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## Third Meeting of the Men's Health Week (MHW) 2024 Planning Group

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**Date:** Wednesday 13<sup>th</sup> March 2024  
**Time:** 11.00am - 12.55pm  
**Mode:** Online via Zoom  
**Minute Taker:** Coli Fowler

**Present:**

Pauric Brazil - Health Service Executive (CHO 7)  
Lorcan Brennan - Men's Development Network  
Keira Brett - Empower: Healthy Fingal  
Greg Clark - Health Service Executive (CHO 1)  
Brid Collins - National Youth Council of Ireland  
John Paul Collins - Exchange House Ireland  
Anne Corcoran - Samaritans Ireland  
Clare Corkey - Men's Advisory Project  
Clare Deasy - Health Service Executive (CHO 4)  
Martin Dooley - Retired Engineering Trainer  
Kirsten Feehan - Health Service Executive (CHO 9)  
Helen Forristal - Marie Keating Foundation  
Coli Fowler - Men's Health Forum in Ireland (MHFI)  
Brien Frazer - South Eastern Health and Social Care Trust  
Laurence Gaughan - Health Service Executive (CHO 2)  
Martin Gillick - Bus Éireann  
Robert Glusek - Sure Start South Armagh  
Teresa Hennessy - HeadsUp Kildare  
Tracy James - Irish Heart Foundation  
Conor Keane - Alcohol Action Ireland  
Eoin Kernan - Eating Disorders Campaigner  
Mark Kernohan - Lifeline  
Ellie Leonard - Western Health and Social Care Trust  
Rebecca McLaughlin - Irish Men's Sheds Association  
Fra Mohan - Belfast Health and Social Care Trust  
Daniela Monza - Mental Health Ireland  
Colette Murphy - Union of Students in Ireland  
Finian Murray - Health Service Executive (National)  
Gearóid O'Doherty - Kerry Sports Partnership | Sport Ireland  
Paul O'Kane - Belfast Health and Social Care Trust  
Sandra Pinion - Lisburn and Castlereagh City Council  
David Poucher - Shine  
Dan Russell - Health Service Executive (CHO 7)  
Brian Samson - ESB

**Apologies:**

Lise Alford - 3Ts  
Paul Anderson - Forever Fathers  
Deirdre Bigley - HeadsUp  
Alannah Brennan - Newry, Mourne and Down District Council  
Michael Broderick - Clanrye Group  
Julie Bunch - Lisburn and Castlereagh City Council  
John Collins - Pavee Point  
Martin Connell - Southern Health and Social Care Trust

Jim Curran - Irish Pharmacy Union  
Sharon Daly - Iarnród Éireann  
Paula Devine - ARK  
Brian Doyle - HUGS@Home Project, Royal College of Surgeons in Ireland  
Olive Fanning - Health Service Executive (CHO 5)  
Anne Farrell - CIE  
Chris Kerr - Men's Action Network  
Garry Glennon - Letterkenny Youth and Family Service  
Sharon Graham - Carer Support Service, South Eastern Health and Social Care Trust  
Frances Haughey - Armagh City, Banbridge and Craigavon Borough Council  
Marita Hennessy - INFANT Centre, University College Cork  
James Kilkenny - ESB  
Aidan McCabe - SHSCT (Newry and Mourne)  
Johnny McClurg - Community Sports Network  
Andrea McDermott - Men's Aid Ireland  
Michael McKenna - YouthAction NI  
Liam Maher - SISK Building Contractors  
Kathryn Meade - National Screening Service  
Sonia Montgomery - Western Health and Social Care Trust  
Anne Marie Murphy - Health Service Executive (CHO 2)  
Barry Murphy - Bodywhys  
James O'Hagan - LGBT Ireland  
Kevin O'Hagan - Irish Cancer Society  
Roger O'Sullivan - Institute of Public Health in Ireland  
Derek Pepper - SHINE  
Tracey Powell - Southern Health and Social Care Trust  
Stephen Quinn - GAA  
Caoimhe Rudden - Health Service Executive (CHO 1)  
Pam Smyth - Carer Support Service, South Eastern Health and Social Care Trust  
Brona Turley - Lisburn and Castlereagh City Council  
Bill Vaughan - Mental Health Ireland

## **AGENDA ITEMS ...**

### **1. Welcome**

Lorcan welcomed everyone and thanked them for making the time to meet this morning. He highlighted that the purpose of this meeting was to:

- receive an update on the visual concept for the week;
- hear about progress on the Men's Health in Numbers Report Card;
- flag-up the new men's health phone app;
- explore the content of additional MHW resources;
- share our own ideas for activities / events.

### **2. Round of introductions**

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

### **3. Minutes of Previous Meeting**

The minutes of the meeting held on Thursday 25<sup>th</sup> January 2024 were accepted as an accurate reflection of that gathering. There were no matters arising.

### **4. Video Clip to Announce Men's Health Week (MHW) 2024**

Coli has created a short video clip (36 seconds) to announce MHW 2024 (<https://youtu.be/tySffvmZZ4>). This was shown to the meeting, and everyone is encouraged to link to it, or download it and use it on their own social media platforms to promote the week. The key aim of this clip is to let everyone know the dates, the theme and how to find out more about MHW 2024.

### **5. Visual Concept for MHW 2024**

After two rounds of online voting, the clear winner for the over-arching theme for MHW 2024 (by a substantial margin) was 'Know Your Numbers'. Another two polls were conducted to determine the strapline for 2024, and this was agreed as 'Men's Health Counts'.

A further vote was held to decide what the main visual concept should look like. Six options had been proposed, and the Dartboard / 'Bullseye' board idea came out as the clear winner - gaining 46 out of the 75 votes cast. The number of votes for each concept were ...

- Dartboard / 'Bullseye' board - 46 votes
- Join the dots to create an image - 15 votes
- Airport departure board - 6 votes
- Phone screen - 3 votes
- Chip and pin card - 3 votes
- Golf caddy - 2 votes

Aspect Media has been commissioned to draft some visuals for consideration by the Planning Group, and the first tranche of these will be ready by Friday 15<sup>th</sup> March 2024. Coli will then circulate these to all members of the Planning Group for feedback.

### **6. Men's Health in Numbers Report Cards**

Coli highlighted that the Men's Health Forum in Ireland (MHFI) was established in response to the growing recognition of the need to address the poor health status of males in Ireland. However, one of the first challenges facing it was to gain access to reliable data upon which to plan future interventions. This barrier was, initially, overcome when MHFI launched its seminal 'Men's Health in Ireland' report in January 2004 ([www.mhfi.org/fullreport.pdf](http://www.mhfi.org/fullreport.pdf)). This document provided the most comprehensive overview of key statistics on men's health on the island of Ireland ever collated up to that time.

To mark its twenty-first birthday in 2020, the Forum undertook an initiative called 'Men's Health in Numbers'. This sought to produce:

- A comprehensive Trends Report that describes, in detail, changes in significant markers of men's health on the island of Ireland in the previous twenty years.
- Infographically-driven Men's Health Report Cards that provide a lay person's synopsis of contemporary key men's health statistics. There was one produced for the Republic of Ireland and one for Northern Ireland.

[Visit <https://mhfi.org/resources/key-facts.html> for a preview of each document]

Coli showed the meeting a copy of each of these publications, and told the group that to support MHW 2024 - and to inform the overarching theme of the week ('Know Your Numbers') - the Reports Cards for both the Republic of Ireland and Northern Ireland are being updated and revamped this year. They will be ready by mid-May 2024, made available for online downloading, and the new versions will have the same web addresses as the original ones.

Unfortunately, the cost of researching / updating / re-designing these Report Cards is very high. As there is no external funder for this piece of work, MHFI will be paying for it out of its own reserves and, subsequently, is unable to produce hard copies of each booklet.

## **7. Men's Health Phone App**

MHFI has been working in partnership with computer science students from Technological University Dublin via the Students Learning with Communities programme to develop a Men's Health App for the island of Ireland. Finian gave a PowerPoint presentation to illustrate what the App will look like and the proposed features within it. However, while a Beta test version of it will be ready in time for MHW 2024, it is unlikely that the fully functioning App will be ready to launch. This might take place later in the year - perhaps to coincide with International Men's Day in November.

## **8. MHW Resources**

Coli reminded the meeting that the core resources for MHW 2024 will include ...

- Posters (A<sub>3</sub> and A<sub>4</sub>)
- Postcards (A<sub>5</sub>)
- 'Action Man' manuals
- 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
- Facebook and Twitter pages
- A ready-made pool of social media messages
- 'Toolbox for Action' and 'What can I do to mark this week?' briefing papers
- Video shorts
- Branded pens
- A new credit card-size z-card focusing upon key facts, figures and helpline numbers that men need to know ...

All of these materials will be free for anyone who wishes to use them.

Coli invited everyone to join a 'Zoom Breakout Room' to discuss what the key numbers on the z-cards should focus upon. In the feedback session, there was consensus that only numbers which are unambiguous and evidence-based should be included. It was also felt that we should steer clear of numbers which put unrealistic pressure / expectations upon men, as well as ones which might even potentially cause damage their health (such as becoming stressed by striving to meet BMI targets).

Participants in the Breakout Rooms were also asked to brainstorm on potential songs for a MHW 2024 Spotify Playlist. Suggestions included ...

Don't Stop Me Now [Queen]	Happy [Pharrell Williams]
It's My Life [Bon Jovi]	Macho Man [Village People]
The Way You Are [Lighthouse Family]	Good Vibrations [The Beach Boys]
Beautiful Day [U2]	Don't Stop Me Now [Queen]
Mr Big Stuff [Jean Knight]	Walk Of Life [Dire Straits]
We Can Win [Rod Stewart]	My Way [Frank Sinatra]
So Lonely [The Police]	Crazy Dreams [Paul Brady]
We Are The Champions [Queen]	Happy Hour [The Housemartins]
Man In The Mirror [Michael Jackson]	Simply The Best [Tina Turner]
Lovely Day [Bill Withers]	The Final Countdown [Europe]
I Got You (I Feel Good) [James Brown]	Everybody Hurts [REM]
Take On Me [A-Ha]	It's My Life [Talk Talk]
Uptown Funk [Mark Ronson]	Help [The Beatles]
Jack Of All Trades [Bruce Springsteen]	Staying Alive [The Bee Gees]
Here Comes The Sun [The Beatles]	Suspicious Minds [Elvis]
Search For The Hero Inside Yourself [M-People]	A Little Less Conversation [Elvis]
The Boys Are Back In Town [Thin Lizzy]	

There was agreement that some of the best resources for MHW each year are the people who act as 'Ambassadors' for the week. However, it was pointed out that these people need to reflect the diverse experiences of men, rather than simply being high profile sports stars.

Everyone was invited to use their contacts and influence to recruit a broad range of people who would be prepared to act as a 'face' of and 'champion' for MHW 2024. They were also asked to forward any contact details for these people to Coli as soon as possible.

## **9. Possible Activities / Events / Happenings to Mark MHW 2024**

Lorcan invited participants to share any initial plans they might have for MHW 2024.

## **10. Next Steps**

It was agreed that the next meeting will be held online via Zoom. The date will be Wednesday 1<sup>st</sup> May 2024 at 11.00am. This will be a short check-in meeting to update everyone on progress and finalise any outstanding issues.