

# 2025 Castle Mead Medical Centre

## PPG (CASAG)

“Working together to make the patient experience a positive one”

### Men’s Health Awareness Project Summary



**Event Date:** Monday 16 June



**Time:** Access from 13:00 | Presentation started at 13:15

---



#### Event Overview

As part of **Men’s Health Week (9–15 June)**, Castle Mead Medical Centre hosted a focused **Men’s Health Awareness Event**, proudly led by the **Castle Mead Patient Participation Group (CASAG)**. The aim was to **reduce the stigma around men’s health issues**, particularly prostate health, and to **empower men to engage in conversations** with their healthcare providers.

**Presentation Title:** *Understanding Your Water Works*

#### Key Topics Covered:

- Lower Urinary Tract Symptoms (LUTS)
- Enlarged Prostate (BPH)
- Prostate Cancer: awareness, statistics, and signs
- Erectile Dysfunction (ED)
- What to expect during a GP appointment
- Open Question & Answer session

#### Confidential Chat Sessions:

Following the presentation, attendees had the opportunity for a brief **1:1 private consultation** with a clinician — a valuable and well-utilised offering.

---

## Why We Did It

The event was inspired by **Steve Budd**, one of our male PPG members, who recognised the stigma that many men feel about discussing health issues. His passion for **early detection** and open dialogue helped shape this meaningful, community-led initiative.

---




## Key Aims and Promotion



- A focused approach allowed the event to centre around **Prostate Cancer**, avoiding information overload and promoting deeper understanding.
  - Promotion was led by **Dr Julia Patterson, Dr Ashley Brown, Practice Manager Nick Cameron**, and the **CMMC PPG**, with support from **Dr Ray Dockrell**, whose promotional video received over **1,000 views** on Facebook.
  - **Target Audience:** Male patients aged 50–75 were invited through direct outreach and clinic-wide promotional efforts.
  - Posters, digital messaging, and social media were used to boost engagement throughout **Men's Health Week**.
  - **Use of AI** was embraced throughout the process and helped create the advertising posters, the feedback forms and this project summary.
- 

## What Happened on the Day

- **PPG Teamwork:** Male PPG members welcomed and advised male attendees, while female members supported general patient flow and temporary reception duties.
  - **Setup:** The reception area was transformed into a welcoming venue with a seating layout, providing comfort and privacy.
  - **Clinical Input:** The session was co-led by **Dr Dockrell** and **Dr Brown**, both of whom dedicated time from their schedules to share valuable insights.
  - **Breakthrough Moments:** Once the first question was asked, a wave of engagement followed, transforming the session into a powerful and spontaneous **Q&A forum** that encouraged open and honest discussion.
- 

## The Results

-  **42 men attended**
-  **100% found the event useful**
-  **100% said they would recommend a future event**

-  **90% said they had a better understanding of men's health after the session**, compared to 40% before
  -  **98% reported feeling more confident** in booking a GP appointment to discuss personal health issues
- 

## **Teamwork and Collaboration**

In addition to the Castle Mead team:

- **PPG members** played a vital role in coordination, attendee support, and maintaining a welcoming environment.
  - **Cameron Peach**, Care Coordinator from the **Hinckley & Bosworth Federation**, attended and promoted their new Men's Health Clinics at Centre Surgery.
  - Plans are underway to build on this momentum with **additional campaigns and events**, including further videos and targeted health weeks.
- 

## **Conclusion**

This event was more than just informative — it was **transformative**. It showed how a focused, local initiative can **spark meaningful conversations, build trust, and improve health outcomes** for men in our community.

---

## **What's Next?**

Following such a strong response, **more themed health events** are now being planned. The PPG is already working on future sessions tailored to other health concerns relevant to our patient population.

---

## **Final Thought**

**Let's talk. Let's check. Let's care.**

Together, **Castle Mead** is helping men feel **seen, heard, and supported**.