

# HEALTH EDUCATION REACHING BLOKES

COMPARED TO WOMEN, MEN'S MORTALITY RATES ARE

- 161% higher for diseases of the circulatory system
- 122% higher for diseases for the digestive system
- 243% higher for accidents and injury
- 300% higher for suicide
- 18 % higher for all cancers

THIS DISPARITY INCREASES WITH REMOTENESS

(Figures applicable to the 25-64 years age range) (Department of Health and Ageing, Nov 2008. Development of a National Men's Health Policy - An information paper)

Central West QLD CHIC partnership have developed the HERB project to address this need.



## THE GOALS

Promote/provide equitable and accessible men's health services to all members of the communities.

Adopt integrated approaches to planning and delivery of health services to maximise health gains for consumers.

Provide an optimal range of services that support the promotion and address the health needs of men in Central West through partnerships with GPs, allied health service providers, and other stakeholders.

Evaluate the strategies that arise from the Health Education Reaching Blokes (HERB) initiative.

The mobile men's health service HERB has been developed with these goals in mind. This service is able to reach all members of the communities, however remote they be.

## HERB CONDUCTS SCREENING FOR

Cardiovascular risks  
(including BP, cholesterol, BMI  
and waist circumference),  
diabetes (BSL), emotional wellbeing  
and bowel cancer.

HERB also encourages discussion and provides resources on prostate cancer, testicular cancer and lifestyle risk factors.



The service is provided at remote sites (pastoral stations and road crews), as well as attending key local events and field days. HERB is also conducting various promotional initiatives to encourage local discussion and to dispel some of the stigma's associated with men's health.



## COMMUNITIES VISITED IN CENTRAL WEST QLD

BIRDSVILLE, BEDOURIE,  
BOULIA, WINDORAH,  
JUNDAH, STONEHENGE,  
YARAKA, ISISFORD,  
MUTTABURRA, AARAMAC,  
ALPHA, TAMBO,  
BLACKALL, BARCADDINE,  
JERICHO, ILFRACOMBE,  
WINTON...