
Minutes of Meeting with GSK

Date: Wednesday 20th June 2012
Time: 12.30pm
Venue: O'Callaghan Hotel, Dublin
Present: Colin Fowler, Aiveen Marron and Noel Richardson
Minutes: Aiveen Marron

Issues Arising:

- Aiveen to seek insights (contact details) from Liam Cullen (Gov Affairs GSK Irl) re **Cross Border Funding opportunities** he is aware of. I emailed Tim Lowry in GSK NI yesterday requesting any support he can deliver.
- GSK to **Continue to promote the www.yourprostates.eu site** via rep distribution of EMHF flyers to GP surgeries and during any PR activities
- **Engaging ROI HCPs in a specific Men's Health initiative:**
 - MHFI to develop a learning document for GPs on How to set up a Men's Health Clinic using existing resources (e.g. Top Tips for GPs on MHFI website, Video clips). Suggested route of delivery to GPs in the ROI is via the CME Tutor bid system. If approved, 38 CME tutors will deliver this training to small groups of GPs across Ireland over a 6 month period. With introduction of compulsory CME credits for GPs in May 2011, attendance at these GP Tutor led meetings has doubled. Aiveen to ascertain next CME Tutor meeting date where bids can be put forward by a designated CME Tutor (suspect it's in Sept). Given the existing relationship with Nick Fenlon in the ICGP, perhaps Noel could discuss this idea with him to get his approval before taking it to the National CME Tutor coordinator to appoint a lead Tutor to input into the content, but if you prefer GSK could do this.
 - Aiveen to draft a proposal document for internal approval of project with Medical Director, highlighting the content is Disease Awareness / Improved Patient Care & Non-promotional in nature and also the proposed distribution to GPs (CME Tutor bid system). Colin to forward any relevant materials onto Aiveen. As discussed, if project approved, GSK's level of project sponsorship is €5K - €7K, ideally to be paid to MHFI as a single payment. I will need a letter of request to sponsor project on MHFI headed paper.
 - MHFI to create a separate document for non health care professional groups: How to Create a Men's Shed.
- **Political Engagement on Men's Health in the South:**
 - GSK to set up introductory 1:1's between Colin Fowler & individual party members.
 - Contact suggestions to date are: Jimmy Deenihan (FG); Michael Martin (FF); Caoimhghin O'Caolain (SF); potentially re-engage with Sean Kelly (MEP South East); FG Education Spokesperson Fergus O'Dowd (Is this who you meant Noel?); and a Waterford TD as a Men's Health Network already exists in Waterford, so may get engagement from local TD.
 - During 1:1's MHFI propose a cross party meeting to discuss issues and actions

- MHFI to prepare a policy or backgrounder document (STP) to consistently brief these politicians on: the Situation of men's health in Ireland, the Task or areas that need to be addressed to alleviate this and the Proposal i.e. what MHFI propose to do with their help. Can be used to set up 1:1 meetings & during discussions themselves.
 - GSK can support coordination of this cross party event, if needed given Noel may not be in a position to do so. E.g. Invitations to individual politicians; potential PR arising as a result &/or could share relevant problem solving or project planning tools to help agree route causes of issues and gain commitment & timelines for specific actions
 - MHFI to identify ROI politicians for PR support only. These may be identified during the 1:1 meetings but if different to those being targeted for the cross party roundtable meeting (e.g. Eamonn Coughlan), just highlight.
- TBC: If MHFI plan to **engage ROI Pharmacists in Men's Health promotion** GSK can offer some support in terms of key contacts to the IPU & key pharmacy chains & examples of relevant patient materials or projects that pharmacists have engaged with in the past.
 - Follow up TC with Colin, Aiveen, Noel & Liam Cullen when Noel gets back, so some date w/c July 16th