

## **Building Healthy Food Choices for Construction Workers**

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Men have poorer health outcomes than women and typically are reluctant to access health services. Traditional health promotion may not reach disadvantaged groups, in particular blue collar workers, who may have a lower socio-economic status which is also linked with poorer health outcomes. Health in Men (HIM) is a health promoting program at Royal Adelaide Hospital. The HIM needs assessment showed a need for healthy eating activities, in particular with blue collar workers. Health screenings found that high blood pressure and overweight were health concerns in this group. A project was conducted by two nutrition students from Flinders University to develop an interactive healthy eating program for 120 construction workers on site. Strategies included skills orientation, empowerment, a masculine approach, non-judgmental environment and small changes. A pilot program with a multi strategy approach, included a launch, displays and food tasting during breaks in the workers lunch room and two 30 minute sessions held in lunch breaks. These covered general healthy eating at work and food choices at work, fat type/intake, the fat/sugar content of food and reading food labels. The program was evaluated, using surveys observation and 1:1 informal discussion. Fifty men attended the launch, 17 the first and 23 the second session, with additional informal interaction over the 7 weeks. The program was well received by the workers and a number of barriers and strategies were identified that will assist in working with this population. The program development, evaluation results and recommendations will be presented.