
Second Meeting of the Men's Health Week 2016 Planning Group

Date: Thursday 25th February 2016
Time: 11.00am - 1.40pm (including lunch)
Venue: Armagh Diocesan Pastoral Centre, Dundalk, Co. Louth
Minute Taker: Colin Fowler

Present:

Conor Cullen - Alcohol Action Ireland
Alison Doake - South Eastern Health and Social Care Trust (SEHSCT)
Mark Dyer - Aware NI
Helen Forristal - Marie Keating Foundation
Colin Fowler - Men's Health Forum in Ireland (MHFI)
Sandra Gordon - Keeping Well Services, Cancer Focus NI
Frances Haughey - Closing the Gap Project: Health Inequalities
James Knox - Men's Advisory Project (MAP)
Patrick Monteague - Focus: The Identity Trust
Mick Mooney - Pavee Point Traveller Men's Health
Finian Murray - Health Service Executive Dublin / North East
Michael McKenna - YouthAction NI Work with Young Men Team
Maurice McConville - Louth Leader Partnership
Jon McFarland - Focus: The Identity Trust
Michael McKeon - Dublin City University (DCU) School of Nursing
Kevin O'Hagan - Irish Cancer Society
Finola O'Sullivan - Amen
Deirdre Ryan - National Screening Service
Brian Staunton - Sport Ireland

Apologies:

Scott Ahearn - 3Ts
Eva Beirne - Louth Men's Shed
Lorcan Brennan - Men's Development Network (MDN)
Michael Boyd - Irish Football Association (IFA)
Gráinne Brinkley - British Medical Association NI
Andrew Castles - Safefood
Derek Chambers - ReachOut Ireland
Anne Corcoran - Samaritans Ireland
Niall Culkin - Mayo North East Leader
Carrie Davenport - Shoot Positive
Paula Devine - ARK
Frances Dowds - Action Cancer
Niamh Farrell - Amen
Emmet Haughian - GAA
Marita Hennessy - NUI Galway
Martin Lawlor - State of Mind Ireland
Pamela Logan - Irish Pharmacy Union (IPU)
Michael Lynch - Men's Action Network (MAN)
Darach Murphy - Men Alone in No-mans-land (MAIN)
Geraldine McDonnell - Northern Health and Social Care Trust (NHSCT)
Alex McMeekin - Cruse Bereavement Care
John News - Sport NI

Aoife Ní Shúilleabháin - Union of Students in Ireland (USI)
Michael Noble - Mental Health Ireland
Gillian O'Brien - Headstrong
Paul O'Kane - Belfast Health and Social Care Trust (BHSCT)
Ailish O'Neill - National Youth Council of Ireland
Colin Regan - GAA
Ann Scanlon - Irish Heart Foundation
Umberto (Scap) Scappaticci - Colin Men's Group
Sandra Semple - Western Health and Social Care Trust (WHSCT)
Peter Shaw - Belfast Community Sports Development Network (BCSDN)
Barry Sheridan - Irish Men's Sheds Association
Hazel Whelan - See Change

AGENDA ITEMS ...

1. Welcome and Overview

Sandra welcomed everyone to the meeting, and gave an overview of the agenda and 'housekeeping' arrangements.

Apologies were tendered from a broad range of organisations. Once again, this was due to the date not suiting everyone and, particularly, to restrictions upon some people's freedom to travel outside of their work catchment area / limits placed upon travel costs.

2. Round of Introductions

Finian 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 / interest in men's work that they already have.

3. Minutes of Previous Meeting

Michael (McKeon) asked the group to review the minutes of the last meeting. Brian pointed out that the Irish Sports Council is now called 'Sport Ireland'. Colin will amend this on future minutes.

It was felt that there were no matters arising in the minutes which would not be covered in the agenda for today.

4. Publicity Materials

Colin highlighted that there is no substantive budget for the design of graphics and publicity materials for Men's Health Week (MHW) 2016. Historically, we have relied upon the goodwill of professionals in this field - who have often offered us a free or cut-price service - and the huge voluntary input of organisations throughout Ireland who help to disseminate any resources which are produced. This will, once again, be the case for MHW 2016.

In 2011, the all-island Planning Group asked for a MHW logo to be created to offer a common brand for activity in Ireland. This is made available to anyone who wishes to use it, and can be accessed online at: www.mhfi.org/mhw/mhw-image-pack.html#Generic It looks like:



From the outset, there has also been an annual MHW poster to highlight the week. This is not, in itself, a campaign tool, but has the simple purpose of:

- Letting people know that there is such a thing as MHW.
- Telling them when it will take place.
- Informing them about the theme for this year.
- Letting them know how to get more information.

It is, therefore, an awareness raising and signposting tool. Consequently, the core information on any poster for this year needs to include ...

Men's Health Week 2016

Monday 13th - Sunday 19th June 2016

Men United - for health and wellbeing

'Are We Winning?'

Details on where to find out more, plus a QR Code which directs the tech-savvy viewer to the online information

When creating posters in previous years, the graphic designers offered some tips which were, at that time, adopted as guiding principles by the MHW Planning Group ...

- The only aim of the poster is to grab someone's attention and to encourage them to take note of what it's all about.
- Keep it simple. The danger is that we try to put too much information / too many ideas into too little space.
- Make it human / engaging by including real men's faces rather than just icons or graphics.
- Try to ensure that the man (men) in the picture has at least partial eye contact with the person viewing the poster.
- Have a casual (rather than formal) feel to the image.
- Make it positive - otherwise we end up portraying men as a problem to be solved.
- Avoid having anything too 'medical'. This week is about health rather than illness.

These underlying principles were re-affirmed in the ensuing discussion about poster ideas.

Colin has been in touch with the Communications Departments in the Irish Football Association (IFA) and the Football Association of Ireland (FAI). They have agreed to a photo-shoot with the National Team Managers (Michael O'Neill and Martin O'Neill), and for them to be the 'poster boys' for 2016. Dates have been set for Friday 11th March in Dublin (at the announcement of the Republic of Ireland Squad) and the Easter Weekend in Belfast (before or after the Northern Ireland 'friendly' with Slovenia). Colin will contact Carrie Davenport, the photographer who did the earlier MHW posters, to check her availability for these times.

In an ideal world, we would have preferred to have a photo-shoot with both managers together, standing shoulder-to-shoulder, shaking hands, smiling, and looking like 'men united'. However, this is not possible due to their hectic schedules at the moment.

It was felt that a possible way forward would be to ...

- Take photographs of each of the Managers separately as planned. Capture these images against a plain background, use similar lighting for each, and take a range of shots for each person e.g. looking left and right, looking up and down, head shots, half length shots, whole body shots etc. This will increase the possibility of being able to Photoshop them into a single image afterwards.
- Ask each Manager to wear a plain coloured polo shirt with the MHW logo clearly visible on it. If possible, also ask if they would get their whole team to sign their polo shirt afterwards - so that we can raffle them off during MHW itself.
- See if it is possible to use Photoshop to make them appear to be handing over a MHW 2016 pendant to each other (as team captains do at the start of a match), or capture an image of them holding one out towards the camera at the photo-shoot. If needed, Colin will get a pendant printed. An alternative would be to Photoshop in a flip chart stand between them, and to have a 'tactics' or 'game play' drawing on it which is about men's health e.g. Steps to Men's Health: Be Alert ► Check It Out ► Make Your Play ► Get the Best Result ... Colin will check with Carrie if these concepts are viable.
- No matter what imagery is used, the MHW logo needs to be prominent. This will help to make the poster stand out from all of the other football associated images which will be around at that time, and to put MHW into the public consciousness.
- An alternative poster concept might be to: take head shots of the two managers; insert these images onto the backdrop of a football pitch / stylised representation of a football pitch; instead of naming the players on the pitch, use the name spaces to highlight 11 key men's health issues (e.g. smoking, mental health, alcohol, diet, physical activity, stress ...); insert the core text about MHW 2016 (e.g. date, theme, find out more etc.) around the pitch. This concept would also work well on the back of the postcards and/or for an online graphic. Brian will forward an example of a template for this to Colin.

Colin will follow-up these ideas with Carrie in the first instance and, if they are feasible, will run them by the FAI and IFA.

Ironically, MHW 2016 is likely to be one of the unhealthiest weeks for men in Ireland due to an increase in eating junk food, drinking and smoking, and a decrease in physical activity. If possible, we should ask if the two Managers might give us a short quote which tries to counter this.

All members of the Planning Group are asked to contact Colin as soon as possible to let him know how many posters, postcards and Man Manuals they would like. Some people outlined specific groups that they will be targeting, for example ...

- James offered to send posters to all GPs (x350) in Northern Ireland and to circulate them to the Police Service for Northern Ireland. However, these posters need to be folded to A₅ size.

- Sandra will target the NI Fire Service and other contacts that Cancer Focus NI has. She will need approximately 100 posters and 500 postcards.
- Frances will distribute materials to organisations that her Closing the Gap project works with in the Armagh, Banbridge and Craigavon areas.
- Jon will try to identify a contact for the pharmacies / pharma students in Northern Ireland ...

It was estimated that we will need ...

- 7,000 A₃ posters (with 20% of these folded to A₅ size).
- 1,000 A₄ posters.
- 20,000 postcards (with a MHW message on the reverse side of the card, as well as a place holder for inserting the recipient's address).

MHFI will arrange for the cost associated with producing these materials to be covered.

Since there is no budget for distributing these materials, all members of the Planning Group are asked to use their contacts / networks / influence to get these resources disseminated throughout the country.

As in previous years, the poster and postcard 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 at: www.mhfi.org/mhw/mhw-image-pack.html Anyone else who can provide access to these on their own website is invited to do so.

5. Raising Public Awareness and Social Media

While the posters and postcards are useful for displaying in public spaces, it was also felt that it would be important to utilise the power of social media for spreading the word about MHW 2016. A number of suggestions were made ...

- Promoting the week via paid advertisements on social media platforms such as Facebook and Twitter may prove to be an effective use of the limited resources available. Kevin and Helen will ask their communications team about what the cost of this might be, and how to go about arranging it.
- An advertisement on Joe.ie would effectively target local men.
- All of the Planning Group members - and anyone else who can be encouraged to do so - should try to promote MHW via their own websites and social media outlets.
- It would be useful to: have a specific health theme to highlight on each day of MHW; compile and circulate a schedule of what's being focused on each day; ask everyone to plug that theme on the nominated day; invite subject experts in the Planning Group to collate the facts / call to action for their specialist area of interest. Everyone was asked to contact Colin if they'd be prepared to take a lead on one of these themes.
- When thinking about themes, we could look at which football teams are playing that day, and compare statistics between Ireland and the countries playing.
- To keep a consistent message, we could look at creating an infographic / graphic for each day, and agree the wording of a number of sample Tweets on that theme.

- All organisations are encouraged to engage the media during MHW on an area of men's health which is central to their own work. This will help to keep issues fresh, live and diverse. Closer to the time, it would be useful to have a timetable of when specific organisations hope to make their pitch - to avoid clashes with other groups.
- Possible hashtags for the week could be:
 - #AreWeWinning - has the benefit of being the key question for MHW 2016, but eats up quite a few of Twitter's 140 character maximum limit, or
 - #MHW2016 - has the benefit of being shorter, but is also the hashtag for Mental Health Week and Mixed Heritage Week
- A launch event would help to kick-start a media campaign.

The existing online resources for MHW in Ireland are:

- Facebook Page: www.facebook.com/MensHealthWeek
- Webpage for MHW 2016: www.mhfi.org/mhw/mhw-2016.html

Colin highlighted that MHFI is keen to help to publicise the events and activities that will take place during MHW 2016. 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.

As in previous years, 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 are 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 throughout Ireland that go unnoticed and unrecognised. Therefore, we all need to make a concerted effort to get the details of these activities made public.

6. Potential Partners / Supporters / Allies / Champions

MHW relies heavily on the enthusiasm, support and voluntary input of a broad range of organisations and individuals across the island of Ireland. Sandra invited everyone to think about any potential partners, supporters, allies or men's health champions who could be asked to support the week. Suggestions included ...

PSNI / Garda	GPs	Fire Brigade
Farming organisations	Pharmacies	DIY Stores
CIE / Translink	Gyms	Barbers
Orange Order	Hibernians Clubs	County / District Councils
Transformation Ireland	Fishing Clubs	Sporting Organisations
RCSI / ICGP / RCPI	Airports	Prisons (via Red Cross etc.)

Anyone who has any contacts in any of these bodies (or different ones) was asked to use them to engage their support for MHW. They could do this by, for example, displaying posters, giving out manuals, putting on men's health displays, running an event etc.

It would also be extremely useful to have high profile / well known local personalities promoting the week and/or being prepared to talk about it. Helen informed the group that Chris Donaghue is interested, but may be out of the country then. Mick told everyone that John Connors is on-board, and has a particular interest in mental health. Tony Ward (last year's 'poster boy') has also said he will support the week in any way possible.

Brian said that he will look into the possibilities for making a link between 'Men on the Move' and 'Operation Transformation' and MHW.

7. Own Organisation's Plans

Finian invited everyone to share any plans that their organisations have for MHW 2016.

These ranged from large tournaments, to group work, to seminars, to conferences, to health checks, to presentations, to penalty kick competitions ...

8. Any Other Business

- The Men's Advisory Project has produced a wall planner for 2016. James circulated copies to all present.
- Frances issued an invitation to everyone to attend the free men's health seminar being organised by the Southern Area Men's Health Group. This will be held in Keady on Friday 4th March 2016 (see: www.mhfi.org/news/622-back-to-basics-put-a-spring-into-your-step.html), and the keynote speaker is Prof Niall Moyna from Dublin City University.
- Everyone was asked to think about a suitable launch event for MHW 2016, and to send any ideas to Colin as soon as possible.

Next Meeting

The next meeting of the Planning Group is scheduled for 11.00am on Tuesday 10th May 2016. This gathering will be held in the same Dundalk venue - as participants felt that it was very beneficial to talk face-to-face, and to use the tea / lunch times for building relationships with other organisations.