

# PETER BAKER

## MEN'S HEALTH CONSULTANT

### MAKING A DIFFERENCE IN MEN'S HEALTH

I am an independent consultant committed to improving the health of men and boys. With unique experience in the field of tackling health inequalities linked to gender – I was Chief Executive of the Men's Health Forum charity for 12 years – I now work as an independent consultant supporting organisations in the public, private and third sectors that want to begin or develop their work on men's health.

My areas of expertise include: policy, strategy and service development; training; equality and diversity; research and analysis; public speaking; advocacy and lobbying; and social marketing.

The NHS at all levels and local authorities are now expected to tackle:

- Premature mortality, including from cardiovascular disease and cancer
- Unhealthy lifestyles, including smoking, alcohol, diet and physical activity
- Improving access to primary care services
- Health inequalities, including gender

Progress in all these areas requires action to improve the health of men and boys.

Equality legislation places a duty on the NHS, local authorities and other public sector organisations to address gender inequalities and men's health specifically. Promoting equality is enshrined in the key principles of the NHS Constitution. Understanding the needs of men and boys will also help organisations implement the Equality Delivery System more effectively.



#### KEY MALE HEALTH PROBLEMS

- One quarter of male deaths are before the age of 65; 40% are before 75
- Men in the unskilled manual group have a life expectancy at birth of 73 years compared to over 80 for men in the professional group
- Men are much more likely than women to develop and die from heart disease or cancer
- Being overweight is overwhelmingly a male problem – 42% men (32% women) are overweight (BMI 25 to less than 30)
- Male obesity rates (BMI 30+) are projected to rise to 47% (35% female) by 2035
- Men over 50 are nearly twice as likely as women to have undiagnosed diabetes
- One third of unskilled men have 3-4 lifestyle risk factors and men generally take more risks with their health than women
- 33% of men (16% women) drink alcohol at a hazardous level
- Men are three times more likely to take their own lives
- Men are less likely than women to seek help for health problems, whether from a GP, a dentist, pharmacist or via the internet and they are more reluctant to have routine check-ups or to take part in screening programmes

## **POLICY, STRATEGY AND SERVICE DEVELOPMENT**

I have for many years advised different organisations, including the Department of Health, the NHS, large private companies, the Premier League and others, about the development of policy and services designed to improve men's health.

**I can:**

- **Advise on how men's health issues can be addressed in national and local policies, including JSNAs and Health and Wellbeing Strategies**
- **Support the work of CCGs and Health and Wellbeing Boards**
- **Help improve the use of a wide range of health services by men**
- **Offer guidance on how men's health can be addressed in work on equality and diversity**
- **Advise on meeting the needs of specific groups of men, e.g. BME men or homeless men**
- **Contribute to Equality Impact Assessments and equality audits**
- **Provide a 'male voice' in consultations and discussions about health policies and services**

## **TRAINING**

I have delivered training to a wide range of health audiences. I was a member of the advisory group that helped devise the Royal College of General Practitioners' Curriculum Statement on Men's Health and helped to develop the RCGP's One Day Essentials training module on men's health.

**I can:**

- **Develop and deliver training programmes for a range of staff**

## **RESEARCH AND ANALYSIS**

I have managed research projects on a range of men's health issues (including mental health, uptake of bowel cancer screening, and health information needs) and written analyses of men's use of primary care services and the need for a gender-specific approach to the promotion of physical activity.

**I can:**

- **Contribute to the development and design of research projects**
- **Provide a 'gendered' analysis of health information and data**

## **COMMUNICATIONS**

I have worked as a journalist, writer and editor for both popular and professional audiences. I have been involved in the development of a wide range of resources and campaigns, including the first 'Work Fit' programme for BT.

**I can:**

- **Write, edit and advise on publications for a wide range of audiences, including 'the man on the street'**
- **Manage and advise on social marketing and communication campaigns that engage men effectively**

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## **ABOUT ME**

I have been at the centre of developments in men's health in the UK and internationally since 2000. I have a deeply-held and long-term commitment to improving the quality of men's lives within the context of greater gender equality.

I was Chief Executive, Men's Health Forum (2000-12). MHF is the only charity that provides an independent and authoritative voice for male health in England and Wales and tackles the issues and inequalities affecting the health and well-being of men and boys. While at MHF, I played a central role in setting up the European Men's Health Forum and was deputy editor of the Men's Health Journal.

I am a Fellow of the Royal Society of Public Health and a member of its Academy of Experts.

I have also worked as a journalist and writer. I was health editor of Maxim magazine (1995-99) and launch editor of the malehealth.co.uk website in 2000. I am the author of two self-help books for men, including Real Health for Men (Vega, 2002).

### **FOR MORE INFORMATION:**

[www.pbmenshealth.co.uk](http://www.pbmenshealth.co.uk)

**Please contact me to talk about how I can support your work:**

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