of participants in SIC projects

Whilst participant recruitment was a key component for the projects, retaining the participants (either for ongoing attendance, i.e., for DGI or MPC, or attending all the sessions in a block, i.e., for WOW or BTB), was another key challenge for projects. As shown in Figure 13, the factors that project leads felt worked well for retaining participants include:

- **Building social connections early** – For example, WOW found that making contact and forging a connection with people who had signed up prior to starting the program resulted in a higher level of trust, and that participants were more likely to follow through and attend:

What we've found works well is... because all of the registration is essentially done online via email, making sure that we have that over the phone contact with them before the program

- WOW project leads focus group

Though this process led to higher retention rates, WOW staff found that having that one-on-one contact with individuals before the session was labour intensive and identified an opportunity for increased 'back end' administration support from Movember.

- **Ensuring activities are appealing:**

Our experience so far is that it is the common activities that keep men involved - in our case, specifically the planning and piloting of enterprise activities. Continued engagement will presumably be partly be dependent on continuing interest in and success of the enterprise activities.

- Excerpt from ExCell50+ 6 monthly report

- **Providing flexibility for participants**, whether that be around timing and dates of scheduled activities, or the extent to which they participate and 'share'
- **Having ongoing communication with participants**, either through text messages or emails

Project leads also identified factors that didn't work so well for participant retention, including:

- **Translation of sign-up numbers to participation numbers** – In their 6-monthly reports, 4 project leads identified that a high number of sign-ups for a program did not always translate to high participant numbers. Some projects adapted their processes or activities to address this challenge.
- **Participant or project specific contextual barriers** – For example, the Homebase Project lead identified that some men were unable to attend sessions due to flare ups with chronic pain or other associated issues. Another contextual barrier to attendance that was identified by multiple project leads was lack of access to appropriate or reliable transport. This highlights instances where accessibility or operational aspects were as (or more) important than men-friendly spaces and activities.

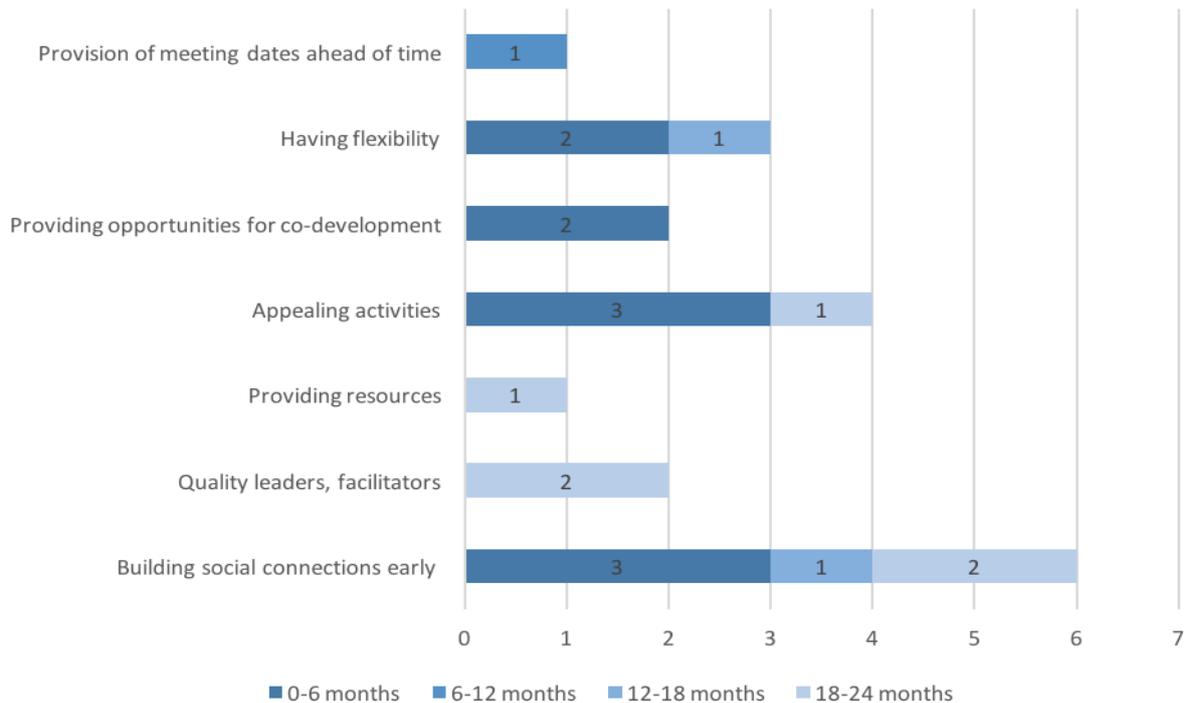


Figure 13. Factors that worked well for participant retention. Reported by project leads in 6-monthly reports

4.3 Implementation and adaptation

4.3.1 Overview

This section provides a response to the following questions:

- What activities were implemented by the SIC projects and with what frequency, duration and intensity?
- How did project activities adapt and evolve over time and why?
- How did implementation and adaptation vary by project and sub-groups of men, settings and stage of development?
- What roles did partner organisations play in the SIC projects?

- What benefits or challenges resulted from partner involvement in the SIC projects?

KEY FINDINGS

- SIC projects undertook and completed a large amount of activity in two years with **145 discrete activities recorded** in the project tracker.
- The most common activities run by projects were instruction classes, followed by challenges and support groups. 3 projects also ran retreats or excursions for participants.
- Projects were at different stages of development throughout the two-year implementation period, in part due to the fact that some of the SIC projects started with pre-existing programming, while others developed new initiatives.
- The intensity, frequency and duration of activity and participation varied across projects.
- Partner organisations played a key role in many of the SIC projects, **with 138 key partners** identified.
- Benefits of partnerships for projects included enabling access to their target demographic and providing in-kind funding support.
- Challenges from partner involvement in the SIC projects included misalignment of values and goals, logistics and administration challenges leading to delays or miscommunication and unreasonable demands from partners.

4.3.2 Activities implemented by SIC projects

Given the range of men that were targeted by the SIC Program, projects implemented a variety of activities to achieve or contribute to the improvement of men's social connectedness.

A summary of key activities and outputs from projects is provided below in Table 7. The number of outputs and extent of activity highlights that the funded projects have undertaken and completed a large amount of activity in two years. The main activity types undertaken in projects were:

- Classes
- Support or mentor groups
- Information sessions delivered by experts or alumni
- Challenges
- Retreats/excursions

Table 7. Overall summary of key activities and outputs delivered by projects.

Types of program components			Summary of key outputs	
Activity Types	Examples	# of projects	Breakdown by project	
Instruction, classes	Surfing, cookery, boxercise, parenting, leader training, social therapy comics, peer program	8	WOW	30
			DH	23
			BTB	6
			HB	3

			MPC	3
			Total	65
Support or ongoing groups	Self-reliant groups, peer mentoring, Facebook groups, ambassador meetings, socials	6	DH	10
			VC	9
			EXC	4
			BTB	3
			HB	2
			Total	28
Experts or Alumni	Mental health experts, gaming coaches, business mentors, volunteer coaches, alumni	6	TCR	3
			DGI	3
			BTB	1
			Total	7
Activities, challenges	Walking tours, HB Sheds, video game challenges, Keepie Uppies, Dad's Group activities	5	TCR	16
			AME	7
			HB	6
			WP	5
			Total	34
Retreats, excursions	Weekend retreats, 5-day retreats, day trips	3	VC	5
			BTB	5
			EXC	1
			Total	11
Total				145

SIC Projects can be further categorised by whether the program is ongoing (e.g. DGI, HB, MPC, EXC), where participants can attend on a regular ongoing basis, or whether the project offers a discrete set of sessions or a one-off event for people to attend (e.g. WOW, TCR). The length of the intervention also varied by project, as did the intensity of the intervention, and how directly they focused on social connectedness and men's mental health.

Table 8. Project categorisation by intervention features. This includes length, intensity, frequency of participation, whether the activities and events were pre-existing or developed through the SIC Program and launch date of project events/activities.

Project	Format	Length of intervention	Type of project activities	Intensity	Pre-existing or developed	Start date
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					though SIC Program	(Project launch)
DH	Face to face	5-8 weeks	discrete	High/direct	Developed	Aug 2018
BTB	Face to face	6-12 month program	discrete	High/direct	Pre-existing	Nov 2017
VC	Mixed	3 weekends and online social media engagement	discrete	High/direct	Developed	Apr 2018
WOW	Face to face	6 weeks	discrete	High/direct	Pre-existing	May 2018
ENT	Online	Weekly over 6 months	discrete	High/direct	Developed	Oct 2018
TCR	Mixed	8 weeks	discrete	Med/direct	Developed	Apr 2018
HB	Face to face	Ongoing	ongoing	Med/indirect	Developed	Jul 2016
AME	Mixed	1 off	discrete	Low/indirect	Developed	May 2019
EXC	Face to face	Ongoing	ongoing	Low/indirect	Developed	Oct 2017
MPC	Face to face	Ongoing	ongoing	Low/indirect	Developed	Mar 2018
DGI	Mixed	Ongoing	ongoing	Low/indirect	Pre-existing	Mar 2018
WP	Mixed	1 off	discrete	Low/indirect	Developed	May 2018

Finally, respondents to the Follow-up Survey noted their level of satisfaction with the project specific activities they participated in. As can be seen in Figure 14, nearly 66% of respondents indicated they were 'very satisfied', with another 26% indicating they were somewhat satisfied. Overall, this highlights that the vast majority of respondents enjoyed their experience in project activities.

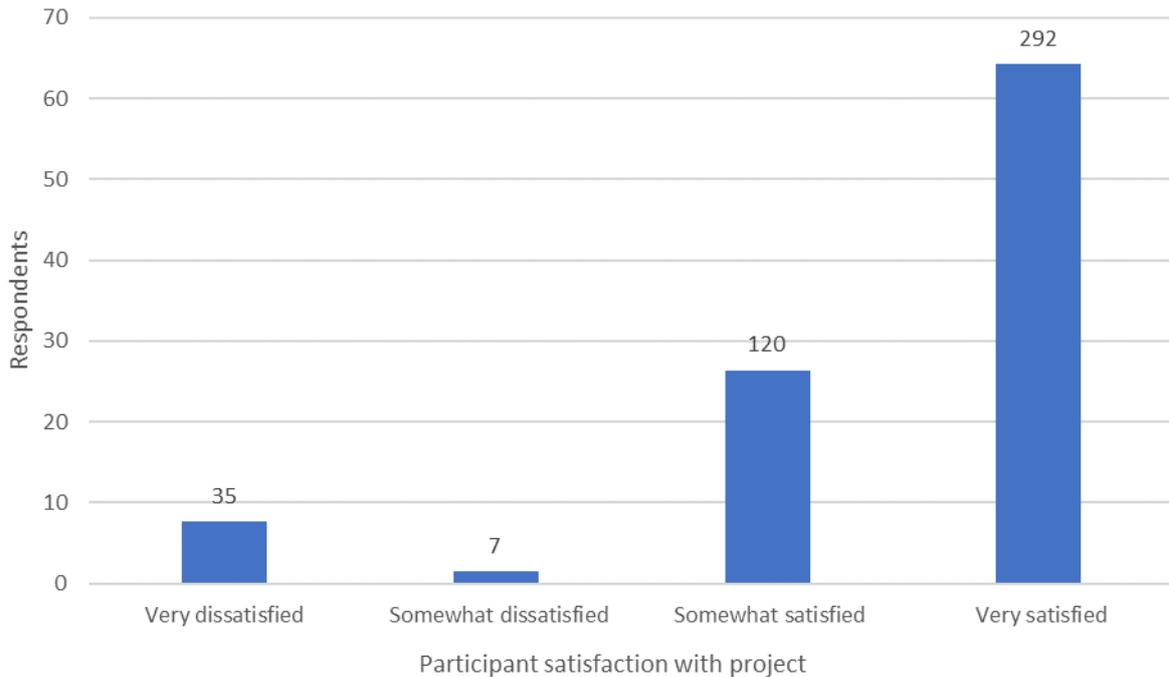


Figure 14. Survey respondents' level of satisfaction with project participation. n=454.

4.3.3 How project activities adapted and evolved over time

Projects were at different stages of development throughout the two-year implementation period, in part due to the fact that some of the SIC projects started with pre-existing programming, while others developed new initiatives. This combined with additional contextual challenges and factors resulted in some projects needing to adjust original timelines, as well as delays in launching the project. **Most projects had launched by May 2018, with the three remaining projects (DH, ENT and AME) launching between August 2018 and May 2019.** Both ENT and AME were run out of universities, and therefore faced related challenges including obtaining ethics approval, as well as challenges that came with developing an online platform for the projects, while DH faced additional complexities being a prison-based project.

As all of the projects unfolded, modifications to activities and processes were needed, particularly as projects completed the planning and design phase. These revisions largely included changes to program location, program schedule and program activities. The reasons for these adaptations were varied, and include:

- **Maintaining stakeholder/partner and participant interest**

We were finding that the most fun parts of the scenarios were the ones that required men to work together. So, we increased the number of collaborative challenges.

- Excerpt from AME 12-month report

- **Responding to participant needs.** In their 6 monthly reports, 5 project leads spoke about seeking feedback from their participants and using this to refine and adapt their project as needed. 4 project leads also reported that changes were brought about as a result from observations in the testing or piloting phases.

- **Accommodating participant schedules and participant diversity.** Three project leads spoke about the benefits of keeping their activities flexible for participants to join in, whether that be running activities at certain times of the day or on certain days to respond to participant needs, or just allowing participants to drop in and out as needed.

Though adaptations varied project to project, the main types of alterations made by projects include:

- **Changes to recruitment strategies** (either to increase reach, enhance referral processes, increase participant sign-up) This included increasing follow-up strategies (for example, WOW, ENT and MPC implemented processes of contacting participants to support and improve engagement) and expanding recruitment channels:

...the conversion of referrals to participants has been lower than hoped for. To combat this challenge, phone contact is made with the referring party upon receipt of completed referral and consent form. This is then followed up by a written letter with MPC information and finally by weekly text messages.

- Excerpt from MPC 12-month report

- **Changes to language used for project promotion and project content.** Some projects referred back to the Check-Mate tool to refine the language that they were using and ensure that it aligned with the common language used by their target demographic to be more appealing to participants. Other projects increased the 'health by stealth' approach and adopted a style that avoided a 'health issue' focus:

...we removed jargon from the program and used male-friendly phrases... kept it simple and not overly wordy and used language that had been captured during focus groups from previous research for this program, such as 'rebuilding the brotherhood' and 'comradery'

- Excerpt from VC 6-month report

As discussed elsewhere in the report, use of language and approaches such as 'health by stealth' were implemented differently by projects, depending on context, intensity and main aims of the interventions.

- **Providing additional support for participants.** Some projects received feedback from participants about the programming and adapted the project or activities to respond to feedback and accommodate participant needs. In some cases, this meant addressing participant needs for further support:

A further learning that has come to light throughout the project to date, is that the project could provide more emotional support through the implementation of a programme counsellor and by providing a personal development plan... We are currently in discussion with our alumni in respect to this and hope to start addressing this issue within the next month

-Excerpt from BTB 12-month report

- **Program expansion** – high levels of engagement and recruitment led to some projects expanding to different sites and locations or adding additional activities and events as a response to participant feedback and demand.

Other factors that project leads identified as working well when developing, implementing and adapting activities were:

- Ensuring activities are fun and appealing
- Developing certain products
- Taking a health by stealth approach to activities
- Implementing activities that focus on getting male participants to open up
- Utilising partner expertise knowledge and skills to develop and adapt activities
- Introducing smaller group sizes for activities
- Securing a minimum number of participants before running event
- Trialling a volunteer-led model
- Developing a handbook or other products to support facilitators
- Implementing an alumni Program for engagement of past participants.

Project staff also experienced some challenges when it came to implementing and adapting activities. Some of the things that reportedly did not work well include:

- Having too many offerings (potentially an issue with project pace, which is a caveat when a project is activity based)
- Not being flexible enough
- Lack of time for delivery of all project components (again, potentially an issue of pace of project activity)
- Planning for replicability and scalability
- Delays and extensions that impacted on activities
- Project-specific and contextual factors such as the time taken to obtain ethics approval for the two university-based projects.

4.3.4 The role of partner organisations in SIC projects and benefits and challenges of partner involvement

Partner organisations played a key role in many of the SIC projects, with 138 key partners identified overall by projects in the project tracker. Partnerships were developed for a variety of purposes, including:

- To provide support to projects through in-kind contributions
- To provide additional knowledge and expertise on specific content areas
- To lend credibility to a project, which in turn assisted with recruitment and retention of participants
- To provide access to target demographic groups.

A number of project leads explicitly expressed the value of partnerships and reported receiving support or in-kind contributions from partners:

We continue to experience substantive in-kind contributions. These include office and supplies for our project coordinator / communications personnel, graduate students, and ambassadors. Access to meeting spaces and website support. The YMCA and McGill University have continued their support of the project through contribution by providing project / meeting space, personnel, training, and space to provide safe and professional programming.

Excerpt from Homebase 24-month report

The key things that reportedly worked well when collaborating with partners were:

- **Understanding partner assets and leveraging partners for promotion and recruitment, and product development** (6 project leads)

We have been granted deeper access into [partner's] community, of which has enabled us to reach out to men that we would not have necessarily done.

Excerpt from BTB 18-month report

- **Building trust and communicating well with partners** (5 project leads). In particular, projects identified the benefits of investing effort and time to build a good business relationship with partners. In addition, four project leads also recognised the need to be prepared to show partners how the program works. Some projects also commented on maintaining consistent communication with partners to keep them informed and invested in the project:

We have been providing them with project updates so they are aware of the project's process and feel adequately informed when we reach out for advice or support. This has helped to minimise and target the time they are spending on the project, while maintaining buy-in and their sense of connection to the project.

Excerpt from Well Played 6-month report

Projects also identified the **benefits of maintaining close working partnerships**, with one project even reporting that some of their partners funded a number of participation positions for their own employees in the program because they could see the value:

Grab Life By The Balls and The Alliance are two groups on the Sunshine Coast who have seen such benefit in the program, they have funded spots in additional programs to put more of their men through the WOWSNS.

- Excerpt from WOW 24-month report

- **Partnering with like-minded organisations** (5 project leads), particularly with organisations that are working with the same target group.

We continue to work with the YMCA to produce a sustainable model that can be transferred to other YMCAs across Canada and hopefully to other countries. This partnership works because the YMCA's philosophy and HOMEbase are similar.

Excerpt from Homebase 12-month report

Despite the noticeable merits of a partnership model, partnerships require effort to set up and maintain, and can present challenges along the way. Some of the things that reportedly did not work well for some projects include:

- **Issues with logistics and communication**, particularly around setting expectations and project management boundaries
- **Restricted timeframes** as a result of administration or bureaucratic delays, and resourcing capacity of partners
- **Specific partner challenges**, including misalignment with partners who had conflicting values or goals, delays in rolling out activities with partners, staff changeovers, and challenges with ethics applications
- **High demand from partners** (financial and capacity), and unrealistic expectations, leading to challenges with project implementation

Some project leads also expressed concerns about securing financial supports for the future:

The organisation has so far only received one off financial contribution. An ongoing funding partner is needed for this project to become sustainable in the future. It has also proven difficult to attract financial contributions from corporate sponsors as they are usually only able to come to the party with products. This is important but financial support is also needed

-Excerpt from DGI 18-month report

To address some of these challenges, identified by project leads were the need:

- for increased local government support
- to spend more time getting buy in from potential partners, and;
- to increase ongoing engagement and communication with steering groups.

Importantly, this highlights that there may be benefits to have more firm understanding of the role of the partnership between the funded organisation and their partners beyond the establishment stages of project delivery. This would help to manage expectations and clarify the role of the partner organisation.

4.4 Social connectedness and other outcomes

4.4.1 Overview

The purpose of this section is to discuss the outcomes (particularly for social connectedness) of the SIC projects and the SIC program as a whole by addressing and focusing on the following questions:

- To what extent did the SIC projects improve social connectedness among participants?
- How do the results vary by sub-groups of men, types of participation, settings, stage of development and types of projects?
- To what extent did SIC projects result in other outcomes for participants and for partnering organisations?

KEY FINDINGS

- At the Program-level there has been a **significant increase across all three quantitative measures used.**
- Across the program, participant life satisfaction and well-being increased more than social connectedness, although the change in social connectedness was still statistically significant.
- Participants reported developing new social connections and strengthening existing ones.
- There is a clear role for the shared experience in improving key outcomes, as well as the role of a leader / facilitator / trainer. ‘Safe’ (defined as relaxed and/or respectful) environments which suit the target group were also key, along with a focus on ‘doing’ via activities, skill building or play.
- Of the five projects that resulted in significant outcomes, three were sports-based (The Changing Room, Brothers Through Boxing and Waves of Wellness).
- Project leads and participants observed additional outcomes including participants opening up and sharing, and increase in knowledge and skills development and increased interaction with partner organisations.

4.4.2 Extent of social connectedness improvements among SIC project participants

At the Program level there was evidence of improved social connections and well-being across all measures. There were three retrospective questions asked only in the follow up survey (i.e. after participating) on individuals’ experience of the project and the extent of improvements in social connections. Participants reported not only a high degree of satisfaction with the project but also responded positively that they had improved their social connections as a result. Across the projects, most participants responded that it helped them *develop new social connections* ‘somewhat’ or ‘a lot’ (see Figure 15).

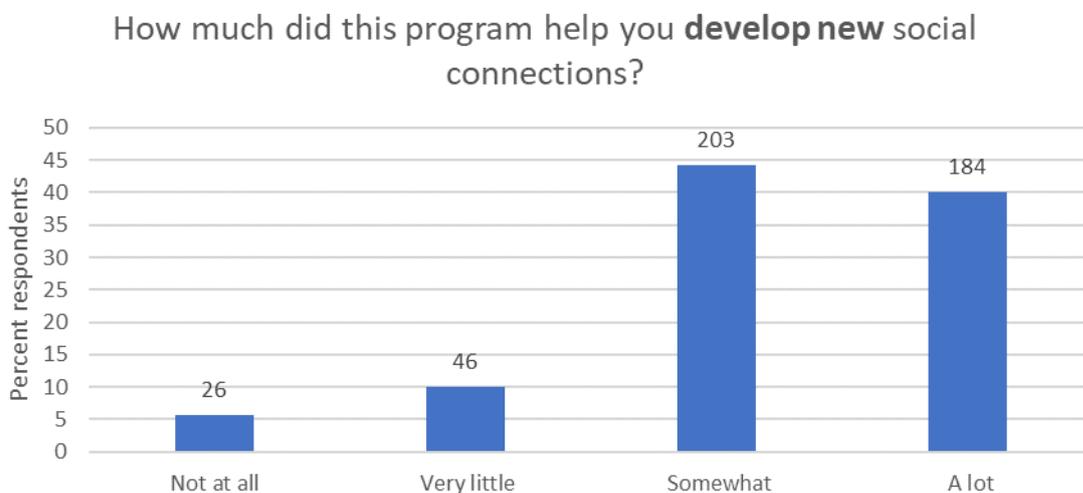


Figure 15. Role of projects in increasing participants number of social connections.(n = 459)

Given that in some projects' participants may have already known each other, there was also a question on the degree to which the project had helped *strengthen their existing social connections* (see Figure 16). Again, most responded that it had helped 'somewhat', and almost as many responded that it had strengthened connections 'a lot'.

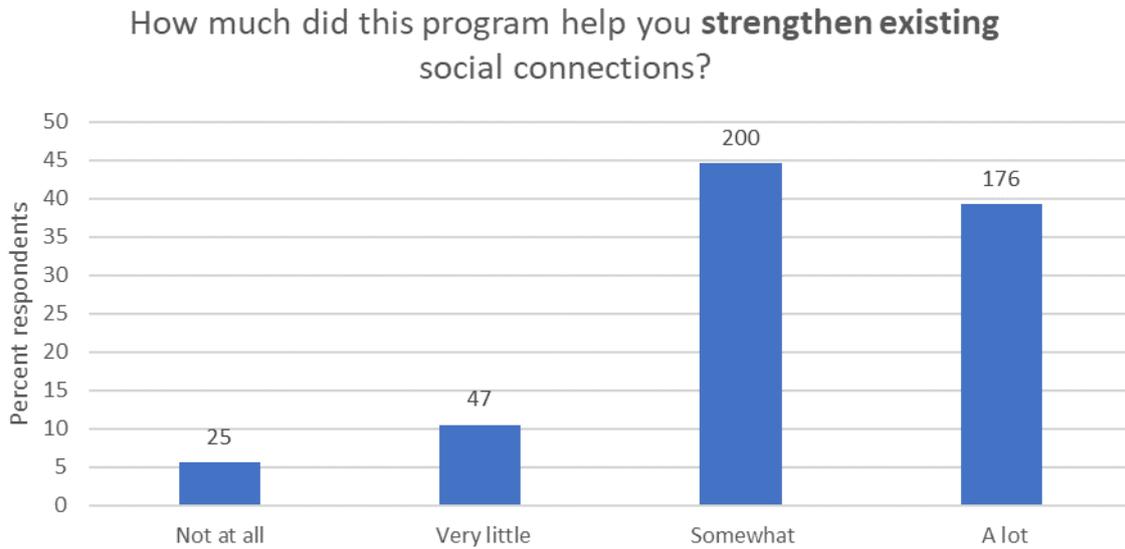


Figure 16. Improvement in existing social connection strength due to the project. (n = 448)

Further, participants had a very high level of confidence that they would maintain any new or strengthened social connections from the project (see Figure 17). This is a good indication that there could be longer term benefits of participants' involvement, for the specific connections developed through the project.

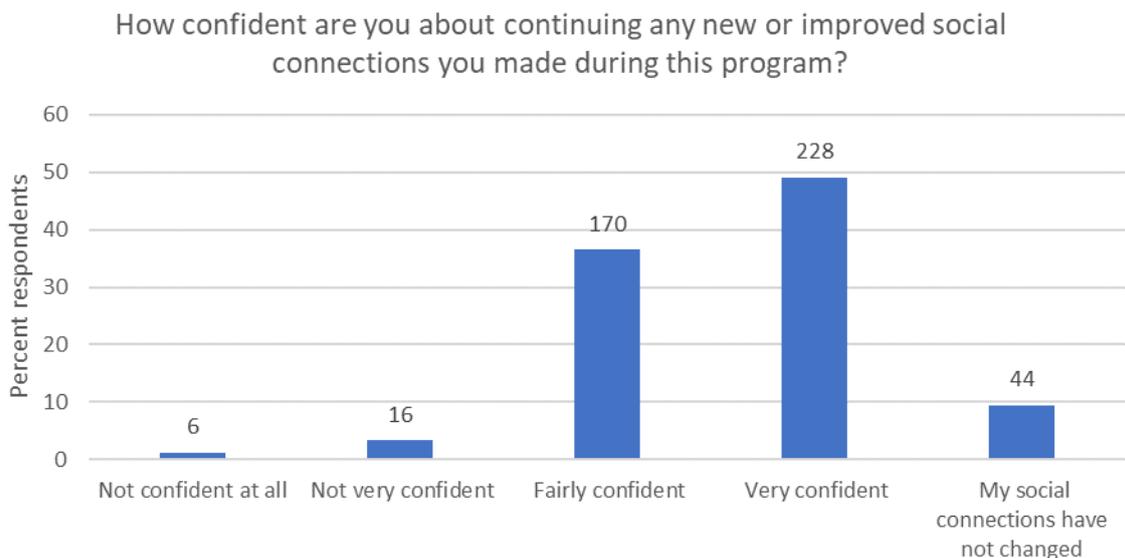


Figure 17. Confidence in maintaining new or improved social connections. (n = 464)

There were three key longitudinal measures for participant outcomes assessed via the surveys. At the Program-level there has been a significant increase across all three outcome measures. As shown below in Table 9, Life satisfaction (by percentage) increased the most, from a mean of 5.86 to 7.00 (on a scale of 0 to 10). By effect size, the Cohen’s d values of the three measures suggest that there was a larger change overall on scores of participant well-being and life satisfaction compared to social connectedness⁹. Measures of well-being and life satisfaction are linked (although the correlation between these is not particularly high).

Table 9. Program- level outcomes for the three outcome measures used. Note that some projects contributed more data than others.

	Time 1	Time 2	Change	Change (%)	Significance	Effect size	Cohen’s d ¹⁰
Life satisfaction (n=436)	5.8600	7.0000	1.14	19%	<.001	MODERATE +ve effect	0.51
SWEMWBS7 (n=449)	21.4877	23.8144	2.3267	11%	<.001	MODERATE +ve effect	0.77
DSSI (n=446)	23.5800	24.8500	1.27	5%	<.001	SMALL +ve effect	0.28

Though still statistically significant, social connectedness (measured by the DSSI) increased the least compared to the changes for life satisfaction and well-being. As shown in the graphs above, participants did self-report substantial improvements to their social connections. It should be kept in mind that the DSSI is a multi-item scale measuring current social interactions (number of times talking to someone in the last week) as well as satisfaction with social support (feeling of usefulness to family and friends).

In this sense, this measure will align with some project activities better than others. For example, participants in Dad HERO would have different limitations on phone calls to family and friends and participation in groups.¹¹ This highlights again the variability across (and within) the projects and the need to consider the context of each in interpreting the results.

While there is evidence of a ‘greater’ improvement in well-being than social connectedness (as measured by the DSSI), there is also a **link between the improvements in well-being and social connection**. Across the key variables, the strongest correlations are between the measures of

⁹ The pre-post design offers some encouraging empirical insights to the potential of these gains, and additional data collection time points might assist in determining the possibility of sustained gains in these domains.

¹⁰ For Cohen’s d effect sizes, Small is .20 or higher, moderate is .50 or higher, and large is .80 or higher.

¹¹ As can be seen in Table 10, Dad Hero did not show a significant change on the DSSI.

change in Life Satisfaction, SWEMWBS and the DSSI. While these are correlations less than .5, these are all significant and suggest some commonality in the increase in connection and increase in well-being. While the survey design does not enable us to establish a causal link, these key outcomes and mechanisms underpinning them are explored in the insights from the focus groups.

In addition to the data collected from welcome and follow-up surveys, **focus group participants** provided observations and qualitative evidence of improvements in social connectedness, and well-being among other outcomes in their 6 monthly reports and focus groups. For example:

- The influence of Ex-Cell50+ on participant social support was described by focus group participants and included both **enabling new connections within the group, as well as to the community at large:**

The people who feel isolated, now know they've got somewhere really good to go to and it gives them something to look forward to every week, there's going to be something out there. Just trying to get all the lonely people out and reconnect with the community

- EXC focus group participant

- Focus group participants spoke about how the Apocalypse Made Easy program was a **'social mediator' that facilitated social engagement and enhanced social and communication skills:**

I guess that it puts you in a scenario where it's almost like guiding a conversation...So, sometimes if you don't have that guiding conversation, it's hard to spark something with those people that you don't talk to regularly. Whereas this, it's like giving you instructions, it's telling you what to do, it's telling you certain interactions with other group members. So, I feel like that helps with you communicating with people that you wouldn't normally or spark conversation that maybe you wouldn't normally or have a different aspect of that person

- AME focus group participant

- **Leveraging common interests or the shared experiences of participants.** Men described how the programs enabled connecting with the other guys as a result of the activities delivered.

Hi it's [Name 7], sorry, what I was going to say is we've made friends with each other in the Pie Club and occasionally our paths may cross away from the Pie Club, like in the shops or anything, so obviously we stop and we have a bit of a chat with each other then. So, we are interacting away from the club. If that makes sense to you.

- MPC focus group participant

Focus group participants provide insight into the **key mechanisms driving the changes** in social connectedness. It is important to note that the varied settings and populations will also have a role to play, but some dominant themes that emerged include:

- **Social connectedness improves via a common interest / shared experience**

If you're in a room with other people, we're all in the same boat, and if one person is struggling with getting footwork right, then you go over and help him with the footwork. And that's a new relationship or friendship formed just because of that. And now you're both in the same boat because you're both working on the footwork at the same time.

- BTB focus group participant

If you had a tough week it's really good to go there and have a chat to the other guys and you realize that you're not alone.

- WOW focus group participant

It made me realize that I'm not alone. That a lot of people have these issues. I'll open up and speak about it, it's really good to watch the guys grow as a group.

- TCR focus group participant

- **Social connectedness via relatable social capital** (i.e., knowing others like you), but also the role of the relatable component with people experiencing social anxiety (for instance)

It was having that peace of mind that you're around likeminded people.

- VC focus group participant

- **Social connectedness via a 'relaxed' and 'respectful' environment**

Nobody is higher than anyone else. Everybody is exactly the same, that is why everybody keeps coming back. Everyone has a big say in everything, everyone else agrees on everything and so, they all get sorted out, it's a group decision though if it doesn't happen.

- TCR focus group participant

For me, it was really enjoying seeing my son playing with other kids. You know that just that just brings joy to me and also just the relaxed environment that it is. You know, it's a very relaxed environment. It's very easy going. And yeah, it's just enjoyable.

- DGI participant focus group

- **Social connectedness through facilitated interactions (i.e. providing something to 'do')**. Within this was also the notion / benefits highlighted of learning new skills.

In a workplace where there's all these people around you but you're not going to necessarily, like stop and talk to [them], so you don't have regular conversations. Whereas this gives you an opportunity to learn something about somebody.

- AME focus group participant

I think survival skills, I mean for me at least, that's quite an appealing thing, it seems like it is for the other guys as well too. And it's kind of neutral in some sense, I don't know what I mean, but there's a universal appeal to that. I guess.

- AME focus group participant

From a well-being perspective, participants noted that the project:

- Enhanced mental well-being through shared experience / others understanding

I had anxiety issues as well, which are kind of been working my way free from that. And that's partly because I've been talking to all the dads and from that and got some tips on how to attack things.

- DGI focus group participant

Like today, I, I am in the middle of some health issues and someone called me up and said, well, you know, if you can't be here, well, too bad. Good-bye. And that was, you know, like I was really kinda taken aback and then I think about the support that I've gotten in this group, and everybody knows-, everybody here knows that if you have chronic pain, at some point it's gonna screw up your life.

- HB focus group participant

- Facilitated a positive mindset / positive memory

[I've learned to] communicate my mental health and I'm getting confidence towards others and the coach is really helping me with my health and my lifestyle. [They've] changed my life...

- TCR focus group participant

Towards the end of the course when sort of skill levels were starting to pick up and things like that. And it was heading into slightly warmer weather, you know, and the sun was out and that sort of thing. It was just a couple of moments of when, when you were between sets just floating out there and often chatting to one of the other people... it's just one of those moments of pure joy.

- WOW focus group participant

Participants in multiple focus group also made references to physical activities leading to better mental health.

4.4.3 Comparison of outcome results for different types of projects and participants

As noted earlier, there are various features of participants and project delivery that are shared across the projects, as well as some features specific to individual projects. This makes it difficult to clearly delineate the effect of particular types of interventions, delivery methods and modes, or the effect on specific sub-groups of men. In addition, for some interventions or sub-groups there is a lack of longitudinal survey data. Nonetheless, there are some features that do stand out across the projects which highlight the importance of activity 'fit' for the particular group.

Table 10 shows those projects that had a sufficient number of longitudinal survey responses for project-level statistical testing (Entourage, WOW, TCR, DadHERO and BTB). The results for the three key measures for these five projects are presented below as the change over time from the welcome to the follow up survey for each of these projects.

Table 10. Key outcome measures for projects with sufficient data, where *p = < .05, **p = < .01, *** p = < .001.

Project	Life satisfaction (change)	DSSI (change)	SWEMWBS7 (change)
Entourage	0.64**	1.31**	1.25**
The Changing Room	1.77***	2.54***	3.11***
Brothers Through Boxing	2.50***	6.16***	6.95***
WOW	0.89***	0.74*	2.04***
DadHERO	1.13***	0.37	1.90***

The somewhat weaker score for DSSI in the aggregate data is also reflected in this breakdown of projects. Some of the projects that had significant results for the well-being measures had non-significant (or just significant) results for DSSI.

In trying to understand the effect of different types of participation and potential explanations for the outcomes reported, we examined the relationships between key variables over time. There were only weak correlations (if any) between these variables. For example, the level of self-reported participation (on a scale of 0 to 10, in the follow up survey) was only very weakly correlated with improvement on the SWEMWBS scale (the change from the welcome to follow up survey). There was no link between self-reported participation and changes in either Life Satisfaction or the DSSI.

There were similar results when looking at the rating of new connections and strengthened connections in the follow up survey. This could be partly related to the self-definition of the level of participation and the differences across projects for the 'maximum' amount of participation (i.e., taking part in half the sessions in one project more have been more intensive than fully participating in another).

The context of the projects (and participants) is potentially overshadowing some of the associations at the aggregate level. That is, the variety of types of interventions and the target populations means there may be different outcomes for sub-groups of men as well as different causal mechanisms for the outcomes. For example, some are more deliberately focused on the social connection aspect in fostering well-being.

To capture some of the context of individual projects, the approach below looks across some of the key features of delivery and links these to project outcomes. When looking at the project level, and focusing on those that did have sufficient data and positive outcomes, there are some common features (see also Table 8 for the full categorisation of all projects). Figure 18 show the breakdown of projects based on whether they were discrete (e.g. sessions based) or ongoing (informal meet ups), and the intensity of the intervention (high and directly addressing connection and well-being versus lower intensity and/or indirect or 'health by stealth').

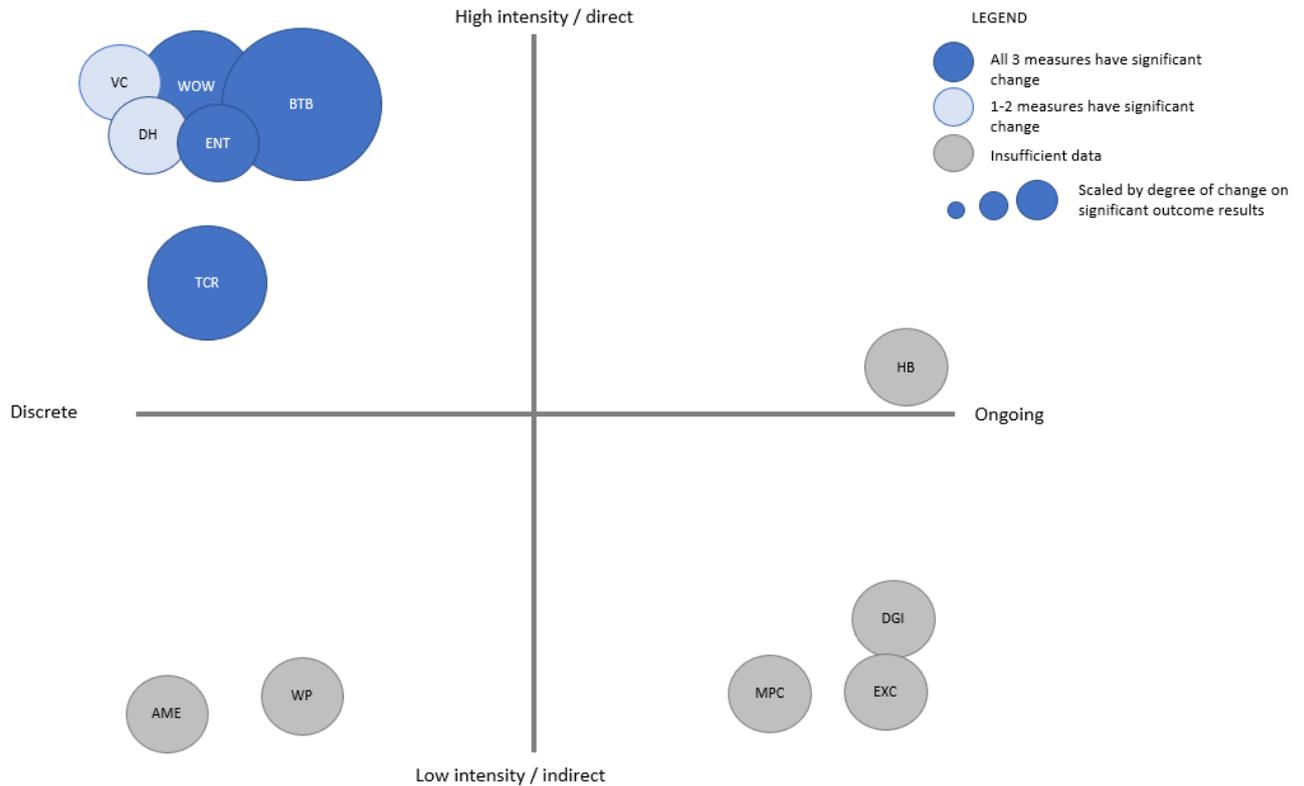


Figure 18. Categorisation of project outcomes by delivery method and intensity.

Those projects shown in dark blue reflect those in the table above that had significant improvement across all three outcome scales. Light blue indicates significant change across 1 or 2 of these measures (even though Vet Connect had a low sample size of 17, there was a significant improvement on life satisfaction). Those in grey did not have significant results, likely due to the low sample sizes for all these (and note that most of these also had less direct engagement with participants, making data collection more difficult).

The circles are also scaled for the size of the change on the outcome measures, with an approximate scale based on the sum of those outcomes that were significant (see the means in Table 10 above). The clear finding here is that those with *measurable* outcomes were those in the quadrant of discrete and high intensity/direct interventions. Again, noting that this high level of engagement also led to the higher sample sizes for these projects.

Understanding of individual project context is key when considering the aggregate results for the SIC. For instance, focus group participants identified contextual barriers to improving social connectedness as a result of relationships already existing:

Yeah, I think currently one of the main barriers is that it's hard to organize something like this with strangers on your own. So, what will most likely happen is people that are already friends or people that are at least, have at least friends of friends will be playing. So, it would be cool to have some sort of programs to incorporate different groups of people in. So, like, imagine you have two workplace programs that happen and then

people from the workplaces get mixed together so that in your team maybe there's some people that you know but then other people that you're completely new to.

-Participant in AME focus group

That said, while you might not see social connectedness changes in such instances, that is not to say changes may not occur in other areas (e.g., wellbeing).

4.4.4 Additional outcomes as a result of SIC projects

In addition to improvements in social connectedness, both project leads and participants identified other outcomes that resulted from the SIC projects. Other self-reported outcomes were positive and primarily related to participant development, including observed increases in knowledge and skills development and participants opening up and sharing. Some examples of other outcomes that were identified by focus group participants include:

- **Increased confidence/belief in themselves:** For example, EXC participants described the program as igniting a belief in themselves and their ability, as well as overcoming their feelings of powerlessness and uselessness that was associated with homelessness:

They gave... basically they instilled us with a bit more confidence than we had. We didn't really feel like we could do anything, we were somewhat useless in the world, but they gave us more purpose and more meaning, gave us something to do. I feel like I've got more independence back since

- EXC focus group participant

- **Opportunity for the projects to impact beyond the participants themselves:**

It's giving them a dialogue or a vocabulary that they can start to use outside of the group. So, we're giving them skills and strategies to maintain their mental health and well-being, but also to check in around the people that they love...

- WOW Project leads focus group

- **Enhanced self-awareness of their health / life / situation**

Uh, how would I say, uh, making me more aware of the situation that I end up in, and how the situation affects my family, my siblings, my community.

- Dad HERO focus group participant

Well, as, as was said before, it was the emotional, uh, I guess, draw, that brought us, well, me, well, us 'cause it seems like it's a common factor here. The emotional aspect of being with other people in the same position as you are being unconditionally unjudged, made the environment and the narrative extremely 'cause-, I mean plus-, and, and inviting.

- Homebase focus group participant

- **Having a chance to break up the week / day-to-day life**

I've never surfed before and just like having that connection and that sense of therapy and doing this really helped break up the week for me and just let me live in the present. So, I thought that was very, very helpful.

- WOW focus group participant

We, we tend to just go to work each day and that gets a bit repetitive. So, I think this is a great break up and it's rare that you get to kind of connect with nature. During the work week to kind of break things up so I thought it was just a really good form of natural, natural therapy to just get out there.

- WOW focus group participant

- **Enhancing / improving coping skills via activities / upskilling**

I think coming along, speaking to people who are in the same boat as you, also getting advice from others, was a big help and it was something that was a social element mixed with it being at the football club I've supported all my life, to feel that there was a real benefit that I was getting from it as well.

- TCR focus group participant

I have a rather stressful occupation, and it's been a challenge to deal with stress, um, and without, uh, the mindfulness exercises bring elements of control and, uh, and enablement to deal with some of these stresses that I wouldn't have had otherwise.

- HB focus group participant

I mean, at least for me, I know what I really appreciated with the actual surfing itself. And maybe it could even be substituted. It may not even have to have been surfing, but just getting together with a group of people in a safe environment where you can really disconnect from work. I thought that was the best therapy for me.

- WOW focus group participant

4.5 Sustainability and scalability

4.5.1 Section overview

This section explores the opportunities and lessons for sustaining and scaling projects, by responding to the following questions:

- What factors are more or less important in planning for sustainability and scalability during the design and delivery of projects?
- What are the broader lessons from the SIC in relation to sustainability and scalability?

The scope of the evaluation involved undertaking of a detailed literature review to identify a set of criteria that might be used to understand how sustainability and scalability can be planned for assessed. This, in turn, helped to inform Movember's process for providing scaling funding.

Scaling funding was determined through projects submitting business cases, drawing on their own plans for the future as well as data that had been collected to date (July 2019). Business cases were

assessed against a set of criteria partially informed by the literature review, as well as other elements identified as important by Movember.

As this process is separate to this final Phase 2 evaluation, this section focuses on lessons for the next phase and insights related to sustainability and scalability in programs more broadly.

KEY FINDINGS

- Planning for sustainability and scalability is underpinned by clarity or definitions on what is meant by these terms.
- Consideration of the potential for scalability and sustainability needs to consider the nature of the innovation, evidence of efficacy, organisational and external pre-conditions that could influence whether the innovation scales or is sustained.
- Most projects had plans to address internal organisational capacity requirements, but also identified the role of funding certainty for helping to underpin these plans (i.e. it is hard to make plans without knowing the resourcing available).

4.5.2 Important factors in planning for sustainability and scalability

It is important to recognise that Movember had promoted the three-phased approach to the SIC to funded projects, and that there would be a requirement to submit a business case and proposal should organisations wish to apply for scaling funding.

As part of the evaluation of the SIC, the evaluation team undertook a literature review¹² exploring key questions in relation to sustainability and scalability. This literature review identified a range of underlying factors or pre-conditions that can influence planning for sustainability and scalability that funded projects and Movember could consider or plan for during the delivery of the Phase 2 pilots. These factors have been provided below in Table 11. Broadly, these factors relate to:

- Clarity of definitions
- Factors related to the innovation
- Factors related to the internal environment within the delivering organisation
- Factors related to the external environment outside of the delivering organisation.

Many of these factors have been identified in a range of publications and peer-reviewed literature. However, what is apparent is that there is typically a degree of proven effectiveness attached to the use of such tools. Thus, monitoring and evaluation is a clear component of work that needs to occur when projects are planning for sustainability and scalability.

¹² Healey, M 2018, *Targeted literature review on assessing the potential sustainability and scalability of funded projects*. Prepared as part of the SIC evaluation.

Table 11. Factors that influence planning for sustainability and scalability.

Category	Factors
Definitions	Clarity over what is meant by ‘sustainability’ and ‘scalability’ was found to be crucial. This includes ‘what’ is being sustained (delivery, outcomes or both), as well as the direction and nature of scaling an innovation.
Innovation	A lack of clarity over what it is about the innovation that drives change can lead to poor planning for sustainability and scalability. Good monitoring and evaluation helps to identify causal pathways for change, as well as a means of considering different delivery structures that can work at scale.
Internal (organisational capacity to deliver)	<p>Firstly, what is the organisation’s interest in relation to sustainability and scalability? Not all organisations develop an innovation to then be the ones that take it to scale. Thus, the interests of the innovator are important to consider.</p> <p>Secondly, the capacity of the organisation to deliver an innovation at scale. Consideration needs to be given to the pre-existing infrastructure (including workforce) in place, as well as the existence of relationships, networks or partnerships to help extend reach. In some instances, an organisation may need significant capital to scale the innovation themselves, or need to invest time and effort in establishing partnerships.</p>
External (including funding environment)	Policy environments, as well as the nature of the funding environment (i.e. who is offering funding), are a key factor in planning for sustainability and scalability. There also needs to be a clear understanding of the dimensions of power that can exist in new potential target settings or populations, as well as the interests and priorities of the community.

4.5.3 Broader lessons from the SIC in relation to sustainability and scalability

To understand the broader lessons from the SIC in relation to sustainability and scalability, we will use the factors identified in the previous section to help interpret the experiences of project leads in planning for sustainability and scalability and to draw out broader lessons that can inform future Movember efforts in this space.

Definitions

There were no specific examples where a lack of definitions of sustainability or scalability were apparent. However, one insight provided by a project lead related to the sorts of projects (and

organisations) funded and the distinction between funding provided to organisations that are service providers:

I think if the intention is to generate businesses then that's a very different approach than the one that they've taken. Like for instance for now they're kind of wanting a business plan and a scaling plan, but I don't see many of the projects as being, like personally scalable as sort of a business that people pay to participate in. Possibly it's scalable in terms of getting additional grant funding, but I do think that's a very different pitch and so if they did want us to create, almost be like an accelerator and invest in companies that are doing this, I know a couple of them are companies, maybe two or three. Then you might get more response from the business community and people who are running start-ups and that sort of thing, getting more invested in the entrepreneurial community at Universities or in different cities. But yeah, these projects feel very research focused as opposed to a consumer product in a sense.

- AME Project lead focus group

Innovation

The purpose of Phase 2 has largely been about piloting innovations to determine the mechanisms that drive change. Through this process project leads have identified several different ways to take their innovation to scale. These include:

- 3 projects have been asked about or have given thought to developing a manual or project model so that it could be run by other organisations or partners:

Yeah you can implement it anywhere and you could adapt it, if you make the age range older so it could be for older, younger, you could implement it. Because the Road to Resurgence toolset is brilliant and all you could do is take some topics out and maybe replace them with others that are maybe more relevant to age range or that demographic.

- BTB project leads focus group

- Trialling a shift from a facilitator-led model to a peer-led model:

The piloting of the final stage of MPC was the implementation of the peer leader element where clubs' activities take place without the presence of Food Nation delivery staff. This element of the programme has worked well and we have seen 2 out of 3 of the clubs now continue to take place on a weekly basis with minor logistical support only from the Food Nation team. The piloting of this stage has helped us identify how it can be strengthened if managing a larger portfolio of MPC's - we know what infrastructure needs to be in place to continue the monitoring of quality and social impact across all clubs.

- Excerpt from MPC 24-month report

- Adapting the model to a different setting:

You know, we've got sort of the premise [of the program] and we can adapt it to different contexts, like snowboarding or something.

- WOW project lead focus group

Internal (organisational capacity to deliver)

As the SIC is taking a phased approach, projects have spent a significant amount of time in clarifying their organisational capacity to deliver. This includes:

- 8 of the 12 projects indicated that they had experienced some interest or support from potential new partners or sites (all except AME, WP, VC and Entourage):

The Canadian Mental Health Association is very interested in our work and have offered an in-kind donation of assistance in developing Playing Cards for men in prison with mental health educational messages and self-help tips on the bottom of each card specifically geared to our target group of men and their families to increase mental health literacy, promote self-help, and reduce mental health stigmatization.

- 8 projects reported that they had spent significant time and resources planning for the sustainability or scale-up of their project (particularly in the last 12 months of the SIC program timeframe), including:
 - exploring sponsorship opportunities:

The potential for project scale-up and sustainability has been very encouraging over this 6-month reporting period. A number of SPFL clubs have declared an interest in The Changing Room and are keen to engage with SAMH and other partnership organisations in order to make The Changing Room happen in clubs across Scotland.

- Excerpt from TCR 12-month report

One private sponsor (Acorn Dairy) has been confirmed as a provider of all dairy and egg products for all clubs in the Newcastle area. One potential new partner has been identified as a private sponsor to support general running costs and one private company has also been identified as a collaborator for developed Pie products that can be sold nationally to generate revenue for MPC

- Excerpt from MPC 24-month report

- considering shifting to a corporate model or offering fee for service options:

From a broader WOW perspective, we are developing corporate programs that can subsidize WOW Sand'n'Surf moving forward

- Excerpt from WOW 24-month report

Successful completion of the Entourage DCE survey provided valuable financial preference information, allowing us to understand the unique combination of features likely to maximise engagement of young people (particularly young males), at a given monthly price-point.

- Excerpt from ENT 24-month report

- and recruiting and training new project leaders for increased roll out:

We refined our practices and trialed new methods in our expansion to Sunshine Coast. This was a great test, and demonstrated that with a clear and concise delivery, the team have picked it up and are doing extremely well.

- Excerpt from WOW 24-month report

External (including funding environment)

The main external factor identified by multiple projects was the difficulty associated with planning for the future without secured funding. To some extent this is to be expected with a phased grant program like the SIC. The literature highlights a range of insights related to the external environment that need to be accounted for in some way – these include:

- Political and legislative elements that can exert power over the innovation
- Community interest – in particular, whether an innovation is suited in one place does not mean it will transfer to another (highlighting the importance of ‘fit’)
- Ownership – including both of the innovation (i.e. the means of spreading it further), but also in terms of involvement of partners. It was noted previously that partner expectations and involvement was key to both recruitment, retention and delivery of activities.

Appendix 1 References

Below are the full citations for references noted in this report.

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