
Second Meeting of MHFI Sub-Group to Plan Men's Health Week 2013

Date: Wednesday 5th December 2012
Time: Noon - 1.00pm
Venue: Institute of Public Health, Dublin
Present: Lorcan Brennan, Colin Fowler, Sandra Gordon, Michael Lynch and Finian Murray
Minutes: Colin Fowler

Issues Discussed

1. Theme of Men's Health Week (MHW) 2013

At the last MHFI Planning Sub-Group discussion, it was agreed that we should adopt the title 'Action Men' for MHW 2013, and use the strapline 'Turning Words into Action'. At today's meeting it was suggested that it might be catchier if we used the strapline: 'Facts to Acts'. However, it was also pointed out that there might be some people who would hear this as 'Facts to Axe' and, mistakenly, associate it with domestic violence.

It was agreed that the suggestions for the theme / key message need to be discussed and agreed by the full MHFI Management Committee as soon as possible.

2. MHW 2013 Poster

A number of poster suggestions were discussed. Two concepts were felt to be strong:

- a) Shows two composite (i.e. a lot of issues rolled into one) stereotypes on the poster - one of a man in poor health and the other in good health. This could use cartoon characters, and represent men 'Before' and 'After' taking action.
- b) A sophisticated gradient of smaller photos which fade from the left (unhealthy activities) to right (healthy activities), and which have the watermark of a man's face behind them. This could also fade from black and white (left) to colour (right) images.

3. Men's Health Mini-Manual

For a long time, MHFI has felt that we would like to have our own dedicated publication to give to men. We have also sought to have something to disseminate during Men's Health Week itself.

It was agreed that Colin will ask 'Man Matters' if they would consider funding an Ireland-wide version of the Haynes 'Challenges and Choices' mini-manual that was produced for MHW 2009 in England. This addresses the ten most important health issues for men and, rather than preaching at men to change their ways, it offers information and options for action or inaction.

If it is possible to fund this publication, it will need to be re-drafted to suit the information needs of men in all parts of Ireland. At the moment, it is very English-centric. Colin will contact Ian Banks and Haynes Publishing to discuss the possibilities for this initiative.

There may also be potential for using some / all of this material for a Men's Health Quiz and/or a workshop(s) in the future.

4. MHW 2013 Inter-Agency Planning Group

At the previous Sub-Group teleconference, it was agreed to hold the first exploratory meeting of the all-Ireland MHW Planning Group as a face-to-face gathering in Dundalk on Wednesday 30th January 2013. Finian had sent Colin the details of a hotel near to the train station. However, this venue did not have any suitable meeting rooms.

Finian suggested using the Armagh Diocesan Pastoral Centre in Dundalk instead. This has been used in the past for HSE training events, is centrally located, and has some free parking available. Finian will send the contact details to Colin, who will follow up a booking with the Centre.

When the venue has been agreed, Colin will write to all potential members of the inter-agency Planning Group, and invite them to attend.