
Third Meeting of the Men's Health Week (MHW) 2022 Planning Group

Date: Thursday 3rd March 2022
Time: 2.00pm - 3.25pm
Mode: 'Zoom' Video Conference
Minute Taker: Colin Fowler

Present:

Paul Anderson - Forever Fathers
Carey Baxter - Men's Alliance NI
Deirdre Bigley - HeadsUp
Lorcan Brennan - Men's Development Network
Keira Brett - Empower: Healthy Fingal
Julie Bunch - Lisburn and Castlereagh City Council
Annie Clarke - Southern Health and Social Care Trust
Clare Deasy - Health Service Executive
Marie Dempsey - Marie Keating Foundation
Brian Doyle - Dublin Fire Brigade
Shauna Farrell - SISK Building Contractors
Johanna Finn - National Centre for Men's Health, IT Carlow
Ann-Marie Flanagan - Clanrye Group
Colin Fowler - Men's Health Forum in Ireland
Brien Frazer - South Eastern Health and Social Care Trust
Mark Garvey - Health Service Executive
Robert Glusek - Sure Start South Armagh
Frances Haughey - Armagh City, Banbridge and Craigavon Borough Council
Konrad Im - Gay Project
Emily Lynch - Health Service Executive
Maria McEnery - Cancer Control Programme
Michael McKenna - YouthAction NI Work with Young Men Team
Rebecca McLaughlin - Irish Men's Sheds Association
Kathryn Meade - National Screening Service
Finian Murray - Health Service Executive
Deirdre Ní Mhórdha - Migraine Association of Ireland
Kevin O'Driscoll - National Youth Council of Ireland
Paul O'Kane - Belfast Health and Social Care Trust
Tracey Powell - Southern Health and Social Care Trust
Selena Ramsay - Northern Health and Social Care Trust
George Smith - Carer Support Service, SEHSCT
John [JT] Treanor - Irish Heart Foundation
Bill Vaughan - Mental Health Ireland

Apologies:

Julie Aiken - Samaritans Ireland [NI]
Lise Alford - 3Ts
Kathrina Bentley - Men's Aid Ireland
Anne Corcoran - Samaritans Ireland [RoI]
Jim Curran - Irish Pharmacy Union
Carrie Davenport - Shoot Positive

Paula Devine - ARK
Suzanne Dowd - Irish Cancer Society
Anne Farrell - CIE
Helen Forristal - Marie Keating Foundation
Garry Glennon - Letterkenny Youth and Family Service
Marita Hennessy - INFANT Centre, University College Cork
Caroline Hughes - Action Cancer
Ellen Jennings - Bodywhys
Mark Kelly - Dudes and Dogs
Chris Kerr - Men's Action Network
Jason King - Get Ireland Walking
Stephen Lee - Arthritis Ireland
Laura McAllister - South Eastern Health and Social Care Trust
Emma McCrudden - Northern Ireland Chest, Heart and Stroke
Eunan McKinney - Alcohol Action Ireland
Sonia Montgomery - Western Health and Social Care Trust
Barry Murphy - Bodywhys
Shauna O'Connor - See Change / Green Ribbon
Sandra Semple - Western Health and Social Care Trust
Peter Shaw - Community Sports Network
Pamela Smyth - South Eastern Health and Social Care Trust
James Vincent - Queen's University Belfast

AGENDA ITEMS ...

1. Welcome and Overview

Colin welcomed everyone to the meeting and gave a brief overview of the practicalities of the session.

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

- determine a concept for the key image;
- explore what the core messages for the week might be;
- suggest hashtags;
- consider the need for social media graphics;
- think about potential champions / ambassadors for the week;
- share our ideas / plans for activities / events / happenings.

2. Round of Introductions

Given the number of 'new faces', 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 their interest in men's work.

3. Minutes of Last Meeting

The minutes of the previous meeting, held on Thursday 27th January 2022, were agreed as an accurate reflection of that gathering. There were no additional matters arising from these minutes.

4. Visual Representation of the Theme and Call to Action

At the second all-island Men's Health Week (MHW) 2022 Planning Group meeting in January 2022, twenty-two possible calls to action were suggested by those present. These were ...

1. Light the fuse
2. Make it count
3. Reignite your passion [or reignite your enthusiasm, or interests etc.]
4. What do you want to achieve?
5. What's your mission [or what's your personal mission]?
6. What's your 'possible'?
7. Every mission counts
8. Empower yourself
9. The action starts with you
10. You're in control
11. Make it possible
12. Find the spark
13. Jumpstart your imagination
14. It's a slow burn
15. You have the power
16. It's your time to shine
17. Take action. Take control.
18. It can be done [or you can do it]
19. Be your own hero [or be your own action hero]
20. Change starts with you
21. Where there's a will, there's a way
22. Re-group, re-ignite and re-engage (i.e. come out of COVID by re-assembling your networks, rediscovering your passion and linking to support services)

Two votes on these proposals were held via email. The first poll sought to narrow down the field. Respondents were asked to (in no order of importance) nominate the three calls which appealed to them most. In total, seventy-four individuals responded, and five options came out as clear leaders. These were ...

- Be your own action hero - 31 votes
- What's your mission? - 29 votes
- What's your 'possible'? - 28 votes
- You can do it - 27 votes
- The action starts with you - 25 votes

A second online poll was then held, wherein everyone was asked to state their first choice preference from this list of five. In total, eighty-three responses were recorded, and a clear winner arose i.e. 'The action starts with you'.

The number of votes cast for each of the five options was:

- The action starts with you - 37 votes
- What's your mission? - 16 votes
- Be your own action hero - 15 votes
- What's your 'possible'? - 13 votes
- You can do it - 2 votes

Meeting participants were randomly allocated to Zoom BreakOut Rooms and asked to consider:

- a) how the MHW 2022 theme ('MISSION:isPOSSIBLE') and call to action ('The action starts with you') could be represented visually on a poster; and
- b) what the core messages for MHW 2022 might include.

VISUALS

The ideas generated for the graphics were ...

1. A clapperboard with the date / title / scene / director on it - as if at the start of an action movie.
2. A man looking in a mirror - with a '*before mission*' and '*after mission*' version of themselves.
3. A caped superhero watching an ordinary 'Joe Bloggs' on the TV.
4. A signpost / road sign giving health improvement directions.
5. View over a man's shoulder at a computer / laptop / tablet / phone screen with a message written on it saying '*the action starts with you*' OR '*your mission, should you choose to accept it is ...*' OR '*your mission today is ...*'

Following discussion in the whole group, the preferred image was option 5. It was also agreed that the most appropriate text on the screen would be '*your mission, should you choose to accept it is ...*' as this is at the start of every MISSION: IMPOSSIBLE film and TV show.

It was also felt that the person in the image should be a non-identifiable, generic, universal male. This could be achieved by taking a photo looking over their shoulder from behind, or blurring them out, or having them sitting in the shadows. The image needs to have the secrecy / suspense / expectation feel of the MISSION: IMPOSSIBLE films.

KEY MESSAGES

Possible things to highlight in the messaging include ...

- Direct your own action movie / be your own action hero.
- Take small steps, and aim for small bites / victories. Take one bite at a time (e.g. get up, get washed, get breakfast etc.).
- Lead by example.
- The 'Five Steps to Wellbeing'.
- There are many simple ways to connect with support services.
- Lead by example.
- Support / help and advice is in the palm of your hands [online].

5. Hashtag and Social Media Graphics

The main Hashtag for MHW is always #MensHealthWeek. However, every year we also have a specific one related to the theme in Ireland. A number of possibilities were proposed. These were ...

#MissionIsPossible
#YourMissionYourWay
#SmallBites
#SmallWins
#LivingTheMoment
#LivingForToday
#ItsInYourHands
#StartingWithYou
#SmallStepsPositiveResults
#MensHealthIsPositive
#OrdinaryMenDoExtraordinaryThings
#TheActionStartsWithYou

Colin agreed to circulate these options after today's meeting and put them to a vote. Each person will be asked to select one of these suggestions - which appeals to them most and which would be most useful on social media.

There was agreement that it would be useful to have a bespoke social media graphic to accompany the daily theme for each day of MHW 2022. Colin will work with the graphic designer on these.

6. MHW Champions / Ambassadors

Group members were asked for suggestions of people who might be willing to act as a high profile champion / ambassador for MHW 2022. Feedback included ...

- Conor Grimes and Alan McKee (Donegal Catch ads and 'St Mungos')
- Shane Casey (Billy Murphy in 'Young Offenders')
- Blindboy
- Ian McKinley (rugby player who lost his sight)
- Boxers such as Carl Frampton, Wayne McCullough or Tyson Fury.
- Paul Ferris (ex-professional Newcastle United soccer player and author).
- Oisín McConville (ex-Co. Armagh GAA player and gambling addict).
- Steve Carrigan (musician with 'Kodaline').
- Ryan Andrews ('Fair City' and 'Hell Week').
- Rory O'Connor ('Rory's Stories').
- An Irish paralympian.
- Tadhg and Derry Fleming (Kerry TikTok stars, famous for a clip catching a bat).
- Shane Carthy (author of 'Dark Blue').

Everyone was asked to follow-up any potential leads they might have and to send the details to Colin as soon as possible.

7. Ideas for Events / Activities / Happenings

Lorcan invited everyone to share any initial ideas that they have for their own activities / events / happenings during Men's Health Week 2022.

8. Next Meeting

The next meeting of the Planning Group will be held via Zoom on Tuesday 3rd May 2022. It will begin at 10.00am.