

Men's Health Week 2013 in Ireland



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 10th until Sunday 16th June 2013.

MHW is celebrated in most European countries, as well as in the USA, Australia, New Zealand 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. This work continues to be a key focus for MHFI.

Every year, each country decides to pursue an overall theme for MHW which reflects their local concerns and priorities. The theme for 2013 in Ireland was: *'Action Men - Turning Words into Actions'*.

The success of MHW in Ireland is heavily reliant upon the input of volunteers, the good will of organisations, offers of 'in-kind' and mutual support, and the creativity of contributors. Many bodies throughout the island of Ireland were involved in this process during 2013. 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.
- **MHW Planning Group Members** - who freely gave their time and expertise to make MHW 2013 a success.

For more information on MHW 2013 - and what took place in previous years - please visit: www.mhfi.org/mhw/about-mhw.html

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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 2013, MHW ran from Monday 10th until Sunday 16th June. In Ireland, the theme centred upon: *'Action Men - Turning Words into Actions'*.

The MHFI Board of Trustees appointed a MHW 2013 Planning Sub-Group to coordinate developments in Ireland. This body was supported by a temporary worker - Colin Fowler. The Sub-Group determined that MHFI should act in the roles of promoter, coordinator, educator, animateur, convenor, prompter, signposter and quartermaster. Thus the Forum's role focused upon kick-starting the engagement process for others, rather than acting as a direct service delivery body for men.

The Planning Sub-Group proposed nine realistic objectives for MHW 2013 ...

- i. **Convene and administer an all-island Planning Group:** This body included 42 diverse organisations, and met three times to help to shape MHW 2013. 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.
- ii. **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.

- iii. **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 2013.
- iv. **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 2013. This was circulated to everyone on the MHFI mailing list, and was made available online.
- v. **Increase awareness of MHW 2013:** MHFI updated and consolidated its media and organisational mailing lists; utilised social and electronic media (including Facebook and Twitter); encouraged Planning Group partners to use their contacts and dissemination mechanisms; circulated updates via the ‘E-Male Matters’ newsletter; ensured a high level of media interest and coverage.
- vi. **Provide free and easy to access to an online information hub:** MHFI created and maintained a new MHW 2013 section on its website, and used the Home Page and News Page of this site to raise awareness of the most recent developments.
- vii. **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. Details could be submitted online (via an event registration form), by email attachment, or in hard copy. This content was regularly promoted in MHFI’s online communications and mail-outs.
- viii. **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, 93 requests were dealt with.
- ix. **Support other practical actions:** MHFI sought to support (where possible) small scale and affordable actions / projects which could promote or add value to MHW 2013. The Forum did this by directing local groups to available funding / resources; helping them to network with similar projects; working in partnership with other organisations to plan and deliver activities. In addition, MHFI coordinated a conference in Dr Steevens’ Hospital, Dublin, on Thursday 13th June 2013.

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 the Republic of Ireland and Northern 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 (accepted as a charity by the Revenue under Reference Number: CHY19591) which is registered in the Republic of Ireland as a Company Limited by Guarantee (Reference Number: 491368). 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, practical 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, New Zealand 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 2013

Men's Health Week (MHW) always begins on the Monday before Father's Day and ends on Father's Day itself. In 2013, it ran from Monday 10th until Sunday 16th June.

7. Theme of MHW 2013

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
- 2011 - Health and Well-Being During Challenging Times
- 2012 - Men's Health: What's Your First Instinct ... Fight? Flight? Find Out?

The theme for 2013 in Ireland centred upon: *'Action Men - Turning Words into Actions'*. This called upon everyone (service providers, policy makers and men themselves) to stop talking about male health issues and to start doing something practical about them. This theme was endorsed by members of the all-island MHW Planning Group.

In recent years, a broad range of research has highlighted the health difficulties which face men in Ireland and further afield. For example ...

- Men's Health in Ireland (www.mhfi.org/fullreport.pdf)
- Getting Inside Men's Health (www.mhfi.org/gettinginsidemenshealth.pdf)
- Men's Health in Northern Ireland: Tackling the Root Causes of Men's [ill] Health (www.mhfi.org/manmattersbriefing1.pdf)
- A Report on the all-Ireland Young Men and Suicide Project (www.mhfi.org/ymspfullreport.pdf)
- Facing the Challenge - The Impact of Recession and Unemployment on Men's Health in Ireland (www.mhfi.org/IPHreport2011.pdf)
- The State of Men's Health in Europe (www.mhfi.org/menshealtheurope.pdf) ...

This evidence clearly shows that men's health could be improved in many significant ways. However, men require support, encouragement and opportunities to do this. MHW 2013 called upon everyone to do their bit to help to improve the lot of men and boys, and to start turning words into actions.

8. Target Audience

The purpose of Men's Health Week (MHW) each year is to draw attention to the health and well-being issues affecting men and boys, and to encourage 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, church groups, 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 2013

At a meeting of the Men's Health Forum in Ireland (MHFI) Board of Trustees on Tuesday 18th September 2012, 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:

- Propose appropriate aims and objectives for MHFI's involvement in MHW 2013.
- Identify potential members for an all-island, inter-agency Planning Group.
- Work with the inter-agency Planning Group to determine the overarching theme for MHW 2013 in Ireland.
- Participate in, input to, and act as the executive of, the all-island MHW 2013 Planning Group.
- Design and deliver realistic actions on behalf of MHFI to support the celebration of MHW 2013.
- 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
- Sandra Gordon - Cancer Focus NI, Belfast
- Michael Lynch - Men's Action Network, Derry / Londonderry
- Finian Murray - Health Service Executive, Dublin / North East

During this period, Colin Fowler (from 'Know How - Working with Men' in Belfast) was paid as MHFI's temporary, self-employed, Director of Operations. He was asked to join this body, and acted as convenor, administrator and executive officer of the Sub-Group.

The Sub-Group held three discussions. These were ...

- Teleconference - Friday 23rd November 2012
- Meeting in Dublin - Wednesday 5th December 2012
- Teleconference - Monday 4th February 2013

Further ongoing business was conducted via meetings before and after the all-island Planning Group events, as well as by regular telephone and email communications.

10. Role of MHFI in MHW 2013

Historically, there had been a tendency 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 2013, it was agreed by the MHFI Planning Sub-Group that the Forum should (as had been successful during 2011 and 2012) 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 a huge number of 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 2013, MHFI would 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 / resources / tools (e.g. facts, logos, posters, communication mechanisms) to support the celebration of MHW throughout Ireland.

11. MHFI's Objectives for MHW 2013

The Men's Health Forum in Ireland (MHFI) Planning Sub-Group determined a set of nine realistic objectives for Men's Health Week (MHW) 2013. These were ratified by the MHFI Management Committee, and consisted of:

- i. Establish, convene and administer an inter-agency, all-island, MHW 2013 **Planning Group** (consisting of health related organisations and other bodies who have contact with men) - to contribute to shaping MHW and to develop mutually beneficial partnership work with and between groups.
- ii. Design and produce **promotional materials** to add a common brand to this week - offered free to all organisations and groups (via online download) who wish to promote MHW 2013.
- iii. 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 - in order to offer a core understanding of what MHW is / seeks to achieve, and to help to ensure a consistent approach across Ireland.
- iv. Collate a document on **what can I do to mark this week?** - to encourage individuals and groups to envisage realistic and practical ways that they can celebrate MHW 2013.
- v. **Increase awareness** amongst the general public, service providers, decision-makers and men, themselves, about MHW 2013 - especially through the media, and by circulating updates / materials to the MHFI mailing database.
- vi. Provide a free, easy to access, **online information hub** for MHW 2013.
- vii. Promote the **details of MHW activity and events** on the MHFI website and in MHFI publications.
- viii. Offer a **signposting service** to other sources of support, information and resources - by telephone, email and online.
- ix. Support (where possible) other **practical actions** / projects which promote or add value to MHW 2013.

12. How MHFI met the Objectives for MHW 2013

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 has 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 2013, MHFI identified and convened an all-island, inter-agency, MHW Planning Group. All members of the MHW 2012 Planning Group were, once again, invited to participate. However, since last year, some people had moved jobs or were unable to input due to resource shortages within their own organisations.

Before the first meeting took place, a range of additional agencies were identified by the MHFI Planning Sub-Group and asked to join the development process. At the first meeting, group members were also reminded that this is an open forum which welcomes the input of anyone who is willing to contribute. Subsequently, a number of other possible participants were suggested by group members and invited to join.

During MHW 2013, the Planning Group drew upon the insight, expertise, support and contacts of 42 diverse organisations - two more than during 2012. Some organisations appointed more than one person to input to the group. Therefore, in total, 50 individuals contributed to the planning process ...

Name	Organisation
Kate Markey	Amen
Paula Devine	ARK (Access Research Knowledge)
Peter Shaw	Belfast Comm Sports Development Network
Paul O'Kane	Belfast Health and Social Care Trust
Ruth Fitzsimmons and Sara McCracken	British Medical Association NI
Umberto Scappaticci	Colin Men's Group

Ruairi McKiernan	Community.ie
John Cantwell	Fír Le Cheile (Men Together)
Liam McGroarty [moved jobs during this period]	Football Association of Ireland (FAI)
Emmet Haughian	Gaelic Athletic Association (GAA)
Finian Murray	Health Service Executive, Dublin / North East
Lochlann Scott	Helplink Support Services
Derek Chambers	Inspire Ireland Foundation
Joanne Vance	Irish Cancer Society
Lisa Rickett	Irish Football Association (IFA)
Ann Scanlon	Irish Heart Foundation
John Evoy	Irish Men's Sheds Association
Scott Walker and Eoin Hogan	Irish Rugby Football Union (IRFU)
Colm McGinty	Irish Sports Council
Sandra Gordon	Man Alive
Gary Smyth and Siobhán Harding	Man Matters Project
Mary Sheehan and Nicola Manning	Marian House Nursing Home
Geraldine Gleeson	Marie Keating Foundation
Kealan Barrett and Alison Bell	Medical Students' Committee NI
Darach Murphy	Men Alone in No-mans-land (MAIN)
Michael Lynch	Men's Action Network (MAN)
Lorcan Brennan	Men's Development Network (MDN)
Colin Fowler	Men's Health Forum in Ireland (MHFI)
Treasa Hanniffy	Mental Health Ireland
Siobhan Brennan and Ailish O'Neill	National Youth Council of Ireland (NYCI)
Jessica Perry	NI Chest, Heart and Stroke (NICHHS)
Geraldine McDonnell	Northern Health and Social Care Trust
Leo Foy	Public Health Agency - Southern Area
Andrew Castles and Sara Eslami	SafeFood
Suzanne Costello	Samaritans
Scott Ahearn	See Change
Angela Corr	Southern Health and Social Care Trust

John News	Sport NI
Keith McAdam	Sure Start Fathers Network
Marita Hennessy	Health Researcher - individual capacity
Sonia Montgomery	Western Health and Social Care Trust
Michael McKenna and Jonny Ashe	YouthAction NI

The MHW Planning Group met three times between January and April 2013:

- Wednesday 30th January 2013
- Wednesday 13th March 2013
- Thursday 25th April 2013

The first two meetings were face-to-face, and were held in the Armagh Diocesan Pastoral Centre, Dundalk, Co. Louth. The final meeting was conducted via video-link between the Dublin and Belfast offices of the Institute of Public Health in Ireland. Each gathering lasted approximately three hours, and was convened, coordinated, minuted and administered by Colin Fowler (on behalf of MHFI). Additional business was conducted via email and telephone in the interim periods.

It was impossible for members of the Planning Group to attend every meeting. However, everyone was kept up-to-date via the minutes of meetings, and there was substantial ongoing communication between all parties - who were asked to help with practical tasks (such as collating research and field-testing poster ideas) between events.

As well as advising on the shape and structure of MHW 2013, 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 by ...

- Disseminating hard copies of the MHW 2013 posters and image pack.
- Promoting MHW on their own websites, Facebook pages and Twitter feeds.
- Arranging regular update mailings within their own agencies.
- Developing in-house campaigns / projects to coincide with MHW.
- Highlighting MHW in their local media.
- Organising events and activities (e.g. MDN hosted a launch in Enniscorthy alongside Wexford Local Development and Irish Cancer Society representatives) ...

In addition, many members also collaborated on joint practical projects outside of the formal Planning Group meetings.


12.2 Promotional Materials

It was agreed by the Planning Group that it would be important to create a unique identity and common brand for Men's Health Week (MHW) again this year. They felt that this would ensure that it could be owned by everyone, and be independent of any specific organisation. As in previous years, they felt that this 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 MHW 2013 graphics and promotional materials. These were then 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.

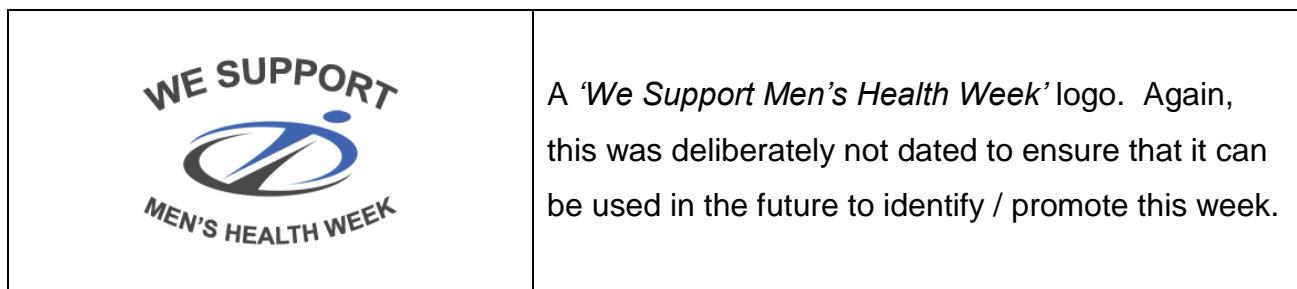
It was agreed that the dedicated MHW logo - designed in 2011 - should, once again, provide the core focus for the week. This, alongside a generic '*We Support Men's Health Week*' badge, was included in the array of images that were offered ...

	A generic MHW logo which does not have a date attached - so that it can be used again in the future to identify / promote this week.
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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

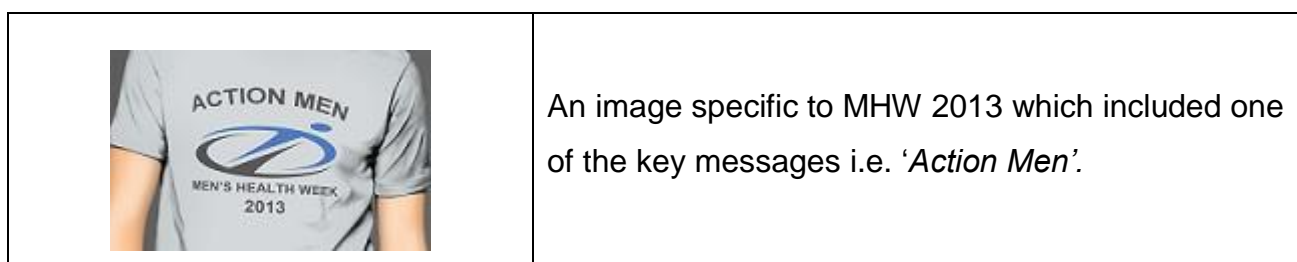
- Large Transparent PNG - for use against a coloured or textured background
- Small Transparent PNG - for use against a coloured or textured background on websites
- Large Whiteout PNG - white image of the logo when on a coloured background
- Small Whiteout PNG - white image of the logo when on a coloured background
- Small Square JPG - for use as a Facebook profile picture



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

However, a broad range of dedicated images for MHW 2013 were also designed and made available on the MHFI website ...



This image was produced as:

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



An image specific to MHW 2013 which included one of the key messages (i.e. 'Action Men') and the dates of the week.

This image was produced as:

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



A banner specific to MHW 2013 - including the dates.

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



A 'We Support Men's Health Week 2013' image.

This image was produced as a medium size JPG - good for general use and websites.



A specific MHW 2013 image which included both the dates of the week and the web address for more information.

This image was produced as:

- Large JPG - good for general use
- Small JPG - good for websites and emails



To highlight MHW 2013, Michael Glover (from the Man Matters project in Northern Ireland) starred in an Ireland-wide poster campaign to raise awareness of the week.

The message for men, service providers and policy-makers was simple: *Turn your words into actions!*

There were two types of poster - hard copy and electronic files.

Hard copies of the poster (A₃ size) could be ordered by contacting Colin Fowler.

Colin coordinated the distribution of posters to all members of the MHW Planning Group (who, in turn, disseminated them to their own networks), and arranged for smaller quantities to be posted to groups in Northern Ireland who requested them. Nicola Manning, from Marian House Nursing Home in Dublin, volunteered to oversee the mailing of posters to groups in the Republic of Ireland.

In total, 3,000 hard copies of the poster were circulated to organisations throughout the island of Ireland.

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

- Portable Document Format (PDF) - prints poster at A₄ size
- Poster with Blank Box (PDF) - prints poster at A₄ size, and includes a blank box to handwrite the details of local events into
- Poster with type-your-details Blank Box (Word Document) - prints poster at A₄ size, and includes a blank box to type the details of local events into
- Large JPG - original A₃ size image, best for high resolution print jobs and large posters
- Medium JPG - A₄ image, useful for high resolution print jobs at this size
- Small JPG - small, lower resolution image, useful for websites and inclusion in emails / Word documents
- JPG Thumbnail - small, fairly low resolution image, useful for websites and inclusion in emails
- Square JPG - for use as a Facebook profile picture

This range of options proved useful to many groups who could ‘piggy-back’ on the official poster and enter their local event details without needing their own graphic designer.

As in 2012, the MHW 2013 poster had a unique QR (Quick Response) Code inserted into it. This allowed Smart Phone users to scan the bar code and to be instantly directed to the MHW 2013 web page at: www.mhfi.org/mhw/mhw-2013.html



The promotional materials produced for MHW proved to be very popular, and were downloaded frequently in the period leading up and during MHW 2013. Webalizer - the programme used to monitor activity on the MHFI website - reveals that, by Monday 17th June 2013, the ...

- MHW 2013 poster had been downloaded 5,923 times (*the 2012 posters were downloaded 5,134 times*).
- ‘Action Men’ logos had been downloaded 2,120 times (*the dedicated logo for 2012 was downloaded 1,986 times*).
- Banner specific to MHW 2013 had been downloaded 2,217 times (*the 2012 banner was downloaded 2,002 times*).

- 'We Support Men's Health Week 2013' logo had been downloaded 872 times (*the 2012 logo was downloaded 861 times*).
- Generic MHW logo had been downloaded 3,284 times (*the 2012 logo was downloaded 3,097 times*).
- Generic 'We Support Men's Health Week' logo had been downloaded 643 times (*the 2012 logo was downloaded 711 times*).
- Poster QR Code directed 1,743 visitors to the MHW 2013 web page (*the 2012 code was used 1,031 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 2013, 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 2013, 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?
- Why choose the theme 'Action Men!' in 2013
- 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 2013 in Ireland?
- What is the Men's Health Forum 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 2013 Planning Group (and others) had a coherent idea of what they were working towards. This paper was also circulated to all the media outlets in Ireland to increase their understanding of the week, and was widely utilised in coverage by these bodies.

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 2013 (i.e. encouraging men and boys, service providers, policy makers and the general public to turn their words into actions) lent itself to a wide range of ways to mark this occasion.

However, in the lead-up to MHW 2013, the Men's Health Forum in Ireland (MHFI) also 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 for free online downloading.

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. Consequently, 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) 2013 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 increased the number of people on its e-distribution lists (from 3,512 in 2012 to 3,632 in 2013), and regularly (at least monthly from December 2012 onwards) updated these people about MHW 2013. This included sending a 'Season's Greetings' card, regular MHW 2013 features in 'E-Male Matters' (the MHFI e-newsletter - see www.mhfi.org/newsletters/about-e-male-matters.html), and arranging single issue MHW mailouts as appropriate.

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

(b) Social and Electronic Media

A new MHW 2013 section was established on the MHFI website (www.mhfi.org/mhw/mhw-2013.html), and the three social media sites administered by MHFI were regularly updated throughout 2013. These sites were:

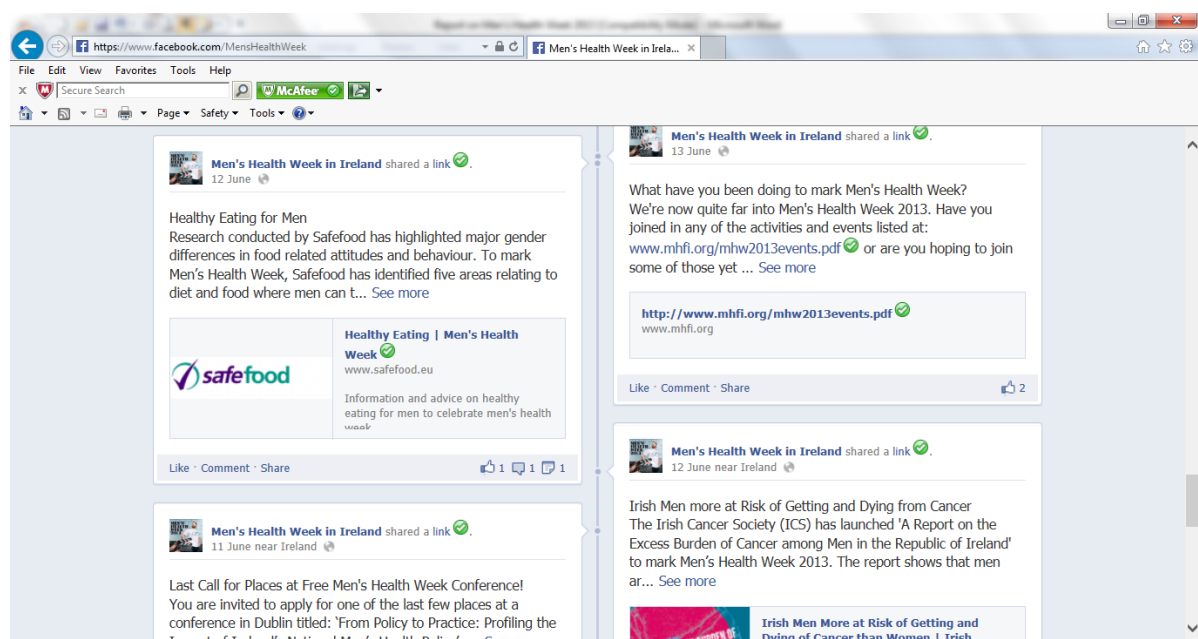
- www.facebook.com/MensHealthWeek - MHW Facebook page
- www.facebook.com/MensHealthForumIreland - MHFI Facebook page
- www.twitter.com/MensHealthIRL - MHFI Twitter feed

The frequency of updates increased as MHW drew closer, and these were uploaded at least once per day during the week itself.

During MHW 2013, the dedicated Facebook page for the week (i.e. www.facebook.com/MensHealthWeek) experienced a peak of popularity - with Monday 10th and Tuesday 11th June 2013 being the most visited days. Throughout this week, the page:

- Had 221 core 'Fans' (*it had 203 in 2012*).
- Was visited by 3,720 different people (*3,431 in 2012*) - with 49% of these in the age band 25-34 years of age; 22% aged 35-44 years; 19% aged 18-24 years; 8% aged 45-54 years; 2% aged 55 years and over.
- Got 94% of all its visitors from Ireland (both Republic of Ireland and Northern Ireland), with a further 4% from English speaking countries (i.e. England, Scotland, Wales, Australia, New Zealand, the USA and Canada), 1.5% from other European countries, and 0.5% from non-English speaking countries outside Europe.
- Benefitted from a 'viral' following - most visitors arrived at the page after being specifically recommended by / directed to it by other organisations' and individuals' web and social media postings. The majority of these recommendations came from MHW 2013 Planning Group partners.
- Received 81% of all page views from males.

Between April and June 2013 (inclusive), there were 17,164 views of posts on this page (*there were 15,621 views in 2012*).



Screen-shot of some news items on MHW Facebook page during MHW 2013

To improve the visual impact of the MHW Facebook page, Colin Fowler designed and uploaded a new 'Cover Photo' for the site:



New MHW Facebook Cover Photo

The popularity of MHFI's own Facebook Page also peaked during MHW. This page (www.facebook.com/MensHealthForumIreland) displayed the same information about MHW 2013 as the MHW Facebook page. Monday 10th June 2013 was the most visited day. Throughout MHW 2013, this page:

- Had 182 core 'Fans' (*there were 84 fans in 2012*).
- Was visited by 4,221 different people (*4,043 in 2012*) - with 41% of these in the age band 25-34 years of age; 19% aged 35-44 years; 17% aged 45-54 years; 12% aged 18-24 years; 11% aged 55 years and over.
- Got 91% of all its visitors from Ireland (both Republic of Ireland and Northern Ireland), with a further 7% from English speaking countries (i.e. England, Scotland, Wales, Australia, New Zealand, the USA and Canada), and 2% from (mostly) other European countries.
- Received 61% of all page views from males.

Between April and June 2013 (inclusive), there were 17,632 views of posts on this page.

By MHW 2013, the MHFI Twitter feed had attracted 360 'Followers' (*there were 182 in MHW 2012*), and the 'Tweets' were viewed by 2,119 different people during the week (*there were 1,206 in 2012*). The content of the Twitter feed was also regularly 're-tweeted' by other partners in the MHW inter-agency Planning Group, as well as a range of other health-related bodies.



Screen-shot of some items on MHW Twitter feed during MHW 2013

Furthermore, MHFI was able to utilise the e-communication systems of other organisations to promote MHW 2013. 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.

(c) Planning Group Partner Contacts and Dissemination Mechanisms

All members of the MHW 2013 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. As in previous years, 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. Examples included:



Irish Heart Foundation



Irish Men's Sheds Association

Copy of a letter sent by the **Men's Development Network (MDN)** to all Family Resource Centres, Community Development Projects, Local Development Companies, MDN Representatives and MDN Directors (approximately 200 hard copies posted):

Hi all,

Greetings from everyone in the Men's Development Network. We are writing to you on this occasion to send you some valuable information and resources in relation to raising awareness of Men's Health Week 2013, and to support your work of engaging men.

What's in this Pack? ...

Men's Health Week / Turning Words Into Actions: As you may know, Men's Health Week (MHW) will run from the 10th - 16th June 2013. Enclosed, please find all the information you will need to support your involvement in this event. We would be delighted if you could display the enclosed poster in some prominent place in your project or workplace. Also, find some interesting information on how you can get involved in supporting men towards better health. If you are planning on 'Turning Words Into Actions' (this year's theme), and have an event in mind, please contact Colin Fowler from the Men's Health Forum Ireland to register that event. An image pack (electronic versions of the poster and new logos) for MHW 2013 is now available for free downloading at: www.mhfi.org/mhw/mhw-image-pack.html This has a range of graphics which are useful for printing, publishing, emails, Facebook etc. For more information, Email: colin@mhfi.org or check out Website: www.mhfi.org / Facebook: www.facebook.com/MensHealthWeek / Twitter: www.twitter.com/MensHealthIRL

Community Based Health Promotion for Men - A Guide for Practitioners: This guide, developed by the Carlow Men's Health Project, highlights approaches and key learning from work carried out in the Carlow area through the working partnership of six organisations, both statutory and non-statutory, that joined forces to improve the health and wellbeing of men in Carlow. We hope that it will be a resource to you in your own work - in both planning and implementing supportive initiatives in your area - and that the lessons learned can be a supportive guide towards best practice for engaging men.

Engage Training: If you are already working with or on behalf of men, and are interested in participating in the 'Engage' National Men's Health Training Programme, see the enclosed flyer and Email: aofe.osborne@itcarlow.ie for more information.

Men's Development Network Training: We have also included information on the Men's Development Network's 7 Questions Training Towards Best Practice for Engaging Men. This training has been delivered in many different settings across Ireland and, as you will read from the testimonials on the flyer, it has been a real support to all those interested in and working with or on behalf of men's lives ...

Irish Men's Sheds Association

Western Health and Social Care Trust

(d) Media Coverage

It was agreed by the Planning Group, that MHFI should play the coordinating role in making the media aware of MHW 2013, 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 should issue an overview press release at the start of MHW 2013, and seek 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 2013, MHFI spent a considerable amount of time updating the contacts on its media database in preparation for the forthcoming campaign. This database covered all media outlets in Ireland - both North and South - that were known to MHFI and included:

- 8 Republic of Ireland / 7 Northern Ireland daily newspapers
- 4 Republic of Ireland / 3 Northern Ireland Sunday newspapers
- 3 Republic of Ireland / 9 Northern Ireland magazines
- 73 Republic of Ireland / 49 Northern Ireland weekly newspapers
- 69 Republic of Ireland / 27 Northern Ireland TV and radio stations
- 8 Irish language broadcasting bodies
- 25 miscellaneous media outlets
- 8 health correspondents
- 8 letters to the editor contacts

In the lead-up to MHW 2013, MHFI sent six mailouts to contacts on the media database. These were:

- *Monday 15th April 2013 ... a date-for-your-diary email.*
- *Monday 13th May 2013 ... an advance notice email informing them of the dates for MHW 2013, the theme of the week, and giving them a copy of the MHW 2013 Briefing Paper (see [Appendix 1](#)).*

- *Monday 27th May 2013 ...* a briefing email with more specific detail about MHW 2013 including background information, how to access posters / images, details of events planned, and where to find updates on the latest developments. This correspondence also offered the support of MHFI to plan their coverage of the week.
- *Friday 7th June 2013 ...* a formal Press Release titled: *'Where are all the Action Men? - Launch of Men's Health Week 2013 in Ireland'* (see [Appendix 3](#) for a copy).
- *Monday 10th June 2013 ...* a final reminder email about MHW 2013.
- *Tuesday 11th June 2013 ...* letters to the editors of all the major daily newspapers in Ireland.

To maximise uptake, the Press Release gave contact details for six MHFI spokespeople based throughout Ireland (in Belfast, Derry/Londonderry, Galway, Navan, Newry and Waterford). This proved to be successful - as local media outlets seemed to prefer to speak to the contact person nearest to their area.

A few weeks before MHW, the National Carers' Week Coordinating Committee also invited MHFI to issue a joint Press Release with them which would focus upon the needs of male carers in Ireland. This was launched on Thursday 13th June 2013, and was titled: *'73,000 Male Family Carers Recognised During National Carers' Week and Men's Health Week'* (see [Appendix 4](#)).

A very high level of radio, news print and online coverage for MHW was achieved. However, as in previous years, the volume of TV coverage was more limited. This outcome was expected by the MHW Planning Group - who had agreed, in advance, that the most useful media strategy would be to seek to engage meaningful and in-depth coverage by radio, newspaper and online outlets, rather than manufacturing a sensational headline story for the visual media.

The level of media exposure achieved was monitored via the reporting of MHW Planning Group members / MHFI Management Committee, the creation of daily 'Google Alerts', as well as by online searches for key words / phrases ...

- Using the Google, Bing, Yahoo, Lycos, Ask Jeeves, Gigablast, Dogpile, DuckDuckGo and Hot Bot search engines.
- Looking for the terms: Men's Health Week in Ireland 2013; Men's Health Week Ireland 2013; Men's Health Week Ireland; Men's Health Week; MHW; MHW 2013; Men's Health Forum in Ireland; Men's Health Forum Ireland; MHFI; Colin Fowler; action men; turning words into actions.
- Examining and recording the first 20 pages of links generated by each search engine.
- Up until Monday 1st July 2013.

The coverage recorded included ...

- 39 newspaper articles - including some of the major dailies e.g. Irish Examiner, Irish Times, Irish Independent, Belfast Telegraph, Irish News, Newsletter and Daily Mirror.
- 6 journal / magazine features - in publications with large circulations i.e. Modern Medicine, Nursing in the Community, Irish Pharmacy News, Vice, Mensana and Urology Review. All of these features were written by MHFI.
- 5 Letters to the Editor - published in the Irish Times, Irish Examiner, Irish Independent, Belfast Telegraph and Irish World.
- 61 slots (news items and interviews) on the radio - these included national, regional, local, community, and Irish medium stations.
- 5 TV slots - RTE 1, Nuacht TG4, BBC NI, UTV News and UTV Live Tonight.
- 64 'shoutout requests' on a diverse range of radio stations / programmes throughout Ireland.
- 197 features on 'quality' local websites - including those of MHW Planning Group partners. The websites of statutory bodies (e.g. HSE, Public Health Agency, Health and Social Care Trusts and NI Direct) carried features on the week. In addition, MHW 2013 in Ireland received online coverage from over 1,450 newspapers / health feeds / search engines / bloggers / pharma companies / health equipment sales sites ... both national and international.
- 13 articles in newsletters - including the All-Island Obesity News, Health News Ireland, Health Bytes, NICVA eNews and BMA NI eBriefing.
- A MHW announcement on the 'Big Screen' at the front of Belfast City Hall (three times per hour) throughout the whole of MHW 2013.

During this period, MHW 2013 in Ireland was promoted and publicised by a very broad range of bodies including: Helplines (e.g. Samaritans, Amen and Helplink); health service providers (e.g. Irish Cancer Society, Man Alive, Irish Heart Foundation and Action Cancer); research bodies (e.g. ARK, the Centre for Men's Health and Lewis Fertility Testing); networking organisations (e.g. NICVA and regional men's health groups); youth organisations (e.g. National Youth Council of Ireland and Youth Action NI); mental health services (e.g. Mental Health Ireland, Health in Mind and See Change); Men's Sheds Association in Ireland; Trade Unions (e.g. ICTU and Irish Pharmacy Union); sporting bodies (GAA, IFA, FAI and IRFU); educational establishments (e.g. Institutes of Technology and universities throughout Ireland); carers support groups (e.g. Care Alliance Ireland); medical organisations (e.g. Irish College of Psychiatry and British Medical Association NI); gay men's support projects (e.g. Gay Health Network and The Rainbow Project); statutory health bodies (PHA, HSE, Health and Social Care Trusts, and Health Action Zones); men's groups (e.g. Fir Le Chéile, Men's Development Network, Men's Action Network and Men Alone in No-man's Land); fathers groups (e.g. Sure Start Fathers' Network and Dad.ie); community initiatives (e.g. Community Development Partnerships, Area Partnership Boards, Volunteer Centres, Community Councils and Family Resource Centres); online discussion fora (e.g. Boards.ie) ...

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) 2013. To achieve this, the Forum created a new section on its website at: www.mhfi.org/mhw/mhw-2013.html

This webpage acted as the focal point for the week, and offered visitors access to a centralised hub for all available information. In addition, the Home Page, News Page and Latest News scrolling banner on the website raised awareness of the most recent developments.

MHFI utilised the 'Webalizer' web traffic analysis tool to monitor activity on the MHFI website in the lead up to and during MHW 2013. Unfortunately, the Forum's more comprehensive analysis programme - 'AWStats' - could not be used in 2013. This was due to the fact that the web server's operating system was substantially upgraded during this period - to accommodate the emerging online requirements of the trainers on the 'Engage' National Men's Health Training Programme. If used, AWStats would have generated a misleading calculation.

The Webalizer data* shows that site traffic increased steadily from February 2013 onwards, and peaked in June 2013 ...

- In February 2013, there were: 7,829 site visits; 35,955 web pages viewed; 61,724 files downloaded; 94,881 site hits. 16.3GB of bandwidth was used.
- By June 2013, there were: 9,933 site visits; 32,729 web pages viewed; 165,683 files downloaded; 223,133 site hits. 21.2GB of bandwidth was used.

[* These figures do not differentiate between visits by people and traffic generated by search engine robots and spiders. It can be assumed that at least some of this recorded traffic is associated with the latter group]

The vast majority of website visitors came from Ireland (both North and South). The next largest group came from England, Scotland and Wales; followed by people from the United States of America. This was similar to the experience of the MHW Facebook pages and Twitter feed during both MHW 2013 and the lead-up to it.

In terms of file downloads, the most frequently accessed (in order of popularity) were the:

- MHW posters and image pack.
- 'Men's Health Week 2013 - Events Taking Place in Ireland' booklet.
- Information on the MHW conference in Dr Steevens' Hospital titled: 'The Impact of Ireland's National Men's Health Policy'.
- 'Men's Health Week 2013 - What can I do to mark this week?' document.
- 'Men's Health Week 2013 - Briefing Paper'.

As hoped for, the MHW 2013 webpage (www.mhfi.org/mhw/mhw-2013.html) was the most viewed page on the MHFI site and - during June - was also the most frequent entry point to the entire website.

These statistics clearly indicate that the MHFI website experienced an increase in traffic in the lead-up to and during MHW 2013. This website - in conjunction with the MHW Facebook pages and Twitter feed - did, therefore, effectively act as an information hub which could offer an overview of the week, promote events and activities, recruit participants, and provide the latest updates on developments.

12.7 Promotion of Activity and Events

'E-Male Matters' (www.mhfi.org/newsletters/about-e-male-matters.html) is the monthly electronic newsletter of the Men's Health Forum in Ireland (MHFI). Each edition is, currently, circulated to 3,632 organisations / individuals - many of whom then forward it to other colleagues and contacts.

From April 2013 onwards, this publication featured articles which invited recipients to forward details of their Men's Health Week (MHW) activities to MHFI. This invitation was also included in a monthly email to all the organisations on the Forum's mailing list between April and June 2013 (inclusive), and was issued on the MHFI website, Facebook pages and Twitter feed.

The purpose of the invitation was to gather information on MHW 2013 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 hoped that this 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 2013 to MHFI. This could, for example, include health checks, conferences, launches, games, seminars, competitions, workshops, courses, displays, health fairs ...

To make the submission process as easy and accessible as possible, four mechanisms for registration of activities and events were utilised. It was hoped that these diverse systems would accommodate the needs of all interested parties:

- An online registration form was created for the submission of details at: www.mhfi.org/mhw/submit-an-event.html
- A registration form, in Microsoft Word format, was available for downloading at: www.mhfi.org/mhw2013project.doc Organisations were invited to save a copy of this document to their computer, type in their details, and email it back to MHFI.
- A registration form, in Portable Document Format (PDF), was available for downloading at: www.mhfi.org/mhw2013project.pdf Organisations could print this file, handwrite their details, and post it back to MHFI.
- Those without access to the Internet were invited to phone Colin Fowler, from MHFI, and have a hard copy of the form sent to them in the post. This could then be completed in pen and returned to MHFI.

To ensure consistency in the format of information, a registration template was devised (see [Appendix 5](#) for a copy). The information submitted was edited by MHFI, and then inserted into a cumulative publication titled: 'Men's Health Week 2013 - Events Taking Place in Ireland'. This booklet (which had an internal hyperlink format) was made available on the MHFI website at: www.mhfi.org/mhw2013events.pdf A list of the events included in this publication can be found in [Appendix 6](#).

This publication - and the individual entries contained within it - were regularly promoted in 'E-Male Matters' as well as via MHFI's other online communications media. As in 2012, this booklet proved to be the second most popular download on the MHFI website. Entries were regularly added to it in the period leading up to MHW 2013.

12.8 Signposting Service

In the lead-up to Men's Health Week (MHW) 2013, the Men's Health Forum in Ireland (MHFI) offered a 'signposting service' to organisations looking for ideas / resources / information / contacts / research ... to facilitate their involvement in MHW. This 'helpline' service was coordinated by Colin Fowler.

In total, 93 requests were dealt with. The vast majority of these were conducted via telephone calls and email correspondence. However, a small number required on-site visits / meetings.

12.9 Practical Action / 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 2013.

MHFI did this via ...

- Soliciting support for MHW from regional bodies.
- Directing local groups to available funding / resources.
- Helping organisations to connect / network with similar projects.
- Recruiting participants for MHW events being organised by external agencies.
- Acting as a 'sounding board' for project ideas.
- Providing advice on men's work action plans.
- Working in partnership with other organisations to plan and deliver on-the-ground activities.

In the period leading-up to and during MHW, this included, for example:

- Delivering a keynote presentation to a men's health networking event on: 'The Engagement Jigsaw: A 12 Point Plan for Effectively Engaging Men in Health Initiatives'.
- Working with the Southern Area Men's Health Group to undertake an audit of men's health services / provision within their catchment area.
- Offering ongoing support to the Eircom 'Health Net' initiative for their male employees.
- Delivering a workshop to Sure Start staff on the importance / practicalities of engaging with fathers on health and well-being issues.
- Contributing to a pilot programme which tested materials for a men's health workshop titled: 'Top Tips for Dealing with Stress'. This was then delivered during MHW 2013.
- Giving a presentation to the greater-Belfast Men's Active Ageing Network on the priority health needs of older men.
- Recruiting participants for a course on website design for men's groups - to enable them to promote their men's health messages more widely and effectively.

- Making a presentation to MLAs in the Northern Ireland Assembly on the need for a framework / strategy for men's health.
- Participating in the coordinating group for the large-scale men's health event in Belfast City Hall during MHW 2013.
- Supporting the establishment of a men's health network and men's health programmes in the Ballymena and Ballyclare areas of Co. Antrim.
- Advising on the direction of a large scale MHW initiative being set-up Health West Community Pharmacy in Claremorris, Co. Mayo.
- Enlisting the support of staff and students from Queen's University Belfast's School of Nursing to provide health checks at a range of MHW 2013 events.
- Helping to organise a Men's Policy Forum event in the Northern Ireland Council for Voluntary Action to encourage networking and information sharing in relation to MHW 2013.

In Northern Ireland, MHFI is a core partner in the 'Man Matters' project - a Big Lottery funded initiative. To celebrate MHW 2013, Man Matters supported a broad range of interventions including:

- A large scale health and fitness event for fathers.
- Men's health MOT sessions in public spaces.
- A health awareness and complementary therapies day with older men in sheltered accommodation.
- A number of understanding emotional wellbeing workshops in conjunction with the Northern Ireland Association for the Care and Resettlement of Offenders.
- Father and children Fun Days.
- Healthy cooking courses for a range of Men's Sheds.
- An outdoor challenges team-building day for Home-Start fathers ...

In the Republic of Ireland, MHFI played a coordinating role in a conference (funded by the Health Service Executive) which was held in Dr Steevens' Hospital, Dublin, on Thursday 13th June 2013. This event was titled: 'From Policy to Practice: Profiling the Impact of Ireland's National Men's Health Policy'.

The aim of this conference was to profile the key outputs in the area of men's health in Ireland that have been delivered since the publication of the Men's Health Policy and Five Year Action Plan in 2009, and to set priorities for policy areas in men's health in the future.

The Men's Health Forum in Ireland ...

- Contributed to planning teleconferences and minuted the proceedings.
- Collated a briefing paper for the Event Planning Committee.
- Issued a call for abstracts for poster presentations at the event.
- Secured the input of workshop facilitators.
- Created an event flyer and application form / process.
- Coordinated the recruitment of delegates.
- Wrote briefing papers for poster presenters and workshop facilitators.
- Prepared pen pictures of keynote speakers, and programme briefing notes for the conference Chairperson.
- Booked flights and accommodation, and made all practical arrangements for keynote speaker, Kate Hunt.
- Visited Dr Steevens' Hospital to plan the practicalities of the event.
- Liaised with catering and facilities management staff in Dr Steevens' Hospital - both before and during the conference.
- Updated delegates on arrangements and the programme.
- Created a registration sheet, sign-up sheets for workshops, a feedback form and signage for the event.
- Arranged a pre-conference dinner for keynote speakers and organisers.
- Oversaw all the practicalities of the conference organisation on the day.
- Contacted all contributors and delegates after the event to thank them for their input.

68 people were registered for this event (the organisers' target number of participants was 65). However, a small number of people sent apologies at the last minute, while a larger number of people attended without having booked a place. Therefore, the total attendance figure was 73 people.

See [Appendix 7](#) for a copy of the programme, [Appendix 8](#) for an overview of the workshops, and [Appendix 9](#) for a description of the poster presentations. These papers formed part of the conference delegate pack.

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 this 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 year witnessed a further expansion of MHW activity. The Men's Health Forum in Ireland (MHFI) was able to support developments in the Republic of Ireland via grant aid from the Health Service Executive (HSE), and was also able to increase the level of activity in Northern Ireland with assistance from the Man Matters project (funded by the Big Lottery).

During MHW 2013, MHFI chose a theme which was different to England, Scotland or Wales. The local focus upon '*turning words into actions*' was sanctioned by the all-island MHW Planning Group, and was felt to be inclusive enough to secure the interest and engagement of a diverse range of organisations in MHW activity.

Overall, MHW 2013 proved to be very successful ...

- There was a broad base of engagement from across the whole island of Ireland, and this was a very positive aspect of the week - which also entailed a vast amount of voluntary input from many individuals and organisations.
- MHFI was, once again, able to draw upon the support of the HSE, Man Matters, and the Institute of Public Health in Ireland to enable it to offer both a coordinating role during MHW and support for a diverse spectrum of activities.
- The MHFI Planning Sub-Group worked effectively together, and fulfilled all of the tasks set for it, including: determining the theme for MHW 2013; setting appropriate aims and objectives; identifying potential members for an all-island Planning Group; participating in the Planning Group; acting as the executive of this body; designing and delivering realistic actions on behalf of MHFI; steering developments on behalf of the Forum; reporting back to the MHFI Board of Trustees.

- MHFI set itself clearly defined roles for MHW 2013 (i.e. promoter, coordinator, educator, animateur, convenor, 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. As in previous MHWs, 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.

- The involvement of the temporary MHFI Director of Operations was important to the overall success of the week. This person acted as the coordinator, convenor, administrator, executive officer, policy worker, webmaster, media liaison person, development officer and contact point for MHW 2013.

- The key messages for MHW 2013 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 2013 were met and, in many cases, exceeded. For example ...
 - i. **Convene and administer an all-island Planning Group:** This body included 42 diverse organisations from across the whole of Ireland, and met three times (as well as conducting ongoing business via email) to help to shape MHW 2013. Members also used their own agency's networks / resources to promote MHW, developed on-the-ground activity, and worked in partnership with each other outside of the meetings.

 - ii. **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 provided a unique 'brand' for MHW 2013 and were very widely utilised. This was the second year that MHFI had used a QR Code on the posters, and this proved, yet again, to be a very successful means to direct viewers to further information.

- iii. **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 2013, and offered a shared understanding to all partners.
- iv. **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 2013. This was circulated to everyone on the MHFI mailing list, and was made available online. The paper highlighted realistic ways that organisations can make MHW fit with their own work, and helped them to visualise how they might be involved.
- v. **Increase awareness of MHW 2013:** MHFI updated and consolidated its media and organisational mailing lists; utilised its social and electronic media (Facebook pages and Twitter feed); encouraged Planning Group partners to use their contacts and dissemination mechanisms to amplify exposure; ensured a high level of media coverage of the week (with Irish language media providing very prominent coverage this year). All of these tasks were successfully completed. The only weak area was the low level of television coverage achieved - but this was an expected outcome of the media strategy adopted.
- vi. **Provide a free, easy to access, online information hub:** MHFI created and maintained a new MHW 2013 section on its website, and used the Home Page, News Page and Latest News scrolling banner on this site to raise awareness of the most recent developments. The website witnessed a steady increase in traffic in the lead-up to MHW.
- vii. **Promote the details of MHW activity and events:** MHFI invited organisations throughout Ireland to submit details of their MHW activities for inclusion in an e-booklet. This content was also regularly promoted in the Forum’s ‘E-Male Matters’ newsletter as well as via other online communications media. To ensure maximum accessibility, there were four mechanisms for submission of information. These ranged from an online registration form to traditional ‘snail mail’.

- viii. **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, 93 requests were dealt with.
- ix. **Support for 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 2013. The Forum did this via soliciting support for MHW from regional bodies, directing local groups to available funding / resources, helping organisations to network with similar projects, and working in partnership with other agencies to plan and deliver a range of events and activities. MHFI also supported a range of Man Matters activities in Northern Ireland, and played a key coordination role in the organisation of a conference in Dr Steevens' Hospital, Dublin, which focused upon 'Profiling the Impact of Ireland's National Men's Health Policy'.

Based upon a review of activity and achievements during MHW 2013, the following recommendations are made for future weeks ...

- MHW is an important annual all-island celebration of men's health. MHFI should continue to support, promote and coordinate this week.
- Although a lot of MHW activity is the result of volunteering and contributions in-kind, funding is also required to ensure that MHW can have the maximum impact. An application to support MHW 2014 should be submitted to the HSE, and Man Matters should be asked to offer at least similar levels of resources next year. It is, however, noted that the Man Matters project ends in August 2014.
- During 2013, MHW was coordinated by a core worker dedicated to securing partnerships, on-the-ground activity, communication and publicity. This post had administrative, executive, and developmental functions. They also provided a focal / reference point for the diverse range of interested parties throughout Ireland. This role is crucial to the success of MHW - as no one else has a remit to oversee these tasks. This post needs to continue.

- MHFI should, once again, appoint a Planning Sub-Group to oversee MHW 2014.
- The clearly defined roles that MHFI played during MHW 2013 were both realistic and appropriate, and should be adopted next year.
- The broad theme for MHW 2013 in Ireland was determined in late 2012. This was a useful strategy. However, to allow additional time for thoughtful and thorough preparations for 2014, it would be preferable to have the specific theme / strapline fully agreed by the end of 2013. This would allow more time to finalise MHW poster concepts and to give media outlets a longer lead-in period.
- The nine objectives set for MHW 2013 were realistic and relevant. Subsequently, they should all be pursued again next year. However, there are a number of issues which need to be considered ...
 - ✓ Having the first two meetings of the all-island Planning Group as face-to-face gatherings was both a positive and a negative experience. Those who were able to attend these meetings felt more connection to and ownership of the process. However, some organisations would not permit their staff to travel outside of their own catchment area, while some other individuals could not afford to give up the extra time required to travel to Dundalk. The Diocesan Pastoral Centre in Dundalk was, however, an ideal venue for a full group meeting. It is proposed that, in 2014, this setting should be used for the first Planning Group encounter (as a team-building experience), and that this should then be followed by video-conferencing between the Dublin and Belfast offices of the Institute of Public Health in Ireland (if this is available).
 - ✓ The MHW 2014 poster and image pack needs to be designed, agreed, and produced as early as possible. During 2013, the core image concept was changed many times, and final sign-off came very close to the production deadline. The QR Code on the poster was very successful and should be maintained in the future. Feedback on the posters was extremely positive. As in 2012, most people liked the fact that the main image was of an 'ordinary man' rather than a 'personality'. This focus should be continued.

- ✓ The MHW Briefing Paper offers a common script for partners, media and the public to find out the essential information about the week. This should be updated and reproduced for 2014.
- ✓ Each year, there is an incremental rise in the number of organisations who know about Men's Health Week, and the need for them be involved in it. The 'what can I do to mark this week?' paper helps to encourage these people to see that it is something that they can easily fit into their existing priorities and strategic work plan. Therefore, it should, once again, be updated for next year. If resources are available, it would be useful to consider producing some (creatively designed) hard copies of both this paper and the Briefing Paper.
- ✓ Media databases need to be updated regularly to ensure their accuracy and relevance. Even in the few months leading-up to MHW, staff contacts in several agencies changed.
- ✓ MHW 2013 received a very substantial amount of media coverage. In advance of MHW it was agreed that the main outlets to be targeted would be newspapers, magazines, radio, newsletters and online media - as they have much more time and space to fill; are prepared to address a broader range of subjects; are more open to 'good news stories'. It was decided not to promote any 'shock horror' stories required to engage television companies. This strategy proved to be successful, and should be continued.
- ✓ MHFI's online promotion of MHW in the lead-up to and during the week proved to be extremely successful. This should be expanded during 2014 - especially the social media dimension. Planning Group partners delivered a substantial amount of content on their sites. However, it would be useful to ask them to start doing this earlier in the year.
- ✓ Despite MHFI offering a broad range of means to submit details of events and activities taking place during MHW, the collated booklet only reflects a small percentage of what actually happened throughout Ireland. This is a problem that has been experienced in previous years, and needs to be addressed. It appears that most organisations are willing to submit their details, but the key stumbling block is remembering to do it and finding the time to do so.

- ✓ The new MHFI web hosting service was easily able to cope with the high level of traffic / bandwidth usage during MHW 2013. Although more expensive than the service used in 2012, this proved to be good value for money and needs to be continued in the future to avoid site crashes / freezing.

- ✓ MHFI played a key role in the organisation of the conference in Dr Steevens' Hospital, Dublin, during MHW 2013. While this event was highly successful - and exceeded the target number of participants - the fact that it took place in the middle of MHW placed considerable pressure upon the limited personnel resources of MHFI. While it was appropriate and beneficial for the Forum to be associated with such a prestigious large scale gathering, it would be prudent in the future to seek to hold similar events either before or after MHW.

- ✓ Man Matters funding ends in August 2014. Therefore, it would be useful for MHFI to begin to consider how the volume of current MHW activity in Northern Ireland can be sustained after this initiative finishes.

Appendix 1: Men's Health Week 2013

A promotional poster for Men's Health Week 2013. The top text reads "ACTION MEN- TURNING WORDS INTO ACTIONS!". Below this, the title "MEN'S HEALTH WEEK 2013" is written in large, bold, black letters. The central image shows a man with a beard and short hair, wearing a white t-shirt with a blue logo and the text "MEN'S HEALTH WEEK". He is standing on a rooftop with a railing, looking upwards. A hand from the left is holding a clapperboard in front of him. The clapperboard has the text "BE YOUR OWN ACTION HERO" and "TAKE 1 | JUNE | 2013" written on it. At the bottom of the poster, it says "STARRING A CAST OF MILLIONS" and "SHOWING AT A VENUE NEAR YOU 10TH-16TH JUNE". Below this is a row of logos: Men's Health Week, Man Matters, Lottery Funded, a logo for the Department of Health, and the FORUM logo. A QR code is also present. At the very bottom, it says "VISIT WWW.MHFL.ORG FOR MORE INFORMATION".

ACTION MEN- TURNING WORDS INTO ACTIONS!

MEN'S HEALTH WEEK 2013

BE YOUR OWN ACTION HERO
TAKE 1 | JUNE | 2013

STARRING A CAST OF MILLIONS
SHOWING AT A VENUE NEAR YOU 10TH-16TH JUNE

Man Matters LOTTERY FUNDED **FORUM**

VISIT WWW.MHFL.ORG FOR MORE INFORMATION

Briefing Paper

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Men's Health Week 2013: 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, almost 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.

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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 10th until Sunday 16th June 2013.

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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.

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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.

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Is there a specific theme this year?

Each year, individual countries focus upon a specific theme. The theme for 2013 in Ireland is: *'Action Men! - Turning Words into Actions'*.

This is different to the theme in England and Wales - which will focus upon mental health.

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Why 'Action Men!'

Not too long ago, we were unaware of the full extent of men's poor health status and the specific health issues that they face. However, this is no longer the case. Therefore, we cannot ignore the needs of almost half of the population of the island of Ireland.

In recent years, a broad range of research has highlighted the health difficulties which face men in Ireland and further afield. For example ...

- *Men's Health in Ireland* (www.mhfi.org/fullreport.pdf)
- *Getting Inside Men's Health* (www.mhfi.org/gettinginsidemenshealth.pdf)
- *Men's Health in Northern Ireland: Tackling the Root Causes of Men's [ill] Health* (www.mhfi.org/manmattersbriefing1.pdf)
- *A Report on the all-Ireland Young Men and Suicide Project* (www.mhfi.org/ymspfullreport.pdf)
- *Facing the Challenge - The Impact of Recession and Unemployment on Men's Health in Ireland* (www.mhfi.org/IPHreport2011.pdf)
- *The State of Men's Health in Europe* (www.mhfi.org/menshealtheurope.pdf) ...

This evidence clearly shows that men's health could be improved in many significant ways. However, men require support, encouragement and opportunities to do this.

The Republic of Ireland was the first country in the world to have a National Men's Health Policy (www.mhfi.org/menshealthpolicy.pdf). This was founded upon a comprehensive review of men's health evidence (both nationally and internationally), as well as consultations with a range of stakeholders - including men themselves. Northern Ireland still lacks any dedicated formal framework / guidelines for assessing or meeting men's health needs.



Now that we know what many of the key men's health issues are, it's time to do something about them. This year, Men's Health Week calls for action on men's health. There is a role for everyone. Men's health is not just an issue for individual men. While it is crucial for men to take responsibility for looking after themselves, their health can often be determined by other factors outside of their personal control. Thus, there is also a need for policy-makers and service providers to recognise the role that they need to play, and to do something practical about it.

Frequently, we simply blame men for their own state of health, and focus upon the shortcomings of individuals without recognising that there are also wider social determinants of health. MHW 2013 calls upon everyone to do their bit to improve the lot of men and boys, and to start turning words into actions.

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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 - Health in the Workplace
- 2009 - Access to Services
- 2010 - Physical Activity
- 2011 - Supporting Men and Boys during Challenging Times
- 2012 - What's Your First Instinct ... Fight? Flight? Find Out?

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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

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Who can be involved in this week?

MHW gives everyone (health professionals, service providers, youth groups, sporting bodies, community organisations, employers, Churches, 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.

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How can my organisation be involved?

Absolutely everyone can do something to support and celebrate MHW 2013. The focus for this year (i.e. *'Action Men - Turning Words into Actions'*) 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 range of practical ideas for how you or your organisation can be involved in MHW 2013 can be found online at: www.mhfi.org/mhw2013celebrateit.pdf

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Are there any ways that I can promote the week?

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 2013 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/mhw/mhw-image-pack.html for more details.



Promotion of MHW could take the form of:

- Putting-up a poster.
- Advertising MHW on your own website.
- Creating a link from your website to the MHW 2013 website (www.mhfi.org/mhw/mhw-2013.html).
- Sending an email to everyone in your contacts list about Men's Health Week and asking them to forward the message.
- Inserting the MHW logo (www.mhfi.org/mhw/mhw-image-pack.html) into your outgoing emails.
- Becoming a fan of the Men's Health Week Facebook page (www.facebook.com/MensHealthWeek) and sending the link to all your online friends.
- Including information about MHW in your mailouts / newsletters.
- Telling others about what is happening in your area during MHW by posting details on the MHW website (www.mhfi.org/mhw/submit-an-event.html).
- Reminding your colleagues to follow all the latest MHW news on Twitter (www.twitter.com/MensHealthIRL).
- Encouraging the men you know to get involved in some of the activities taking place around the country ...

Doing one or more of these simple (and cost-free) things would contribute hugely to MHW 2013!

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Who has planned Men's Health Week 2013 in Ireland?

MHW in Ireland has been planned by a broad range of partners who contributed to an inter-agency Planning Group. This body met, and had ongoing communication with each other, between January and May 2013. It 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.

The theme for this year's MHW (i.e. Action Men) offers an opportunity for a very wide range of agencies to participate. Indeed, the planning process for 2013 drew upon the insight, expertise, support and contacts of individuals from ...

Amen

ARK (Queen's University and University of Ulster)

Belfast Community Sports Development Network

Belfast Health and Social Care Trust

British Medical Association NI

Colin Neighbourhood Partnership

Community.ie

Man Matters Project

Marian House Nursing Home, Kimmage Manor

Marie Keating Foundation

Medical Students' Committee in Northern Ireland

Men Alone in No-mans-land

Men's Action Network

Men's Development Network

Fír Le Cheile (Men Together)
Football Association of Ireland
Gaelic Athletic Association
Health Service Executive, Dublin / North East
Helplink Support Services
Inspire Ireland
Irish Cancer Society
Irish Football Association
Irish Heart Foundation
Irish Men's Sheds Forum
Irish Rugby Football Union
Irish Sports Council
Man Alive - Cancer Focus NI

Men's Health Forum in Ireland
Mental Health Ireland
National Youth Council of Ireland
Northern Health and Social Care Trust
Northern Ireland Chest, Heart and Stroke
SafeFood
Samaritans
See Change
Southern Health and Social Care Trust
Sport Northern Ireland
Sure Start Fathers' Network
Western Health and Social Care Trust
YouthAction Northern Ireland

... as well as a range of other interested individuals from across the island of Ireland.

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What is the Men's Health Forum in Ireland?

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 charitable organisation which is registered 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.

One of MHFI's core areas of work is the coordination of Men's Health Week (MHW) activity on the island of Ireland each year. More details can be found at: www.mhfi.org

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How can I find out more about MHW?

To find out more about Men's Health Week 2013, contact ...

Colin Fowler
Director of Operations
Men's Health Forum in Ireland
Tel: 0044 751 9945261
Email: colin@mhfi.org



or visit ...

Website: www.mhfi.org/mhw/mhw-2013.html
Facebook: www.facebook.com/MensHealthWeek
Twitter: <https://twitter.com/MensHealthIRL>

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

Absolutely everyone can do something to support and celebrate Men's Health Week (MHW) 2013 ...

The focus for Men's Health Week (MHW) this year (i.e. '[Action Men - Turning Words into Actions](#)') lends itself to a wide range of ways to mark this occasion. However, you don't have to stick rigidly to this particular theme. 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!

In Ireland, there is a common poster, logo, and an image pack which can be used by anyone who wishes to raise awareness of MHW and/or to be associated with it. All of these images are available for free online downloading at: www.mhfi.org/mhw/mhw-image-pack.html

These images are important promotional tools - as one of the key aims of MHW is to let as many people as possible (especially men) know about the week, when it will happen, and how they can get involved.



Even if you don't have a lot of time, energy or resources to give, 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 / waiting room / home ...
- Promoting the week on your website - using a copy of the [MHW logo](#) and/or [web banner](#).
- Linking to the Men's Health Forum in Ireland's website page devoted to Men's Health Week 2013 (www.mhfi.org/mhw/mhw-2013.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.
- Becoming a fan of the Men's Health Week Facebook page (www.facebook.com/MensHealthWeek) and sending this link to all your online friends.
- Inserting the MHW logo into your outgoing emails for the months of May and June.
- Including information on MHW in your mailouts / newsletters.
- Telling others about what is happening in your area during MHW by posting details on the MHFI website (use the form at: www.mhfi.org/mhw/submit-an-event.html).
- Making the MHW logo your computer desktop 'wallpaper' during May and June.
- Reminding your colleagues to follow all the latest MHW news on Twitter (www.twitter.com/MensHealthIRL).
- Encouraging the men you know to get involved in some of the activities taking place during MHW 2013 ...

However, even more is possible. 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, or ...?
- **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 for men, or ...?
- **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 print men's health messages on your players' shirts, 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 set your department the goal of tackling a specific men's health issue over the coming year, or have a look at some of the evidence about men's health status (available at: www.mhfi.org/resources/research-policies-and-reports.html) or ...?
- **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 offer an hour off to your employees to attend a men's health event, 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 think about helping to start a '[Men's Shed](#)' or ...?
- **MEDIA PERSON** why not cover MHW 2013 in your publication / programme, 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 2013, 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 2013 the start date for a new beginning!!! ...

Appendix 3: MHW 2013 Press Release

‘Where are all the Action Men?’ - Launch of Men’s Health Week 2013 in Ireland

There is clear evidence¹ that men, on the island of Ireland (and further afield), experience a disproportionate burden of ill-health and die too young. International Men’s Health Week - which launches on Monday 10th June 2013 - seeks to challenge this situation. It calls upon everyone to do something practical to make a difference to the health and wellbeing of local men and boys.

Men’s Health Week always begins on the Monday before Father’s Day and ends on Father’s Day itself. This year, it will run from Monday 10th until Sunday 16th June 2013. It is celebrated in most European countries, as well as in the USA, Australia, New Zealand and a number of other places worldwide. The theme for Men’s Health Week 2013 in Ireland is: ‘Action Men - Turning Words into Actions!’

But, why should we focus upon men’s health? Well ...

- Local men die, on average, almost five years younger than women do.
- Males have higher death rates than women for all of the leading causes of death and at all ages.
- 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 ...

Michael Lynch, Chairperson of the Men’s Health Forum in Ireland (which coordinates Men’s Health Week on the island of Ireland), comments:

“Not too long ago, we were unaware of the full extent of men’s poor health status and the specific health issues that they face. However, this is no longer the case. Therefore, we cannot ignore the needs of almost half of the population of the island of Ireland”.



¹ Men’s Health in Ireland (www.mhfi.org/fullreport.pdf); Getting Inside Men’s Health (www.mhfi.org/gettinginsidemenshealth.pdf); Men’s Health in Northern Ireland: Tackling the Root Causes of Men’s [ill] Health (www.mhfi.org/manmattersbriefing1.pdf); A Report on the all-Ireland Young Men and Suicide Project (www.mhfi.org/ymspfullreport.pdf); Facing the Challenge - The Impact of Recession and Unemployment on Men’s Health in Ireland (www.mhfi.org/IPHreport2011.pdf); The State of Men’s Health in Europe (www.mhfi.org/menshealtheurope.pdf) ...

There is, also, evidence which clearly shows that men's health could be improved in many significant ways. However, men require support, encouragement and opportunities to help them to take control of their own health.

As Michael Lynch adds:

“The high level of premature mortality and illness amongst men in Ireland has far-reaching repercussions. It has an impact upon men's friends and relations; the economy; the social and financial positions of families; men's sense of self-worth ... However, this is not a 'lost cause' - research shows that preventable risk factors account for a high proportion of male illnesses. Therefore, we can all take positive and practical action to do something about this situation”.

While it is crucial for men to take responsibility for looking after themselves, their health can often be determined by other factors outside of their personal control. Frequently, we simply blame men for their own state of health, and focus upon the shortcomings of individuals without recognising that there are also wider social determinants of health.

During Men's Health Week 2013, everyone (health professionals, service providers, youth groups, sporting bodies, community organisations, employers, Churches, policy makers, family workers, parents, individuals ...) is asked to do something practical to improve the health of men and boys, and to start 'turning words into actions'.

Many organisations across the island of Ireland have risen to this challenge, and details of some of these initiatives can be viewed at: www.mhfi.org/mhw2013events.pdf

Further information can be obtained by contacting ...

- Colin Fowler (**Belfast**) | Mobile: 0044 751 9945261 | Email: colin@mhfi.org
- Finian Murray (**Navan**) | Tel: 00353 46 9076449 | Mobile: 00353 (0)87 2038790 | Email: finian.murray@hse.ie
- **Michael Lynch (Derry / Londonderry)** | Tel: 0044 2871 377777 | Mobile: 0044 790 3619511 | Email: man_in_derry@yahoo.co.uk
- Lorcan Brennan (**Waterford**) | Tel: 00353 51 844260 | Mobile: 00353 86 3619884 | Email: lorcan@mens-network.net
- Paul Gillen (**Galway**) | Tel: 00353 91 548323 | Email: paul.gillen@hse.ie
- Sandra Gordon (**Newry**) | Tel: 0044 797 7501908

ENDS - followed by Editor's Notes

Editor's Notes:

- The core aims of Men's Health Week 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.

- Each year, individual countries focus upon a specific theme. The theme for 2013 in Ireland is: *'Action Men - Turning Words into Action!'*

- The Men's Health Forum in Ireland (www.mhfi.org) 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. Every year, the Forum coordinates Men's Health Week activity on the island of Ireland.

- Men's Health Week 2013 in Ireland has been planned by a broad range of partners who contributed to an inter-agency, all-island Planning Group.

- Key information on Men's Health Week on the island of Ireland is available online ...
 - Full overview of Men's Health Week 2013: www.mhfi.org/mhw/mhw-2013.html
 - Briefing paper which answers all the most common questions: www.mhfi.org/mhw2013briefing.pdf
 - Men's Health Week posters and images: www.mhfi.org/mhw/mhw-image-pack.html
 - Practical suggestions for organisations on how they can get involved: www.mhfi.org/mhw2013celebrateit.pdf
 - Events list: www.mhfi.org/mhw2013events.pdf
 - Latest developments: www.facebook.com/MensHealthWeek and www.twitter.com/MensHealthIRL



Appendix 4: Joint Press Release

73,000 Male Family Carers Recognised During National Carers' Week and Men's Health Week

According to the Census 2011, men make up over one third (39%) of carers in Ireland - an increase of 16.8% between Census 2006 and 2011. This year, National Carers' Week and Men's Health Week will be jointly celebrated across the country, with many events to support and acknowledge the tremendous caring work of men in Ireland.

Speaking about male carers, Liam O'Sullivan, Executive Director of Care Alliance Ireland and coordinator of National Carers' Week, said:

"The Department of Health's National Men's Health Policy 2008-2013 has a strategic aim to target specific initiatives in the home that accommodate diversity within family structures, and which reflect the multiple roles of men as husbands / partners, fathers and carers.

A study undertaken by Care Alliance Ireland in 2008 showed that male carers were 1.6 times more likely to have a lower quality of life than female carers. So, we must acknowledge the impact that a caring role can have on a man's health and well being".

Michael Lynch, Chairperson of the Men's Health Forum in Ireland, noted:

"Although census data reveals that male carers are more likely to report full-time caring - as well as being in paid employment - men with no formal education, or educated only to primary level, are the most likely category of male carers. All carers need to be supported and recognised, but we may need to reach out a bit more to male carers to make sure we are meeting their needs".

A survey of 250 Family Carers, undertaken as part of National Carers' Week, found that while Family Carers value the rewards caring can bring, there can be emotional, physical and financial burdens. However, the right supports can go a significant way to mitigating the strain.

Supporting the week again this year, well known TV presenter Nuala Carey said:

“I know all too well how important Family Carers are; particularly in enabling people to continue to live at home. This week is a fantastic celebration of the contribution Family Carers make to our loved ones’ lives, and it is an opportunity for us all to do something extra special for Family Carers in our community”.

This week, every person in the country has a chance to acknowledge the contribution of Ireland’s 73,000 male Family Carers. *“We should focus on doing something for these people that contribute so much to Irish society. Whether you just call in, make them a meal, offer your help and support or, if they are far away, give them a call to say ‘you are doing something really important’, there is huge value in simply saying ‘thank-you’”* adds Liam O’Sullivan.

For further information contact:

- Liam O’Sullivan | Care Alliance Ireland | Tel: 00353 87 2073265 | Email: ndo@carealliance.ie
- Michael Lynch | Men's Health Forum in Ireland | Tel: 0044 790 3619511 | Email: man_in_derry@yahoo.co.uk

Ends

Notes to the Editor:

About National Carers’ Week

- National Carers’ Week, now in its seventh year, is coordinated by Care Alliance Ireland in partnership with eight other leading Irish charities who support family carers: Alzheimer Society, Carers’ Association, Caring for Carers, Disability Federation, MS Ireland, Parkinsons Association, Brí, and Irish Hospice Foundation.
- Family Carers are usually immediate relatives who provide very high levels of care at home for children and adults with severe disabilities, frail older people, and people who are terminally ill.

- The 2011 Census estimates that there is in the region of 187,000 Family Carers in Ireland. It also identifies in excess of 4,000 carers under the age of 15. Census 2011 also provides an estimate of Family Carers in each county.
- A continually updated list of Carers' Week events in each county is available at: www.carersweek.ie/events
- Care Alliance Ireland is leading the coordination of the week. See www.carealliance.ie for further information.
- National Carers' Week 2013 is supported by EBS.

About Men's Health Week

- 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 10th until Sunday 16th June 2013.
- MHW is celebrated in most European countries, as well as in the USA, Australia, New Zealand and a number of other places worldwide.
- 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.
- Each year, there is also a focus upon a specific theme. This year, the theme in Ireland will be '*Action Men: Turning Words into Actions*'.
- MHW gives everyone (health professionals, service providers, sporting bodies, community groups, employers, policy makers, the media, 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.
- The Men's Health Forum in Ireland (MHFI) coordinates activity on the island of Ireland and cooperates with other Men's Health Fora across Europe, and further afield, to mark this week.

Appendix 5:

Men's Health Week 2013 - Online Promotion of Events

Men's Health Week (MHW) will run from Monday 10th June until Sunday 16th June this year. The theme for MHW 2013 is: 'Action Men: Turning Words into Actions'.



This focus 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, 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 (MHFI) has created a special section on its website (www.mhfi.org/mhw/mhw-2013.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. Then return it to us as soon as possible. Alternatively, you may prefer to submit your details using our online form which can be found at: www.mhfi.org/mhw/submit-an-event.html

Name of Event / Activity:

Date:

Start / Finish Time:

Venue / Location:

Name of Organisation Running Event / Activity:

Brief Description of the Event / Activity - Maximum 150 Words [What it will involve. Who it is for etc.] ...

Is there an Entry Fee?:

Contact Person:

Telephone Number:

Email Address:

Website Address:

Please post this form to: Michael Lynch, Men's Action Network, 40 Carlisle Road, Derry / Londonderry BT48 6JW
or email to: menshealthweek@mhfi.org

Appendix 6: MHW 2013 - Events Taking Place in Ireland

In the lead-up to Men's Health Week (MHW) 2013, the Men's Health Forum in Ireland (MHFI) invited organisations from throughout the island of Ireland to submit details of any events or activities that they were planning for inclusion in an online booklet titled: *'Men's Health Week 2013 - Events Taking Place in Ireland'*. This document was then posted online at: www.mhfi.org/mhw2013events.pdf The purpose of this invitation was to create a central inventory of at least some activities happening during MHW, where they would take place, and how to join in.

The entries in this publication were:

Just before Men's Health Week ...

- Why Disadvantaged Men in Mid-Life are at Excessive Risk of Suicide [Belfast]
- Action Cancer - Action Man [Enniskillen, Co. Fermanagh]
- Autism Awareness and Attitudes [Belfast]
- Men's Cancer Journey - Conference [Cookstown, Co. Tyrone]
- Men's Policy Forum - Showcasing Best Practice [Belfast]
- Celebrating Fathers [Belfast]
- Young Men Talking Week [Northern Ireland]



Throughout the whole of Men's Health Week ...

- Active Lives after Cancer [Belfast]
- A Touchy Subject: Men and Eating Disorders [All Ireland]
- College of Psychiatrists in Ireland [Republic of Ireland]
- Drop-in Health Information Sessions for Male Staff [WHSCT area]
- Focus on Male Carers [Republic of Ireland]
- Free Counselling Sessions for Men [All Ireland]
- Letterkenny Men's Health Week Celebrations [Letterkenny, Co. Donegal]
- Lewis Fertility Testing - £50 off SpermComet Test [All Ireland]
- Looking after your Mental Health and Preventing Depression [All Ireland]
- Men's Food and Health Behaviour [All Ireland]

Monday 10th June 2013 ...

- Action Cancer - Action Man [Belfast]
- Real Health Advice for Real Men [Coleraine, Co. Derry / Londonderry]

Tuesday 11th June 2013 ...

- Launch of 'A Report on the Excess Burden of Cancer among Men in the Republic of Ireland' [Dublin]
- Men's Health Exhibition [Enniscorthy, Co. Wexford]
- Men's Health Talk [Belfast]
- Men's Lunch [Dublin]
- Raidió na Gaeltachta Live Men's Health Interview [All Ireland]
- You Got The Balls? [Claremorris, Co. Mayo]

Wednesday 12th June 2013 ...

- Men's Health Fair [Navan, Co. Meath]
- Men's Health MOT [Derry]

Thursday 13th June 2013 ...

- Action Cancer - Action Man [Belfast]
- Belfast City Hall Men's Health Event [Belfast]
- From Policy to Practice: Profiling the Impact of Ireland's National Men's Health Policy [Dublin]
- Health in Mind ... The ONE Book [Coleraine, Co. Derry / Londonderry]
- Men's Health Day [Midleton, Co. Cork]
- Walk to Swiss Cottage [Cahir, Co. Tipperary]

Friday 14th June 2013 ...

- Healthy Men [Derry / Londonderry]
- Men's Health Awareness Event [Belmullet, Co Mayo]
- Top Tips for Looking after Yourself [Belfast]

Saturday 15th June 2013 ...

- Daddy Bear's Picnic [Craigavon, Co. Armagh]
- Healthy Men [Derry / Londonderry]
- Sure Start Fathers' Day [Belfast]
- Trip to Glendalough [Dublin to Co. Wicklow]

Sunday 16th June 2013 ...

- Men Together - Men to the Centre [Hill of Uisneach, Co. Westmeath]

Just after Men's Health Week 2013 ...

- Real Health Advice for Real Men [Ballymena, Co. Antrim]
- Action Cancer - Action Man [Derry / Londonderry]
- Men's Health Checks [Coalisland, Co. Tyrone]
- Real Health Advice for Real Men [Antrim, Co. Antrim]
- safeTALK Workshop [Cork City, Co. Cork]
- Real Health Advice for Real Men [Magherafelt, Co. Derry / Londonderry]
- Action Cancer - Action Man [Belfast]
- Real Health Advice for Real Men [Ballymoney, Co. Antrim]
- Man2Man [Dublin]
- Action Cancer - Action Man [Ballymena, Co. Antrim]
- Action Cancer - Action Man [Belfast]



Appendix 7: 'From Policy to Practice' - Programme Outline

9.30am	Registration, tea / coffee, and informal viewing of poster presentations
10.00am	Welcome by conference Chairperson - Bidy O'Neill, Interim Assistant National Director, Health Promotion, HSE
10.05am	Official opening of conference - Dr Stephanie O'Keefe, Director of Health and Wellbeing, Department of Health
10.15am	Dr Noel Richardson (Director of the Centre for Men's Health, IT Carlow): <i>National Men's Health Policy - Key lessons learned in transitioning to policy implementation to date</i>
10.45am	Dr Kate Hunt (Programme Leader, Gender and Health, MRC/CSO Social and Public Health Sciences Unit, Glasgow): <i>A gendered approach to men's health through football - Developing and evaluating the 'Football Fans in Training' intervention</i>
11.15am	Question and answer session with keynote speakers
11.25am	Tea / coffee / comfort break
11.40am	Official viewing of poster presentations - Session 1
12.10pm	Workshops
1.10pm	Lunch
1.50pm	Official viewing of poster presentations - Session 2
2.20pm	Workshops
3.20pm	Feedback about workshops / poster presentations / implications for new Health and Well-Being Strategy
3.50pm	Closing comments from Bidy O'Neill and Launch of 'Engage' - National Men's Health Training Programme
4.00pm	Finish



This event has been organised by the Health Service Executive (HSE) in partnership with the Men's Health Forum in Ireland (MHFI)

Appendix 8: 'From Policy to Practice' - Workshops

Ten different workshops will be held throughout the day - five in the morning and five in the afternoon. Each workshop will only run once, and will last for one hour. Every delegate will have an opportunity to be part of two workshops - one in the morning and one in the afternoon.

You should have been asked to sign-up for your choice of workshop at registration. If not, please do so as quickly as possible. There is a maximum number of places available in each workshop, and these will be allocated on a first-come-first-served basis. Subsequently, it may not be possible for everyone to get a place on each of their first choice preferences.

Every workshop will begin with a presentation by the facilitator(s), and this will be followed by discussion which will focus upon recommendations / actions of relevance to the *'Healthy Ireland - A Framework for Improved Health and Wellbeing 2013 - 2025'* initiative.

The workshops are ...

When	What	Who	From
Morning	Imagine Being Jack - the use of drama for men's health promotion	Maria Lohan	School of Nursing and Midwifery, Queen's University Belfast
Morning	An examination of the Burden of Excess Cancer in Men	Nick Clarke and Noel Richardson	Centre for Men's Health, Institute of Technology Carlow
Morning	European Perspectives on Men's Access to Primary Health Care	Ian Banks and Peter Baker	European Men's Health Forum
Morning	'Engage' National Men's Health Training / 7 Questions - A New Conversation with Men	Lorcan Brennan, Martin Doheny and Aoife Osborne	Men's Development Network and Centre for Men's Health, Institute of Technology Carlow
Morning	Men's Sheds and Men's Well-Being	Damien Walshe	Irish Men's Sheds Association
Afternoon	Working with 'Hard to Reach' Men	Anne Flannery and Neal Byrne	The Larkin Centre and Institute of Technology Carlow
Afternoon	All Work and No Play - Men, Workplace Health, and Using Humour in Health Messages	Anne Farrell and Finian Murray	Coras Iompair Éireann (CIE) and Health Service Executive
Afternoon	Man2Man - Reaching MSM with a HIV Prevention Message	Susan Donlon and Mick Quinlan	Gay Health Network
Afternoon	Young Men and Suicide - Findings from an all-Island Action Research Project	Noel Richardson, Derek Chambers and Paula Kinsella	Institute of Technology Carlow and Inspire Ireland
Afternoon	Physical Activity and Men with an Intellectual Disability	Michael McKeon	School of Nursing, Dublin City University

Appendix 9: 'From Policy to Practice' - Poster Presentations

Throughout Ireland, there are many groups who are working in a diverse range of settings and ways to improve the health and wellbeing of men and boys. The Poster Presentation sessions will give some of these organisations a platform to showcase their work.

To maximise the number of groups able to present information, there will be two poster sessions: one after the mid-morning coffee break, and one after the lunch break. Each session will feature different projects.

You are invited to informally view the posters during the registration and coffee / lunch break periods. However, each formal session will last for 30 minutes. During this time, conference participants will be invited to spend time talking to the presenters in more depth about their work.

The presenters today are ...

Morning Session

Name	Organisation	Focus
Derek Chambers	Inspire Ireland Foundation	'Work Out' - an online mental fitness app for young men
Sara Eslami	Safefood	Men's food and health behaviour
Geraldine Gleeson	Marie Keating Foundation	Men's Health Month
Sandra Gordon	ManAlive Project within Cancer Focus NI	Events at Traveller sites in Coalisland, Co. Tyrone
Eve Griffin	National Suicide Research Foundation	Patterns of non-fatal self-harm in Irish men - findings from a national registry <i>and</i> Effectiveness of depression / suicidal behaviour gatekeeper training among police officers in three European regions
Paula Kinsella	Centre for Men's Health, Institute of Technology Carlow	Evaluation of the 'Mind Yourself Programme' - part of the all-island Young Men and Suicide Project
Jacklyn McCarthy	National Suicide Research Foundation	Risk factors associated with suicide among men in Ireland: Comparison between men aged under 40 years of age and those who are older
Eilis McCaughan	Institute of Nursing, University of Ulster, Coleraine	The development of a self-management psycho-social intervention for men with prostate cancer and their partners
Michael McKeon	School of Nursing, Dublin City University	A pilot survey of physical activity in men with an intellectual disability
Sharon Mallon	Northern Ireland Association for Mental Health	Hopelessness or helplessness? - understanding death by suicide outside the care of primary care services
Jill Martin	Lewis Fertility Testing	Sex, Drugs and Rock 'n' Roll - the impact on a man's sperm

Fergal O'Brien	Southern Health and Social Care Trust	Dying 15 years early - what can Traveller men and relevant agencies do?
Carla O'Neill	University of Ulster, Coleraine	Cancer and fatherhood: An exploration of the experiences of fathers diagnosed and living with cancer
Joanne Vance	Irish Cancer Society	Implementation of a physical activity programme for prostate cancer patients

Afternoon Session

Name	Organisation	Focus
Neal Byrne	Centre for Men's Health, Institute of Technology Carlow	Engaging 'hard to reach' men
John Cantwell	Fir Le Chéile - Men Together	Combining indigenous techniques for male encounter and support together with contemporary psychological and psychotherapeutic practices
Alan Corbett	Medical School, University of Limerick	Awareness of men's health issues among male students at the University of Limerick
Martin Doheny	Men's Development Network	Seven questions worth reflecting on for a better life - creating a new conversation with men
Susan Donlon	Gay Health Network	Men's health practice - sexual health among men who have sex with men
Tommy Ellis	Dublin City Men's Group	An informal men's health service
Jon Kinsella	ManKind Project	The ManKind Project
Honza Konvalinka	Croí na Gaillimhe Resource Centre	Enhancing men's wellbeing by reducing their isolation
Ian MacNeill	MALES Ireland	Men as learners and elders
Darach Murphy	Psychology Department, Dublin Institute of Technology	Opening up channels of communication between grassroots men's groups
Gerald Murphy	Wise Men of the East Network	Networking between men's groups in East Belfast
Aoife Osbourne	Centre for Men's Health, Institute of Technology Carlow	'Engage' - National Men's Health Training Programme
Mick Quinlan	Gay Men's Health Service, Health Service Executive	Sexual health and STI screening among men who have sex with men, especially from rural Ireland
Lochlann Scott	Helplink Support Services	The role of online and phone mental health services for men in Ireland



This event has been organised by the Health Service Executive (HSE) in partnership with the Men's Health Forum in Ireland (MHFI)