



**Abstract Title:** Pharmacists' experiences in Headstrong – Taking Things Head-On, a men's mental health program delivered through community pharmacies

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## Introduction

Community pharmacists are accessible, knowledgeable health care professionals capable of providing mental health promotion and care in communities. However, this may not be a role that is recognized by the public, and men in particular. Gender differences between men and women exist in help seeking practices and, in the prevalence, and behaviours for certain mental illnesses and addictions (e.g., depression, anxiety, suicide, alcohol use). Funded by the Movember Foundation, Headstrong - Taking Things Head-On is a program designed to be disruptive. Through the use of creative advertising in community pharmacies, it raises awareness for men, and those in their lives, that community pharmacists can offer support for mental health promotion practices and access to care. Pharmacists receive education and training as a part of the Headstrong - Taking Things Head-On program to enhance their capacity.

## Objectives

To explore pharmacists' experiences of participating in the Headstrong – Taking Thing Head-On program.

## Methods

The evaluation framework of the program is based on RE-AIM: reach, effectiveness, adoption, implementation, and maintenance (Gaglio, Shoup, & Glasgow, 2013; Kessler et al., 2013). One component of the program's evaluation includes qualitative interviews of pharmacists' experiences. Interviews were and are being conducted using a semi-structured interview that was designed and developed based on the Theoretical Domains Framework (Cane, O'Connor, & Michie, 2012). Questions addressed several variables identified in each RE-AIM category to help determine factors that influence pharmacists' behaviours in the Headstrong – Taking Thing Head-On program. An Interpretive Description approach will be used in the analysis of data (Thorne, Reimer Kirkham, & O'Flynn-Magee, 2004; Thorne, 2008).

## Results

Data are currently being gathered through interviews, of which eight have been conducted thus far, and analysis is ongoing. Findings will be presented regarding pharmacists' experience of participating in the Headstrong - Taking Things Head-On program.

## Conclusion

Mental health promotion and treatment program delivered specifically in the context of community pharmacy settings are uncommon. Findings from pharmacists' experiences in Headstrong - Taking Things Head-On, a novel men's mental health program, will be used to guide further development and if appropriate, scaling up of the program.

## References

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