

What works to engage middle-aged, less well-off men?

A call for evidence from Samaritans

Background

Middle-aged, less well off men have been recognised as a group at high-risk of suicide. But there remains a lack of evidence around what works for reaching, supporting and sustaining engagement with this group.

What we want to find out?

Samaritans are commissioning an evidence review to capture existing evidence of what works to support middle-aged and/or less well-off men around health, wellbeing and suicide prevention.

We know there is a lot of work happening to support and engage these groups – both generally and in suicide prevention specifically. We want to hear from you to ensure that we're capturing this great work.

Your response will be included in the evidence review, which will be published as part of a Samaritans report in spring 2020. This report will highlight current best practice for working with less well off, middle-aged men.

Who should respond?

We want to hear from people who are funding or delivering a service or intervention that is targeting middle-aged men and/or less well-off groups. This might be a suicide prevention or wellbeing service, but we're also interested in how other sectors or services have reached or engaged this group. The service might not specifically target middle-aged men and/or less well-off groups, but you may have evidence that it reaches and works for those groups.

By 'engaging' we mean a broad range of engagement, including:

- Awareness and appeal (e.g. catching the attention of)
- Accessibility (e.g. ease of initial engagement/interaction)
- Sustained engagement (e.g. interacting/keeping attention/attending over longer periods of time)
- Impact (e.g. achieving a certain outcome)

We are interested in multiple levels of evidence (including anecdotal evidence). This includes published or unpublished research, information about ongoing research, grey literature, current policy development, toolkits, strategies, case study/specific examples, professional experience, and lived experience.

Who might hold this information?

- Academics / researchers
- Think-tanks
- Policy advisers and/or policy group
- Charities
- Health and/or mental health organisations
- Suicide prevention organisations
- Research organisations, etc.
- Service providers
- Frontline staff / volunteers
- Charity workers
- Those with lived experience
- Those working in marketing / advertising / promotion
- People working with social-media / Social-media companies
- PR-firms, communications advisers, etc.

How to respond

You can respond to this Call for Evidence by following the link below and completing the survey:

<https://www.smartsurvey.co.uk/s/SamaritansMenAndWhatWorks/>

The survey will remain open until Monday 23rd of December 2019.

Already have an evaluation or other evidence report?

If your service or intervention has been evaluated and you are happy to share any findings, please email them directly to Annabel.knightley@revealingreality.co.uk, in place of completing this call for evidence. Any information provided will only be used for the purposes of this evidence review.

Questions

Section 1: About you

Personal information gathered through this call for evidence will only be used for analysis purposes. All data will be anonymised before publication, meaning names will not be included, and names of organisations/job titles will be described rather than specified – unless agreed otherwise.

1. What is your name?
2. Are you responding:
 - a. as an individual (skip to Q5)
 - b. on behalf of an organisation
3. What is the name of your organisation?
4. Is your organisation a:
 - a. Charity
 - b. University / academic institution
 - c. Support service
 - d. Community group
 - e. Think tank
 - f. Research organisation
 - g. Marketing/ advertising / PR organisation
 - h. Other – please specify
5. What is your role/job title?
6. Have you/your organisation funded or delivered services or interventions targeted at middle-aged men and or low-income groups?
 - a. Yes
 - b. No (skip to Q8)
7. Did the service/s aim to prevent suicide?
 - a. Yes – (route to Section 2A)
 - b. No – (route to section 2B)
8. Have you or your organisation engaged in some way with middle-aged men or low-income groups? By engagement we mean the following:
 - Awareness and appeal (e.g. catching the attention of)
 - Accessibility (e.g. ease of initial engagement/interaction)
 - Sustained engagement (e.g. interacting/keeping attention/attending over longer periods of time)
 - Impact (e.g. achieving a certain outcome)
 - a. Yes – (route to section 2C)
 - b. No (route to section 3).

Section 2: Main questions

Section 2A - Funding and/or delivering a service or intervention to prevent suicide

1. Please briefly summarise the service/intervention, its aims and the group it aims to reach
2. Please attach any documentation you can share about the service/intervention. We welcome incomplete research.
 - I. Drop down: What type of evidence is this?
 - i. Published
 - ii. Unpublished/Incomplete research
 - iii. Summary
 - iv. Assessment
 - v. Case study
 - vi. Survey
 - vii. Seminar papers
 - viii. Other: Please specify
3. What barriers do you face in promoting **awareness** of your service/intervention and making it **appealing** to your target audience? How have you tried to overcome these barriers? How well has this worked?
4. What barriers do you face in **encouraging initial engagement** with your intervention/service? How have you tried to overcome these barriers? How well has this worked?
5. What barriers does your service face in **sustaining engagement** with the target audience? How have you tried to overcome these barriers? How well has this worked?
6. What **impact** are you hoping to have with your intervention/service? Do you have any evidence/thoughts about whether you are achieving it and how?
7. Have you considered whether the service/intervention reduces the gap in health outcomes between this group and other population groups (i.e. those on higher incomes or other demographics)? How does it do this/not do this?
8. Do you have any further thoughts or comments you would like to share? (route to section 3)

Section 2B - Funding and/or delivering a service or intervention targeted at middle-aged men and/or low-income groups

1. Please briefly summarise the service/intervention, its aims and the group it aims to reach
2. Please attach any documentation you can share about the service/intervention. We welcome incomplete research.
 - Drop down: What type of evidence is this?
 - i. Published
 - ii. Unpublished/Incomplete research
 - iii. Summary
 - iv. Assessment
 - v. Case study
 - vi. Survey
 - vii. Seminar papers
 - viii. Other: Please specify
3. What barriers do you face in **promoting awareness** of your service/intervention and making it **appealing** to your target audience? How have you tried to overcome these barriers? How well has this worked?
4. What barriers do you face in **encouraging initial engagement** with your intervention/service? How have you tried to overcome these barriers? How well has this worked?
5. What barriers does your service face in **sustaining engagement** with the target audience? How have you tried to overcome these barriers? How well has this worked?
6. What **impact** are you hoping to have with your intervention/service? Do you have any evidence/thoughts about whether you are achieving it and how?

7. Have you considered whether the service/intervention reduces the gap in health outcomes between this group and other population groups (i.e. those on higher incomes or other demographics)? How does it do this/not do this?
8. Do you have any further thoughts or comments you would like to share? (route to section 3)

Section 2C – Engaging low-income / middle-aged men

1. Please briefly summarise how you have engaged with middle-aged men or low-income groups.
2. What barriers do you face in raising awareness among and appealing to middle-aged men or low-income groups? How have you tried to overcome these barriers?
3. What barriers do you face in encouraging initial engagement from middle-aged men or low-income groups?
4. What barriers do you face in sustaining engagement with middle-aged men or low-income groups?
5. What impact are you hoping to have through your engagement with middle-aged men or low-income groups? Do you have any evidence/thoughts about whether you are achieving it?
6. Do you have any further thoughts or comments you would like to share? (route to section 3)

Section 3: Additional sources & future contact

1. Do you have any (further) thoughts or comments you would like to share?
2. Are there any other documents / sources / people we should refer to? Please attach or give details below.
3. Level of anonymity – drop down with two options: a) I am happy for the information I have given to be associated with my name/the name of my organisation in publication. b) I would like my name/the name of my organisation to be anonymised in publication.
4. Are you happy for a researcher from Revealing Reality/Samaritans to contact you to follow up on your response?
 - a. Yes
 - b. No (skip to Close)
5. What are your contact details (email, phone number)?

Close

Thank you for taking the time to fill in this call for evidence.

If you have any questions, please contact:

Annabel Knightley

Senior Researcher

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