
Second Meeting of the Men's Health Week 2017 Planning Group

Date: Monday 6th March 2017
Time: 11.00am - 1.45pm (including lunch)
Venue: Armagh Diocesan Pastoral Centre, Dundalk, Co. Louth
Minute Taker: Colin Fowler

Present:

Jonathan Boyd - Focus: The Identity Trust
Anne Corcoran - Samaritans Ireland
Alison Doake - South Eastern Health and Social Care Trust (SEHSCT)
Ronan Flynn - GAA Community and Health Department
Helen Forristal - Marie Keating Foundation
Colin Fowler - Men's Health Forum in Ireland (MHFI)
Sandra Gordon - Keeping Well Services, Cancer Focus NI
Karen Halligan - Amen
Frances Haughey - Closing the Gap Project: Health Inequalities
Debbie Hutchinson - Migraine Association of Ireland
David Keane - National Screening Service
Michael McKenna - YouthAction NI Work with Young Men Team
Michael McKeon - Dublin City University (DCU) School of Nursing
Patrick Monteague - Focus: The Identity Trust
Finian Murray - Health Service Executive (HSE) Dublin North East
Clare O'Brien - 3Ts
Kevin O'Hagan - Irish Cancer Society (ICS)
Brian Staunton - Sport Ireland

Apologies:

Julie Aiken - Samaritans Ireland
Lorcan Brennan - Men's Development Network (MDN)
Edel Byrne - Irish Men's Sheds Association (IMSA)
Derek Chambers - ReachOut.com
Conor Cullen - Alcohol Action Ireland
Jim Curran - Irish Pharmacy Union (IPU)
Carrie Davenport - Shoot Positive
Paula Devine - ARK
Anne Flannery - The Larkin Centre
Michael Gregory - Northern Health and Social Care Trust (NHSCT)
Elaine Hardy - South Eastern Health and Social Care Trust (SEHSCT)
Caroline Hughes - Action Cancer
Marita Hennessy - Researcher, NUI Galway
Sinéad Hughes - Southern Health and Social Care Trust (SHSCT)
Lucy Jago - Migraine Association of Ireland
Peter Jones - Waterford Sports Partnership / Men on the Move
Naoise Kavanagh - ReachOut.com
Patrick Kavanagh - Men About The Town (MATT)
Triona Keane - Irish Heart Foundation (IHF)
Mark Kelly - North West Regional College Students' Union
Geraldine Kerr - Action Cancer
Rhonda Lusty - Men's Advisory Project
Michael Lynch - Men's Action Network

Derek McDonnell - Mojo
Geraldine McDonnell - Northern Health and Social Care Trust (NHSCT)
Michael McTigue - Counsellor
Mick Mooney - 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
Sorcha O'Neill - See Change
Cian Power - USI Welfare Office
Bernadette Rooney - HSE Health Promotion, Blanchardstown
Frank Ruddy - Men About The Town (MATT)
Sandra Semple - Western Health and Social Care Trust (WHSCT)
Niamh Stephenson - Royal National Lifeboat Institution (RNLI)
Rachael Treanor - National Youth Council of Ireland (NYCI)
Aidan Tumilty - Men About The Town (MATT)

AGENDA ITEMS ...

1. Welcome and Overview

Finian welcomed everyone to the meeting (particularly those people who had to make a long journey to be here) and gave an overview of the agenda and 'housekeeping' arrangements.

He highlighted that the main purpose of today's meeting was to look at resources to support Men's Health Week (MHW) and how to raise awareness of the week.

2. Round of Introductions

Michael (McKeon) 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 Last Meeting

Sandra asked everyone to refer to the minutes of the previous Planning Group meeting held in January 2017. These were accepted as an accurate reflection of that gathering, and it was felt that there were no matters arising which would not be covered in today's agenda.

4. Developments since January 2017

Colin provided a brief overview of developments that had taken place since the Planning Group meeting in January 2017 ...

1. After the first Planning Group meeting, some discussion continued by email about whether we should adopt the phrase 'It's about HIM' or 'It's all about HIM' - the only difference being the word 'all'. An e-poll was held to make a call on this as quickly as possible. The deadline for stating preferences was Wednesday 8th February 2017. In total, 45 people responded: 24 wanted to keep the word 'all' while 21 wanted to drop it. It was agreed to go with the slight majority, and to use *'It's all about HIM'*.

2. Although funding had been secured last year from the Health Service Executive to produce MHW posters, postcards and Man Manuals for the Republic of Ireland, the Public Health Agency only recently agreed to fund a similar initiative in Northern Ireland for 2017. This will ensure that adequate numbers of materials can be produced for each region.
3. Carrie Davenport has agreed, once again, to help with the photography and design of the MHW promotional materials. She has pencilled-in Monday 20th March 2017 as the date for the photo-shoot, and on Friday 24th March she will begin work on creating first drafts of the poster concept. These will then be circulated to all members of the Planning Group for feedback, amendment and approval. Everyone was reminded that this development phase needs to be kept to a tight schedule to allow time for printing and dissemination.

5. Publicity / Promotional Materials for MHW 2017

Finian highlighted that there is only a very limited budget for the design of graphics and publicity materials for MHW 2017. 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 2017.

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

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

It is, therefore, simply an awareness raising and signposting tool rather than the core element of a national campaign.

Since we are going with *'It's all about HIM'*, the group felt that the image used for the poster should seek to reflect as much diversity as possible. However, this will, inevitably, have to be guided by what is possible and realistic. The idea of a group of ordinary men standing / sitting together, looking comfortable in each other's company, with no one person standing out more than the others, was deemed to be the look that we want to achieve.

Participants in the meeting were asked to volunteer themselves / suggest others who might be approached to be part of the photo-shoot on Monday 20th March 2017. Colin will coordinate the recruitment process. No 'back stories' on any of the participants will be offered to the media.

It was estimated that we will need ...

- 5,000 A₄ posters
- 1,000 A₃ posters (folded to A₄ size)
- 10,000 postcards (with a MHW message on the reverse side of the card, as well as a place holder for inserting the recipient's address)
- At least 10,000 'Challenges and Choices' Man Manuals

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. Everyone is asked to send their requests for materials to Colin as soon as possible.

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.

Additional suggestions for MHW branded 'giveaways' were made, and these included: pens; wrist bands; trolley tokens; stress balls; bookmarks; water bottles; baseball caps; thermal coffee cups; pedometers; measuring tapes; memory sticks (with health information) ... Colin will explore these possibilities, but budget and the time available to produce them will be the determining factors. It was pointed out, however, that the year (i.e. 2017) should not appear on any of these materials as this will quickly date them.

As a longer-term project, it was agreed that another really useful product would be discreet wallet-sized 'z-cards' which could have, for example, key men's health issues, messages or helpline numbers on each panel. This could run with a theme of, for example:

- Phone ► Talk ► Solve, or
- Know Your Numbers, or
- Men's Health is not just for June, or
- Make every contact count ...

It could also have a calendar for that particular year on one of the panels. This would ensure that it has more longevity than MHW promotional materials, and could be used throughout the year. However, there would need to be both Northern Ireland and Republic of Ireland contacts on it - as it would be very expensive to produce two separate print runs of it.

The z-card will, however, take a lot of planning and fine tuning, and may not be feasible for 2017. If not, it should be considered for next year.

6. Raising Public Awareness / Social Media Strategy

Colin highlighted that MHFI is keen to help to publicise the events and activities that will take place during MHW 2017. 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 the online form at: www.mhfi.org/mhw/promote-an-event.html
2. Download and save a copy of the MS Word Registration Form, type in the details, and email it to MHFI (see: www.mhfi.org/mhw2017project.doc)
3. Print off a copy of a Portable Document Format Registration Form, handwrite the details, and post it back to MHFI (see: www.mhfi.org/mhw2017project.pdf)

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.

During MHW 2016, the Planning Group 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.
- Develop a bank of MHW social media content for Facebook and Twitter which anyone can draw upon.
- Ask everyone we know to plug that theme on the nominated day.
- Have a common hashtag (i.e. #MHW2016)

Members of the Planning Group with specific areas of expertise then spearheaded the development of information for each of the thematic days. However, it was also acknowledged that anything to highlight men's health issues and needs during MHW would also be very welcome - on any day of the week!

It was agreed that ...

- A central theme for each day would be helpful to promote focus during 2017.
- It would be advantageous to develop a core pool of social media Posts and Tweets for 2017 - especially as many people don't have the time, energy or knowledge to develop their own. Therefore, on each day of the week, it would be easy for them to cut-paste-post relevant material.
- A common hashtag should, once again, be adopted (though no decision was reached as to what it should be).

The simplest route would be to re-use / adapt last year's materials. These looked at ...

- Friday before MHW: Men's Health Week is coming!
- Saturday and Sunday before MHW: Top Tips for Men's Mental Fitness
- Monday: Men Overcoming Cancer
- Tuesday: Men and Healthy Relationships
- Wednesday: Trash the Ash - Men and Smoking
- Thursday: The Benefits of Physical Activity
- Friday: Men and Alcohol
- Saturday: Food, Diet and Heart Health
- Sunday: The Importance of Fathers to Children's Outcomes

However, other suggestions for consideration included ...

- Chronic pain
- Mindfulness
- Take 5
- Incontinence
- Grief / bereavement
- Loneliness
- Recovery
- Screening programmes

Whatever themes are agreed, it was stressed that the focus needs to be upon positive / action-focused key messages e.g. improved survival rates / top tips to feel better / resources you can access / opportunities to improve health ... rather than deficit statistics.

All of the Planning Group partners (and everyone else we have contact with) are asked to try to promote the theme on that particular day via their social media outlets - so, increasing exposure to each individual issue. The Health Service Executive (HSE) Communications Department has also committed to supporting this process by Tweeting and Posting some of the materials. It is hoped that the Public Health Agency (PHA) and Health and Social Care Trusts in Northern Ireland will do likewise.

All organisations are, of course, also encouraged to do their own dedicated PR in addition to this - as this is only the starting point / baseline.

It was also suggested that it might be worth considering spending some money on advertising MHW in publications / places that men might pick-up this information e.g. the Racing Post, sports newspapers, bookies, Farmers' Journal etc. Anyone with experience and/or contacts in these outlets is asked to get in touch with Colin.

7. Potential Partners / Supporters / Allies

- MHW falls during the time of National Bike Week and Carers' Week. Therefore, it would be useful to build links with these initiatives.
- Anyone with in-roads to the Irish College of GPs or Irish Nursing organisations is asked to share these with the group.
- Everyone is encouraged to feature MHW in their own newsletters and on their own websites.

8. Own Plans for MHW 2017

Sandra invited everyone to share a little about their own plans for MHW 2017. These included a broad range of activity including ...

- Large and small scale events.
- Distributing promotional materials.
- Celebrations of men's lives.
- Highlighting key men's issues such as victims of domestic violence, healthy eating, need for physical activity, improving mental fitness etc.
- Raising the profile of men's health in third level institutions.
- Launching research findings.
- Enlisting high profile media coverage.
- Encouraging network partners to do something to mark the week.
- Launching men's health booklets.
- Public exhibitions.
- Encouraging organisations to use MHW graphics as computer wallpaper and screensavers.
- Social media campaigns.
- Running seminars.
- Engaging the support of employers.
- Radio broadcast from event ...

9. Any Other Business

Earlier this year, Finian, Lorcan and Colin met with Minister for Health Promotion, Marcella Corcoran Kennedy, about MHW and she agreed to do a photo-shoot to help promote MHW 2017. Colin will follow-up this offer. Given the current political situation in Northern Ireland, it may not be possible to do something similar up North this year.

10. Next Meeting

The next meeting of the Planning Group will be held in the same Dundalk venue (Diocesan Pastoral Centre) - as participants enjoyed talking face-to-face rather than via video-conference. It is scheduled for the morning of **Friday 19th May 2017** (*PLEASE NOTE: Tuesday 16th May was not available in the Centre and we had to book our reserve date*).