

Men's Health Week 2011 in Ireland

**THESE ARE CHALLENGING TIMES
IT'S NO JOKE. LET'S TALK**

MEN'S HEALTH WEEK

Monday 13th - Sunday 19th June 2011

Visit www.mhfi.org for more information



Report on Activity

**- collated for the Men's Health Forum in Ireland by Colin Fowler,
Director of "Know How - Working with Men" Consultancy**

Foreword

Men's Health Week (MHW) always begins on the Monday before Father's Day and ends on Father's Day itself. This year, it ran from Monday 13th until Sunday 19th June 2011.

MHW is celebrated in most European countries, as well as in the USA, Australia and a number of other places worldwide. The concept was agreed at the World Congress on Men's Health in Vienna in 2002. Since that time, groups throughout Ireland have organised local activity to mark this week. It was first celebrated on an all-island basis in 2005 - when the Men's Health Forum in Ireland (MHFI) took on the coordinating role.

Each year there is a specific theme. The theme for 2011 in Ireland centred upon: *"Promoting and Supporting the Health and Well-Being of Men and Boys during Challenging Times"*. The key call to action was "let's talk".

The success of MHW is heavily reliant upon the input of volunteers, the good will of organisations, offers of 'in-kind' and mutual support, the creativity of contributors ... Many bodies throughout the island of Ireland are involved in this process. However, this year MHFI would especially like to thank:

- **Health Service Executive** - who provided a grant to support the celebration of MHW in the Republic of Ireland.
- **Man Matters** - for funding a broad range of initiatives in Northern Ireland (Man Matters is a Big Lottery funded project, and MHFI is a core partner within it).
- **Institute of Public Health in Ireland** - for their ongoing support for cross-border men's health development and regular use of their meeting rooms.
- **GlaxoSmithKline** - who, during 2011, offered a grant to MHFI which was partially used to fund a temporary worker to coordinate activity in both jurisdictions.
- **Irish Cancer Society** - for underwriting the MHW 2011 Poster Competition.
- **Planning Group Members** - who freely gave their time and expertise to make MHW 2011 a success.

For more information on MHW 2011 - and what took place in previous years - please visit: www.mhfi.org/international-mens-health-week.html

Contents

Section	Title	Page
	<u>Executive Summary</u>	3
1.	<u>The Men's Health Forum in Ireland (MHFI)</u>	5
2.	<u>Aims and Objectives of MHFI</u>	5
3.	<u>MHFI's Value Base</u>	6
4.	<u>Origins of Men's Health Week (MHW)</u>	6
5.	<u>Aims of MHW</u>	7
6.	<u>Date of MHW 2011</u>	7
7.	<u>Theme of MHW 2011</u>	7
8.	<u>Target Audience</u>	8
9.	<u>MHFI Planning Sub-Group for MHW 2011</u>	9
10.	<u>Role of MHFI in MHW 2011</u>	10
11.	<u>MHFI's Objectives for MHW 2011</u>	11
12.	<u>How MHFI met the Objectives for MHW 2011</u>	12
13.	<u>Conclusions and Recommendations</u>	30
Appendix 1	<u>MHW 2011 Briefing Paper</u>	36
Appendix 2	<u>What can I do to Mark this Week?</u>	40
Appendix 3	<u>Press Release: Friday 13th May 2011</u>	43
Appendix 4	<u>Press Release: Friday 3rd June 2011</u>	46
Appendix 5	<u>Press Release: Irish Language Media</u>	49
Appendix 6	<u>Confirmed Media Coverage / Publicity</u>	52
Appendix 7	<u>Online Promotion of Events</u>	60

Executive Summary

The Men's Health Forum in Ireland (MHFI) is a diverse network of individuals and organisations, men and women, from both the Republic of Ireland and Northern Ireland. MHFI has operated since 1999, with the core aim of promoting and enhancing all aspects of the health and well-being of males on the island of Ireland.

MHFI first celebrated Men's Health Week (MHW) in 2005. Since that time, the coordination of MHW activity on the island of Ireland has become one of the Forum's core areas of work.

The overarching aims of MHW each year are to: heighten awareness of preventable health problems for males; support men and boys to engage in healthier lifestyle choices and activities; encourage the early detection and treatment of health difficulties in males.

In 2011, MHW ran from Monday 13th until Sunday 19th June. In Ireland, the theme centred upon: "Promoting and Supporting the Health and Well-Being of Men and Boys during Challenging Times".

The MHFI Board of Trustees appointed a MHW 2011 Planning Sub-Group to coordinate developments in Ireland. This body was supported by a temporary worker. The Sub-group felt that MHFI should act in the roles of promoter, coordinator, educator, convenor, prompter, signposter and quartermaster. Thus the Forum kick-started the engagement process for others, rather than acting as a direct service delivery body for men.

The Planning Sub-Group determined a set of nine objectives for MHW 2011 ...

1. **Convene and administer an all-island Planning Group:** This body included 36 diverse organisations, and met three times to help to shape MHW 2011. Members were asked to use their own agency's networks / resources to promote MHW, to develop on-the-ground activity, and to work in partnership with each other.
2. **Design and produce promotional materials:** MHFI oversaw the design and production of a range of new MHW graphics and promotional materials (logos, banners, web images and posters) which were offered online (for free and in a variety of sizes and formats to suit all media) to anyone who wished to raise awareness of the week or to be associated with it. These were widely utilised.

3. **Research, collate and disseminate a briefing paper:** MHFI prepared and circulated a Briefing Paper to everyone on its mailing list (including media outlets), as well as making this available for online downloading. This document provided answers to the most common questions that anyone might ask about MHW 2011.
4. **Collate a document on ‘what can I do to mark this week’:** A short paper was produced which offered simple and practical suggestions on how to get involved in MHW 2011. This was circulated to everyone on the MHFI mailing list, and was made available online.
5. **Increase awareness of MHW 2011:** MHFI updated and consolidated its media and organisational mailing lists; utilised social and electronic media (creating new Facebook and Twitter sites); encouraged Planning Group partners to use their contacts and dissemination mechanisms; ensured a high level of media coverage.
6. **Provide a free, easy to access, online information hub:** MHFI created and maintained a new MHW 2011 section on its website, and used the Home Page and News Page of this site to raise awareness of the most recent developments.
7. **Promote the details of MHW activity and events:** The Forum invited organisations throughout Ireland to submit details of their MHW activities for inclusion in an e-booklet. This content was also regularly promoted in MHFI’s ‘E-Male Matters’ newsletter as well as via other online communications media.
8. **Offer a signposting service to sources of support, information and resources:** In the lead-up to MHW, MHFI offered a ‘signposting service’ to organisations looking for ideas / resources / information / contacts ... to facilitate their involvement in the week. In total, 61 requests were dealt with.
9. **Support other small scale and affordable actions:** MHFI sought to support (where possible) small scale and affordable actions / projects which could promote or add value to MHW 2011. The Forum did this in three ways - running a poster caption competition, launching a Men’s Health Policy Briefing Paper, and working in partnership with other organisations to plan and deliver events and activities.

1. The Men's Health Forum in Ireland (MHFI)

The Men's Health Forum in Ireland (MHFI) is a diverse network of individuals and organisations, men and women, from both Northern Ireland and the Republic of Ireland. The Forum was established in 1999, and operates on an all-island basis. At present, it has one temporary self-employed worker, but is, primarily, structured, organised and run using the expertise, resources and enthusiasm of volunteers.

MHFI is a small charitable organisation which is, currently, registered in both the Republic of Ireland (491368) and Northern Ireland (NI054325) as a Company Limited by Guarantee. The Forum seeks to promote all aspects of the health and well being of men and boys on the island of Ireland through research, training, networking, health initiatives and advocacy. It is managed by a Board of Trustees.

Anyone - individual or organisation - who can agree with the mission, value base, and aims of MHFI can ask to be included on the Forum's mailing list to receive the monthly electronic newsletter ('E-Male Matters') - as well as other updates, briefings, announcements and invitations in the field of work with men and boys.

2. Aims and Objectives of MHFI

The Men's Health Forum in Ireland (MHFI) seeks to promote and enhance all aspects of the health and well-being of males on the island of Ireland.

The principal objectives of MHFI are:

- The advancement of the education of the population in Ireland in all aspects of the health and well-being of men and boys and, in particular, but not exclusively, by providing information, commissioning and disseminating research, offering training programmes, piloting practical health initiatives, facilitating networks, and promoting debate on key issues with policy makers, service providers and the general public.
- The preservation and protection of men's health.

3. MHFI's Value Base

The Men's Health Forum in Ireland (MHFI) works on an all-island basis to enhance the health of men and boys. The Forum recognises the right of everyone to good health regardless of age, sex, disability, race, sexual orientation, marital status, domestic circumstances, religious or political affiliations.

MHFI believes that all men and boys have the right to:

- The best possible health.
- Gender-specific information and education on how to keep themselves healthy.
- Equity of access to available, affordable and gender-sensitive services.
- Have their issues recognised and properly addressed - in a way that is not at the expense of women's or children's health, but seen as beneficial to society as a whole.
- Call for greater emphasis on a partnership approach in developing future strategies and initiatives on men's health. This includes consultation between policy-makers, healthcare providers, statutory and voluntary groups working on behalf of men, employers, and men themselves.

4. Origins of Men's Health Week (MHW)

At the Second World Congress on Men's Health in Vienna, Austria, in 2002, representatives from men's health organisations from across the world decided to work together to launch Men's Health Week (MHW). Their simple aim was to increase awareness of male health issues and to encourage the development of health policies and services that meet men's specific needs. It was hoped that this would have an impact at international, national, regional and local levels.

MHW is celebrated in most European countries, as well as in the USA, Australia and a number of other places worldwide. The Men's Health Forum in Ireland (MHFI) first celebrated MHW in Ireland in 2005. Since that time, the coordination of MHW activity on the island of Ireland has become one of the Forum's core areas of work each year. MHFI cooperates with other Men's Health Fora across Europe to mark this occasion annually.

5. Aims of MHW

The overall aims of Men's Health Week (MHW) each year are to:

- Heighten awareness of preventable health problems for males of all ages.
- Support men and boys to engage in healthier lifestyle choices / activities.
- Encourage the early detection and treatment of health difficulties in males.

All initiatives to celebrate MHW (in whatever form) are encouraged - as the simple rationale behind this week is to highlight men's health and well-being needs and issues.

6. Date of MHW 2011

Men's Health Week (MHW) always begins on the Monday before Father's Day and ends on Father's Day itself. In 2011, it ran from Monday 13th until Sunday 19th June 2011.

7. Theme of MHW 2011

Each year, Men's Health Week (MHW) focuses upon a specific theme. Previous MHWs in Ireland have focused upon:

- 2005 - Obesity
- 2006 - Mental Wellbeing
- 2007 - Long-term Conditions
- 2008 - Workplace Health
- 2009 - Access to Services
- 2010 - Physical Activity

The theme for 2011 in Ireland centred upon: *"Promoting and Supporting the Health and Well-Being of Men and Boys during Challenging Times"*. This was different to the theme in Scotland (Physical Activity), and England and Wales (Using IT to Promote Men's Health). However, given the current economic situation in Ireland, the Men's Health Forum in Ireland (MHFI) felt that this would be the most relevant and appropriate topic to address.

The world of men, and the roles that they play in it, have changed dramatically in a very short period of time. All of these changes bring new challenges (both positive and negative). Therefore, the key message for MHW 2011 was *“let’s talk”*.

MHFI called upon individuals and organisations throughout Ireland to talk about a broad range of issues which can impact upon the health and well-being of men. Topics for discussion could include, for example:

- The current recession, which has made a huge impact upon men’s jobs, status, income, spending, lifestyle, debt, and sense of security.
- On average, men are now living longer than at any time in history, but they are not, necessarily, healthier.
- Men face a range of acute and chronic illnesses, many of which are preventable.
- Father’s roles / the expectations of fathers have expanded, and the number of disputed cases relating to access to children is rising.
- Obesity and sedentary lifestyles are on the increase, while healthy eating and exercise are decreasing.
- Depression in men is becoming more prevalent (or at least acknowledged) and the male suicide rate is still extremely high.
- Males are often not aware of where and how to find help and support.
- Young men (particularly) often engage in a range of high-risk activities.
- There is increasing recognition that males can be victims of domestic abuse.
- Many men have an interest in sport, but tend to drop away from active participation in it as they get older.
- What does ‘effective practice’ with men look like? ...

8. Target Audience

The purpose of Men’s Health Week (MHW) is to draw attention to the health and well-being issues affecting men and boys, and to encourage / promote personal, structural and systemic change where possible. This, therefore, implies that any messages and engagement needs to target:

- Males themselves
- Policy / decision-makers
- Service providers
- Public awareness and preconceptions

MHW provides a focal point for men's health issues in Ireland, and gives everyone (health professionals, service providers, youth groups, sporting bodies, community organisations, employers, policy makers, family workers, the media, parents, individuals etc.) an opportunity to encourage men and boys to take better care of their health and to seek help or treatment at an early stage.

9. MHFI Planning Sub-Group for MHW 2011

At a meeting of the Men's Health Forum in Ireland (MHFI) Board of Trustees on Thursday 2nd December 2010, it was agreed that a Men's Health Week (MHW) Planning Sub-Group - comprised of members of the MHFI Management Committee - should be established. This body was asked to:

- Determine the overarching theme for MHW 2011 in Ireland.
- Set appropriate aims and objectives for the week.
- Identify potential members for an all-island, inter-agency Planning Group.
- Participate in, and input to, the main MHW Planning Group.
- Design and deliver realistic actions on behalf of MHFI to support the celebration of MHW 2011 in Ireland.
- Oversee and steer developments on behalf of MHFI.
- Report back to the MHFI Board of Trustees.

The Planning Sub-Group was comprised of:

- Lorcan Brennan - Men's Development Network, Waterford
- Michael Lynch - Men's Action Network, Derry
- Finian Murray - Health Service Executive, Dublin/North East
- Mary Sheehan - Marian House Nursing Home, Dublin

When Colin Fowler (from 'Know How' in Belfast) was appointed as the temporary, self-employed, Director of Operations for MHFI in January 2012, he also joined this body. Colin acted as convenor, administrator and executive officer of the Sub-Group.

The first meeting of this Sub-Group took place on Wednesday 12th January 2011 via video-link between the Dublin and Belfast offices of the Institute of Public Health in Ireland. Ongoing business was conducted via meetings before / after the all-island Planning Group events, as well as by regular telephone and email communications.

10. Role of MHFI in MHW 2011

In previous years, there was a trend for the Men's Health Forum in Ireland (MHFI) to react and respond to emerging issues and opportunities - both before and during Men's Health Week (MHW). However, when planning for MHW 2011, it was agreed by the MHFI Planning Sub-Group that the Forum should be more realistic about what it can do / offer during the week, and how it can play a unique role within the constraints of its own limited assets and capabilities.

It was accepted by the Planning Sub-Group that no matter what role MHFI plays, it can never, on its own, engage with many men in Ireland or those who work with them. From the outset it was, therefore, acknowledged that MHFI is best positioned to kick start the engagement process for others, rather than being a direct service delivery body for men.

Subsequently, it was agreed that during MHW 2011, MHFI should act as:

- *Promoter* - raising awareness of what the week is and when it will happen.
- *Coordinator* - the contact point for and hub of activity in Ireland.
- *Educator* - making the case for MHW and men's health needs.
- *Animateur* - encouraging others to grasp the vision and do something about it.
- *Convenor* - bringing interested groups together to work in partnership.
- *Prompter* - reminding decision-makers / service providers about their obligations.
- *Signposter* - offering direction to resources, research, support and activities.
- *Quartermaster* - supplying the information / resources (e.g. posters) to get the job done.

11. MHFI's Objectives for MHW 2011

The Men's Health Forum in Ireland (MHFI) Planning Sub-Group determined a set of nine realistic objectives for Men's Health Week (MHW) 2011. These were ratified by the MHFI Management Committee, and consisted of:

- Establish, convene and administer an inter-agency, all-island, MHW 2011 **Planning Group** - consisting of health related organisations and other bodies who have contact with men. Where possible, encourage and develop mutually beneficial partnership work with / between these groups.
- Design and produce **promotional materials** to add a common brand to this week.
- Research, collate and disseminate a **briefing paper** which provides the context of MHW, the rationale for the theme selected in Ireland, and an overview of what is planned.
- Collate a document on "**what can I do to mark this week**" - to encourage individuals and groups to envisage practical ways that they can celebrate MHW 2011.
- **Increase awareness** amongst the general public, service providers, decision-makers and men, themselves, about MHW 2011 - especially through the media and by circulating updates / materials to the MHFI mailing database.
- Provide a free, easy to access, **online information hub** for MHW 2011.
- Promote the **details of MHW activity and events** on the MHFI website and in MHFI publications.
- Offer a **signposting service** to other sources of support, information and resources - by telephone, email and online.
- Support (where possible) other **small scale and affordable actions** / projects which promote or add value to MHW 2011.

12. How MHFI met the Objectives for MHW 2011

12.1 Inter-Agency Planning Group

Since 2005, when the Men's Health Forum in Ireland (MHFI) first marked Men's Health Week (MHW) in Ireland, the Forum had recognised that there are a lot of organisations and groups throughout the island who can contribute to the health and well-being of men and boys. This work is not solely applicable only to those who work directly in the health field. Indeed, the overall aims of MHW each year offer an opportunity for a very wide range of agencies to actively participate.

To further the aims of MHW 2011, MHFI identified and convened an all-island, inter-agency, MHW Planning Group. All members of the MHW 2010 Planning Group were invited, once again, to participate. Everyone committed to this except for one organisation - that was unable to offer input due to staff shortages. A further range of agencies were also identified and asked to join. There was a 100% positive response rate to this solicitation.

Subsequently, during MHW 2011, the Planning Group drew upon the expertise and contacts of representatives from 36 diverse organisations ...

Name	Organisation
Kevin Smyth	Aware [Republic of Ireland]
Peter Shaw	Belfast Comm Sports Development Network
Paul O'Kane	Belfast Health & Social Care Trust
Sara McCracken	British Medical Association NI
Martin Daly	Early Years - Toybox Project
Liam McGroarty	Football Association of Ireland (FAI)
Jimmy D'Arcy and Sean Kilbride	Gaelic Athletic Association (GAA)
Finian Murray	Health Service Executive, Dublin / North East
Joanne Vance and Norma Cronin	Irish Cancer Society
Lisa Rickett	Irish Football Association (IFA)
Sharon Daly	Irish Heart Foundation
John Evoy	Irish Men's Sheds Forum

Scott Walker and Eoin Hogan	Irish Rugby Football Union (IRFU)
Colm McGinty	Irish Sports Council
Gary Smyth	Man Matters Project
Sue Lawlor and Geraldine Gleeson	Marie Keating Foundation
Darach Murphy	Men Alone in No-mans-land (MAIN)
Michael Dillon	Men Ending Domestic Abuse
Michael Lynch	Men's Action Network (MAN)
Lorcan Brennan	Men's Development Network
Colin Fowler	Men's Health Forum in Ireland (MHFI)
Ted Tierney and Michael Noble	Mental Health Ireland
Darren Lawless and Chris Tay	Niamh
Jessica Perry	NI Chest, Heart and Stroke (NICHHS)
Amy Barber	NI Medical Students' Committee
Felicia Garcia	NUI Maynooth - PhD student
Brian Daly	Older Men's Organisation in Ireland
Sinead Duane and Andrew Castles	SafeFood
Suzanne Costello and William Larmour	Samaritans
Angela Corr	Southern Health & Social Care Trust
John News	Sport NI
Keith McAdam	Sure Start Fathers Network
Matthew McDermott	The Rainbow Project
Sandra Gordon	Ulster Cancer Foundation
Sonia Montgomery	Western Health & Social Care Trust
Michael McKenna	YouthAction NI

The MHW 2011 Planning Group met three times between February and May 2011:

- Monday 7th February 2011 in Dublin
- Monday 21st March 2011 in Belfast
- Monday 9th May 2011 via video-link between the offices of the Institute of Public Health in Dublin and Belfast

All of these meetings were 2¹/₂ - 3 hours duration, and were convened, coordinated, minuted, and administered by Colin Fowler from MHFI. Further business was conducted via email and telephone in the interim periods.

Although it was impossible for all members of the Planning Group to attend every meeting, overall attendance was high, and there was substantial ongoing communication between all parties.

As well as advising on the shape and structure of MHW 2011, members of the Planning Group were asked to use their own agency's networks and resources to promote MHW, and to develop on-the-ground activity. This was realised in practical terms, via, for example ...

- Disseminating hard copies of the MHW 2011 posters and image pack.
- Promoting MHW on their own websites, Facebook and Twitter pages.
- Distributing regular update mailings to projects and branches within their own organisations.
- Developing their own campaigns / projects to coincide with MHW.
- Highlighting MHW in their local media ...

In addition, many members also collaborated on projects outside the formal meetings. These included, for example ...

- The Western Health and Social Care Trust working with Men's Action Network to offer an event titled: "Everything you ever wanted to know about Sexual Health but were too afraid to ask".
- Man Matters supporting the Sure Start Fathers Network to run a large scale event offering free health checks, football, physical activity challenges and family fun.
- MHFI acting as a lead contributor to the British Medical Association NI's policy briefing paper on "Improving Men's Health in Northern Ireland".
- The Irish Cancer Society making their office available for the MHW 2011 Poster photo-shoot.

- The Older Men's Organisation in Ireland offering to help Planning Group members to make their own web-friendly video broadcasts for MHW 2011, as well facilitating inter-generational workshops between older and young men on health issues.
- Ulster Cancer Foundation making their 'Man Van' available to provide health checks at events organised by YouthAction NI and the Southern Health and Social Care Trust.
- The Medical Students' Committee providing trainee medics to offer a 'Street Doctor' health check service to other Planning Group members' events. This offer was taken up by a large number of organisations, and checks were offered in pubs, shopping centres, at football matches, during workshops ...


12.2 Promotional Materials

The Planning Group for Men's Health Week (MHW) 2011 felt that it would be important to create a unique identity and common brand for this week, which could be owned by everyone and be independent of any specific organisation. This, they believed, would:

- Help to unify and simplify the concept of MHW.
- Encourage 'buy-in' from a broad range of agencies.
- Offer groups who do not have the time or resources to run an event for MHW the opportunity to show their support.
- Increase publicity.


To achieve this aim, the Men's Health Forum in Ireland (MHFI) oversaw the design and production of a range of new MHW graphics and promotional materials. These were later offered online (for free and in a variety of sizes and formats to suit all media) to anyone who wished to raise awareness of the week or to be associated with it.

The outputs included ...

	<p>A generic MHW logo which did not have a date attached - so that it can be used again in the future to identify / promote this week.</p>
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This image was produced as:

- Large JPG - good for general use
- Small JPG - good for general use and websites
- Large TIF - best for high resolution professional print jobs
- Large Transparent PNG - for use against a coloured or textured background
- Small Transparent PNG - for use against a coloured or textured background on websites
- Large Whiteout PNG - white image of the logo when on a coloured background
- Small Whiteout PNG - white image of the logo when on a coloured background

	<p>A “We Support Men’s Health Week” logo. Again, this was deliberately not dated to ensure that it can be used in the future to identify / promote this week.</p>
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This image was produced as:

- Large PNG - good for general use
- Small PNG - good for general use and, especially, on websites
- Large Whiteout PNG - produces a white image of the logo when placed on a coloured background

	<p>A logo specific to Men's Health Week 2011. This included the dates of the week, and contained one of the key messages: “It’s no joke. Let’s talk”.</p>
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This image was produced as:

- Large PNG - good for general use
- Small PNG - good for general use and websites



MEN'S HEALTH WEEK
Monday 13th - Sunday 19th June 2011

A banner specific to MHW 2011 - including the dates.

This image was produced as a small JPG - for use on websites, emails and letterhead.



To highlight MHW 2011, Irish comedians Joe Rooney (from 'Father Ted' and 'Killinaskully') and Paul Tylak (from 'Stew' and 'Messers Tylak and Rooney') were asked to star in an Ireland-wide poster campaign to raise awareness of the week. The message for men was very simple: "These are challenging times. It's no joke. Let's talk".

There were two types of poster - hard copy (A3 size) and an electronic file (A4 size).

Hard copies of the poster could be ordered by contacting Finian Murray (if from the Republic of Ireland) or Colin Fowler (if from Northern Ireland). 5,000 hard copies of the poster were circulated to organisations throughout Ireland.

Electronic versions of the poster were made available in a range of formats:

- Portable Document Format (PDF) - poster printed at A4 size
- Large JPG Image - best for high resolution print jobs
- Small JPG Image - small low resolution image, useful for websites and inclusion in emails / Word documents

To add an extra level of engagement and creativity, MHFI worked in partnership with the Irish Cancer Society to organise a poster caption competition - using a specially designed 'thought bubbles' poster (see www.mhfi.org/mhw2011writableposter.doc)

An additional range of miscellaneous images were also created. These were all formatted as 'lightweight' JPGs - for use on web pages and emails, and included ...



The promotional materials produced for MHW proved to be very popular, and were downloaded frequently in the period leading up and during MHW 2011. Google Analytics - the programme used to monitor activity on the MHFI website - reveals that at Monday 20th June 2011 the ...

- MHW 2011 poster had been downloaded 2,713 times
- Generic MHW logo had been downloaded 2,489 times
- Banner specific to MHW 2011 had been downloaded 1,821 times
- We Support Men's Health Week logo had been downloaded 824 times
- Logo specific to MHW 2011 had been downloaded 702 times
- Miscellaneous images had been downloaded 198 times

12.3 Briefing Paper

During previous Men's Health Weeks (MHW), the Men's Health Forum in Ireland (MHFI) learned the value of producing a comprehensive overview document on the origins, focus and structure of the week. Subsequently, when preparing for MHW 2011, MHFI researched, collated and widely disseminated a Briefing Paper to everyone on the mailing list (including media outlets). This was done via a Portable Document Format file, which was also made available for online downloading.

This Briefing Paper (*see Appendix 1 for a copy*) provided answers to the most common questions that anyone might ask about MHW 2011, and included:

- Why do we need to focus upon men's health issues and needs?
- When is Men's Health Week?
- Where is Men's Health Week celebrated?
- What are the aims of Men's Health Week?
- Is there a specific theme this year?
- In Ireland, is there a key message for this year?
- What are the 'challenging times' facing men and boys?
- What were the themes for Men's Health Week in previous years?
- Who is the target audience?
- Who can be involved in this week?
- How can my organisation be involved?
- Are there any ways that I can promote the week?
- Who has planned Men's Health Week 2011 in Ireland?
- How can I find out more about Men's Health Week?

This document helped to provide clarity about MHW, and to ensure that all members of the MHW 2011 Planning Group (and others) had a coherent idea of what they were working towards. A lot of the material within this paper was also included in media coverage of the week.

12.4 What can I do to Mark this Week?

Men's Health Week (MHW) provides an opportunity for everyone to contribute to improving the health and well-being of men and boys. Indeed, the theme for 2011 (i.e. let's talk about the challenging times that we are facing) particularly lent itself to a wide range of ways to mark this occasion.

However, in the lead-up to MHW 2011, the Men's Health Forum in Ireland (MHFI) emphasised that groups did not have to stick rigidly to this particular topic. MHFI's core message was that anything which encourages men and boys to lead healthier lifestyles, to be more aware of preventable health problems, and to seek early detection and treatment for health difficulties would be welcome.

MHFI recognised that some organisations have time, energy and resources to plan a large-scale event for MHW. Others have to fit-in MHW activities around an already tight schedule and limited budget. Yet others, want to show their support for the week, but cannot commit to doing an actual 'thing' during the week. To try to accommodate all of these circumstances, MHFI produced a short paper (*see Appendix 2 for a copy*) which offered simple and practical suggestions on 'what can I do to mark this week?' This was circulated to everyone on the MHFI mailing list, and was made available online.

The main purpose of this document was to encourage a broad range of individuals and groups to envisage ways that they could get involved - based upon the premise that many people realise why they should engage in MHW, but are not fully aware of how to go about it.

Therefore, this resource also contributed to the signposting role of MHFI.

12.5 Awareness Raising

One of the key objectives for the Men's Health Forum in Ireland (MHFI) during Men's Health Week (MHW) was to increase awareness of the issues facing / needs of males. This objective targeted service providers, decision-makers / formers, and the general public (including men, themselves).

There were four key mechanisms adopted to achieve this goal:

(a) Mailing List Updates

MHFI substantially increased the number of people on its e-distribution lists (from 1,485 to 2,971), and regularly (at least monthly from December 2010 onwards) updated these people about MHW 2011. This included sending a 'Season's Greeting' card, regular MHW 2011 features in 'E-Male Matters' (the MHFI e-newsletter - see www.mhfi.org/about-e-male-matters.html), and arranging single issue MHW mailouts.

These distribution lists included TDs, MLAs, Government Equality Leads, statutory health service staff, academics, a broad range of voluntary and community sector organisations, and men themselves. The women's sector was also encouraged to circulate information to the men in their lives.

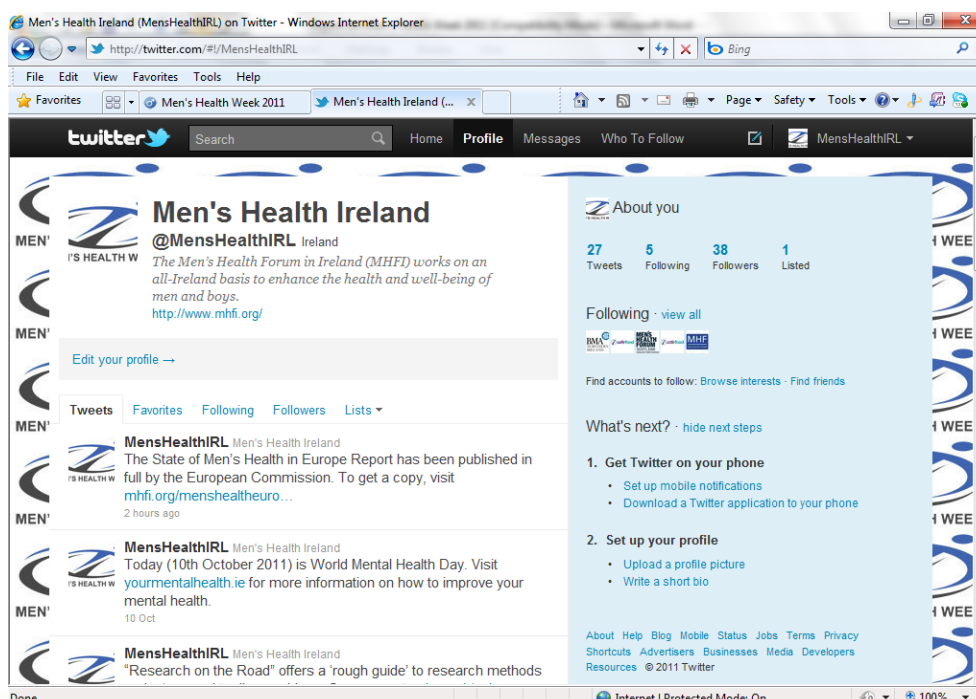
(b) Social and Electronic Media

A new MHW 2011 section was established on the MHFI website (www.mhfi.org/mens-health-week-2011.html), and two new social media sites were created on Facebook (www.facebook.com/MensHealthWeek) and Twitter (<http://twitter.com/MensHealthIRL>).

The MHW Facebook site was created in mid-March 2011 and (following a short period to recruit the required quorum of 'Fans') a 'Friendly URL' was secured for it in early April 2011. This site had, on average: 165 core 'Fans' from its creation up until MHW 2011; 3,000 visitors each month; 226 active monthly contributors; 85% of all views were by males; 92% of all male visitors were aged 25-54 years; 96% of all visitors were from Ireland (north and south). There were 12,000 views of posts recorded between April and June 2011 (inclusive).



The new Twitter page was created in early May 2011 to promote MHW activities. By the time of MHW 2011, this site had attracted 103 'Followers', and the 'Tweets' were viewed by 992 different people. The content of the Twitter page was also regularly 're-tweeted' by other partners in the MHW Planning Group (e.g. Safefood and British Medical Association NI) as well as a range of other bodies (e.g. Men's Health Forum in England and Wales, Men's Health Forum in Scotland, and MIND).



Furthermore, MHFI utilised the e-communication systems and publications of other organisations to promote MHW 2011 (see '*Electronic Media*' section of Appendix 6 for more details). This ensured that the key messages about MHW were disseminated to a diverse range of people from the statutory, voluntary, community, academic, governmental, medical and policy sectors throughout Ireland, as well as to individual men. When these distribution lists are added to the MHFI mailing list, it is estimated that correspondence reached approximately 22,000 organisations or individuals. However, it is likely that many recipients were on more than one of these circulation lists and, therefore, the actual number of unique recipients will be smaller.

(c) Planning Group Partner Contacts and Dissemination Mechanisms

All members of the MHW 2011 Planning Group were asked to raise awareness of the week through their own networks and communication channels such as websites, social media outlets, newsletters, hard copy mailouts, by displaying posters etc. This proved to be a very cost effective means to publicise the week, as well as offering a practical way for partners to actively contribute to the process.

(d) Media Coverage

It was agreed by the Planning Group, that MHFI should play the coordinating role in making the media aware of MHW 2011, raising awareness of the key messages of this week, and linking media outlets to activity in their local catchment area. Subsequently, MHFI was given the task of issuing all the advance notice / preliminary media releases and acting as the 'gatekeeper' for information on MHW.

It was also agreed that MHFI would not issue anything itself during MHW 2011. Instead, the Forum sought to ensure that the media releases of Planning Group members were evenly spaced out during the week - thus helping to minimise competition between partners and to maximise the publicity received.

In early April 2011, MHFI spent a considerable amount of time updating the contacts on its media database in preparation for the forthcoming campaign. This database covered all known media outlets in Ireland - both North and South - and included:

- 8 Republic of Ireland / 7 Northern Ireland daily newspapers
- 4 Republic of Ireland / 3 Northern Ireland Sunday newspapers
- 3 Republic of Ireland / 8 Northern Ireland magazines
- 64 Republic of Ireland / 50 Northern Ireland weekly newspapers
- 71 Republic of Ireland / 27 Northern Ireland TV and radio stations
- 8 Irish medium broadcasting bodies
- 20 miscellaneous media outlets
- 9 health correspondents
- 8 letters to the editor contacts

In the lead-up to MHW 2011, MHFI sent five mailouts to contacts on the media database. These were:

- Mid-April 2011 ... a short 'Advance Notice' email to all media sources informing them of the dates for MHW 2011 and the theme of the week.
- Friday 13th May 2011 ... a Press Release titled: "These are Challenging Times. It's No Joke. Let's Talk! - Local Comedians Star in Men's Health Week 2011 Poster Campaign" (*see Appendix 3 for a copy*).
- Friday 3rd June 2011 ... a Press Release titled: "What Goes on Inside Men's Heads? - Launch of a competition to get inside the world of The Invisible Man" (*see Appendix 4 for a copy*).
- Friday 10th June 2011 ... a Press Release titled: "Tráth an-dúshlánach den saol é. Ní bréag ar bith é. Bímis ag caint! Feachtas Póstaer Sheachtain Sláinte na bhFear 2011 le Fuirseoirí Áitiúla" (*see Appendix 5 for a copy*).
- A final reminder email about MHW 2011, which included a further copy of the Press Release from Friday 3rd June 2011.

To maximise uptake, each Press Release gave details of four contact people spread throughout Ireland. A very high level of radio, newspaper and online coverage was achieved - although the volume of TV coverage was more limited. This exposure was monitored via online searches for key words / phrases ...

- Using the Google, Bing, Yahoo, Alta Vista, Excite, Lycos and AllTheWeb search engines.

- Looking for the terms: Men's Health Week in Ireland 2011; Men's Health Week Ireland 2011; Men's Health Week Ireland; Men's Health Week; MHW; MHW 2011; Men's Health Forum in Ireland; Men's Health Forum Ireland; MHFI; Men's Health Week Poster Competition; MHW Poster Competition; MHW 2011 Poster Competition; Men's Health Forum in Ireland Poster Competition; MHFI Poster Competition; Colin Fowler; These are challenging times. It's no joke. Let's talk; These are challenging times; These are challenging times. It's no joke; It's no joke. Let's talk; It's no joke; Let's talk.
- Examining and recording the first 20 pages of links generated by each search engine.
- Up until Thursday 21st July 2011.

The coverage recorded in these online searches included ...

- 26 newspaper articles - including most of the major dailies e.g. Irish Times, Irish Independent, Irish Examiner, Irish Daily Mirror, Irish Star, Irish Sun, Belfast Telegraph, Irish News and Newsletter.
- 5 magazine features - in publications with large circulations i.e. Health Matters, The Waiting Room, Consultant Review, Police Service of Northern Ireland, and Horizon.
- 5 Letters to the Editor - published in the Belfast Telegraph, Newsletter, Irish Times, Irish Independent, and Irish Examiner.
- 61 slots (news items and interviews) on the radio - these included national, regional, local, community, and Irish medium stations.
- 114 features on 'quality' Irish, British and international websites. MHW 2011 in Ireland also received online coverage from over 2,000 newspapers / health feeds / search engines / bloggers / pharma companies / health equipment sales sites internationally ...
- 6 TV slots - BBC NI News (x2), UTV News, UTV Live Tonight, TV3 News, and City Channel TV.
- 3 miscellaneous mentions - at the launch of Carers' Week 2011, in the NI Assembly, and in a Press Release from DHSSPS Minister Edwin Poots.

(For a comprehensive breakdown of the coverage achieved, see Appendix 6)

During this period, MHFI not only issued Press Releases, but also responded to invitations to write articles for magazines (The Waiting Room, Consultant Review, Health Matters, PSNI and Horizon), and created bespoke content for e-zines (e.g. NICVA e-News, Fathers in Focus, Urology Review, PFNI Newsletter, Health Bytes, Parenting Forum Policy E-Brief, Community Change, EGSA Newsletter ...).

12.6 Online Information Hub

The Men's Health Forum in Ireland (MHFI) sought to provide a free, easy to access, online information hub for Men's Health Week (MHW) 2011. To achieve this, the Forum created and maintained a new section on its website at: www.mhfi.org/mens-health-week-2011.html This acted as the focal point for the week, and offered visitors access to a centralised hub for all available information. Both the Home Page and News Page of the site were also used to raise awareness of the most recent developments.

The Google Analytics package used to monitor activity on the MHFI website shows that site traffic increased steadily from January 2011 until June 2011 ...

- In January 2011, there were: 1,235 unique visitors; making 1,761 visits; viewing 8,225 web pages; with 56,338 site hits; using 837.85 MB of bandwidth.
- By June 2011, there were: 2,221 unique visitors; making 3,721 visits; viewing 16,752 web pages; with 193,160 site hits; using 3.23 GB of bandwidth.
- At one point, in early June 2011, the MHFI website temporarily froze - due to the fact that demand had outstripped the bandwidth available to visitors. This situation was quickly remedied by expanding the bandwidth upper limit.

The vast majority of site visitors came from Ireland. The next largest group came from the United Kingdom, followed by people from the European Union and the United States.

In terms of downloads, the most popular files were the MHW posters and image pack, the "What's Happening Across Ireland" events booklet, the "Men's Health in Northern Ireland: Tackling the Root Causes of Men's [III] Health" policy briefing paper, and the MHW Press Releases.

These statistics clearly indicate that the MHFI website experienced increased traffic in the lead up to and during MHW 2011. This website, in conjunction with MHFI's new Facebook site and Twitter page did, therefore, effectively act as an information hub which could offer an overview of MHW, promote events and activities, recruit participants, and provide the latest updates on developments.

12.7 Promotion of Activity and Events

Two months before Men's Health Week (MHW), the Men's Health Forum in Ireland (MHFI) emailed all the organisations on its mailing list, and invited them to forward details of their MHW activities to MHFI. This invitation was also issued on the MHFI website, Facebook page and Twitter site.

The purpose of the invitation was to gather information on MHW events and initiatives in Ireland, and to create a central inventory of at least some activities happening during the week, where they would take place, and how to join in. It was also hoped that this development would give recognition to, and increase the profile of, those groups that were doing something for and with men - especially those organisations that do not have their own online presence.

Subscribers were invited to send details of any endeavour related to MHW 2011 to MHFI. This could include, for example, health checks, a conference, a launch, a game, a seminar, a competition, a workshop, a lunch, a course, a drama, a display, a health fair ...

To ensure consistency in the format of information, a registration template was devised, and this was made available on the MHFI website (*see Appendix 7 for a copy*). The information submitted was edited, and then inserted into a cumulative publication titled: "Men's Health Week 2011 - What's Happening Across Ireland". This 56 page booklet - with an internal hyperlink format - was made available on the MHFI website at:

www.mhfi.org/mhw2011events.pdf

This publication - and the individual entries contained within it - were regularly promoted in MHFI's monthly e-newsletter ('E-Male Matters') as well as via MHFI's online communications media. Entries were regularly added to the booklet in the period leading up to MHW 2011 as they became available.

12.8 Signposting Service

In the lead-up to Men's Health Week (MHW) 2011, the Men's Health Forum in Ireland (MHFI) offered a 'signposting service' to organisations looking for ideas / resources / information / contacts ... to facilitate their involvement in MHW. This 'helpline' service was coordinated by Colin Fowler.

In total, 61 requests were dealt with. The vast majority of these were conducted via telephone calls and email correspondence. However, a very small number involved on-site visits.

12.9 Small Scale Projects

Although, from the outset, the Men's Health Forum in Ireland (MHFI) Sub-Group for Men's Health Week (MHW) acknowledged that the Forum needed to be realistic about what it could achieve, it also sought to support (where possible) small scale and affordable actions / projects which could promote or add value to MHW 2011. MHFI did this in three ways ...

(a) Poster Caption Competition

To engage local men during MHW, MHFI coordinated an island-wide online poster caption competition in partnership with the Irish Cancer Society. The competition poster was a derivative of the standard MHW 2011 poster design, but had 'thought bubbles' coming from the heads of the two main characters. Entrants were asked to come up with ideas for what each of these men might be thinking about in these 'challenging times'.

The competition attracted entries from 58 individual men - from a broad range of backgrounds and from all parts of Ireland. A panel of judges reviewed all the entries on Thursday 28th July 2011, and selected three which, they felt, best represented men's lives / issues / concerns ... in Ireland today. The three winning entries came from Belfast, Cavan and Cork, and the winners were each offered a pair of tickets for the launch of the 'Movember' celebrations in Autumn 2011 (including travel expenses and overnight accommodation in Dublin). Every entrant was sent an electronic certificate to acknowledge their participation in this competition. All submissions were made available online as a Portable Document Format file at: www.mhfi.org/mhw2011posterentries.pdf

(b) Launch of a Men's Health Policy Briefing Paper

As part of MHFI's commitment to the 'Man Matters' partnership in Northern Ireland, the Forum had researched and collated a Men's Health Policy Briefing Paper titled: "Men's Health in Northern Ireland: Tackling the Root Causes of Men's [III] Health" in early 2011. It was agreed that this document should be launched in the lead-up to MHW 2011 - as it would help to define the context of the week.

An electronic version of this document was circulated to everyone on the MHFI mailing list (as well as to all media outlets in Northern Ireland) on Monday 23rd May 2011, and hard copies were sent to all MLAs in the Northern Ireland Assembly. The briefing paper was then made available in Portable Document Format for free online downloading at: www.mhfi.org/manmattersbriefing1.pdf

(c) Events and Activities

MHFI worked in partnership with and/or supported other organisations to plan and deliver events and activities. Much of this work was delivered through the 'Man Matters' project - a Lottery funded initiative in which MHFI is a core partner. The Man Matters interventions included:

- A major conference on the "Impact of Unemployment and Recession on Men's Health" held in the Balmoral Hotel, Belfast.
- Health checks during the Belfast Street League with homeless / migrant / refugee men.
- Practical support for a week-long programme of activities in the Colin area of West Belfast.
- Sponsoring a 'Fitness Bootcamp' for men in South Belfast.
- Assisting the 'Marion De Frinse Cup' in North Belfast - a non-competitive, charity, men's football league, with an aim of helping men to get fitter / look after their health.
- Supporting a seminar in the Long Gallery, Parliament Buildings, on "Celebrating the Father Role".
- Offering men's health checks in the Lower Shankill area of Belfast.
- Providing resources for the 'Voices and Choices' week of men's health activities in greater-Derry / Londonderry.

- Helping to deliver a broad range of men's health activities in Strabane.
- Supporting a men's health and fitness programme in Portglenone.
- Underwriting a large scale event for fathers from across Northern Ireland ...

Outside Man Matters-related activities, MHFI contributed to, advised on and/or assisted in:

- The development of plans for the large-scale Men's Health Day in Belfast City Hall.
- The collation and dissemination of the British Medical Association NI's new policy document titled "Improving Men's Health in Northern Ireland".
- The provision of 'Street Doctor' health checks - offered by the Northern Ireland Medical Students' Committee ...

13. Conclusions and Recommendations

The celebration of Men's Health Week (MHW) in Ireland each year is always conducted on a financial shoe-string. The success of the week relies very heavily upon the input of volunteers, the good will of organisations, offers of 'in-kind' and mutual support, and the creativity of contributors. This is, of course, very important, and needs to continue.

While the range and scope of MHW activity in 2011 continued to be constrained by resource implications, this year witnessed a number of new and expanded developments. Historically, there has tended to be more activity in the Republic of Ireland - as the Health Service Executive (HSE) has provided a grant for this purpose over the past number of years. However, there was also a substantial increase in the level of activity in Northern Ireland. This trend in the North was due, at least in part, to support for on-the-ground initiatives from the assets of the Man Matters project.

During MHW 2011, the Men's Health Forum in Ireland (MHFI) chose, for the first time, a different theme for the week to Scotland, England or Wales. MHFI felt that, given the current economic situation in Ireland, there should be a focus upon 'challenging times' - as this is one of the most relevant contemporary topics in relation to men's health. The adoption of this topical theme ensured the engagement of a diverse range of other organisations in MHW activity.

MHW 2011 proved to be very successful ...

- MHFI was able to draw upon the backing of the HSE, Man Matters, Institute of Public Health in Ireland, GlaxoSmithKline, and the Irish Cancer Society to offer both a coordinating role during MHW and support for a broad range of activities.
- The MHFI Planning Sub-Group worked effectively and coherently together, and fulfilled all of the tasks set for it, including: determining the theme for MHW 2011; setting appropriate aims and objectives; identifying potential members for an all-island Planning Group; participating in this Planning Group; designing and delivering realistic actions on behalf of MHFI; steering developments on behalf of MHFI; reporting back to the MHFI Board of Trustees.
- On the advice of the MHFI Sub-Group, the Forum set itself clearly identified roles for MHW (i.e. promoter, coordinator, educator, convenor, animateur, prompter, signposter and quartermaster), and sought to kick start the engagement process for others - rather than acting as a direct service delivery body for men. This proved to be a realistic, sustainable and appropriate strategy, which allowed MHFI to play a unique role within the constraints of its own limited assets and capabilities.
- A temporary worker was secured to oversee MHW 2011 developments. This person acted as the coordinator, convenor, administrator, executive officer, policy worker, media liaison person and contact point for the week. These roles were both relevant and crucial to the success of MHW 2011.
- The key messages of MHW 2011 were clear and concise, and targeted / reached policy makers, opinion formers, service providers, community activists, the general public, and males themselves.
- All of the nine objectives that the MHFI Planning Sub-Group determined for MHW 2011 were met and, in many cases, exceeded. For example ...

1. **Convene and administer an all-island Planning Group:** This body included 36 diverse organisations, and met three times to help to shape MHW 2011. Members were asked to use their own agency's networks / resources to promote MHW, to develop on-the-ground activity, and to work in partnership with each other.
2. **Design and produce promotional materials:** MHFI oversaw the design and production of a range of new MHW graphics and promotional materials (logos, banners, web images and posters) which were offered online (for free and in a variety of sizes and formats to suit all media) to anyone who wished to raise awareness of the week or to be associated with it. These were widely utilised.
3. **Research, collate and disseminate a briefing paper:** MHFI prepared and circulated a Briefing Paper to everyone on its mailing list (including media outlets), as well as making this available for online downloading. This document provided answers to the most common questions that anyone might ask about MHW 2011.
4. **Collate a document on 'what can I do to mark this week':** A short paper was produced which offered simple and practical suggestions on how to get involved in MHW 2011. This was circulated to everyone on the MHFI mailing list, and was made available online.
5. **Increase awareness of MHW 2011:** MHFI updated and consolidated its media and organisational mailing lists; utilised social and electronic media (creating new Facebook and Twitter sites); encouraged Planning Group partners to use their contacts and dissemination mechanisms; ensured a high level of media coverage.
6. **Provide a free, easy to access, online information hub:** MHFI created and maintained a new MHW 2011 section on its website, and used the Home Page and News Page of this site to raise awareness of the most recent developments.
7. **Promote the details of MHW activity and events:** The Forum invited organisations throughout Ireland to submit details of their MHW activities for inclusion in an e-booklet. This content was also regularly promoted in MHFI's 'E-Male Matters' newsletter as well as via other online communications media.

8. Offer a signposting service to sources of support, information and

resources: In the lead-up to MHW, MHFI offered a 'signposting service' to organisations looking for ideas / resources / information / contacts ... to facilitate their involvement in the week. In total, 61 requests were dealt with.

9. Support other small scale and affordable actions: MHFI sought to support (where possible) small scale and affordable actions / projects which could promote or add value to MHW 2011. The Forum did this in three ways - running a poster caption competition, launching a Men's Health Policy Briefing Paper, and working in partnership with other organisations to plan and deliver events and activities.

Based upon a review of activity and achievements during MHW 2011, the following recommendations are made for future weeks ...

- MHW has the maximum impact when it has the financial support of bodies such as the HSE and Man Matters. An application for a grant to support MHW 2012 should be submitted to the HSE, and Man Matters should be asked to offer at least the same level of resources during MHW 2012 as was available in 2011. At present, there is no statutory 'buy-in' from Northern Ireland. It is proposed that the Department of Health, Social Services and Public Safety, and the Public Health Agency, should be approached and asked to consider assisting the roll-out of MHW in Northern Ireland.
- MHFI should determine the theme for MHW 2012 in Ireland based upon what is needed / most relevant, rather than 'going with the crowd' and adopting the same focus as other Men's Health Fora as the default situation.
- There needs to be an MHFI worker to coordinate MHW partnerships, on-the-ground activity, communication and publicity. This post offers an administrative and executive role, as well as a focal / reference point for the diverse range of interested parties throughout Ireland. This position would be essential between December 2011 and July 2012 but would, ideally, last for a longer period.
- The clearly defined roles that MHFI played within MHW 2011 were both realistic and appropriate. It is proposed that these should be re-adopted for MHW 2012 and, possibly, built upon further.

- All of the nine objectives set for MHW 2011 would be equally relevant to MHW 2012 and should, therefore, be pursued. However, there are a number of additional aspects to these which should be considered ...
 - ✓ The MHW Planning Group might benefit from the participation of / advice from people with specific skills and experience e.g. media, online communications, graphic design, lobbying etc. It would also be useful to extend the involvement of key statutory service providers.
 - ✓ The MHW 2011 poster and image pack gave a core identity to the week and a common symbol of allegiance. While many of the images are not time-bounded (and can be used next year), it is recommended that the design and dissemination of a new poster should be seen as a priority action for MHW 2012.
 - ✓ The Briefing Paper for MHW 2012 should consider offering some 'hard facts' and include references as to where these have been sourced. This would provide evidence for the needs and issues being focused upon during the week.
 - ✓ While MHW 2011 received a very substantial amount of media coverage, this did not include much television air time. Increasing this coverage (especially in the Republic of Ireland) should be a priority for MHW 2012.
 - ✓ MHFI's online promotion and communications in the lead up to and during MHW 2011 proved to be extremely successful. These aspects of the week should be expanded during 2012 - particularly the Facebook and Twitter dimensions.
 - ✓ While 53 initiatives were submitted to the online booklet of events and activities taking place during MHW 2011, this only reflected a small percentage of what happened throughout Ireland. MHFI should look at ways to increase the number of entries and, subsequently, their exposure.

- ✓ The fact that MHFI was identified with having its own 'projects' during MHW 2011 - in addition to the overall role of coordinator - was important. MHFI's association with the Poster Competition, Men's Health Briefing Paper, and a small number of high profile events, increased the Forum's profile and level of kudos. Similar 'realistic actions' should be identified for MHW 2012. These could include, for example, asking An Post and the Royal Mail to frank their letters with the MHW 2012 logo; negotiating with a bank or supermarket to print details of MHW 2012 on their ATM / till receipts; offering ideas / materials to a national newspaper to develop a specific MHW 2012 supplement; devising, circulating and seeking subscribers to a 'Charter for Men's Health in Ireland'; producing and circulating a MHW viral video ...

Appendix 1: MHW 2011 Briefing Paper

Why do we need to focus upon men's health issues and needs?

Men, on the island of Ireland, experience a disproportionate burden of ill-health and die too young ...

- Local men die, on average, about five years younger than women do.
- Males have higher death rates than women for all of the leading causes of death.
- Poor lifestyles are responsible for a high proportion of chronic diseases.
- Late presentation to health services leads to a large number of problems becoming untreatable ...

Indeed, while many of these conditions are preventable, their prevalence among men may, in fact, rise in the future.

When is Men's Health Week (MHW)?

Men's Health Week (MHW) always begins on the Monday before Father's Day and ends on Father's Day itself. This year, it will run from Monday 13th until Sunday 19th June 2011.

Where is MHW celebrated?

MHW is celebrated in most European countries, as well as in the USA, Australia, New Zealand and a number of other places worldwide.

What are the aims of MHW?

Internationally, the core aims of MHW each year are to ...

- Heighten awareness of preventable health problems for males of all ages.
 - Support men and boys to engage in healthier lifestyle choices / activities.
 - Encourage the early detection and treatment of health difficulties in males.
-

Is there a specific theme this year?

Each year, individual countries focus upon a specific theme. The theme for 2011 in Ireland is: *"Promoting and Supporting the Health and Well-Being of Men and Boys during Challenging Times"*. This is different to the theme in Scotland (physical activity), and England and Wales (the use of Information Technology to promote men's health).

In Ireland, is there a key message for this year?

The key message is: *"These are challenging times. It's no joke. Let's talk!"*

What are the 'challenging times' facing men and boys?

The world of men, and the roles that they play in it, have changed dramatically in a very short period of time. All of these changes bring new challenges (both positive and negative). Therefore, the key message for MHW 2011 will be: "let's talk".

But what is there to talk about? ...

- The current economic recession has made a huge impact upon men's jobs, status, income, spending, lifestyle, debt, and sense of security. It has also made a major difference to their mental, physical and emotional health.
- On average, men are now living longer than at any time in history, but they are not, necessarily, healthier.
- Men face a range of acute and chronic illnesses, many of which are preventable.
- Father's roles / the expectations of fathers have expanded, and the number of disputed cases relating to access to children is rising.
- Obesity and sedentary lifestyles are on the increase, while healthy eating and exercise are decreasing.
- Depression in men is becoming more prevalent (or at least acknowledged) and the male suicide rate is still extremely high.
- Males are often not aware of where and how to find help and support.
- Young men (particularly) often engage in a range of high-risk activities.
- There is increasing recognition that males can be victims of domestic abuse.
- Many men have an interest in sport, but tend to drop away from active participation in it as they get older.
- We are still unsure about what 'effective practice' with men looks like.
- The Republic of Ireland has a Men's Health Policy, but is it making a difference? On the other hand, Northern Ireland does not even have a framework for evaluating if men's health needs are being met ...

What were the themes for MHW in previous years?

Previous MHWs in Ireland have focused upon ...

- 2005 - Obesity
- 2006 - Mental Well-Being
- 2007 - Long-term Conditions
- 2008 - Work
- 2009 - Access to Services
- 2010 - Physical Activity

Who is the target audience?

The purpose of MHW is to draw attention to the health and well-being issues affecting men and boys, and to encourage / promote personal, structural and systemic change where possible. This, therefore, implies that any messages and engagement needs to target:

- Males themselves
- Policy / decision-makers
- Service providers
- Public awareness and preconceptions

Who can be involved in this week?

MHW gives everyone (health professionals, service providers, youth groups, sporting bodies, community organisations, employers, policy makers, family workers, the media, parents, individuals ...) an opportunity to encourage men and boys to take better care of their health and to seek help or treatment at an early stage.

How can my organisation be involved?

Absolutely everyone can do something to support and celebrate MHW 2011. The focus for this year (i.e. let's talk about the challenging times that we are facing) lends itself to a wide range of ways to mark this occasion. However, anything which encourages men and boys to lead healthier lifestyles, to be more aware of preventable health problems, and to seek early detection and treatment for health difficulties is very welcome.

A broad range of practical ideas for how you or your organisation can be involved in MHW 2011 can be found online at: www.mhfi.org/mens-health-week-2011.html#Mark

Are there any ways that I can promote the week?

For the first time in Ireland, there is a common logo / image pack which can be used by everyone who wishes to raise awareness of the week. There is also a MHW 2011 poster. These are important promotional tools - as one of the key aims is to let as many people as possible know about the week. These are available, free, to anyone who wishes to use them. See www.mhfi.org/mens-health-week-image-pack.html for more details.

Promotion of MHW could take the form of: putting-up a poster; advertising MHW on your website; linking to the MHW 2011 website (www.mhfi.org/mens-health-week-2011.html); sending an email to everyone in your contacts list about Men's Health Week and asking them to forward the message; becoming a fan of the MHW 2011 Facebook site (www.facebook.com/MensHealthWeek) and sending the link to all your online friends; inserting the MHW logo into your emails; including information in your mailouts / newsletters; telling others about what is happening in your area during MHW by posting details on the MHW website; encouraging the men you know to get involved in some of the activities taking place ...

Who has planned Men's Health Week 2011 in Ireland?

MHW in Ireland has been planned by a broad range of partners who took part in an inter-agency Planning Group. This body met between February and May 2011, and was convened and coordinated by the Men's Health Forum in Ireland (MHFI). MHFI works alongside other Men's Health Fora worldwide to focus attention upon male health issues.

MHFI recognises that there are a lot of organisations and groups throughout Ireland who can contribute to the health and well-being of men and boys. This work is not solely applicable only to those who work directly in the health field. Indeed, the theme for this year's MHW (i.e. promoting and supporting the health and well-being of men and boys during challenging times) offers an opportunity for a very wide range of agencies to participate.

The planning process for 2011 drew upon the insight, expertise, support and contacts of individuals from ...

Aware	Men's Action Network
Belfast Community Sports Development Network	Men's Advisory Project
Belfast Health and Social Care Trust	Men's Development Network
British Medical Association NI	Men's Health Forum in Ireland
Early Years - Toybox Project	Mental Health Ireland
Football Association of Ireland	Northern Ireland Association for Mental Health
Gaelic Athletic Association	Northern Ireland Chest, Heart and Stroke
Health Service Executive, Dublin / North East	NUI Maynooth
Irish Cancer Society	Older Men's Organisation in Ireland
Irish Football Association	Safefood
Irish Heart Foundation	Samaritans
Irish Men's Sheds Forum	Southern Health and Social Care Trust
Irish Rugby Football Union	Sport Northern Ireland
Irish Sports Council	Student Medical Council in Northern Ireland
Man Matters Project	Sure Start Fathers Network
Marie Keating Foundation	Ulster Cancer Foundation
Men Alone in No-mans-land	Western Health and Social Care Trust
Men Ending Domestic Abuse	YouthAction Northern Ireland

How can I find out more about MHW?

To find out more about MHW 2011, contact ...

Colin Fowler
Director of Operations
Men's Health Forum in Ireland
Email: colin@mhfi.org

or visit ...

Website: www.mhfi.org/mens-health-week-2011.html
Facebook: www.facebook.com/MensHealthWeek
Twitter: <https://twitter.com/#!/MensHealthIRL>



Appendix 2: What can I do to Mark this Week?

Absolutely everyone can do something to support and celebrate Men's Health Week (MHW) 2011.

The focus for this year (i.e. let's talk about the challenging times that we are facing) lends itself to a wide range of ways to mark this occasion. However, you don't have to stick rigidly to this particular topic. Anything which encourages men and boys to lead healthier lifestyles, to be more aware of preventable health problems, and to seek early detection and treatment for health difficulties will be very welcome!

For the first time in Ireland, there is a common logo and an image pack which can be used by everyone who wishes to raise awareness of the week. We also have a MHW 2011 poster. These are important promotional tools, as one of the key aims is to let as many people as possible know about the week.

Even if you don't have a lot of time, energy or resources to give to MHW, there are still some really easy (and free) ways that you can show your support. These include:

- Putting a MHW poster (or two) up in your workplace / meeting space / community centre / local shop / home.
Promoting the week on your website - using a copy of the new MHW logo and/or web banner.
- Linking to the Men's Health Forum in Ireland's website page devoted to Men's Health Week 2011 (www.mhfi.org/mens-health-week-2011.html) from your own website, Facebook page or other social networking site.
- Sending an email to everyone in your contacts list to tell them about Men's Health Week, and asking them to forward the message to all their contacts.
- Visiting the MHW 2011 Facebook site (www.facebook.com/MensHealthWeek), becoming a Fan (by clicking on the 'LIKE' button), and sending the link to all your online friends.
- Inserting the MHW logo onto the bottom of your outgoing emails for the month of June.

- Checking out the latest MHW 2011 news on Twitter:
www.twitter.com/MensHealthIRL
- Including information on MHW in your mailouts / newsletters.
- Telling others about what is happening in your area during MHW by posting details (use the form at: www.mhfi.org/mhw2011project.doc) on the MHFI website.
- Making the MHW logo your computer desktop 'wallpaper' during June.
- Encouraging the men you know to get involved in some of the activities taking place during MHW 2011 ...

However, if you're a ...

- **HEALTH SERVICE PROVIDER** why not produce a men's health leaflet, or offer men's health (MOT / NCT) checks, or run a men's health campaign in your area, or consult with local men about what services they need, or give free pedometers to men ...?
- **COMMUNITY / VOLUNTARY GROUP** why not start-up a walking group, or organise a healthy eating cookery class, or form a men's health group, or launch a men's swimming / cycling club, or get your local leisure centre / gym to offer a free pass to men during MHW, or collate and display a list of local Helplines / support services ...?
- **SPORTING BODY** why not use your unique position (as many men like sport already) to give out men's health information at games, or get local men to join-in training sessions, or ask your best known player to give a men's health talk, or develop forms of your game which older men can participate in, or ...?
- **LOCAL POLITICIAN / POLICY MAKER** why not table a debate on men's health in the Northern Ireland Assembly / Dáil Éireann / local council chamber, or set-up an inter-party group on men's health, or host a men's health seminar in your constituency, or propose a party policy on men's health, or look at how elements of the Men's Health Policy in the Republic of Ireland could be introduced to Northern Ireland, or explore the extent of inequalities in health, or set your department the goal of tackling a specific men's health issue over the coming year ...?

- **EMPLOYER** why not organise health checks for men in your workplace, or set-up a regular game of football before / after work, or invite speakers to come in and give talks on specific aspects of men's health, or produce your own workplace guide to men's health, or ...?

- **OTHER SERVICE PROVIDER** why not display men's health information in your public spaces, or direct your service users to men's health programmes, or provide a room and administrative support for a local men's health initiative, or ...?

- **MEDIA PERSON** why not cover MHW 2011 in your publication, or research and produce an in-depth special report on a specific men's health issue, or promote the work of a local men's health project, or run a series of features on men's health during MHW 2011, or ...?

- **WOMAN** why not encourage the man / men in your life (partner, father, brother, uncle, grandfather, neighbour, friend, colleague etc.) to take part in one of the MHW events, or to see their GP about that niggling health concern, or to join a men's health group, or ...?

- **MAN** why not take a few minutes to look at the state of your own health, and make MHW 2011 the start date for a new beginning!!!

Appendix 3:

“These are Challenging Times. It’s No Joke. Let’s Talk!”

- Local Comedians Star in Men’s Health Week 2011 Poster Campaign

Men in Ireland are often accused of being forgetful, especially when it comes to remembering significant dates such as birthdays and anniversaries. However, while this might sometimes be true, there’s a date that all men need to know about - as it could help to save their life.

International Men’s Health Week 2011 (coordinated locally by the Men’s Health Forum in Ireland) will run from Monday 13th until Sunday 19th June this year. To highlight this week, respected local comedians Joe Rooney (*Father Ted* and *Killinaskully*) and Paul Tylak (*Stew* and *Messers Tylak and Rooney*) are starring in an Ireland-wide poster campaign to raise awareness of the week. The posters, which are being launched today, give a simple message to men: “These are challenging times. It’s no joke. Let’s talk”.

The Men’s Health Forum in Ireland (MHFI) is calling upon organisations and individuals throughout the whole island of Ireland to display a copy of this poster, show their support for MHW 2011, and raise public awareness of men’s health issues.

The health of men in Ireland is nothing to joke about:

- Local men die, on average, about five years younger than women do.
- Males have higher death rates than women for all of the leading causes of death.
- Poor lifestyles are responsible for a high proportion of chronic diseases.
- Late presentation to health services leads to a large number of problems becoming untreatable ...

Dr Noel Richardson, the Chairperson of MHFI, has stated: *“The world of men and boys, and the roles that they play in it, have certainly changed dramatically in a very short period of time. All of these changes bring new challenges - both positive and negative. It’s time we started to talk about this situation, before it’s too late”.*

There are plenty of issues that need to be talked about ...

- The current **economic recession** has made a huge impact upon men's jobs, status, income, spending, lifestyle, debt, and sense of security. It has also made a major difference to their mental, physical and emotional health.
- On average, men are now **living longer** than at any time in history, but they are not, necessarily, healthier.
- Men face a range of **acute and chronic illnesses**, many of which are preventable.
- **Obesity and sedentary lifestyles** are on the increase, while healthy eating and exercise are decreasing.
- **Depression** in men is becoming more prevalent (or at least acknowledged) and the male **suicide** rate is still extremely high.
- Males are often not aware of where and **how to find help** and support.
- Young men (particularly) engage in a range of **high-risk activities**.
- There is increasing recognition that males can be **victims of domestic abuse**.
- Many men have an interest in sport, but tend to drop away from **active participation** in it as they get older.
- The Republic of Ireland has a Men's **Health Policy**, but is it making a difference? On the other hand, Northern Ireland does not even have a formal framework for evaluating if men's health needs are being met ...

During MHW 2011, everyone in Ireland (policy makers, service providers, employers, the media, community groups, women, men ...) is being asked to think about men's health needs and to find ways to address them.

Hard copies of the A₃ size Men's Health Week posters are available from:

Finian Murray [Republic of Ireland]

Email: finian.murray@hse.ie

Tel: 046 9280644

Colin Fowler [Northern Ireland]

Email: colin@mhfi.org

Tel: 0771 5164796

Electronic versions of the poster (and further information about MHW 2011) can be downloaded from the MHFI website at: www.mhfi.org/mens-health-week-2011.html

ENDS - followed by Editor's Notes

Editor's Notes:

- International Men's Health Week (MHW) always begins on the Monday before Father's Day and ends on Father's Day itself. This year it will run from Monday 13th until Sunday 19th June 2011. It is celebrated in most European countries, as well as in the USA, Australia and a number of other places worldwide. See www.mhfi.org/international-mens-health-week.html for more details on MHW 2011 and activity which took place during previous years.
- The Men's Health Forum in Ireland (MHFI) is a charity which works on an all-Ireland basis to enhance the health of men and boys. It is a voluntary network of individuals and organisations, men and women, which seeks to identify the key concerns relating to male health and to increase understanding of these issues.
- MHFI coordinates and promotes MHW activity on the island of Ireland, and cooperates with other Men's Health Fora across Europe to mark this week.
- The overall aims of MHW are to: heighten awareness of preventable health problems for males of all ages; support men and boys to engage in healthier lifestyle choices / activities; encourage the early detection and treatment of health difficulties in males.
- MHFI recognises that there are a lot of organisations and groups throughout Ireland who can contribute to the health and well-being of men and boys. This work is not solely applicable only to those who work directly in the health field. To further the aims of MHW 2011, MHFI convened an all-island Planning and Advisory Group. Individuals from a broad range of organisations (see www.mhfi.org/mens-health-week-2011.html#Planning) inputted to the planning process.
- During MHW 2011, a range of activities and events will take place throughout Ireland. These will be organised by locally-based groups. Details of some of these will be available on the MHFI website (www.mhfi.org) and promoted via Facebook at: www.facebook.com/MensHealthWeek
- A JPEG version of the MHW 2011 poster is attached to this Press Release. Further electronic copies of the poster - and the MHW logo - can be downloaded at: www.mhfi.org/mens-health-week-image-pack.html
- Further information can be obtained at www.mhfi.org or by contacting ...

Finian Murray, Health Service Executive, Dublin/North East, Tel: 00353 (0)46 9280644, Mobile: 00353 (0)87 2038790, Email: finian.murray@hse.ie

Michael Lynch, Men's Action Network, Derry / Londonderry, Tel: 0044 (0)2871 377777, Mobile: 0044 (0)790 3619511, Email: man_in_derry@yahoo.co.uk

Lorcan Brennan, Men's Development Network, Waterford, Tel: 00353 (0)51 844260, Mobile: 00353 (0)86 3619884, Email: lorcan@mens-network.net

Colin Fowler, "Know How", Belfast, Mobile: 0044 (0)771 5164796, Email: colin@mhfi.org

These contacts will take calls from anywhere in Ireland about Men's Health Week 2011.

Appendix 4: “What Goes on Inside Men’s Heads?”

- Launch of competition to get inside the world of ‘The Invisible Man’

Despite the fact that males constitute almost half of the population of Ireland, the world of local men and boys is still, often, a mystery to most of us. However, during [Men’s Health Week 2011](#), the [Men’s Health Forum in Ireland](#) (MHFI), supported by the [Irish Cancer Society](#) (ICS), is hoping to shine a light into what men are thinking about. MHFI and ICS have launched an island-wide poster caption competition. This seeks to get men to think about their life, their needs, and the health issues which face them. It asks men: “what are you talking about?”

Dr Noel Richardson, Chairperson of the Men’s Health Forum in Ireland, has said:

“I’m not a great betting man, but I reckon if I was to organise a street survey, anywhere in Ireland, wherein I asked passers-by to describe what ‘women’s issues’ are, it’s very likely that most people would make a reasonably good attempt at it. Yet, at the same time, I’m quite sure that many of these same people would find it very difficult to comprehend what ‘men’s issues’ are, what they might include or, indeed, why we should even pose this question in the first place. ‘The Invisible Man’ is not just a fictional character”.

International Men’s Health Week 2011 will run from Monday 13th until Sunday 19th June this year. To highlight this week, respected Irish comedians Joe Rooney (*Father Ted* and *Killinaskully*) and Paul Tylak (*Stew* and *Messers Tylak and Rooney*) are starring in an Ireland-wide poster campaign to raise awareness of the week. The posters give a simple message to men: “These are challenging times. It’s no joke. Let’s talk”.

Certainly, the health of men in Ireland is nothing to joke about:

- Local men die, on average, about five years younger than women do.
- Males have higher death rates than women for all of the leading causes of death.
- Poor lifestyles are responsible for a high proportion of chronic diseases.
- Late presentation to health services leads to a large number of problems becoming untreatable ...

To encourage men to get more involved in Men's Health Week 2011, an interactive version of the poster has been produced and is available online. This poster features the two main characters with 'thought bubbles' coming out of their heads. Males from across Ireland (aged 16 years and over) are being invited to submit suggestions as to what the men in the poster might be thinking about during these 'challenging times' - especially in relation to their own health and well-being.

MHFI and ICS are inviting men to enter a free, island-wide, poster caption competition. They are also asking local groups that work with men to encourage their members to join in. The rules are simple:

- Download the poster at: www.mhfi.org/mens-health-week-2011.html#Poster
- Save the file to your own computer.
- Open the document, and come up with an idea for what the two men in the poster might be thinking about.
- Type your idea into the 'thought bubbles' on the poster.
- Fill in your contact details on the attached form.
- Save the file, and email a copy of it to: posters@mhfi.org
- All submissions must be returned by 5.00pm on Monday 20th June 2011.

A panel of judges will review entries and will announce their decision in late July 2011. The judging panel will then select three entries which, they feel, best represents men's lives / issues / concerns ... in Ireland today.

The three winners will each receive a pair of tickets for the launch of the '[Movember](#)' celebrations - including travel expenses and overnight accommodation in Dublin.

Further information can be obtained by contacting ...

Finian Murray, Health Service Executive, Dublin/North East, Tel: 00353 (0)46 9280644, Mobile: 00353 (0)87 2038790, Email: finian.murray@hse.ie

Michael Lynch, Men's Action Network, Derry / Londonderry, Tel: 0044 (0)2871 377777, Mobile: 0044 (0)790 3619511, Email: man_in_derry@yahoo.co.uk

Lorcan Brennan, Men's Development Network, Waterford, Tel: 00353 (0)51 844260, Mobile: 00353 (0)86 3619884, Email: lorcan@mens-network.net

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- [The Men's Health Forum in Ireland](#) (MHFI) is a charity which works on an all-Ireland basis to enhance the health of men and boys. It is a voluntary network of individuals and organisations, men and women, which seeks to identify the key concerns relating to male health and to increase understanding of these issues.
- The [Irish Cancer Society](#) plays a vital role in achieving world-class cancer services in Ireland, seeks to ensure that fewer people get cancer, and helps those that do to have better outcomes. ICS's goals are focused around prevention, survival and quality of life with three programme areas to achieve them: advocacy, cancer services and research.
- The overall aims of [MHW](#) are to: heighten awareness of preventable health problems for males of all ages; support men and boys to engage in healthier lifestyle choices / activities; encourage the early detection and treatment of health difficulties in males.
- MHFI recognises that there are a lot of organisations and groups throughout Ireland who can contribute to the health and well-being of men and boys. This work is not solely applicable only to those who work directly in the health field. To further the aims of MHW 2011, MHFI convened an all-island Planning and Advisory Group. Individuals from a broad range of organisations (see www.mhfi.org/mens-health-week-2011.html#Planning) inputted to the planning process.
- During MHW 2011, a range of activities and events will take place throughout Ireland. These are organised by locally-based groups. Details of some of these are available on the MHFI website (www.mhfi.org/mhw2011events.pdf) and are promoted via Facebook at: www.facebook.com/MensHealthWeek
- Copies of the MHW posters, logos, and image pack can be downloaded at: www.mhfi.org/mens-health-week-image-pack.html

Appendix 5:

“Tráth an-dúshlánach den saol é. Ní bréag ar bith é, Bímis ag caint!”

Feachtas Póstaer Sheachtain Sláinte na bhFear 2011 le Fuirseoirí (Comedians) Áitiúla

Cuirtear i leith fir na hÉireann go bhfuil siad dearmadach, go mór mhór i gcás dátaí thábhachtacha ar nós dáta breithlá agus comóradh nó ócáidí tábhachtacha eile. B'fhéidir go bhfuil an fhirinne sa méid sin anois is arís ach tá dáta tábhachtach ann nach mór a bheith ar an eolas ag gach fear - mar go mb'fhéidir go sábhálfadh an dáta seo do shaol!

Seachtain Idirnáisiúnta Sláinte na bhFear 2011 (Comhordaithe ag Fóram Sláinte na bhFear) - i mbliana, Dé Luain 13 Meitheamh go dtí An Domhnach 19ú Meitheamh. Chun béim a chur ar an tseachtain seo, beidh fuirseoirí áitiúla, Joe Rooney (*Father Ted agus Killinaskully*) agus Paul Tylak (*Stew and Messer's Tylak and Rooney*) ag glacadh páirt i bhFeachtas Póstaer Uile Éireann chun aird a tharraingt ar an tseachtain. Teachtaireacht shimplí do fir atá ar na póstaer atá á sheoladh inniu. Tréimhse ama dúshlánach atá ann. Ní bréag ar bith é. Bímis ag caint!

Tá Fóram Sláinte Uile Éireann na bhFear ag impí ar eagraíochtaí agus ar dhaoine ar fud an oileáin go léir cóip den phóstaer seo a chur in airde, a dtacaíocht do MHW 2011 a thaispeáint agus feacht an phobail a ardú maidir le nithe a bhaineann le Sláinte na bhFear.

Ní cúis magadh ar bith é sláinte na bhfear:

- Ar an meán, faigheann fir in Éirinn bás cúig bliana roimh na mná.
- Tá rátaí báis níos airde ag fir le h-ais na mná i gcomhair na príomh cúiseanna báis ar fad.
- Droch nósanna maireachtála is cúis le go leor de na galair ainsealacha seo.
- Ró-mhall ag dul go dtí na seirbhísí sláinte - de bharr seo bíonn go leor de na fadhbanna dochóireáilte ...

Dar leis an Dr. Noel Richardson, Cathaoirleach MHFI: "**Tá saol fir agus buachaillí, agus a gcuid rólanna sa saol seo athraithe go mór i dtréimhse ama an-ghearr. Tagann dúshláin nua leis na h-athraithe seo – athraithe dearfacha agus diúltacha. Tá sé in am an staid seo a phlé, sula mbeidh sé ró-mhall**".

Tá go leor ábhar cainte ann

- Tá an cúlú eacnamaíochta ag cuir isteach go mór ar na fir: a bpostanna, pá, caiteachas, stíl maireachtála, fiacha, agus mothúcháin neamhdhiongbháilteacha. Tá an cúlú eacnamaíochta i ndiaidh cur isteach ar a gcuid sláinte mheabhrach, fhisiciúil agus mhothúcháin.
- Ar an meán, tá fir ag maireachtáil níos faide anois ná riamh, ach, ní shin le rá go bhfuil siad níos sláintiúla.
- Tá réimse géarthinneas agus tinnis ainsealacha á fhulaingt ag fir, go leor acu a d'fhéadfaí a sheachaint.
- Tá cásanna murtaill agus stíl mhaireachtála neamhghníomhach ag méadú. Tá seo ag tarlú ag am a bhfuil ithe folláin agus aclaíocht ag dul i laghad.
- Tá an dúlagar níos coitianta i measc fir agus glactar leis go bhfuil an ráta féinmharú fós an-ard.
- Is minic nach mbíonn fir ar an eolas maidir le cén áit a bhfuil cabhair agus tacaíocht ar fáil dóibh.
- Bíonn fir óga (go mór mhór) ag glacadh páirt i ngníomhaíochtaí ard-riosca.
- Aithnítear anois go dtarlaíonn sé go mbíonn fir ag fulaingt de bharr foréigean teaghlaigh.
- Tá suim ag go leor fir i gcúrsaí spóirt, ach éiríonn siad as a beith páirteach go gníomhach sa spóirt de réir mar a théann siad in aois.
- Tá Polasaí Sláinte na bhFear ag Poblacht na hÉireann - ach an bhfuil tionchar aige ar ár shláinte? Ar an lámh eile, níl fiú creathlach foirmeálta ag Tuaisceart na hÉireann chun a fháil amach an bhfuil nós mura bhfuil freastal á dhéanamh ar riachtanais fir.

Le linn Seachtain Sláinte na bhFear 2011 beifear ag impí ar gach duine in Éirinn machnamh a dhéanamh ar shláinte fir, san áireamh: Lucht déanta polasaithe, Soláthróirí seirbhíse, Fostóirí, Na Meáin, grúpaí pobail, Mná, Fir, srl., chun bealaí nua a aimsiú chun sláinte na bhfear a fheabhsú.

Tá póstaerí A3 Seachtain Sláinte na bhFear ar fáil ó:

Finian Murray [Republic of Ireland]

Email: finian.murray@hse.ie

Tel: 046 9280644

Colin Fowler [Northern Ireland]

Email: colin@mhfi.org

Tel: 0771 5164796

www.mhfi.org/mens-health-week-2011.html

Appendix 6: Confirmed Media Coverage / Publicity

OUTLET	DATE Published or Located	COVERAGE
Electronic Media		
E-Christmas Card: MHW Advance Notice	8 th December 2011	Approx 1,500 recipients (statutory / voluntary / community) throughout Ireland
E-Male Matters and other MHW updates	Monthly features on MHW: December 2010 - June 2011	Approx 3,000 primary recipients (statutory / voluntary / community) throughout Ireland. Most government departments in NI forward this document to their staff. Sent to 95 Family Resource Centres and 187 Community Development Projects in RoI.
NICVA Men's Policy Forum E-Update	January 2011 - June 2011	18 men's work activists in NI
Fathers in Focus e-zine	13 th January 2011 and 12 th May 2011	NI policy makers, service providers, and activists in the field of family work
Parenting Forum Policy E-Brief	18 th January 2011	MLAs, policy makers and family work service providers in NI (800 recipients)
Colin MHW Planning Group	1 st February 2011	16 youth / community / social / health workers across West Belfast
Urology Review e-Journal	March and June 2011 editions	3,000 medical personnel (mostly in Ireland) who have 'opted-in' to receive the journal
PFNI Newsletter	April and June 2011 editions	Parents, family centres and service providers - approx 500 recipients in NI
NICVA eNews	April, May and June 2011 editions	5,000+ circulation - primarily in NI
Community Workers' Cooperative e-zine	May 2011	800 organisations and individuals throughout RoI
MHW mailing to LGBT Centre's mailing list	20 th May 2011	Ireland
MHW Briefing Paper to all MLAs	20 th May 2011	Northern Ireland
MHW Briefing Paper to all TDs	23 rd May 2011	Republic of Ireland
Health Bytes e-zine	May and June 2011 editions	Northern Ireland
IFA Club e-mailout	24 th May 2011	Northern Ireland
IRFU Club e-mailout	24 th May 2011	Ireland
All-Island Obesity News	2 nd June 2011	Ireland
ARK Newsletter	2 nd June 2011	Northern Ireland
Community Change	2 nd June 2011	Northern Ireland
EGSA Newsletter	2 nd June 2011	Northern Ireland
Poster Competition notification to MHFI mailing database	3 rd June 2011	Approx 3,000 recipients plus 95 FRCs and 187 CDPs in the Republic of Ireland

Choices Newsletter	13 th June 2011	Northern Ireland
Derry City Council e-zine	13 th June 2011	Staff, community, voluntary, and statutory groups within Derry City Council catchment
North West Community Network e-zine	13 th June 2011	Community and voluntary groups in the North West
Print Media		
Consultant Review	Summer Edition	Consultant doctors in Ireland
HSE 'Health Matters' staff magazine	Summer Edition	HSE staff / those working in the healthcare system in RoI
The Waiting Room	Summer Edition	85,000 free copies to over 1,400 GP clinics, 200 dental practices and 130 hospitals and private clinics throughout RoI
Horizon Magazine	June Edition	Greater-Belfast
The Irish World	16 th May and 8 th June 2011	Ireland and Britain
Irish Examiner Health Supplement	20 th May 2011	Republic of Ireland
Belfast Telegraph	3 rd June 2011	Northern Ireland
Irish News	3 rd June 2011	Northern Ireland
Metro Herald	3 rd June 2011	Greater-Dublin
Derry Journal	7 th June 2011	Greater-Derry area
Irish Medical Times	8 th June 2011	Republic of Ireland
Waterford Today	8 th June 2011	South East Ireland
PSNI magazine	9 th June 2011	All PSNI employees in NI
Derry News	10 th June 2011	North West Ireland
Belfast Telegraph	13 th June 2011	Northern Ireland
Belfast Telegraph	14 th June 2011	Northern Ireland
Business Post	14 th June 2011	Republic of Ireland
Evening Echo	14 th June 2011	Republic of Ireland
Irish Daily Mirror	14 th June 2011	Ireland
Irish Daily Star	14 th June 2011	Ireland
Irish Examiner	14 th June 2011	Republic of Ireland
Irish Independent	14 th June 2011	Republic of Ireland
Irish News	14 th June 2011	Northern Ireland
Irish Sun	14 th June 2011	Ireland
Irish Times Editorial	14 th June 2011	Republic of Ireland
Irish Times Health Supplement	14 th June 2011	Republic of Ireland
Metro Herald	14 th June 2011	Greater-Dublin
Newsletter	14 th June 2011	Northern Ireland
Belfast Telegraph	23 rd June 2011	Northern Ireland
The Impartial Reporter	16 th June 2011	Co. Fermanagh
Lisburn Today	26 th June 2011	Greater-Lisburn Area
Letters to the Editor: <ul style="list-style-type: none"> ▪ Belfast Telegraph ▪ The Newsletter ▪ Irish Times ▪ Irish Independent ▪ Irish Examiner 	14 th and 15 th June 2011	Ireland

Radio		
103.2 Dublin City FM	1 st April 2011	Greater-Dublin
RTE1 - Four Live	4 th April 2011	Ireland
96.9FM	13 th May 2011	Co. Donegal
Citybeat	13 th May 2011	Greater-Belfast
i105-107FM	13 th May 2011	Counties Carlow, Cavan, Kildare, Laois, Louth, Meath, Monaghan, Offaly and Westmeath
Good Morning Ulster, Radio Ulster	13 th May 2011	Northern Ireland
Good News Friday on i102-104 FM	13 th May 2011	Counties Galway, Leitrim, Longford, Mayo, Roscommon and Sligo
Inishowen Comm Radio	13 th May 2011	Co. Donegal / Co. Derry
U105	13 th May 2011	Northern Ireland
103.2 Dublin City FM	17 th May 2011	Greater-Dublin
Highland Radio	3 rd June 2011	Co. Donegal and Co. Derry
lúrfm	3 rd June 2011	Greater-Newry Area
Q101.2	3 rd June 2011	Mid-Ulster
Q97.2	3 rd June 2011	Causeway Coast, Northern Ireland
Radio Ulster	3 rd June 2011	Northern Ireland
U105	3 rd June 2011	Northern Ireland
Ros FM	9 th June 2011	Co. Roscommon
KCLR 96FM	10 th June 2011	Co. Carlow and Co. Kilkenny
Radio Foyle	10 th June 2011	North West Ireland
98FM	13 th June 2011	Greater-Dublin
Athlone Comm. Radio	13 th June 2011	Greater-Athlone area
Beat 102-103	13 th June 2011	Counties Waterford, Carlow, Kilkenny, Wexford, and South Tipperary
C103	13 th June 2011	Co. Cork
Citybeat	13 th June 2011	Greater-Belfast
CKR	13 th June 2011	Co. Kildare
Cool FM	13 th June 2011	Northern Ireland
Downtown Radio	13 th June 2011	Northern Ireland
East Coast FM	13 th June 2011	Co. Wicklow
FM96	13 th June 2011	Co. Cork
FM104	13 th June 2011	Greater-Dublin
Galway Bay FM	13 th June 2011	Co. Galway
Inishowen Comm Radio	13 th June 2011	Co. Donegal and Co. Derry
iRadio	13 th June 2011	Republic of Ireland
Live 95FM	13 th June 2011	Co. Limerick
LMFM	13 th June 2011	Counties Louth, Meath, Dublin, Cavan, Monaghan and Armagh
News Talk Radio	13 th June 2011	Ireland
Q102	13 th June 2011	Co. Derry and Co. Donegal
Radio Foyle	13 th June 2011	North West Ireland
Radio Ulster News	13 th June 2011	Northern Ireland
Radio Ulster - Stephen Nolan Show	13 th June 2011	Northern Ireland
Ros FM	13 th June 2011	Co. Roscommon

RTE Morning Ireland and News	13 th June 2011	Ireland
South East Radio	13 th June 2011	Co. Wexford and South East area
Spin South West	13 th June 2011	Counties Clare, Limerick, Kerry, plus North Tipperary and South West Laois
Sunshine 106.8	13 th June 2011	Greater-Dublin
Tipp FM	13 th June 2011	Co. Tipperary
Today FM	13 th June 2011	Ireland
U105	13 th June 2011	Northern Ireland
Phone in requests / 'shoutouts' sent to: <ul style="list-style-type: none"> ▪ Pete Snodden (Cool FM) ▪ Conor Philipps (Cool FM) ▪ Hugo Duncan (Radio Ulster) ▪ Gerry Anderson (Radio Ulster) ▪ Alan Simpson (Radio Ulster) ▪ Johnny Hero (U105) ▪ Frank Mitchell (U105) ▪ Glen Pavis (Citybeat) ▪ Ray Foley (Today FM) ▪ Ray D'Arcy (Today FM) ▪ Ryan Tubridy (2FM) ▪ Rick O'Shea (2FM) 	13 th June 2011	Ireland
93.1 LifeFM Cork	14 th June 2011	Greater-Cork area
Citybeat	14 th June 2011	Greater-Belfast
Downtown Radio	14 th June 2011	Northern Ireland
Highland Radio	14 th June 2011	North West Ireland
Phoenix FM	14 th June 2011	Dublin 15
Radio Foyle	14 th June 2011	North West Ireland
Radio Ulster	14 th June 2011	Northern Ireland
Raidio na Life	14 th June 2011	Greater-Dublin Irish Speaking community
U105	14 th June 2011	Northern Ireland
93.1 LifeFM Cork	15 th June 2011	Greater-Cork area
CRC FM	15 th June 2011	Castlebar area (Co. Mayo)
93.1 LifeFM Cork	16 th June 2011	Greater-Cork area
Connemara FM	16 th June 2011	Connemara

Websites / Social Media		
MHFI - MHW section, news page, and home page features	December 2010 - June 2011	Ireland
Boards.ie website - Monthly posts on the Men's Health thread	January - June 2011	Irish discussion forum with 1.7 million visitors a month, 220,000 registered accounts, and over 15 million posts
MHW Facebook site	March - June 2011	3,000 visitors each month - mostly Irish
Irish Men's Sheds website and Facebook	April 2011 onwards	All Ireland - with links to international Men's Sheds Movement
The Men's Project	April 2011 onwards	Northern Ireland
MHFI Twitter page	May 2011 onwards	103 'Followers', and 'Tweets' viewed by 992 different people during this time
Community NI News	13 th May 2011	Northern Ireland
Health Gres News	13 th May 2011	International
Health World	13 th May 2011	International
Irish Independent	13 th May 2011	Republic of Ireland
Mayo Today	13 th May 2011	County Mayo
Medical Lexicon	13 th May 2011	Medical Community Worldwide
Medical News Today	13 th May 2011	Medical Community Worldwide
Medical Tweets	13 th May 2011	International
Men's Health Feed	13 th May 2011	International
Men's Training 4 Life	14 th May 2011	United Kingdom
Men's Health Kit	13 th May 2011	United Kingdom and Ireland
My Health News	13 th May 2011	International
Organized Wisdom	13 th May 2011	International
Regator Online Blogs	13 th May 2011	International
The Only News	13 th May 2011	International
World Book and News	13 th May 2011	International
Wot News	13 th May 2011	International
Your Daily Health	13 th May 2011	International
Post-Partum Dads	14 th May 2011	USA
Webicina	14 th May 2011	International
Wikio News	14 th May 2011	International
Be Well Buddy	15 th May 2011	United Kingdom
Adapt Eating Distress Association NI	16 th May 2011	Northern Ireland
Ballcheck	16 th May 2011	USA
Health 4 Men	16 th May 2011	Australia
Health and Disease Encyclopedia	16 th May 2011	International
Men's Health Web Blog	16 th May 2011	International
My Ailments Newsfeeds	16 th May 2011	International
My Basic Health	16 th May 2011	United Kingdom
Parents Advice Centre	16 th May 2011	Northern Ireland
That's Today Health Discussion Forum	16 th May 2011	United Kingdom
The Irish World	16 th May and 8 th June 2011	Worldwide

The Men's Project	16 th May 2011	Northern Ireland
Cork Sports Partnership	17 th May 2011	Republic of Ireland
Irish Carers' Week	17 th May 2011	Ireland
National Youth Council of Ireland	17 th May 2011	Republic of Ireland
Sligo General Hospital	17 th May 2011	Republic of Ireland
The Rainbow Project	20 th May 2011	Ireland
Mental Health Ireland	23 rd May 2011	Ireland
Community NI Diary	26 th May 2011	Northern Ireland
DAD.ie	3 rd June 2011	Ireland
FAI	3 rd June 2011	Republic of Ireland
GAA	3 rd June 2011	Ireland
Get Men Talking website, Facebook and Twitter	3 rd June 2011	Ireland
Marie Keating Foundation website, Facebook and Twitter	3 rd June 2011	Republic of Ireland
Men's Action Network	3 rd June 2011	Northern Ireland
RTE	3 rd June 2011	Ireland
Belfast Inclusion Festival	6 th June 2011	Northern Ireland
Ger's Weight Loss Journey - You Tube / Facebook / Twitter	6 th June 2011	Ireland
Just Like a Man Blogspot	6 th June 2011	Ireland
Ulster Tatler	6 th June 2011	Northern Ireland
YouthAction NI	6 th June 2011	Northern Ireland
Derry Journal	7 th June 2011	Greater-Derry area
SDLP	8 th June 2011	Northern Ireland
Special Olympics Ireland	8 th June 2011	Ireland
Belfast Health and Social Care Trust	9 th June 2011	Greater-Belfast
HSE Intranet	9 th June 2011	HSE staff in the Republic of Ireland
Colin Neighbourhood Partnership	10 th June 2011	Northern Ireland
Irish Cancer Society	10 th June 2011	Republic of Ireland
Irish Heart Foundation	10 th June 2011	Republic of Ireland
West Limerick Resources	11 th June 2011	Greater-Limerick area
IrishHealth.com	12 th June 2011	Ireland
4ni	13 th June 2011	Northern Ireland
Alcohol Action Ireland	13 th June 2011	Republic of Ireland
ARK	13 th June 2011	Ireland
Arthritis Ireland	13 th June 2011	Republic of Ireland
Athlone Community Facebook	13 th June 2011	Greater-Athlone area
Belfast Samaritans	13 th June 2011	Greater-Belfast

Belfast Telegraph	13 th June 2011	Northern Ireland
Blooms Health Cooperative	13 th June 2011	Republic of Ireland
BMA NI website, Twitter and re-tweets	13 th June 2011	Northern Ireland and United Kingdom
Breaking News	13 th June 2011	Republic of Ireland
Digimumsni.com	13 th June 2011	Northern Ireland
Down News	13 th June 2011	Northern Ireland
Green Party	13 th June 2011	Northern Ireland
Institute of Public Health	13 th June 2011	Ireland
Ireland.com	13 th June 2011	Ireland
IRFU	13 th June 2011	Ireland
Irish College of Psychiatry	13 th June 2011	Republic of Ireland
Irish Health	13 th June 2011	Republic of Ireland
JOE.ie	13 th June 2011	Ireland
Mental Healthy	13 th June 2011	United Kingdom
MyLocalTown.ie	13 th June 2011	Ireland
My Mind Matters	13 th June 2011	Republic of Ireland
Only Outdoors Ireland	13 th June 2011	Republic of Ireland
Rosa Well-Being - website and Facebook	13 th June 2011	Ireland
Safefood website and Facebook page	13 th June 2011	Ireland
Silo Breaker Sports	13 th June 2011	Republic of Ireland
Shape Up Twitter page	13 th June 2011	International
The Journal	13 th June 2011	Republic of Ireland
UTV	13 th June 2011	Northern Ireland
Westmeath Community Development	13 th June 2011	Co. Westmeath
Wexford People	13 th June 2011	Co. Wexford
Athlone Rugby 7s	14 th June 2011	Greater-Athlone area
BBC NI	14 th June 2011	Northern Ireland
Evening Echo	14 th June 2011	Republic of Ireland
Irish Examiner	14 th June 2011	Republic of Ireland
Irish Independent	14 th June 2011	Republic of Ireland
Irish Times	14 th June 2011	Republic of Ireland
News Tonight	14 th June 2011	Ireland, United Kingdom, Australia and India
NI Executive	14 th June 2011	Northern Ireland
Reachout.com	14 th June 2011	Republic of Ireland
Irish Central	15 th June 2011	International
Irish College of General Practitioners	15 th June 2011	Republic of Ireland
Ards Borough Council	16 th June 2011	Northern Ireland
The Irish Catholic	16 th June 2011	Ireland
The Impartial Reporter website and online blog	16 th June 2011	Co. Fermanagh
Lisburn Today	26 th June 2011	Greater-Lisburn Area

... Plus online coverage by over 2,000 additional international newspapers / health feeds / search engines / bloggers / pharma companies / equipment sales sites ...

Television

BBC NI News	13 th June 2011	Northern Ireland
TV3 News	13 th June 2011	Republic of Ireland
BBC NI News	14 th June 2011	Northern Ireland
UTV News	14 th June 2011	Northern Ireland
UTV Live Tonight	14 th June 2011	Northern Ireland
City Channel TV	16 th June 2011	Greater-Dublin

Miscellaneous Coverage

Launch of Carers' Week	13 th June 2011	Northern Ireland
Steven Agnew MLA announces start of MHW in the Assembly	13 th June 2011	Northern Ireland
DHSSPS MHW Press Release from Minister Edwin Poots	14 th June 2011	Northern Ireland

Appendix 7: Men's Health Week 2011 - Online Promotion of Events

Men's Health Week (MHW) will run from Monday 13th June until Sunday 19th June this year. The theme for 2011 is: "Promoting and Supporting the Health and Well-Being of Men and Boys during Challenging Times". The key message for this week is very simple ... "Let's Talk".



MHW gives everyone (health professionals, service providers, sporting bodies, community groups, employers, policy makers, the media, individuals ...) an opportunity to get involved. The theme for the week lends itself to a wide range of ways to mark this occasion, but you don't have to stick rigidly to this particular topic. Anything which encourages men and boys to lead healthier lifestyles, to be more aware of preventable health problems, to seek early detection and treatment for health difficulties, and to access help and support will be welcome!

The [Men's Health Forum in Ireland](http://www.mhfi.org/mens-health-week-2011.html) (MHFI), has created a special section on our website (www.mhfi.org/mens-health-week-2011.html) to promote the details of any activities or events that will be held throughout Ireland. This will help everyone to find out what is happening during the week, and to get details on how to join in. We also hope that this site will give some profile and recognition to all those groups across Ireland that are doing something for and with men.

Your activity might be health checks, or a conference, or a launch, or a game, or a seminar, or a competition, or a workshop, or a lunch, or a course, or a drama, or a display, or a health fair ... Whatever it is, if you would like to have the details included on our website, please complete as much of the form below as is appropriate to you, and return it to us by email as soon as possible.

Name of Event / Activity:

Name of Organisation Running Event / Activity:

Contact Person:

Telephone Number:

E-mail Address:

Web Site Address:

Brief description of the event / activity - maximum 150 words

[what / when / where / why / who for etc.]

Please return this form by email to: menshealthweek@mhfi.org