
Minutes:

Third Meeting of the Men's Health Week 2015 Planning Group

Date: Monday 9th February 2015
Time: 11.00am - 1.35pm (including lunch)
Venue: Armagh Diocesan Pastoral Centre, Dundalk, Co. Louth

Present:

Lorcan Brennan - Men's Development Network (MDN)
Carrie Davenport - Shoot Positive
Alison Doake - South Eastern Health and Social Care Trust (SEHSCT)
Helen Forristal - Marie Keating Foundation
Colin Fowler - Men's Health Forum in Ireland (MHFI)
Sandra Gordon - Man Alive, Cancer Focus NI
Michael McKenna - YouthAction NI Working with Young Men Team
Darach Murphy - Men Alone in No-mans-land (MAIN)
Finian Murray - Health Service Executive Dublin / North East
Rosemary Scott - Irish Cancer Society
David Walsh - Maynooth Men's Shed
Rachel Wright - Samaritans Ireland

Apologies:

Scott Ahearn - See Change
Eva Beirne - Irish Men's Sheds Association - Co. Louth
John Cantwell - Fír Le Cheile (Men Together)
Derek Chambers - Inspire Ireland Foundation
Paula Devine - ARK
Frances Dowds - Action Cancer
Niamh Farrell - Amen
Frances Haughey - Closing the Gap Project: Health Inequalities
Emmet Haughian - GAA
Marita Hennessy - Waterford Institute of Technology
Michael Lynch - Men's Action Network (MAN)
Jill Martin - Lewis Fertility
Sara McCracken - British Medical Association NI
Geraldine McDonnell - Northern Health and Social Care Trust (NHSCT)
Greg O'Donoghue - Union of Students in Ireland
Paul O'Kane - Belfast Health and Social Care Trust (BHSCT)
Aileen O'Reilly - Headstrong
Ann Scanlon - Irish Heart Foundation
Umberto [Scap] Scappaticci - Colin Men's Group
Sandra Semple - Western Health and Social Care Trust (WHSCT)
Peter Topping - Relate NI

Minute Taker: Colin Fowler

AGENDA ITEMS ...

1. Welcome

Colin welcomed everyone to the meeting and gave a brief overview of the agenda, 'housekeeping' issues, and practical arrangements for the morning.

Apologies had been tendered by a broad range of organisations from throughout Ireland. This was, once again, due to the date not suiting everyone, the distance to travel, and, especially, the tight restrictions placed upon representatives in relation to travelling outside of their own work catchment area. It was acknowledged that while face-to-face meetings in Dundalk are positive for group building, they do present attendance issues for many people.

Colin set out the main aim of today's meeting: To finalise the poster concept and to begin to consider other aspects of Men's Health Week (MHW) 2015.

2. Introductions

Lorcan invited everyone to introduce themselves - by way of helping them 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 / interest in men's work that they already have.

3. Minutes and Matters Arising

The minutes of the previous (January 2015) MHW Planning Group meeting were accepted as an accurate reflection of that gathering. The only thing that needed to be clarified was the exact wording of the theme - whether it should be 'create' or 'creating'. This was discussed in the next agenda item.

4. MHW 2015 Poster

The purpose of the MHW 2015 poster is to: let people know that there is a Men's Health Week 2015; tell them when it takes place; inform them about the theme; and let them know how to get more information. It is not, in itself, a campaign tool.

After some discussion, it was agreed that the wording on this year's poster should be ...

Men's Health Week 2015
Monday 15th - Sunday 21st June 2015
Creating Culture Change - it's time for a new script
Visit www.mhfi.org to find out more

Numerous options for the concept were discussed. Expert advice and guidance was received from Carrie Davenport - who is a professional photographer and graphic designer. In terms of the overall look, it was agreed that we need to ...

- Include a man's face and eye contact - to make it more human / engaging.
- Avoid having an image which is too medical.
- Stay away from things which portray men as being a problem.

It was agreed that the concept should include ...

- A man sitting in a cafe.
- The man will have a cup of coffee / tea in front of him.
- There will be a number of pieces of scrunched-up paper lying around.
- A note pad will be in front of the man - with at least one page folded over.
- The man will be writing something - with a thoughtful look on his face.
- On top of the note pad, there should be the words: 'Act 1, Scene 1' (though this may not come out clearly in the printed version).
- If possible, the man should be lit from the side to create an atmosphere.

Tony Ward (ex-Ireland International Rugby star, and soccer player for Shamrock Rovers and Limerick United) has agreed to feature in the MHW 2015 poster. This contact was made through Helen Forristal in the Marie Keating Foundation. Tony has offered to help to raise awareness of men's health in whatever way he can, and also has personal experience of dealing with prostate cancer.

Colin and Carrie will arrange a photo-shoot with Tony Ward, and Carrie will draft the poster - sticking as far as possible to the guidelines agreed at this meeting.

It was felt that 3,000 hard copies of the posters would be sufficient. However, all members of the Planning Group are asked to use their contacts / networks to get these posters distributed across the country.

As in previous years, 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 ... It will also be supported by an array of graphics e.g. MHW logo, banner, slogan, Facebook image etc. All of these will be made available for free online downloading from the MHFI website.

Colin reminded the meeting that there is no dedicated design, print or dissemination budget for posters / images for MHW 2015. Historically, we have relied upon the Man Matters project to underwrite this element of the week, in addition to the goodwill of professionals in this field - who have offered us a cut-price service and a huge additional voluntary input. Since Man Matters no longer exists, MHFI will cover these costs during 2015.

Last year, for the first time, we produced a postcard-size version of the poster. This proved to be extremely popular - as it could be left around where men gather, put into information packs, sent to individual men ... It was agreed that this should be produced again this year, and 10,000 copies will be printed. They will also have a Men's Health Week message on the reverse side of the card, as well as a place holder for inserting the recipient's address.

5. Key Messages

Men's health in Ireland has come a long way in the past number of years, but there is still a lot more to do. This movement requires the encouragement, support and input of policy makers, service providers, society as a whole, and men themselves - as each has an important role to play.

The theme for MHW 2015 ('Creating Culture Change') allows us to acknowledge that a lot of positive work has already taken place, but also that we cannot become complacent and that more needs to be done. MHW affords an opportunity to: celebrate what has already taken place; highlight the growing movement for positive change; raise awareness of any gaps.

However, we are not starting from the deficit position of men as ‘a problem’, nor from a situation where there is little interest in / understanding of men’s needs or practical examples of how things could be done differently. The main aim, therefore, is to create a change in culture which sees men’s health as being an important mainstream issue.

6. Toolbox for Action and Ways to Celebrate MHW

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/mhw2015toolbox.pdf (‘Toolbox for Action’ - overview of MHW)
- www.mhfi.org/mhw2015celebrateit.pdf (‘What can I do to mark MHW?’)

7. Publicising Events

MHFI is keen to help to publicise the events and activities that will take place during MHW 2015. 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 their 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 an online form or ...
2. Download and save a copy of the MS Word Registration Form, type in the details, and email it to MHFI, or ...
3. Print off a copy of a Portable Document Format Registration Form, handwrite the details, and post it back to MHFI.

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

8. Publicity for MHW 2015

Publicity for MHW 2015 falls into at least four categories:

- a) **Internal communications** - Each partner is asked to ensure that MHW 2015 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, Carmichael Centre, and voluntary sector umbrella bodies to publicise the week. Everyone is also asked to use their own networks / contacts.

- c) **Social Media** - Each partner is asked to do everything they can to get MHW 2015 talked about on their own Facebook, Twitter and similar social media sites - as well as to get their followers and friends to do likewise. We could also, for example, use the hashtag: #MHW2015
- 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 2015, and to enlist their interest in covering it.

Tony Ward has offered to support MHW 2015 in any way that we wish. This positive asset could generate increased media attention.

There is a need to discuss a media strategy at the next Planning Group meeting.

9. Own Organisation's Plans

Colin invited everyone to provide an update on any plans that their organisation already has for MHW 2015. These included ...

- **Lorcan** - MDN will run an event in the South East, do a large scale MHW mailout to their contacts, use the MHW theme for their annual Men's Summer School, and will undertake media interviews.
- **Alison** - The SEHSCT Men's Network is just establishing itself, but will promote MHW on the Trust's intranet, widely distribute the posters and postcards throughout the Trust, and collate a calendar of events across their catchment area.
- **Rachel** - Samaritans Ireland will promote the week via their online presence (especially Facebook and Twitter).
- **Sandra** - Cancer Focus NI will be running a conference on older men and access to services just before MHW, and will have three mobile units across Northern Ireland delivering health checks at various events during the week.
- **Carrie** - Will work alongside her existing men's groups to plan activities to mark the week. She will also play a lead role in designing the posters / postcards.
- **David** - Hopes to do something to mark the week within his own Men's Shed in Maynooth. He will also ask the Irish Men's Sheds Association to actively promote MHW 2015, and will seek local media coverage for key men's health issues.
- **Darach** - Is planning an event with Hill Street Men's Group in Dublin, and hopes to encourage collaboration between men's groups in the greater-Dublin region.
- **Finian** - Will seek to promote MHW throughout the HSE, and will write articles for the HSE intranet / undertake media interviews to highlight the week.
- **Colin** - Will coordinate the production and dissemination of the MHW posters / postcards / images; promote details of events throughout Ireland; produce the briefing paper on MHW and simple ways to celebrate it; provide an online information hub; produce an updated 'Challenges and Choices' men's health mini-manual; inform the media about the week.

- **Helen** - The Marie Keating Foundation will have a special focus on men's health during MHW, and will offer their mobile units to support events and activities throughout the Republic of Ireland.
- **Michael** - YouthAction will run local events for young men in East Belfast, South Armagh and Fermanagh, and will spearhead a social media (Facebook and Twitter) campaign.
- **Rosemary** - The Irish Cancer Society will issue a press release during the week, and will produce an infographic which targets men. They will also promote the week using their social media channels.

10. Date of Next Meeting

The next MHW 2015 Planning Group meeting will take place on Thursday 2nd April 2015 at 11.00am. It will be held via video-link between the Dublin and Belfast offices of the Institute of Public Health in Ireland, and will finish with a sandwich lunch served at approximately 1.00pm.