

Men's Health Outreach Project

The
Men's Health
Nutritionist

In collaboration with

TESCO

+

BRITISH
EOS
OBESITY
SOCIETY

+

TANITA



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Project Overview

Men are less likely to seek preventative care, visit the GP, or talk about mental health.

↳ But when given a safe, engaging opportunity - they respond.

So, In collaboration with Tesco, TANITA and the British Obesity Society, Nutritionists Josh Clamp & Lucy Cook delivered free Health Checks for men in Hatfield outside a Tesco Extra.



Our aims were to:

- Give men personalised **insights** into their health
- Start **conversations** about physical and mental wellbeing
- Build trust, break stigma, and offer **guidance** on next steps

The Health Checks

Across two days, we spoke with 60+ men and delivered over 40 free Health Checks.

We measured blood pressure and grip strength, and thanks to TANITA, we used advanced scales to give men precise information about their body composition and health status, including:

- Muscle, fat, and bone mass
- Fat distribution, BMR, and metabolic age



"I wish there was more of this"

Driving Action

We wanted these brief conversations to lead to **real change**. That meant helping men identify and implement their next steps with confidence.

After each health check, we **discussed results, answered questions**, and **signposted men to services** offering targeted support - whether that was for mental health, weight loss, smoking, or simply getting more active.

Most conversations lasted 10 to 15 minutes, allowing us to build trust and leave each man with something useful. By focusing on **empathy & clarity**, we gave men the motivation - and the permission - to take action.



"Keep doing what you're doing!"

Who We Spoke With

We connected with men from all walks of life

- HGV drivers, retail workers, warehouse staff, paramedics, police officers, nurses, and former Armed Forces personnel
- Fathers and sons, husbands and wives, grandads, uncles, brothers, and close friends
- Men from a broad range of ages, cultural and ethnic backgrounds, and health experiences



Some men had not seen a GP in 20+ years, while others were proud to be “proactive” about their health.

We also spoke with many women, who played a key role in encouraging their partners to take part, often leading to positive, practical conversations



“Thank you for taking the time to talk to me”

What We Learned

Social influence mattered - seeing other men speak to us was a big factor in people's willingness to engage. And many were encouraged by their partner or family to get involved.

Men are interested in their health - once the conversation started, many were keen to talk, ask questions, and learn more.

Generational trends are clear - men in their 30-50s spoke about struggling to prioritise their health due to work and family life, while older men shared regret about not acting earlier. One man shared: "I wish this was around when I was younger."

Mental health challenges came up a lot - stress, isolation, sleep struggles, burnout, and feeling low.

Many opened up with raw honesty - one man told us:

"I know for sure that trying to do it on my own has given me diabetes and high blood pressure"

What's next? Insights gathered will be used to inform future outreach projects and support more men with taking action on their physical and mental health.



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