
Third Meeting of the Men's Health Week (MHW) 2019 Planning Group

Date: Thursday 21st March 2019
Time: 11.00am - 1.45pm (including lunch)
Venue: Armagh Diocesan Pastoral Centre, Dundalk, Co. Louth
Minute Taker: Colin Fowler

Present:

Lise Alford - 3Ts
Morgan Brannigan - Newry and Mourne Community Development Team (SHSCT)
Marese Damery - Irish Heart Foundation (IHF)
Colin Fowler - Men's Health Forum in Ireland (MHFI)
Sandra Gordon - Cancer Focus NI
Sian Johnston - Extern
Soazig Métrope - See Change
Finian Murray - Health Service Executive (HSE) Health Promotion and Improvement
Michael McKenna - YouthAction NI Work with Young Men Team
Eunan McKinney - Alcohol Action Ireland
Shauna O'Connor - See Change
Sarah Jane O'Dwyer - Amen
Dara O'Hagan - Clanrye Youth and Family Service
Paul O'Kane - Belfast Health and Social Care Trust (BHSCT)
Deirdre Ryan - National Screening Service

Apologies:

Julie Aiken - Samaritans Ireland
Lorcan Brennan - Men's Development Network (MDN)
Edel Byrne - Irish Men's Sheds Association (IMSA)
Anne Corcoran - Samaritans Ireland
Jim Curran - Irish Pharmacy Union (IPU)
Carrie Davenport - Shoot Positive
Cólleen Devine - Sport Ireland
Liam Devine - Clanrye Group
Paula Devine - ARK
Alison Doake - South Eastern Health and Social Care Trust (SEHSCT)
Anne Farrell - CIE Group
Helen Forristal - Marie Keating Foundation
Brien Frazer - Ulster Hospital Dundonald
Seanna Gray - Male Menu
Frances Haughey - Closing the Gap Project: Health Inequalities
Peter Helferty - Derry Youth and Community Workshop
Marita Hennessy - Researcher, NUI Galway
Caroline Hughes - Action Cancer
Sinéad Hughes - Southern Health and Social Care Trust (SHSCT)
Debbie Hutchinson - Migraine Association of Ireland
Mark Kelly - Ballincollig Family Resource Centre
Jason King - Get Ireland Walking
Rhonda Lusty - Men's Advisory Project (MAP)
Brian Lynch - Arthritis Ireland
Michael Lynch - Men's Action Network
Emma McCrudden - Northern Ireland Chest, Heart & Stroke (NICHs)
Michael McKeon - Dublin City University (DCU) School of Nursing

Kathryn Meade - HSE Midlands, Louth and Meath
Ciara Miley - HSE South Dublin
Patrick Monteague - Focus: The Identity Trust
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
William Purcell - Primal Paddy
Bernadette Rooney - HSE Blanchardstown
Rosemary Scott - HSE East
Sandra Semple - Western Health and Social Care Trust (WHSCT)
Peter Shaw - Belfast Community Sports Development Network
Rachael Treanor - National Youth Council of Ireland (NYCI)

AGENDA ITEMS ...

1. Welcome and Overview

Paul welcomed everyone to the meeting, thanked them for making a long journey to be here, and gave a brief overview of the agenda and practical 'housekeeping' arrangements.

He invited Colin to tender the apologies from the broad range of organisations who were unable to make today's date, as well as from others who - due to the distance to travel - have committed to contributing 'remotely' via email and telephone follow-up calls.

Paul reminded everyone that the purpose of today's meeting was to:

- a) finalise the promotional materials and their dissemination;
- b) agree the social media strategy;
- c) outline methods for registering events;
- d) explore opportunities for PR;
- e) share plans for local MHW activities and events.

2. Round of Introductions

Paul 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

The minutes of the Planning Group meeting held in January 2019 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, Promotional and Resource Materials

Colin informed everyone that he has worked with Aspect Media in Belfast to create a bespoke mosaic image, and to draft a series of poster concepts based upon the feedback received. After testing the mosaic image with Planning Group members (via email), the pool of poster design options was narrowed down to four. These were then voted on.

A total of 79 votes were cast, and the results of the poll were:

- Poster Option 1 = 26 votes
- Poster Option 2 = 6 votes
- Poster Option 3 = 5 votes
- Poster Option 4 = 42 votes

The successful poster was ...



It was agreed that two sizes of poster will be produced for MHW - A₃ (folded to A₄ size for ease of posting) and A₄. The A₃ posters will, once again, have a blank box for organisations to write in / stick a label on with the details of their own local events. Colin will arrange for 2,000 x A₃ and 4,000 x A₄ posters to be printed. 10,000 MHW postcards will also be produced - based upon the feedback and suggestions already received from Planning Group members in response to the drafts produced by Colin.

If there is enough budget remaining, Colin will arrange for MHW 2019 branded pens to be produced as 'giveaways' at events. Other suggestions for branded 'giveaways' included shopping trolley tokens, highlighter pens, car fresheners, bookmarks, small tins of mints, stress balls, wrist bands and waist measuring tapes.

The Men's Health Forum in Ireland has been able to negotiate a deal with Haynes Publishing for the updating and re-printing of the 'Challenges and Choices' Man Manual. 12,000 copies of this booklet will be produced for 2019. As these publications are always in demand, members of the Planning Group are advised to place their orders for the Manuals (and other MHW resource materials) as soon as possible.

Everyone was reminded that there is no budget for distributing these publicity materials. Therefore, if all members of the Planning Group can use their contacts / networks to get these resources disseminated throughout the country that would be very useful. Dara will explore ways to promote these materials via the Healthy Living Centre Alliance in Northern Ireland, Sarah Jane will seek support from her contact in the Irish College of General Practitioners, and Deirdre suggested contacting Fergal Black in the Irish Prison Service.

The poster and postcard will 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 images 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 The main MHW 2019 webpage can be found at: www.mhfi.org/mhw/mhw-2019.html

Colin reminded everyone about three important online resources to support the week:

- **MHW social media outlets:** www.facebook.com/MensHealthWeek | www.twitter.com/MensHealthIRL
- The MHW 2019 '**Toolbox for Action**' document answering all the key questions about the week: www.mhfi.org/mhw2019toolbox.pdf
- '**What can I do to mark this week?**' practical ideas paper: www.mhfi.org/mhw2019celebrateit.pdf

5. Social Media Messages and Daily Themes

The Sub-Group established to coordinate the social media strategy for MHW 2019 (comprised of Alison Doake, Julie Aiken, Paul O'Kane and Colin Fowler) first met on Wednesday 27th February in Belfast, and continued to correspond about developments via email. They agreed that the approach followed in 2018 should, once again, be adopted. That is, 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 would be 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.

Working on this basis, they drew upon the template from last year, but sought to: update the links and content; decrease the number of items for each day; and increase the number of graphic / video resources to accompany Post and Tweets. Their draft paper for discussion was circulated to all Planning Group members before today's meeting for reflection and feedback. Most of the comments submitted focused upon giving catchier titles to each day.

As subject specialists, Marese and Eunan offered to do some additional work on the 'Heart Health' and 'Alcohol' themes.

Finian informed the meeting that a group of Nutrition and Dietetic students from the Technological University Dublin has been working on developing a range of infographics for MHW 2019, and these will be included in the final social media paper.

6. Methods for Registering Local MHW Events and Activities ...

Finian reminded everyone that we are always keen to promote the details of activities or events that are being held throughout Ireland during MHW. It is hoped that this will help everyone to find out what is happening during the week, where it will be taking place, and how to join in. It also gives some recognition and publicity to all those groups across the island that are doing something for and with men.

These activities can include health checks, conferences, launches, games, seminars, competitions, workshops, courses, displays, health fairs, workplace mailouts ... Whatever the activity, everyone is encouraged to submit their details - to be posted on the MHW 2019 web page on the MHFI website.

There were three ways to do this:

- i. Submit details using the online form (www.mhfi.org/mhw/promote-an-event.html).
- ii. Download and save a copy of the MS Word Registration Form, type in the details, and email it back (www.mhfi.org/mhw2019project.doc).
- iii. Print off a copy of the Portable Document Format (PDF) Registration Form, handwrite the details, and post it back (www.mhfi.org/mhw2019project.pdf).

It was noted that recording these details of events is, perhaps, the biggest weakness of MHW each year.

7. Publicity

MHFI will inform all the media outlets in Ireland (that they know of) about MHW 2019. This will be done in three stages:

- Date for your diary - April 2019.
- Things you need to know about MHW 2019 - May 2019.
- Press Release to announce that the final countdown to the week has begun - the week before MHW.

MHFI will not do any Press Releases during the week itself, and will leave this time for Planning Group members to highlight their own work and projects. Anyone who is planning to solicit coverage (especially national) is asked to let everyone else know about their plans - in order to minimise competition with other partners on the same day.

Everyone was also invited to enlist the support of any MHW 2019 'champions' that they could think of - especially for a pre-week photoshoot.

8. Own Plans for MHW 2019

Sandra invited everyone to share their ideas for activities / events / happenings to mark MHW 2019 locally. These included ...

- Health checks in rural areas.
- Social media campaigns.
- Information stands in public spaces.
- Health talks to local men's groups.
- Men's health radio broadcasts for young men.
- Football tournament for male service users.
- Engagement with Health Trust staff.
- Sessions with farmers.
- Activities in Men's Sheds.
- Walking groups.
- Targeting men about national screening programmes.
- Encouraging men to try a taster ParkRun.
- Making short videos on men's health issues and interviewing key people such as the Equality Commissioner.
- Supporting Traveller men's health.
- Running physical activity sessions with men.
- Development of infographs for social media.
- DanderBall sessions for older men.
- Organising a range of health programmes and information sessions in prisons.
- Delivering Engage workshops to service providers ...

9. AOB and Next Steps

- Shauna reminded everyone that Mental Health Ireland offer free workshops.
- Lise said that 3Ts can offer free SafeTalk sessions.
- Niall Breslin (Bressie) has recently written a book for young boys that helps them to explore difficult emotions and face their fears.
- Neil Horgan is a good speaker on his personal experience of alcohol and depression.
- It was felt that there is no need for any further Planning Group meetings this year, and that outstanding business can be conducted via email.
- It was suggested that the Planning Group for 2020 should hold its first meeting at the end of 2019.