
Minutes:

Third Meeting of the Men's Health Week 2013 Planning Group

Date: Thursday 25th April 2013
Time: 2.00am - 4.30pm
Venue: Video-link between the Dublin and Belfast offices of the Institute of Public Health in Ireland

Present:

Dublin

Lorcan Brennan - Men's Development Network (MDN)
John Cantwell - Fír Le Cheile (Men Together)
Finian Murray - Health Service Executive (HSE) Dublin / North East
Ailish O'Neill - National Youth Council of Ireland (NYCI)
Ann Scanlon - Irish Heart Foundation (IHF)
Joanne Vance - Irish Cancer Society (ICS)

Belfast

Jonny Ashe - YouthAction NI Work with Young Men Unit
Ruth Fitzsimons - BMA NI
Colin Fowler - Men's Health Forum in Ireland (MHFI)
Siobhán Harding - Workers' Educational Association (WEA)
Michael Lynch - Men's Action Network (MAN)
Sonia Montgomery - Western Health and Social Care Trust (WHSCT)
Paul O'Kane - Belfast Health and Social Care Trust (BHSCT)
Umberto (Scap) Scappaticci - Colin Men's Group
Gary Smyth - Man Matters

Apologies:

Scott Ahearn - See Change
Alison Bell - NI Medical Students' Committee (NIMSC)
Angela Corr - Southern Health and Social Care Trust (SHSCT)
Suzanne Costello - Samaritans Ireland
Paula Devine - ARK
Sandra Gordon - Man Alive, Cancer Focus NI
Emmet Haughian - GAA
Marita Hennessy - Men's Health Researcher
Keith McAdam - Sure Start Fathers Network
Geraldine McDonnell - Northern Health and Social Care Trust (NHSCT)
Kate Markey - Amen
Darach Murphy - Men Alone in No-mans-land (MAIN)
John News - Sport NI
Nigel O'Callaghan - Inspire Ireland Foundation
Lisa Rickett - Irish Football Association (IFA)
Peter Shaw - Belfast Community Sports Development Network (BCSDN)

Minute Taker: Colin Fowler

AGENDA ITEMS ...

1. Welcome

Michael welcomed everyone to the meeting and thanked them for making the effort to attend. He then gave a brief overview of the agenda, timescale and practicalities for today's gathering.

2. Introductions

Lorcan invited everyone present to introduce themselves. Individuals were asked to give their name, and to say which organisation they come from and what it does.

3. Matters Arising

Group members felt that the minutes of the last meeting were an accurate reflection of what took place. There were no Matters Arising which would not be covered in today's agenda.

4. MHW Poster and Images

The poster design for Men's Health Week (MHW) 2013 - based upon suggestions given at the last meeting - has been sent to the printer. Colin thanked everyone for their input to the planning phase, especially Man Matters - who supplied the 'model', arranged for the photo-shoot and graphic designer, and paid for the production of the poster in Northern Ireland. MHFI paid for the production of the posters for the Republic of Ireland.

The posters will be made available for online downloading on the MHFI website at: www.mhfi.org/mhw/mhw-image-pack.html They will be presented in a range of formats e.g. A₃ size, A₄ size, PDF, JPG, with a space to type / write in contact details for local events ...

There will also be 3,000 hard copies of the posters available for distribution. Colin will coordinate the dissemination of these, and he took a quick 'straw poll' of the number of posters that each organisation present could usefully send to their own contacts. Everyone was asked to contact Colin after the meeting to confirm the exact number of hard copies that they require.

Colin has asked Peter Robinson from Identity NI to prepare a range of graphics for MHW 2013 (e.g. logo, banner, slogan, Facebook image etc). All of these will also be available for free online downloading.

5. Publicising Events Online

MHFI is keen to help to publicise the events and activities that are taking place during MHW 2013. As in previous years, it is hoped that this will help everyone to find out what is happening during the week, where it will take place, and how to join in. It also gives some recognition and publicity to all those groups across Ireland that are doing something for and with men.

MHFI will collate details of events and make them available on the MHFI website. Everyone is encouraged to submit the details of their own activities, as well as to encourage others to do so. There were three ways to do this:

1. Submit details using the online form which can be found at: www.mhfi.org/mhw/submit-an-event.html or ...
2. Download and save a copy of the MS Word Registration Form, type in the details, and email it back to MHFI, or ...
3. Print off a copy of a Portable Document Format (PDF) Registration Form, handwrite the details, and post it back to MHFI.

Details of all of these methods will soon be available online at: www.mhfi.org/mhw/mhw-2013.html

6. Briefing Paper

During previous Men's Health Weeks, MHFI learned the value of producing a comprehensive overview document on the origin, focus and structure of the week. Subsequently, when preparing for MHW 2013, MHFI undertook to research and collate a Briefing Paper which can be sent to everyone on their mailing list (including media outlets). This document is in Portable Document Format, and will also be made available for online downloading.

The Briefing Paper provides answers to the most common questions that anyone might ask about MHW 2013:

- 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 will help to provide clarity about MHW, and to ensure that all members of the MHW 2013 Planning Group (and others) have a common understanding of what we are all working towards.

7. Media Publicity

It was agreed that MHFI will ...

- Contact every media outlet in Ireland approximately two months before the start of MHW 2013 via a 'date-for-your-diary' email.

- Send a further email (approximately one month before MHW 2013) informing them of the dates for MHW 2013, the theme of the week, and giving them a copy of the MHW 2013 Briefing Paper.
- Get in touch with the media two weeks before MHW 2013 with a more specific briefing which gives background information, how to access posters / images, details of events planned, and where to find updates on the latest developments. This correspondence will also offer the support of MHFI to plan their coverage of the week.
- Send a formal Press Release to every media outlet on the Friday before MHW 2013. This will inform them that MHW is about to begin on the following Monday, and advise them to connect with local projects in their area. If possible, this document will be translated into Irish as well.
- Arrange a final mailout on the morning of Monday 10th June 2013. This will announce that MHW has begun, provide full details of all aspects of the week, and include the Press Release sent on the preceding Friday.

To maximise uptake, the Press Release will give contact details for a range of spokespeople based throughout Ireland - as local media outlets seem to prefer to speak to the contact person nearest to their area.

All Planning Group partners are asked to issue their own Press Releases during the week to increase the profile of their own initiatives and MHW in general. However, to avoid competition for the same coverage, everyone is asked to let other Planning Group Partners know, in advance, when they are doing it.

8. Update on Individual Organisation's Plans for MHW

Finian invited everyone to give an update on their own organisation's plans for MHW 2013. These included:

- Walk by men and boys to the top of the Hill of Uisneach (Fír Le Cheile).
- Range of events for Health Trust staff and the general public throughout the Western area (WHSCT).
- Large scale health and fitness event for Sure Start fathers (Man Matters).
- Media call for action on men's health (BMA NI).
- Large scale outdoor challenges / activities in the grounds of Belfast City Hall and a 'Top Tips for Dealing with Stress' workshop for men (Belfast Men's Health Group).
- Men's Health Newsletter to a broad range of companies and statutory, voluntary and community sector groups (IHF).
- Men's health exhibition in Gorey, Co. Wexford (MDN).
- Call to the youth sector to arrange events to mark MHW 2013 (NYCI).
- Launch of a 'Men and Cancer' report, and opportunity for male cancer sufferers to have an online chat with Nurse Specialists (ICS).
- A dads and kids fun day / movie night / 'Cook It' demonstration / health checks / craft sessions (Colin Men's Group).
- A young men's 'Let's Talk' event with a health focus (YouthAction NI).
- A fathers' and kids' activity day at Lough Neagh Discovery Centre (WEA NI).
- Health checks in Foyleside Shopping Centre and North West Regional College (MAN).
- An all-island conference on 'Profiling the Impact of Ireland's National Men's Health Policy' (MHFI).
- Articles for health journals / men's health media interviews (HSE Dublin - North East).

9. Final Thoughts

Everyone agreed to circulate information about MHW 2013 as widely as possible within their own contact networks.

All present were asked to send any useful media contacts to Colin.

It was felt that any final pieces of outstanding MHW business can be dealt with by email, and it was agreed that there is no need for a further Planning Group meeting.