
Minutes:

Third Meeting of the Men's Health Week 2014 Planning Group

Date: Tuesday 15th April 2014
Time: 10.30am - 1.15pm (including lunch)
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 - Fir Le Chéile (Men Together)
Helen Forristal - Marie Keating Foundation
Sue Hayden - Marie Keating Foundation
Catherine Keane - Alcohol Ireland
Michael McKeon - School of Nursing, Dublin City University
Finian Murray - Health Service Executive Dublin / North East (HSE)
Nigel O'Callaghan - ReachOut.com
Rosemary Scott - Irish Cancer Society (ICS)

Belfast

Jonny Ashe - YouthAction NI Working with Young Men Team
Frances Dowds - Action Cancer
Colin Fowler - Men's Health Forum in Ireland (MHFI)
Siobhán Harding - Workers' Educational Association (WEA)
Fiona Kerr - 3fivetwo
Stephen McAleer - Northern Ireland Medical Students' Committee
Geraldine McDonnell - Northern Health and Social Care Trust (NHSCT)
Paul O'Kane - Belfast Health and Social Care Trust (BHSCT)
Sandra Semple - Western Health and Social Care Trust (WHSCT)

Apologies:

Scott Ahearn - See Change
Shane Califf - Irish Sports Council
James Copeland - The Rainbow Project
Alan Corbett - Cork University Hospital
Angela Corr - Southern Health and Social Care Trust (SHSCT)
Niall Culkin - Irish Men's Sheds Association
Paula Devine - ARK
Niamh Farrell - Amen
Leo Foy - Southern Area Men's Health Network
Sandra Gordon - Man Alive, Cancer Focus NI
Marita Hennessy - Waterford Institute of Technology
Pheena Kenny - Irish Heart Foundation (IHF)
Michael Lynch - Men's Action Network (MAN)
Keith McAdam and Keith Cullen - Sure Start Fathers' Network
Denise McCarthy - Union of Students in Ireland
Michael McKenna - YouthAction NI Working with Young Men Team

Sean McKieran - Mental Health Ireland
Bernadette Magennis - British Medical Association NI
Jill Martin - Lewis Fertility Testing
Larry Moley - Menaware
Sonia Montgomery - Western Health and Social Care Trust (WHSCT)
Darach Murphy - Men Alone in No-mans-land (MAIN)
John News - Sport NI
Ailish O'Neill - National Youth Council of Ireland (NYCI)
Eamonn O'Reilly - Marian House Nursing Home
Jessica Perry - Northern Ireland Chest, Heart and Stroke (NICHHS)
Colin Regan - Gaelic Athletic Association (GAA)
Lisa Rickett - Irish Football Association (IFA)
Umberto [Scap] Scappaticci - Colin Men's Group
Lochlann Scott - Helplink Support Services
Peter Shaw - Belfast Community Sports Development Network (BCSDN)
Gary Smyth - Man Matters

Minute Taker: Colin Fowler

AGENDA ITEMS ...

1. Welcome

Colin welcomed everyone to the meeting, and thanked them for making the effort to be here. He gave a brief overview of the agenda, the timescale, and the 'housekeeping' issues for today's gathering.

Apologies were tendered from a broad range of organisations that, for a variety of reasons, were unable to attend. However, all of these people have re-affirmed their commitment to support Men's Health Week (MHW) 2014 activity in their own local situations and - as this is the final meeting of the all-island Planning Group - have tendered their best wishes to all involved.

2. Introductions

As usual, a number of 'new faces' were at today's meeting. Lorcan invited everyone to introduce themselves - by way of helping to get to know each other and to understand the work that each person is involved in. Individuals were asked to: give their name; say which organisation they represent and what it does; briefly outline any experience / knowledge of men's work that they already have.

3. Matters Arising

The minutes of the March 2014 Planning Group meeting were agreed as an accurate reflection of that gathering. It was also agreed that there were no matters arising from those minutes which would not be covered in today's agenda.

4. MHW 2014 Posters

Following feedback at the March Planning Group meeting - and subsequent interim email communications - Colin arranged for the MHW 2014 posters to be printed by 'Aspect Media' in Belfast. This printer was chosen because: (1) they were one of a number of companies recommended by the photographer / designer who created the graphics for us, and (2) they offered the cheapest quote.

The final poster included all of the realistic and feasible suggestions that were offered by Planning Group members. 3,000 hard copies of the poster were printed at A₃ size. These were distributed to those present at the meeting, and Colin will email others in the group to ask how many copies they would like to receive. Colin will coordinate the overall distribution of the posters throughout Ireland, and will be the named contact person. However, Nicola Manning, in Marian House Nursing Home, will mail out the posters for the Republic of Ireland, while Colin will look after the Northern Ireland deliveries.

The poster will also be made available in a range of electronic formats e.g. A₃ size, A₄ size, PDF, JPG, with a space to type / write in contact details for local events ... These can soon be downloaded from the Men's Health Forum in Ireland website at: www.mhfi.org/mhw/mhw-image-pack.html

Following a suggestion at the March meeting, 3,000 copies of the poster image were printed as 'postcards' (A₆ size). These can be given to men themselves, or left around in places where men might congregate. Participants in today's meeting were invited to take some of these for distribution to their own networks.

Peter Robinson has been asked (once again) to develop some bespoke graphics for MHW 2014. When finalised, these will be available for free downloading at: www.mhfi.org/mhw/mhw-image-pack.html

5. Challenges and Choices

Colin and Finian have been working with Dr Ian Banks (European Men's Health Forum) and the Haynes Publishing Company to finalise the '*Challenges and Choices for Men on the Island of Ireland*' manual. It is expected that 10,000 copies of this publication will be received in mid-May 2014.

When they are ready, Colin will contact members of the Planning Group to ensure that they can have 'first call' on these - before they are announced more widely. Everyone was asked to consider how many copies they can realistically distribute, and to let Colin know as soon as possible. Colin will coordinate the dissemination of these mini-manuals throughout Ireland with help from Finian and Nicola.

6. Publicising Events and Activities Online

As mentioned at the March Planning Group meeting, MHFI is keen to help to publicise the events and activities that are taking place during MHW 2014. 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/promote-an-event.html or ...
2. Download and save a copy of the MS Word Registration Form (www.mhfi.org/mhw2014project.doc), type in the details, and email it to MHFI, or ...
3. Print off a copy of a Portable Document Format Registration Form (www.mhfi.org/mhw2014project.pdf), handwrite the details, and post it to MHFI.

Colin pointed out that each year there are literally hundreds of MHW events which take place that go unnoticed and unrecognised. Therefore, we need to make a concerted effort to get the details of these activities made public.

7. Briefing Papers

Every year, the same two questions are asked about MHW:

- What is it all about?
- What can I do to celebrate it?

Colin will produce two documents which seek to answer these questions. They will be made available for free online downloading at:

- www.mhfi.org/mhw2014toolbox.pdf
- www.mhfi.org/mhw2014celebrateit.pdf

It was suggested that the briefing paper document (i.e. what is it all about) should take the form / tone of a 'Toolbox for Action', and that we should use the poster image as a watermark on the contents page.

8. Publicity for the Week

Group members felt that publicity for MHW 2014 could fall into at least three categories:

(a) Internal communications - each partner is asked to ensure that MHW 2014 is promoted to their own contacts via newsletters, hard copy mailouts, emails etc.

(b) Promotion through organisations with large scale networks - Colin will ask, for example, the Health Service Executive, Health Promotion Agency, NICVA and voluntary sector umbrella bodies to publicise the week.

(c) Social Media - each partner is asked to do everything they can to get MHW 2014 talked about on their own Facebook, Twitter and similar social media sites - as well as to get their followers and friends to do likewise. It was suggested that we should try to use the hashtags: #MHW2014 and #WhatsYourAim

(d) Traditional Media Outlets - MHFI has already been in contact with some of the key media outlets in Ireland to let them know the dates of MHW 2014, and to enlist their coverage. As mentioned at the previous Planning Group, RTE's Nationwide programme has already committed to a special edition. It looks like the Irish Times will run a feature too.

The media strategy will entail MHFI ...

- Contacting every media outlet in Ireland approximately one month before the start of MHW 2014 to announce the launch the 'Challenges and Choices' booklet for men and asking them to put the week onto their radar / into their diaries. This will provide some basic detail on MHW, and will help them to understand what this week is about, why it is important, and who is involved this year.
- Sending a second mailing to the media approximately two weeks before MHW 2014. This will provide a copy of the detailed 'Toolbox for Action' paper (on what MHW is / what it hopes to achieve / what is happening), and will highlight the countdown to MHW 2014 / ask them to prepare to cover the week.
- Emailing a reminder to every media outlet on the Friday before MHW 2014. This will prompt them that the week 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.
- On the morning of Monday 9th June 2014, MHFI will send one final communication to all the media contacts. 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.

All Planning Group partners were reminded to issue (if possible) their own Press Releases during the week to increase the profile of their own initiatives and MHW in general. However, everyone was asked to let other partners know, in advance, when they are doing it - to avoid competition for media attention.

9. Update on Plans for Men's Health Week

Finian invited everyone to share any plans that their organisation might have to mark MHW 2014. These included ...

- Displaying / circulating MHW 2014 posters.
- Using the poster image on electronic notice boards.
- Including MHW graphics on outgoing emails.
- Doing special MHW 2014 mailouts to network contacts.
- Posting MHW information on websites (statutory, academic, medical, voluntary and community sectors).
- Social media campaigns.
- Issuing supportive Press Releases.
- Erecting information stands in hospitals and medical schools.
- Training volunteers and staff in men's health needs / issues.
- Running specific events e.g. Belfast City Hall, DCU School of Nursing, Guild Hall in Derry, 'Let's Talk' etc.
- Offering health checks (pop-ups and mobile units) throughout the island.
- Organising seminars and conferences.
- Holding meetings with / gatherings for men and boys.
- Giving presentations to community leaders on MHW.
- Rolling out the 'Engage' training.
- Arranging coverage of MHW with local media outlets.
- Encouraging workplace contacts to celebrate the week ...

10. Date of Next Meeting

It was agreed that all of the important issues for MHW 2014 have now been attended to, and no further meetings of the Planning Group are necessary for this year. Any subsequent business will be conducted via email.