
Second Meeting of the Men's Health Week (MHW) 2023 Planning Group

Date: Monday 16th January 2023
Time: 10.30am - 1.00pm [followed by lunch]
Mode: In person at Oriel Park Football Club, Dundalk, Co. Louth
Minute Taker: Anne Farrell

Present:

Lise Alford - 3Ts
Lorcan Brennan - Men's Development Network
Michael Broderick - Clanrye Group
Clare Corkey - Men's Advisory Project
Jim Curran - Irish Pharmacy Union
Anne Farrell - CIE
Helen Forristal - Marie Keating Foundation
Coli Fowler - Men's Health Forum in Ireland (MHFI)
Brien Frazer - South Eastern Health and Social Care Trust
Martin Gillick - Bus Éireann
Robert Glusek - Sure Start South Armagh
Richard Gough - Clanrye Group
Frances Haughey - Armagh City, Banbridge and Craigavon Borough Council
Laura McAllister - SEHSCT
Aidan McCabe - SHSCT (Newry and Mourne)
Andrea McDermott - Men's Aid Ireland
Michael McKenna - YouthAction NI Work with Young Men Team
Rebecca McLaughlin - Irish Men's Sheds Association
Barry Murphy - Bodywhys
Finian Murray - Health Service Executive (HSE)
Kevin O'Hagan - Irish Cancer Society
Paul O'Kane - Belfast Health and Social Care Trust
Derek Pepper - SHINE
Stephen Quinn - GAA
George Smith - Carer Support Service, SEHSCT
John (JT) Treanor - Irish Heart Foundation

Apologies:

Jonny Ashe - Education Authority NI
Kathrina Bentley - Men's Aid Ireland
Sinead Brannigan - Waterford Sports Partnership
Andy Cooney - Health Promotion, Our Lady of Lourdes Hospital
Anne Corcoran - Samaritans Ireland
James Dean - James Dean Coaching
Clare Deasy - Health Service Executive
Paula Devine - ARK
Martin Dooley - Retired Engineering Trainer
Brian Doyle - HUGS@Home Project, Royal College of Surgeons in Ireland
Garry Glennon - Letterkenny Youth and Family Service
Peter Helferty - Derry Youth and Community Workshop
Caroline Hughes - Action Cancer
Ellen Jennings - Bodywhys
Hannah-Alice Loughlin - Alcohol Action Ireland

Johnny McClurg - Community Sports Network
Liam Maher - SISK Building Contractors
Kathryn Meade - National Screening Service
Sonia Montgomery - Western Health and Social Care Trust
Cameron Molloy Moules - Sport Ireland
Deirdre Ní Mhórdha - Migraine Association of Ireland
Kevin O'Driscoll - National Youth Council of Ireland
James O'Hagan - LGBT Ireland
Gearoid O Raghallaigh - Psychiatric Nursing, University College Dublin
Tracey Powell - Southern Health and Social Care Trust
Dan Russell - HSE, CHO7
Linda Sankey - Get Ireland Walking
Peter Shaw - Community Sports Network
Matt Shields - ParkRun Ireland
Brona Turley - Lisburn and Castlereagh City Council
Bill Vaughan - Mental Health Ireland

AGENDA ITEMS ...

1. Welcome

Coli Fowler welcomed everyone into the room, thanked Derek Pepper for organising today's venue, and gave a brief overview of the key themes that emerged from the last meeting. The theme with the most votes was 'The Picture of Health'. He then gave an overview of the morning ...

- Housekeeping / practicalities / timings / announcements.
- The purpose of this meeting is to: (a) refine the MHW 2023 theme; (b) determine the call to action and key messages we want to convey; (c) explore concepts for the graphics; (d) look at promotional and resource materials; (e) scope potential 'Ambassadors' for the week; and (f) share any initial plans or ideas for activities / events / happenings during MHW 2023.

2. Round of introductions

Finian Murray asked all the participants to give their name and the organisation that they work in, and to share their interest in men's health work. This was done to welcome and get to know new members.

3. Minutes of Previous Meeting

Minutes of the meeting held on Wednesday 7th December 2022 were accepted as an accurate reflection of that gathering. They were proposed by George Smith and seconded by Paul O'Kane. There were no matters arising.

4. MHW 2023 Theme, Call to Action and Key Messages

Lorcan Brennan reminded the meeting that, after a poll, 'The Picture of Health' had emerged as a clear winner for the over-arching theme for MHW 2023. However, the next step is to add some substance to this broad idea, and to think about how we can represent it visually on our poster and other promotional materials.

For example, on an A4 size poster (the most popular size) it is crucial to have a short / sharp theme and call to action that is easy to read from a distance. As the space to explain what the week is about is limited, it's important that the message is clear and that it gets everyone's attention quickly.

Lorcan broke the participants into four smaller groups to discuss this in more depth. He asked each group to identify a scribe and a person to feedback the group's ideas, gave them twenty minutes to meet, and posed three questions ...

- i. How could we develop, roll-out and represent this idea for the theme ('The Picture of Health') i.e. what's 'the meat' of it?
- ii. What should the call to action (strapline) be?
- iii. What key messages do we want to try to convey this year?

In the feedback session, a broad range of ideas were put forward, including ...

- Art gallery exhibition of what men regard as positive images of a 'picture of health'.
- Letting men identify their own picture of health.
- CT scan / X-Ray image of a man - showing what is going on in different parts of their body.
- Family / intergenerational / diverse images of men and their positive connections.
- Mirror image of a perfect apple but, in reality, the back of the apple is rotten - highlighting that there is no such thing as perfection and there is always something behind the 'picture of health'.
- Mind map of images or words that depict a 'picture of health' for men.
- Darkroom with photos being developed / hanging on a wire - half black and white and half colour. However, it was also noted that younger people might not relate to this imagery, as they live in a world of digital photography.
- A man looking in the mirror at his own reflection, with the question who / what is looking back at you?
- Cameraman taking a picture which has a particular focus, or is out-of-focus, or has an internal focus.
- Use camera / film terminology in text e.g. eye for it, lens, focus, lighting, mood etc.
- Ask: what tools do we need for the perfect picture?
- Pose questions such as: what does your picture of health look like or what's behind the picture?
- Jigsaw imagery - use the 5 ways to wellbeing or a diverse range of images of different men.
- What constitutes a 'picture of health' is a very individual perception, and will differ between people.
- Create / draw / paint your own 'picture of health' on a blank canvas.
- 'The picture of health' is a phrase used by the older generation, so it may not resonate with a younger population.
- Generate a 'Word Cloud' - maybe in the shape of a man's head or body.
- Create a mosaic image i.e. a composite of smaller images representing diverse pictures of health.
- Man taking a 'Selfie'.
- Pose the question: what does your picture of health look like?
- Ask the question: what are you looking at?
- 'The picture of health' is a very positive statement with positive energy.

- While it's difficult to fully represent the diversity among men, it's good to have an actual man or men in the poster - rather than just cartoons or illustrations.

5. Ideas for Graphics to Illustrate / Visualise the Theme

From the previous discussion and feedback, it was agreed that the most popular ideas for possible ways to graphically illustrate the theme were ...

- A man looking at his **reflection in a mirror** (or a rear-view mirror in the car), with the question: 'what are you looking at?'
- [If it's technically possible] have a **reflective 'mirror' panel** on the actual poster - that the viewer can see themselves on - with the question: 'what are you looking at?'
- A man **painting on a canvas** with a strapline which could be: 'create your own picture of health' or 'paint your own picture of health' *[this idea could also become the basis of a competition and/or future exhibition if there were enough responses]*.
- Use a simple **blank canvas** with the call to action: 'paint your own picture of health' *[this could then be developed as in the previous suggestion]*.
- **Jigsaw** image - with large pieces using the 5 ways to wellbeing, or a range of images of different men, or a single image of men's health (with some jigsaw pieces missing).
- **Mosaic** image (possibly in the shape of a man's head or body outline) comprised of smaller images representing diverse pictures of men and health.
- Man taking a **'selfie'** with their mobile phone *[this idea could be further developed by asking men to send in their own pictures of health taken in this way and creating an online display of the photos]*.
- **Film set** with a reflection of a man / men in the camera lens.
- **Cameraman** taking a picture of a man which is out-of-focus.
- **Dark Room** scenario - with photos of men hanging from a line on pegs.
- **CT scan / X-Ray** image of a man, showing what is going on in different parts of their body.

It was agreed, by almost all in the room, that the idea of a poster with some kind of mirror image - asking the question 'what are you looking at?' - gives the viewer time to reflect on his own picture of health and what that might look like.

Coli will circulate this list of possibilities to everyone on the Planning Group mailing list and run a poll to ascertain which option is most popular. From past experience, it's likely that the first poll will only narrow down the field of options and that (at least) a second vote will be required to finalise the concept.

6. Resource Materials for MHW 2023

Finian outlined some of the resources developed in the last few years to support Men's Health Week. These have included ...

- Posters (A₃ and A₄).
- Postcards (A₅).
- Man Manual (a new one is being developed for this year).
- A broad range of graphics (e.g. logo, banner, badge, Facebook / Twitter Headers, bespoke social media images).
- Dedicated web page - to act as the central focal point for information on the week.
- 'Toolbox for Action' paper ...

All of these materials are free and, where possible, made available in both hard copy and in electronic format. However, Finian pointed out that there is only a very small budget available to produce these resources.

When the concept for the main graphic is finalised, this will be used as the backbone of the posters and postcards to highlight the week.

Finian invited everyone to make suggestions for other resource materials which might be useful (if the budget will stretch that far). The proposals for MHW branded materials included ...

- Pens - are always seen as a useful giveaway at events.
- Book marker magnet - these would also help to promote reading with men.
- Electronic email signature (with the MHW logo).
- Promotional video and/or animation.
- Water bottles.
- QR codes on all materials.
- Reflective arm-bands.
- Magnets for the back of mobile phones.
- Snoods.
- Mobile phone charging port or leads.
- 'Spotify' (or similar) playlist for the week.
- Blank canvases - for men to paint and share their 'picture of health'.
- Competition - for a picture of health 'selfie'.

In terms of promotion, it was also suggested that we should consider trying to get an article into the 'Inform' newsletter, Practice Nurses' newsletter and any publications that Occupational Health organisations produce.

7. Potential MHW 'Ambassadors'

In 2022, Paul Ferris (ex-professional footballer and author) and Dr Noel Richardson (architect of Ireland's National Men's Health Policy and Action Plan) volunteered to act as 'Ambassadors' for MHW on the island of Ireland. Between them, they managed to generate an amazing amount of high-level TV, radio and newsprint coverage. Previous Ambassadors - with a strong personal story to tell - have also helped to achieve this goal.

Coli asked for realistic suggestions for MHW 2023 Ambassadors, and the proposals were ...

- Shane Lowry and his dad (who was also a sports person). Rebecca McLaughlin said that it would be nice to have representation from different generations, and might make these people more comfortable than in a one-on-one interview.
- Neil Delamere (comedian and actor)
- Ray Goggins (instructor on 'Ultimate Hell Week')
- John Cooney (rugby player)
- Gerry Kelly (TV and radio presenter)
- PJ Gallagher (comedian and radio presenter)
- Pat Jennings (former professional goal-keeper)
- Pat Kenny (TV and radio presenter)
- Ray Darcy (TV and radio presenter)
- Ian Dempsey (TV and radio presenter)
- Hector Ó hEochagáin (TV and radio presenter)
- Dermot Whelan (comedian, TV and radio presenter)
- Dr Mike Ryan (WHO Health Emergencies Programme)
- Seán Moncrieff (broadcaster, journalist and writer)
- John Connors (Irish Traveller, actor and screenwriter)
- Picture This (band)
- Stephen James Smith (poet)

Participants were asked to forward any contact details for these people to Coli, and to contact him if they think of anyone else they know who would be a suitable ambassador.

8. Possible Activities / Events / Happenings to Mark MHW 2023

Lorcan invited participants to share any initial plans they might have for Men's Health Week 2023. Examples included promotion on employee IT platforms, social media posting, podcasts, webinars, in-person events, health checks, Engage workshops, man manual distribution, posters in public spaces, calendars of events and media interviews.

9. Next Steps

There was a discussion on the importance of getting more GPs to support Men's Health Week, and ways to get information into their surgeries (e.g. 'Inform' magazine).

It was agreed that the next meeting will be held online via **Zoom** on **Wednesday 1st March 2023** at **2.30pm**.

Everyone was reminded that membership of the Planning Group is open to anyone who wishes to contribute, and they are welcome to invite other organisations to attend future meetings and/or to input electronically.