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## **Minutes:**

# **Second Meeting of the Men's Health Week 2013 Planning Group**

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**Date:** Wednesday 13<sup>th</sup> March 2013  
**Time:** 10.30am - 1.30pm (including lunch)  
**Venue:** Armagh Diocesan Pastoral Centre, Dundalk, Co. Louth

### **Present:**

Lorcan Brennan - Men's Development Network (MDN)  
Colin Fowler - Men's Health Forum in Ireland (MHFI)  
Siobhán Harding - Workers' Educational Association (WEA)  
Kate Markey - Amen  
Sonia Montgomery - Western Health and Social Care Trust (WHSCT)  
Finian Murray - Health Service Executive (HSE) Dublin / North East  
Umberto (Scap) Scappaticci - Colin Men's Group  
Gary Smyth - Man Matters  
Joanne Vance - Irish Cancer Society (ICS)

### **Apologies:**

Scott Ahearn - See Change  
Kealan Barrett - NI Medical Students' Committee (NIMSC)  
Alison Bell - NI Medical Students' Committee (NIMSC)  
Siobhan Brennan - National Youth Council of Ireland (NYCI)  
John Cantwell - Fír Le Cheile (Men Together)  
Angela Corr - Southern Health and Social Care Trust (SHSCT)  
Paula Devine - ARK  
Sandra Gordon - Man Alive, Cancer Focus NI  
Emmet Haughian - GAA  
Marita Hennessy - Men's Health Researcher  
Michael Lynch - Men's Action Network (MAN)  
Keith McAdam - Sure Start Fathers Network  
Geraldine McDonnell - Northern Health and Social Care Trust (NHSCT)  
Michael McKenna - YouthAction Northern Ireland  
Darach Murphy - Men Alone in No-mans-land (MAIN)  
John News - Sport NI  
Nigel O'Callaghan - Inspire Ireland Foundation  
Paul O'Kane - Belfast Health and Social Care Trust (BHSCT)  
Lisa Rickett - Irish Football Association (IFA)  
Ann Scanlon - Irish Heart Foundation (IHF)  
Peter Shaw - Belfast Community Sports Development Network (BCSDN)  
Ted Tierney - Mental Health Ireland

**Minute Taker:** Colin Fowler

# AGENDA ITEMS ...

## 1. Welcome

Lorcan welcomed everyone to the meeting and thanked them for making the effort to be here - especially those people who had to undertake a considerable journey. He then gave a brief overview of the agenda and the timescale for today's gathering.

Apologies were tendered from a broad range of organisations. As at the first meeting, this was due to the date not suiting everyone as well as restrictions upon some workers in relation to travelling outside of their work catchment area. However, a number of other people had to cancel at very short notice due to unforeseen circumstances. All of these people have asked to remain involved in the process of looking at what can be done to mark and celebrate Men's Health Week (MHW) 2013.

## 2. Introductions

Lorcan invited everyone present to introduce themselves - by way of helping to get to know each other and to grasp the breadth of interests in the room. Individuals were asked to give their name and to say which organisation they come from and what it does.

This session once again highlighted the vast range of experience / areas of work represented at the meeting.

## 3. Matters Arising

Group members felt that the minutes of the last meeting were an accurate reflection of what took place. There were no Matters Arising which would not be covered in today's agenda.

## 4. Update on Organisation's Plans for MHW

Finian invited everyone to give an update on their own organisation's plans for MHW 2013. These included ...

MDN - Last year they ran an event in Co. Wexford which was very well attended. This year, they have brought together 22 men from a range of groups to look at organising a county-wide event to celebrate MHW. The development of community partnerships is important to MDN.

ICS - Will be working with staff in the Irish Heart Foundation to jointly run two men's health awareness sessions (one in each organisation) for staff involved in administration, IT and finance etc. Their Community Health Education Programme (CHEP) volunteers will be available for men's health and healthy lifestyle talks - does anyone have a group that would be interested? Ian Banks has been commissioned to update and re-vamp the 'MANual' publication for men. This will also involve focus groups with men to determine the content needed. ICS is especially keen to develop a new metaphor for men's health to replace the comparison between men and cars / machines. There will also be a social media focus upon 'one small change can make a huge difference', and Facebook Fans will be invited to join in a 'chat' on the Wednesday of MHW.

Man Matters - Hope to support a broad range of men's health initiatives throughout Northern Ireland. This will range from support for small locally-based activities, to helping to run a large scale event for Sure Start Fathers, to running courses on advocacy and lobbying on men's issues, to providing health checks for members of the Orange Order in 'The Field' ...

CNP - Will be organising a Men's Health Day on the Saturday before MHW. They are also working with Man Matters to produce a digital storytelling video of men's life experiences. There will be a series of workshops for fathers and children to work together to make things for Father's Day.

MHFI - Have committed to organising the design / printing of posters and logos; collating and promoting details of activities throughout Ireland; researching a briefing paper on MHW; offering a signposting role; preparing a document on 'what can I do to mark this week'; providing an online information hub (website, Facebook and Twitter); informing the media about MHW. They also hope to produce a mini-manual for men (based on the Haynes model) titled 'Challenges and Choices'.

Amen - Hope to run a men's health information and health checks event (on the Wednesday or Thursday of MHW) similar to the one they organised last year. This will cover both physical and mental health. They hope to work in partnership with Tara Mines (who employ 800 men). They are working with Dublin Institute of Technology students to create a You Tube Channel and Blog on men's stories, as well as to improve their website and Twitter Page.

WHSCT - Have a new Health Development Worker who will be supporting MHW. They are producing a calendar of events (training, workshops and health fairs) which will target male staff in the Trust. Like last year, they will put the MHW logo onto their website with a link to the MHW site - for visitors to get more information. They will also encourage staff to include this logo on their outgoing emails, and will use their social media sites (Facebook, Twitter and Flickr) to promote MHW events and activities in the Trust area. The Trust will work in partnership with Men's Action Network to specifically target men's emotional health and wellbeing needs.

HSE - Will be involved in the organisation of a National Men's Health Conference, which will be held in Dr Steeven's Hospital, Dublin, on Thursday 13<sup>th</sup> June 2013. This will attract approximately 100 participants, and will profile what has happened in Ireland since the National Men's Health Policy was launched in the Republic of Ireland and the challenges that have been faced since that time. It is hoped that Kate Hunt (well-known researcher and author in the field of men's health) will be one of the Keynote speakers.

## **5. MHW Poster and Images**

Following suggestions at the last meeting, Colin contacted Catherine Bates from the 'Students Learning in Communities' initiative in Dublin Institute of Technology to see if any of the graphic design students would be willing to offer their help with creating the MHW posters. This initiative works in a similar manner to 'The Science Shop' in Queen's University Belfast and the University of Ulster. Unfortunately, the deadline for submission of project ideas had already passed.

Paul O’Kane followed up his suggestion of asking the Design Team in the Belfast Health and Social Care Trust (BHSCT) if they could offer any assistance in this area. They agreed to allow a student on placement with them (Ruairi O’Connor) to draft some designs for the MHW poster. A number of concepts were drafted - based upon the guidance recorded at the first Planning Group meeting - and the final version was circulated before today’s meeting for comment.

Respondents commented that the image did represent diversity (e.g. age, race, disability), was clear and easy to understand, and did give the essential elements of what you need to know about MHW. However, there was also a sense that it looks very ‘PhotoShopped’, is too sports-focused, looks too posed, and is not very eye-catching.

It was felt by those present, that a new concept would be needed. After a long discussion, it was agreed that we need to start again, and to develop an idea which plays upon the theme of ‘Lights, Camera, Action’ on a film set for an Action Hero movie. Suggestions included ...

- Put the title (Men’s Health Week 2013) at the top of the poster.
- Have the theme and strapline (Action Men! - Turning Words into Actions) underneath this title. This could, perhaps, be in a font / style which looks like the text on the old Action Man character packaging.
- Have an ‘ordinary man’ (in his 30s) holding a film set clapperboard as the central image. The background to him could be a film studio set / him sitting on a Director’s Chair, or the set of an action hero movie, or a dramatic panoramic vista etc.
- The clapperboard could say: ‘Take 1 / Scene 1’ on the actual clapper, and ‘Be Your Own Action Hero’ and/or ‘A Story About Ordinary Men And Extraordinary Changes’ and/or ‘This Is Not A Dress Rehearsal’ on the main board.
- Below the image, have: ‘Starring a cast of millions. Showing at a venue near you from Monday 10<sup>th</sup> June - Sunday 16<sup>th</sup> June 2013’.
- Below this text have: Visit [www.mhfi.org](http://www.mhfi.org) for more information.
- At the bottom of the page have the logos for MHW, Big Lottery, Man Matters, HSE and MHFI, as well as a QR code for the MHW 2013 webpage (i.e. [www.mhfi.org/mhw/mhw-2013.html](http://www.mhfi.org/mhw/mhw-2013.html))

Gary agreed to ask Carrie Davenport (a professional photographer who had helped with MHW 2011) to set-up a photo shoot and create a new bespoke image for MHW 2013. Man Matters will underwrite the cost associated with this.

Colin was asked to contact Paul and Ruairi in BHSCT to let them know what is happening. It was felt that Ruairi’s poster should still be made available on the MHFI website in case groups would like to use an alternative MHW image. *[However, in the light of subsequent conversations with Paul, it was felt that this might just cause confusion in the future]*. The group recorded their gratitude to both Paul and Ruairi for all their work on the poster to date.

The poster will be made available in a range of formats e.g. A<sub>3</sub> size, A<sub>4</sub> size, PDF, JPG, with a space to type / write in contact details for local events ...

Colin has asked Peter Robinson from Identity NI to prepare a range of specific graphics for MHW 2013 (e.g. logo, banner, slogan, Facebook image etc). All of these will be available by mid-May, and will be made available for free online downloading. Peter will also be asked to create a ‘button’ image which has a built-in hyperlink to the MHW 2013 web page.

## 6. Publicising Events Online

MHFI is keen to help to publicise the events and activities that are taking place during MHW 2013. 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.

MHFI will collate details of events and make them available on the MHFI website. Everyone is encouraged to submit the details of their own activities, as well as to encourage others to do so. There were three ways to do this:

1. Submit details using the online form which can be found at: [www.mhfi.org/mhw/submit-an-event.html](http://www.mhfi.org/mhw/submit-an-event.html) or ...
2. Download and save a copy of the MS Word Registration Form, type in the details, and email it back to MHFI, or ...
3. Print off a copy of a Portable Document Format (PDF) Registration Form, handwrite the details, and post it back to MHFI.

Details of all of these methods will soon be available online at: [www.mhfi.org/mhw/mhw-2013.html](http://www.mhfi.org/mhw/mhw-2013.html)

## 7. Media Publicity

On behalf of the Planning Group, MHFI will ...

- Contact every media outlet in Ireland approximately one month before the start of MHW 2013 to launch the MHW posters and to ask them to put the week onto their radar / into their diaries. This will provide some basic detail on MHW, and will help them to understand what this week is about, why it is important, and who is involved this year. Shows such as 'Nationwide' will receive this information earlier than this - as they require a longer lead in time.
- Send a second mailing to the media approximately two weeks before MHW 2013. This will: provide a detailed background briefing paper on what MHW is / what it hopes to achieve /what is happening; highlight the countdown to MHW 2013; ask them to prepare to cover the week.
- Send a reminder to every media outlet on the Friday before MHW 2013. This will prompt them that the week is about to begin on the following Monday, and advise them to connect with local projects in their area. If possible, this document will be translated into Irish as well.
- On the morning of Monday 10<sup>th</sup> June 2012, MHFI will send one final communication to all the media contacts. This will announce that MHW has begun, provide full details of all aspects of the week, and include the Press Release sent on the preceding Friday.

All Planning Group partners are asked to issue their own Press Releases during the week to increase the profile of their own initiatives and MHW in general. However, to avoid competition for the same coverage, everyone is asked to let other Partners know, in advance, when they are doing it.

Useful media contacts suggested include: Ian Dempsey (Today FM - particular interest in diabetes), Ray D'Arcy (Today FM), Colm Hayes (RTE 2FM), Stephen Nolan (BBC Radio Ulster, TV and Radio 5 Live), Maurice Jay (U105) and Derick Mooney (RTE Radio 1).

## 8. Any Other Business

- Everyone still liked the idea of doing a 'Flash Mob Gangnam Style' (or similar) event. Would anyone be willing to take this on?
- The Briefing Paper on MHW 2013 must make it clear that men's health is everyone's responsibility - not just men themselves.
- Everyone agreed to circulate information about MHW 2013 as widely as possible within their own contact networks.
- If anyone has any useful organisational contacts in relation to MHW (such as Garda, PSNI, Fire Service, Ambulance Service, construction industry etc.), please send them to Colin for inclusion in the mailing list for the week. These would be particularly useful for poster distribution.

## 9. Date of Next Meeting

Although everyone enjoyed the experience of meeting together in the same place, it was felt that the next meeting should be held via video-link between Dublin and Belfast to facilitate a larger number of participants.

Therefore, the next meeting will take place on Thursday 25<sup>th</sup> April 2013, from 2.00pm - 4.30pm. It will be conducted via video-link between the Dublin and Belfast offices of the Institute of Public Health in Ireland. The addresses are ...

**Dublin** *(near St. Stephen's Green)*  
5th Floor  
Bishop's Square  
Redmond's Hill  
Dublin 2

**Belfast** *(near Forestside Shopping Centre)*  
Forestview  
Purdy's Lane  
Belfast BT8 7ZX

Please visit [www.publichealth.ie/contact-us](http://www.publichealth.ie/contact-us) for a map of how to find each location and a phone number for each address.