
Second Meeting of the Men's Health Week 2018 Planning Group

Date: Tuesday 27th February 2018
Time: 11.00am - 1.40pm (including lunch)
Venue: Armagh Diocesan Pastoral Centre, Dundalk, Co. Louth
Minute Taker: Colin Fowler

Present:

Lorcan Brennan - Men's Development Network (MDN)
Edel Byrne - Irish Men's Sheds Association (IMSA)
Enda Campbell - Irish Heart Foundation (IHF)
Anne Corcoran - Samaritans Ireland
Mark Corcoran - Non-Violent Communication / Conflict Resolution (Trainee)
Jim Curran - Irish Pharmacy Union (IPU)
Alison Doake - South Eastern Health and Social Care Trust (SEHSCT)
Anne Farrell - CIE Group
Tom Fitzpatrick - National Screening Service
Colin Fowler - Men's Health Forum in Ireland (MHFI)
Brien Frazer - Ulster Hospital Dundonald
Karen Galway - Queen's University Belfast School of Nursing
Karen Halligan - Amen
Damien Harney - Louth Meath Education and Training Board
Frances Haughey - Closing the Gap Project: Health Inequalities
Debbie Hutchinson - Migraine Association of Ireland
David Keane - National Screening Service
Brian Laughlin - Belfast Men's Health Group
Kathryn Meade - Health Service Executive (HSE) Midlands, Louth and Meath
Finian Murray - HSE Dublin North East
Sandra Gordon - Cancer Focus NI
Shauna O'Connor - See Change
Shane O'Donnell - Marie Curie Early Stage Researcher, QUB
Kevin O'Hagan - Irish Cancer Society (ICS)
Andy O'Hara - Pavee Point Traveller Men's Health Project
Paul O'Kane - Belfast Health and Social Care Trust (BHSCT)
Emer O'Leary - Get Ireland Walking initiative within IMSA
Gillian Prue - Queen's University Belfast School of Nursing
Rachael Treanor - National Youth Council of Ireland (NYCI)

Apologies:

Julie Aiken - Samaritans Ireland
Jonathan Boyd - Focus: The Identity Trust
Carrie Davenport - Shoot Positive
Paula Devine - ARK
Elaine Hardy - South Eastern Health and Social Care Trust (SEHSCT)
Marita Hennessy - Researcher, NUI Galway
Sinéad Hughes - Southern Health and Social Care Trust (SHSCT)
Peter Jones - Waterford Sports Partnership
Michael Lynch - Men's Action Network
Emma McCrudden - Northern Ireland Chest, Heart & Stroke (NICHS)
Niamh McDaid - Bowel Cancer UK
Geraldine McDonnell - Northern Health and Social Care Trust (NHSCT)

Michael McKenna - YouthAction NI Work with Young Men Team
Michael McKeon - Dublin City University (DCU) School of Nursing
Eunan McKinney - Alcohol Action Ireland
Patrick Monteague - Focus: The Identity Trust
Clare O'Brien - 3Ts
Carla O'Neill - Marie Keating Foundation
Sandra Semple - Western Health and Social Care Trust (WHSCT)
Peter Shaw - Belfast Community Sports Development Network (BCSDN)
Brian Staunton - Sport Ireland

AGENDA ITEMS ...

1. Welcome and Overview

Finian welcomed everyone to the meeting, listed the apologies that had been received and gave a brief overview of the agenda and 'housekeeping' arrangements.

He then highlighted that the purpose of today's meeting was to:

- Refine the theme / message for Men's Health Week (MHW) 2018.
- Look at promotional materials.
- Agree a social media strategy.
- Share ideas for local activities and events.

2. Round of Introductions

As there were a number of 'new faces' 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 their interest in men's work.

3. Minutes of Previous Meeting

The minutes of the Planning Group meeting held in January 2018 were accepted as an accurate reflection of that gathering. It was felt that there were no matters arising which would not be covered in the agenda for today.

4. Publicity Materials for MHW 2018

At the Planning Group meeting in January 2018, a long list (36 options) of possible themes was put forward for consideration. Subsequently, Colin coordinated an initial poll, via email, to create a short-list for fuller consideration. In this process, everyone was asked to nominate their top three choices. This process worked well and, although there was no unanimous winner, the field was narrowed considerably.

Thirty three people emailed their preferences, and many of the options on offer picked-up at least one vote (presumably from the person who originally suggested it). The most popular options - and clear contenders for the 'hot list' - were:

- One small step for man. One giant leap for men's health. Take the next step [14 votes]
- It's MANAGEABLE - every MAN of any AGE is ABLE to make a change to his health. What change will you make? [10 votes]
- Make one small change [7 votes]
- Look after yourself [6 votes]

Colin then organised a further round of voting on these four themes, wherein everyone was asked to nominate their first choice. A total of 46 people expressed their preferences, and the result was:

- One small step for man - 29 votes
- It's MANAGEABLE - 13 votes
- Make one small change - 2 votes
- Look after yourself - 2 votes

Thus, a clear winner emerged, and 'One small step ...' became the core focus for MHW 2018.

Colin highlighted that there is only a very limited budget for the design of graphics and publicity materials for MHW 2018. 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 2018.

Colin also reminded everyone that the purpose of the poster and publicity materials is to ...

- Let people know that there is such a thing as Men's Health Week.
- Tell them when it will happen.
- Let them know what the focus / theme is.
- Direct them to more information.
- Acknowledge the funding partners.

Thus, these materials are, primarily, an awareness raising and signposting tool rather than the core element of a national campaign.

Members of the Planning Group were asked to try to describe how the agreed theme could be represented visually on the poster. A broad range of suggestions were tendered, including ...

- Evolution of man - from couch to running.
- A circle of male feet - wearing different footwear e.g. work boots, flip flops, sandals, trainers, suit shoes, bare feet etc. Possibly even include an astronaut's boots.
- Half astronaut / half man wearing ordinary clothes.
- Man climbing a staircase.
- Man / men jumping over hurdles - conveying the message of overcoming obstacles to health and wellbeing.
- Stepping from the known into the unknown.
- Range of ages / types of men crossing the road.
- Bare feet and footprints on sandy moon-like surface.
- Moonscape with signposts to key issues e.g. mental health, stopping smoking, cutting down on alcohol, taking more exercise.
- Something which represents stepping towards a safe place / space.
- Men at different ages passing a baton to each other.

It was finally agreed that the visual would work best if it is simple, iconic and easily recognisable by most people. It was suggested, therefore, that we should seek to get one of the original NASA images of Neil Armstrong and Buzz Aldrin (the first men to walk on the moon) to accompany Neil's famous words of '*One small step for [a] man ...*'. Members of the group searched online for examples using their mobile phones, and found a number of examples of footprints on the moon, the Lunar Module and astronauts walking on the moon. Colin will research the feasibility of getting free access to high resolution versions of these images and whose permission is required to use them.

It was also agreed that the wording of the theme (One small step for man. One giant leap for men's health. Take the next step.) should be changed into a question, and finish with 'what's your small step going to be?' instead of 'take the next step'. It was felt that this would create a discussion / conversation rather than making an explicit demand of the reader.

In terms of the posters, it was felt that there needs to be both A₃ (folded to A₄ size for ease of posting) and A₄ size materials. The A₃ posters should also have a blank space / box for organisations to write in or stick a label on with the details of local events. It was felt that the A₄ posters would be too small to do this on. There will, however, be more of the smaller posters produced - as the group felt that these will be in higher demand.

For the past few years, MHW postcards (with the poster image on the front and a MHW message / place holder for inserting the recipient's address on the reverse) have also proven to be quite popular - although this has not been the case with all groups or in all settings. These will, once again, be produced in 2018, and the message should seek to reflect a number of key words / sentiments such as iconic, vulnerability, challenge, overcoming adversity, stepping into the unknown, working together ... However, as this is a small postcard - and we're only using half of the reverse side for the message - we will inevitably be very limited in what can be expressed. Colin will draft this message and circulate it for feedback. He will also arrange for a company to draft the posters / postcards and print them.

The Men's Health Forum in Ireland is, currently, negotiating with Haynes Publishing for the updating and re-printing of the 'Challenges and Choices' Man Manual. It is hoped to get this underway soon, and to be able to afford at least 17,000 copies of the booklet this year. However, even this increase of almost 5,000 copies more than last year is still very unlikely to meet the enormous demand. Therefore, members of the Planning Group are strongly advised to place their orders as soon as possible.

It was also suggested that a small credit card size publication with helpline numbers on it might be useful to giveaway at events etc. However, it was acknowledged that the main difficulty would be in identifying a few helplines which would cover men's health needs on an all-Ireland basis. If anyone has any suggestions as to how this could be realistically progressed, they are asked to get in touch with Colin as soon as possible.

Since there is no budget for distributing these publicity 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, badge, 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. Social Media Messages for MHW 2018

Finian chaired a discussion on the use of social media during MHW. In MHW 2017, the Planning Group had agreed that it would be useful to ...

- Determine a specific health theme to highlight on each day of MHW and the days leading up to it - to provide a focus for each day and move public discussion from general to specific health issues.
- Develop a core pool of social media Posts and Tweets on each theme which anyone can draw upon - especially as many people don't have the time, energy or knowledge to develop their own. Therefore, on each day of the week, it was easy to cut-paste-post a set of ready-made material.
- Ask everyone we know to plug the themes / Posts / Tweets on the nominated days.
- Have a common hashtag.

Members of the Planning Group with specific areas of expertise then volunteered to spearhead the development of information for each of the thematic days.

It was felt that this model had worked well, and should be built upon during 2018. It was also felt that most of the themes should be adopted again this year, but with a re-shuffle of the order of some them. Two additional proposals were that:

- a) We should piggy-back on the custom of Saturday being an important sports / sporting day for men, and use this to highlight the benefits of increased physical activity via sport. This could then be known as 'Sports Saturday'.
- b) As Sports Saturday will now focus upon the link between physical activity and sport, it was suggested that the food / obesity dimension of last year's 'Input and Output' day might become a new standalone theme and a replacement for the day dedicated to sexual health in 2017 - which did not gain as much traction as other thematic days. This may be because there was less material to present or, simply, less interest in it.

Volunteers were sought to lead the development of the key messages for each day, and the template agreed was ...

Date	Theme	Coordinators
Friday 8 th June	Men's Health Week is Coming! ... Here's what you need to know	Colin Fowler
Saturday 9 th June	Men and Healthy Relationships	Karen Halligan and Edel Byrne
Sunday 10 th June	We are what we eat	Safefood?
Monday 11 th June	Top Tips for Men's Mental Fitness	Shauna O'Connor and Andy O'Hara [+ Clare O'Brien?]
Tuesday 12 th June	Keeping your Heart Healthy	Enda Campbell and Emma McCrudden
Wednesday 13 th June	Men Overcoming Cancer	Kevin O'Hagan, David Keane, Tom Fitzpatrick and Sandra Gordon [+ Carla O'Neill?]
Thursday 14 th June	Trash the Ash ... Men and Smoking	Paul O'Kane and Kevin O'Hagan
Friday 15 th June	One More for the Road? ... Men and Alcohol	Eunan McKinney?

Saturday 16 th June	Sports Saturday... Men, Physical Activity and Sport	Brian Staunton, Rachel Treanor and Emer O'Leary
Sunday 17 th June	The Importance of Fathers to Children's Outcomes	Colin Fowler, Brien Frazer and Debbie Hutchinson

The lead people for each area were asked to get to work on preparing their material as soon as possible - as it was pointed out that some bodies such as the HSE, PHA and Health Trusts need to receive this long before MHW begins (preferably up to six weeks before it). Therefore, these messages should be agreed before the end of April 2018.

Each coordinating team is asked to develop and present ...

- One Facebook Post which is relevant to the whole island of Ireland (if possible) and which points the reader to further information / help / support. However, if there needs to be a separate post for Northern Ireland and the Republic of Ireland that can also be accommodated.
- Three to five Tweets (all-island if possible, but separate RoI and NI if necessary).
- Useful and eye-catching infographs / images that could accompany the Posts / Tweets.

The focus of these needs to be upon positive / action-based key messages e.g. improved survival rates / top tips to feel better / resources you can access / opportunities to improve health ... rather than simply reminding everyone about deficit statistics. In other words, how to take the first 'small step for man'.

The only negative feedback from last year was that on some of the days there was too much text-based material to choose from and not enough visual images or links to interactive / video / infographic resources. Therefore, quality is preferred over quantity. To see the 2017 messages, visit: www.mhfi.org/Tweets2017.pdf

It was also agreed that it would be really useful to back up these materials with personal stories which illustrate what actually can be achieved. It was suggested that we might try to get stories from a range of people that we work with, which begin with the line: '*One small step I took was ...*' The following people will seek to gather this material from men that they have contact with:

- Debbie Hutchinson - migraine sufferers
- Anne Farrell - men in workplaces
- Frances Haughey - increasing physical activity / losing weight / stopping smoking
- Karen Halligan - male victims of domestic abuse seeking help and support
- Jim Curran - pharmacy patients
- Andy O'Hara - Traveller men
- Shauna O'Connor - See Change Ambassadors on overcoming the stigma associated with mental health
- Enda Campbell - heart health
- Edel Byrne - men in Men's Sheds

It was agreed that there is a need to have a common Hashtag to use on Twitter again this year. Last year, we adopted #MHW2017. However, this was also the tag used for Mental Health Week, and caused a bit of confusion. Options for 2018 could include ...

- **#WhatsYourStory** - this is, currently, being used in a campaign to track how people from diverse backgrounds got into medical school (especially in the USA).
- **#OneSmallStep** - this has already been used in a myriad of ways by a diverse range of causes over recent years.
- **#MySmallStep** - is often used by church groups (especially in relation to turning around an individual's sinful ways) and addiction services.
- **#YourSmallStep** - no one has used this tag yet, and it fits neatly with the theme this year. However, the word 'your' externalises it and makes it about other people; not yourself or your own organisation.
- **#MensHealthWeek** - is traditionally only used for Men's Health Week (unlike MHW which is used for Mental Health Week as well); says exactly what it's about; doesn't try to be too smart.

However, no agreement was reached on the hashtag to be adopted.

It was agreed that, as in previous years, the traditional media need to have a launch countdown (i.e. plenty of advance notice via drip-feed) to ensure that they are as prepared and briefed as possible. This could, possibly, culminate in a short press event the week before MHW, when men and service providers tell their stories about taking one small step to improve health and wellbeing.

6. Ideas for Activities / Events / Happenings to Mark MHW 2018

Lorcan invited everyone to share their ideas for activities / events / happenings to mark MHW 2018 locally. These included ...

- Showcasing men's health and wellbeing research to staff and students in a university.
- Encouraging a cinema to screen films about men and, especially, their health and positive contributions to society.
- Using the internet to promote men's health e.g. highlighting events, posting social media messages, showcasing new research findings, directing visitors to interactive self-help tools etc.
- Organising male health exhibitions.
- Running a large-scale event in Phoenix Park for Traveller men which involves playing football, offering health checks and spending time with their kids.
- Offering free blood pressure checks and smoking cessation advice in pharmacies.
- Organising lunchtime men's health talks and health check / screening events in workplaces.
- Working closely with a local radio station to broadcast their show from a men's health event.
- Posing short fitness challenges to men in public places (e.g. spin bikes or rowing machines or running machines) and encouraging them to get into the habit of doing these activities.
- Offering to speak at events being organised by other groups on specialist subject areas (e.g. bowel or AAA screening).
- Producing and distributing a specific Men and Cancer booklet, and running cancer awareness events.
- Running 'Walk and Talk' events - to improve both physical and mental health - which finish with refreshments / food.
- Giving men the chance to try yoga or meditation or Tai Chi etc. as a taster class.
- Running an information and health checks event in St George's Market.

- Offering Walk Leadership Training to men to encourage them to sustain activity after MHW.
- Highlighting the many and diverse sides to men via a photographic competition which focuses upon '*A real man is ...*'
- Organising courses such as 'First Aid for Fathers' and 'Men's Healthy Cooking on a Budget'.
- Developing links with media outlets to ensure comprehensive coverage of MHW locally.
- Linking with other things happening around this time e.g. Bike Week, Carers' Week, Diabetes Week, World Blood Donor Day and World Elder Abuse Day.

7. Next Meeting

The next meeting of the Planning Group will, once again, be held in the Diocesan Pastoral Centre in Dundalk - as participants felt that it was very useful to talk face-to-face rather than via video-conference.

This meeting is now scheduled for **Thursday 10th May 2018 at 11.00am** - with tea and coffee available from 10.45am. Please note that this is a change from the April date that was originally proposed.