

## Application Form



Feidhmeannacht na Seirbhíse Sláinte  
Health Service Executive

### **Section 38 / Section 39 Health Act, 2004**

## Application Form

**This form should be submitted by voluntary/non-statutory agencies when applying for funding from the HSE**

**An electronic version of this form is available for completion**

**Application to Health Service Executive For Funding to Non-Statutory Agencies**

<b>Organisational Details</b>					
<b>Name of Organisation</b>		The Men's Health Forum in Ireland Limited			
<b>Address of Organisation</b> <i>Registered Company Address ...</i> Centre for Men's Health Institute of Technology Carlow Kilkenny Road Carlow					
<b>Telephone Number</b>		059 9175539			
<b>Fax Number</b>		Not Applicable			
<b>Contact e-mail</b>		secretary@mhfi.org			
<b>Website</b>		www.mhfi.org			
<b>Name &amp; Address of Chairperson</b> Noel Richardson Centre for Men's Health Institute of Technology Carlow Kilkenny Road Carlow					
<b>Name &amp; Address of Secretary of Board</b> Paula Carroll Department of Health, Sport and Exercise Science Waterford Institute of Technology Cork Road Waterford					
<b>Name &amp; Address of Treasurer</b> Finian Murray Men's Health Development Officer Health Service Executive Dublin / North East Dublin Road Kells, Co. Meath					
<b>Name &amp; Address of Main Contact / Liaison Person</b> Noel Richardson (Chairperson) Centre for Men's Health Institute of Technology Carlow Kilkenny Road Carlow Email: noel.richardson@itcarlow.ie					
<b>Status of Organisation</b>					
<b>Registered Charity</b>	<b>Tick</b> ✓	<b>Limited Company</b>	<b>Tick</b> ✓	<b>Other</b>	<b>Tick</b>
<b>Charity (CHY) No:</b>		CHY19591	<b>Company Ref:</b>		491368
<b>Tax Clearance Cert. No:</b>		09765907 - 00001L	<b>Expiry Date:</b>		29 <sup>th</sup> November 2011

<b>History &amp; Background of Organisation</b>	
<b>When was Organisation Established?</b>	<b>Year:</b> 2002
<b>Does the Organisation have formal Constitutional Documents e.g. Articles of Association?</b>	<b>Tick</b> ✓
<p><b>Please outline your organisational structure by diagram</b></p> <div style="text-align: center;"> <pre> graph TD     A[Board of Trustees] --&gt; B[Director of Operations (temporary)]     A --&gt; C[Management Committee]     B --&gt; D[Work of MHFI]     C --&gt; D </pre> </div> <p>The Men's Health Forum in Ireland (MHFI) is a charitable organisation which promotes all aspects of the health and well being of men and boys on the island of Ireland through research, training, health initiatives, networking and awareness-raising. MHFI provides a focal point for a diverse range of individuals and organisations, men and women, to identify the key concerns relating to male health and to increase understanding of these issues.</p> <p>MHFI recognises the right of all men to good health regardless of age, gender, sexual orientation, disability, race, culture, religious or political affiliations, and believes that men have the right to:</p> <ul style="list-style-type: none"> <li>▪ the best possible health;</li> <li>▪ gender-specific information and education on how to keep themselves healthy;</li> <li>▪ equity of access to available, affordable and gender-sensitive services;</li> <li>▪ 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;</li> <li>▪ call for greater emphasis on a partnership approach in developing future strategies / initiatives on men's health. This includes consultation between policy-makers, healthcare providers, statutory bodies, voluntary groups working on behalf of men, employers, and men themselves.</li> </ul> <p>MHFI is, currently, governed by a Board of Trustees / Directors (with eight members). This Board has established a Management Committee - comprised of both Trustees and other relevant agencies in this field - which advises on the focus, nature and practicalities of the work which is undertaken. The Management Committee and the (temporary) Director of Operations work together to operationalise MHFI's strategic targets.</p> <p>Anyone who can agree with the aims and value base of MHFI can register to be part of the Forum's mailing database, and to receive regular newsletters and updates on work in this area. They can also circulate information about their own work and activities via the monthly electronic newsletter and the MHFI website.</p>	
<p><i>Where funding is over €50,000 the completion of governance Self evaluation questionnaire is required.</i></p>	

**Identify Specific Target Groups of your Organisation** (Please tick not more than three)

Older Persons		Disability Intellectual		Disability Physical and Sensory	
Young People		Families		Women	
Men	✓	Carers		Travellers	
Social exclusion	✓	Homeless		Lone Parents	
Mental Health	✓	Children at Risk		Children 0-6 years	
Substance misuse		Other (please specify)			

*Other relevant information*

The principal activity that MHFI utilises HSE funding for is the coordination of International Men's Health Week in Ireland. For a copy of MHFI's Men's Health Week 2010 Evaluation Report, please visit: [www.mhfi.org/mhwevaluation2010.pdf](http://www.mhfi.org/mhwevaluation2010.pdf)

(Please attach your Access/Admissions Discharge Policy if available)

**Describe the activities of your Organisation** (Please tick not more than three)

Advocacy	✓	Community activities	✓	Social activities	
Research	✓	Counselling/Support		Information/Advice	
Housing		Self Help		Training	
Health care services		Other (Please specify)			

*Other relevant information*

For a copy of the 2010 Annual Report, which sets out the key activities of MHFI in 2010, please visit: [www.mhfi.org/agmreport2010.pdf](http://www.mhfi.org/agmreport2010.pdf)

**Indicate the Geographical Catchment area covered**

MHFI works on an all-island basis.

**List Aims and Objectives of the Organisation referring to Articles of Association where applicable**

The Men's Health Forum in Ireland's Objects 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.

**Staffing of Organisation**

Please give details of current numbers of paid, voluntary, community employment, and other workers involved in your Organisation

Paid Full Time	Paid Part Time	Volunteers	CE/ Supported Employment Schemes	Other	Total
		13		1 - Temporary Consultant	

## Service / Project Description

### Outline the service/project for which the funding is being sought

	Yes	No
Is this application to support a new Service?		✓
If this application is to support a new service is it once off?	<b>Not Applicable</b>	
If this is an existing service, has it been previously funded by the HSE?	✓	
<div style="border: 1px solid black; padding: 5px; margin-top: 10px;">                     If the Project is once off, please provide commencement and end dates.                      Commencement Date:                      End Date: <span style="float: right;"><b>Not Applicable</b></span> </div>		
<div style="border: 1px solid black; padding: 5px; margin-top: 10px;">                     If this is an existing service not previously funded by the HSE, please provide details of previous funding source, and provide an explanation for cessation of funding   <p style="text-align: center;"><b>Not Applicable</b></p> </div>		

### List in order of importance the services / activities to be provided

Service / Activity	Nos. Availing	Frequency	Charge
Convene an Inter-Agency MHW 2012 Planning Group	20 organisations and their client base	Minimum of three meetings	None
Raise public awareness of MHW 2012 via the media / social networking sites / community newsletters / eZines	All media outlets in Ireland - approx. 289 agencies - and their audiences	At both one month and one week before MHW	None
Develop / circulate promotional materials	5,000 sites and their client groups	Two months before MHW	None
Offer a 'Signposting Service' to individuals and organisations by phone, email and text	175 organisations or individuals	During January - June 2012	None
Circulate a 'Practical Suggestions for Action' paper and offer as online download	3,000 copies	During January - June 2012	None
Research / compile a MHW Briefing Paper and offer as online download	4,000 copies	During January - June 2012	None
Provide an online central 'Information Hub' about MHW 2012	50,000 page views and 8,000 visitors	During January - June 2012	None
Support the development of / promote events and activities throughout Ireland	40 organisations and 2,500 page views (plus participants)	During January - June 2012	None

#### Total No of individuals benefiting

This project will engage both individuals and organisations, men (primarily) and women, and people of all ages, from all parts of Ireland. The number of beneficiaries is detailed above.

### Describe the identified need your Organisation is seeking to satisfy. Please provide relevant information to support application

The Men's Health Forum in Ireland (MHFI) was established in response to the growing recognition of the need to address the poor health status of males in Ireland.

This need was clearly, and succinctly, outlined in the Foreword to the National Men's Health Policy 2008-2013: *"The case for an increased focus on men's health is compelling. Men die, on average, almost five years younger than women do and have higher death rates at all ages, and for all leading causes of death. The burden of ill-health and premature mortality is borne, in particular, by men from the lower socio-economic groups. There has been a disturbing increase in suicide rates among men in recent years, with suicide among young men being particularly high. Despite traditionally being to the forefront of health service policy and provision, men have tended to be more reticent in terms of advocating or speaking out about their own health ... Targeting men's health can impact not just on men's lives, but can have positive spin-offs for the lives of women and children"*.

MHFI is a voluntary network of individuals and organisations, men and women, which seeks to promote all aspects of the health and well being of men and boys through research, education, health initiatives, training, collaborative working and advocacy.

## **Describe how you propose to address the identified need**

### ***Focus of Initiative Planned***

The Men's Health Forum in Ireland (MHFI) is seeking financial support to join with other countries across Europe, and further afield, to mark International Men's Health Week 2012. This will take place from Monday 11<sup>th</sup> - Sunday 17<sup>th</sup> June 2012.

### ***Aims of Men's Health Week***

The over-arching 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.

MHW provides a unique opportunity for everyone (health professionals, service providers, sporting bodies, community groups, employers, policy makers, the media, individuals ...) to play their part in improving the health and well-being of men and boys.

### ***MHW Achievements to Date***

It is proposed that, as in previous years, MHFI will take the lead role in using MHW 2012 to focus attention upon, and raise awareness of, men's health needs and issues throughout Ireland.

During the past seven years, MHFI has coordinated a range of activities to mark MHW locally. This work has included ...

- ❑ A health screening / promotion campaign at the National Ploughing Championships (2005).
- ❑ A national conference on Men and Mental Health (2006).
- ❑ An awareness-raising campaign on Men and Chronic Health Conditions (2007).
- ❑ Working in partnership with key employers, and distributing 5,000 mini-manuals on 'Men's Health Issues in the Workplace' (2008).
- ❑ Leading a national poster campaign (distributed to all GP practices, bookies offices and golf clubs etc.) focusing on the key message 'Don't Wait Til it's too Late', and working with RTE's Nationwide on a 10 minute feature addressing 'Men's Access to Health Services' (2009).
- ❑ Developing an online 12 week physical fitness programme for men, and organising a national 'Get Up. Get Out. Get Going' running / walking event (2010).
- ❑ Supporting a range of partners throughout Ireland to organise events and activities to encourage men to recognise that 'These are Challenging Times. Let's Talk'. This work also included the development of a range of free publicity materials, and the organisation of a national poster competition to hear what men are thinking about in relation to their own health (2011).

Much of this work has only been possible because of the financial support offered by the HSE.

### ***MHFI's Role in MHW 2012***

Preparations are now being made for Men's Health Week 2012. With a well-established role / strong local networks in men's health work, MHFI is ideally placed to, once again, be the lead agent in this project.

MHFI is very realistic about what it can do / offer during MHW, and how it can play a unique role within the constraints of its assets and capabilities. The Forum can never, on its own, engage with all men in Ireland or all those who work with them. However, MHFI is well positioned to kick start the engagement process via encouraging, supporting and advising other organisations.

It is, therefore, proposed that MHFI will act as ...

- ❑ Promoter - raising awareness of what the week is and when it will happen.
- ❑ Coordinator - acting as the central 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 men's health needs.
- ❑ Signposter - offering direction to resources, research, support and activities.
- ❑ Quartermaster - supplying the basic information / tools (e.g. facts, logos, posters, communication mechanisms) to support and highlight the work of other interested bodies.

### **Key Deliverables:**

In relation to MHW 2012, MHFI will ...

- ❑ Develop a detailed work plan.
- ❑ Establish an inter-agency Planning Group for MHW 2012 - consisting of health related organisations and other bodies that have contact with men - and encourage mutually beneficial partnership work between these groups.
- ❑ Research, collate and disseminate a briefing paper which provides the context of MHW, the rationale for the 2012 theme selected in Ireland, and key facts / issues related to this theme.
- ❑ Increase awareness amongst the general public, service providers, decision-makers and men, themselves, about MHW 2012 - especially through press releases / media coverage, and by circulating updates to our mailing database.
- ❑ Collate a document titled 'What can I do to mark this Week?' - to encourage individuals and groups to see practical ways that they can celebrate MHW 2012.
- ❑ Promote the details of MHW activities across Ireland.
- ❑ Provide a free, central, easy to access, online information hub for MHW 2012 at: [www.mhfi.org/mens-health-week-2012.html](http://www.mhfi.org/mens-health-week-2012.html)
- ❑ Utilise social media to highlight and promote MHW e.g. MHFI's Facebook page at: [www.facebook.com/MensHealthWeek](http://www.facebook.com/MensHealthWeek) and Twitter site at: [www.twitter.com/MensHealthIRL](http://www.twitter.com/MensHealthIRL)
- ❑ Offer a signposting service for external organisations / individuals to sources of support, information and resources - by telephone, email and online.
- ❑ Design, produce and disseminate free promotional materials (posters and logos) to add a common national identity to this week.
- ❑ Work in partnership with other organisations to plan locally-based events.
- ❑ Evaluate the outputs and outcomes of Men's Health Week 2012.

### **Target Group**

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

MHFI will seek to impact upon all these target groups.

## Timeframe

- |   |  |
|---|--|
| October -<br>December 2011                      | <ul style="list-style-type: none"><li>❑ Agree the theme for MHW 2012 with the MHFI Management Committee and Men's Health Fora in the United Kingdom</li><li>❑ Finalise the target outputs and outcomes for Ireland</li><li>❑ Develop a detailed work schedule</li><li>❑ Identify and make initial contact with key stakeholders who could contribute to the inter-agency Planning Group</li><li>❑ Research relevant support / information / resources</li></ul>  |
| January - May<br>2012                           | <ul style="list-style-type: none"><li>❑ Promote the lead-up to MHW 2012 with regular 'countdown' mailouts and online features</li><li>❑ Hold (at least three) meetings of the inter-agency Planning Group</li><li>❑ Develop a MHW 2012 Briefing Paper</li><li>❑ Create and disseminate a document which offers practical suggestions for ways in which a wide variety of organisations and individuals can mark MHW</li><li>❑ Collate / advertise details of events and activities that will be taking place throughout Ireland during MHW</li><li>❑ Recruit 'Fans' for the MHW Facebook and Twitter pages</li><li>❑ Develop and distribute promotional materials - including a poster</li><li>❑ Give media outlets a month's advance notice of MHW 2012, and encourage them to plan special features for it</li><li>❑ Agree a media strategy with Planning Group partners to maximise coverage of the week</li><li>❑ Offer practical advice and signposting to local projects who wish to celebrate MHW</li></ul> |
| 1 <sup>st</sup> -10 <sup>th</sup> June 2012     | Develop and disseminate a press release, and encourage media coverage which highlights the key themes for MHW 2012   |
| 11 <sup>th</sup> -17 <sup>th</sup> June<br>2012 | Men's Health Week ... where possible, contribute to on-the-ground projects   |
| July - August 2012                              | Compile a report on Men's Health Week 2012   |

**Budget Requested:** €15,000

## Outline the expected benefits/outcomes of the service/project

MHW provides a national focus for highlighting the health needs of men and boys, and seeks 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.

This is achieved through a mix of: targeted and intensive media coverage; support for local projects who wish to organise health-related initiatives for males; the promotion of nationwide activities and events; a national campaign with a strong key message; encouraging national bodies to actively contribute to the theme.



**Outline how the service/project will integrate with other agencies and organisations**

Each year, MHFI convenes an inter-agency Planning Group, and works in partnership with a range of other organisations to celebrate MHW. For example, during 2011 (which had the theme 'These are Challenging Times. Let's Talk') these partners included staff from ...

- |                                     |  |
|-------------------------------------|--|
| Aware - Defeat Depression           | Belfast Health & Social Care Trust     |
| British Medical Association (NI)    | Community Sports Development Network   |
| Early Years                         | Football Association of Ireland        |
| Gaelic Athletic Association         | Health Service Executive               |
| Irish Cancer Society                | Irish Football Association             |
| Irish Heart Foundation              | Irish Men's Sheds Forum                |
| Irish Rugby Football Union          | Irish Sports Council                   |
| Man Matters Project                 | Marie Keating Foundation               |
| Medical Students Committee          | Men Alone in No-Man's Land             |
| Men Ending Domestic Abuse           | Men's Action Network                   |
| Men's Development Network           | Mental Health Ireland                  |
| Niamh                               | NI Chest, Heart and Stroke             |
| NUI Maynooth                        | Older Men's Organisation in Ireland    |
| Safefood                            | Samaritans                             |
| Southern Health & Social Care Trust | Sport NI                               |
| Sure Start Fathers Network          | Ulster Cancer Foundation               |
| Western Health & Social Care Trust  | YouthAction - Work with Young Men Unit |

All of these groups gave a commitment to promote MHW in their own workplaces and with their own constituents, as well as to organise a broad range of activities to mark this occasion.

**Indicate how this Proposal represents Value for Money**

This proposal will draw heavily upon the voluntary input (time, resources, facilities, contacts, skills...) of a vast range of organisations throughout Ireland.

The money provided by the HSE will be used to: solicit interest from national and local groups; maintain a working partnership between the lead agencies; kick start on-the-ground projects; ensure that awareness of men's health issues is raised via local and national media; produce resources, such as a national MHW poster.

This financial support will also enable MHFI to generate further funding to underwrite the cost of practical initiatives across the country. Thus, as 'seed funding', it will have a 'snowball' effect, and will provide excellent value for money.

<b>Funding Requirements</b>	
<p><b>Has your Organisation previously applied for funding for this or a similar project from the HSE or another public source? If yes, please set out details</b></p> <p>The HSE has provided financial support to MHFI to coordinate Men's Health Week over the past number of years.</p>	<p><b>Tick</b></p> <p>✓</p>
<p><b>Has your Organisation previously applied for funding for this or a similar project from private sources? If yes, please set out details.</b></p> <p>Eli Lilly provided financial support towards the design, printing and dissemination of the poster campaign for Men's Health Week in 2010.</p>	<p><b>Tick</b></p> <p>✓</p>

<b>Total Amount of Funding Sought from the HSE</b> Details to be set out in the attached Projected Financial Summary for this Application		<b>€15,000</b>
<b>Bank Account Details</b>		
Name of Bank:	Ulster Bank	
Address of Bank:	College Green, Dublin	
Name on Bank Account:	Men's Health Forum in Ireland	
Bank Account Number:	13121546	
Bank Sort Code:	98 - 50 - 10	
Bank Balance at: 23/08/11	Euro Account: €39,735.77 Sterling Account: £3,750.40	
Any comments on account balance	None	
<b>Please Attach the following:</b>		
<ul style="list-style-type: none"> <li>• <b>Latest Annual Accounts prepared in accordance with Irish statutory requirements. Audited Accounts must be submitted by Organisations with a yearly total income or total expenditure of over €150,000.</b></li> <li>• <b>Annual Report</b></li> <li>• <b>Completed Projected Financial Summary for this Application on page 5 below.</b></li> <li>• <b>Completed Governance Self Evaluation Questionnaire if funding is over 50,000</b></li> </ul>		

Signed on Behalf of Organisation	
Chairperson	Treasurer
<b>Name:</b> Noel Richardson	<b>Name:</b> Finian Murray
<b>Signed:</b>	<b>Signed:</b>
<b>Date:</b> Tuesday 23 <sup>rd</sup> August 2011	<b>Date:</b> Tuesday 23 <sup>rd</sup> August 2011

## Appendix

Projected Financial Summary for this Application			
To be completed by all organisations, whether seeking once-off or on-going funding and with a separate summary in respect of each application			
Category	Once Off €	Current Year €	Full Year €
<b>Income</b>			
Income from HSE		€15,000	
Income from Other State Agencies <i>Please list separately</i>			
<b>Fundraising</b>			
<b>Client Income</b> <i>Please provide description</i>			
<b>Other Income</b> <i>Please provide description</i>			
<b>Total Income</b>		€15,000	

<b>Expenditure</b>			
<b>Salaries (incl. PRSI)</b>		€13,200	
<b>Bank Charges</b>			
<b>Telephone</b>		€550	
<b>Postage</b>		€100	
<b>Rent</b>			
<b>Heat &amp; Light</b>			
<b>Insurance</b>			
<b>Training</b>			
<b>Travel</b>		€660	
<b>MHW 2012 Poster Production</b>		€490	
<b>Total Expenditure</b>		€15,000	
<b>Surplus / (Deficit)</b>		€0.00	
<b>Comments</b>			
The MHW 2012 Coordinator will be paid as a self-employed part-time consultant for 11 months (October 2011 - August 2012).			

<b>Checklist for Application</b>			
<b>This checklist must accompany all applications. Please ensure that all information required above has been furnished and that the documents below are enclosed to ensure that applications are processed as quickly as possible</b>			
<b>Checklist</b>	<b>Yes</b>	<b>No</b>	<b>N/A</b>
<i>* N/A Blacked out indicates that the requirement is mandatory</i>	<b>Tick</b>	<b>Tick</b>	<b>Tick*</b>
<b>Fully Completed Application Form</b>	✓		
<b>Charitable Status Number or Tax Clearance Certificate</b> <i>(if grant is over €10,000)</i>	✓		
<b>Insurance</b> <b>If the amount of funding sought from HSE is over €250,000, please confirm that the Organisation be in a position to comply with the HSE requirements for insurance contained in the Service Arrangement – Section 14 and Schedule 7 as follows:</b> Public Liability Insurance with a limit of indemnity of €6.4m (any one occurrence) to the HSE 5  Employer's Liability Insurance with a limit of indemnity of €12.7m (any one occurrence) to the HSE  Motor Insurance (if service involves use of motor vehicles) with a third party property damage limit of €2.6m (any one occurrence) with an indemnity to the HSE  Professional Indemnity (if professional services are provided) with a limit of indemnity for any one occurrence of: Low Risk - €2.6m Medium Risk - €4.0 m High Risk - €6.4m  <b>If the amount of funding sought from HSE is below €250,000, please confirm that the Organisation will be in a position to comply with the HSE requirements for insurance contained in Section 3.5 of the Grant Aid Agreement as follows:</b> <i>The Organisation undertakes to have sufficient insurance coverage in respect of all services or activities it delivers when using the Grant. The extent and adequacy of the insurance cover is a matter for the Organisation and its insurance advisors.</i>	✓		
<b>External Auditors Management Letter of Previous Year</b> <i>Mandatory in organisations with annual income or expenditure over €150,000</i>			✓
<b>Annual Accounts of Previous Year</b> <i>Audited Accounts must be submitted by Organisations with a yearly total income or total expenditure of over €150,000</i>	✓		
<b>Service Activity Report for Previous Year</b>	Currently being collated for October 2011 deadline		
<b>Completed Projected Financial Summary for this Application</b>	✓		
<b>Access Admission Discharge policy</b>			✓
<b>Annual Report – Most Recent Year</b>	✓		