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## **Minutes:**

### **Second Meeting of the Men's Health Week 2014 Planning Group**

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**Date:** Monday 3<sup>rd</sup> March 2014  
**Time:** 10.30am - 1.10pm (including lunch)  
**Venue:** Video-link between the Dublin and Belfast offices of the Institute of Public Health in Ireland

#### **Present:**

##### Dublin

Lorcan Brennan - Men's Development Network (MDN)  
John Cantwell - Fír Le Cheile (Men Together)  
Pheena Kenny - Irish Heart Foundation (IHF)  
Darach Murphy - Men Alone in No-mans-land (MAIN)  
Finian Murray - Health Service Executive Dublin / North East (HSE)  
Rosemary Scott - Irish Cancer Society (ICS)

##### Belfast

Jonny Ashe - YouthAction NI Working with Young Men Team  
Billy Boyd - Belfast Community Sports Development Network (BCSDN)  
Frances Dowds - Action Cancer  
Colin Fowler - Men's Health Forum in Ireland (MHFI)  
Siobhán Harding - Workers' Educational Association (WEA)  
Michael Lynch - Men's Action Network (MAN)  
Geraldine McDonnell - Northern Health and Social Care Trust (NHSCT)  
Umberto [Scap] Scappaticci - Colin Men's Group

#### **Apologies:**

Scott Ahearn - See Change  
Shane Califf - Irish Sports Council  
James Copeland - The Rainbow Project  
Alan Corbett - Cork University Hospital  
Angela Corr - Southern Health and Social Care Trust (SHSCT)  
Niall Culkin - Irish Men's Sheds Association  
Paula Devine - ARK  
Niamh Farrell - Amen  
Leo Foy - Southern Area Men's Health Network  
Sandra Gordon - Man Alive, Cancer Focus NI  
Marita Hennessy - Waterford Institute of Technology  
Linda Keating - Marie Keating Foundation  
Keith McAdam and Keith Cullen - Sure Start Fathers' Network  
Stephen McAleer - Northern Ireland Medical Students' Committee  
Denise McCarthy - Union of Students in Ireland  
Michael McKenna - YouthAction NI Working with Young Men Team  
Michael McKeon - School of Nursing, Dublin City University  
Sean McKieran - Mental Health Ireland  
Bernadette Magennis - British Medical Association NI  
Larry Moley - Menaware

Sonia Montgomery - Western Health and Social Care Trust (WHSCT)  
John News - Sport NI  
Nigel O'Callaghan - ReachOut.com  
Paul O'Kane - Belfast Health and Social Care Trust (BHSCT)  
Ailish O'Neill - National Youth Council of Ireland (NYCI)  
Eamonn O'Reilly - Marian House Nursing Home  
Jessica Perry - Northern Ireland Chest, Heart and Stroke (NICHHS)  
Colin Regan - Gaelic Athletic Association (GAA)  
Lisa Rickett - Irish Football Association (IFA)  
Lochlann Scott - Helplink Support Services  
Peter Shaw - Belfast Community Sports Development Network (BCSDN)  
Gary Smyth - Man Matters

**Minute Taker:** Colin Fowler

## **AGENDA ITEMS ...**

### **1. Welcome**

Colin welcomed everyone to the meeting, and thanked them for making the effort to be here - especially those people who had to travel quite a distance. He gave a brief overview of the agenda, the timescale, and the 'housekeeping' issues for today's gathering.

Apologies were tendered from a broad range of organisations that, for a variety of reasons, were unable to attend. 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) 2014.

### **2. Introductions**

As a number of 'new faces' were at today's meeting, Lorcan 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 any experience / knowledge of men's work that they already have.

### **3. Matters Arising**

It was agreed that there were no matters arising from the minutes of the previous meeting which would not be covered in today's agenda.

### **4. Current Plans for Men's Health Week**

Finian invited everyone to share any plans that their organisation might have to mark Men's Health Week (MHW) 2014. These included ...

NHSCT - Are trying to get organisations and individuals from across the Northern Health and Social Care Trust to come together, work in partnership, and share their experience and resources during MHW 2014.

Colin Men's Group - Hope to run a workshop for local men on where to turn to for help, advice and support. They are also planning a Dads and Kids event.

Action Cancer - Will be offering men's health checks throughout Northern Ireland in community settings.

YouthAction NI - Are part of the planning team for a large-scale men's health event in Belfast City Hall which will offer health checks, information stands, complementary therapies and physical activities.

Man Matters - Will be providing practical advice and financial support for a broad range of events, activities and groups across Northern Ireland e.g. large scale event for fathers, health checks, deploying Men's Health Champion volunteers etc.

ICS - Will be running their 'Sun Safe' campaign from May to September, and are organising training for their volunteers on engaging with men.

MDN - Will be organising a number of events in partnership with Wexford Local Development Board throughout Co. Wexford. They will also continue to update Community Development Partnerships and Family Resource Centres about MHW, and will be adopting the theme of MHW for their own annual Summer School.

HSE - Finian hopes to work with Amen and to support their event in Navan. He will also seek to influence national coverage of MHW within the HSE networks, and is prepared to do interviews for the media.

MHFI - Will coordinate the design / printing of the MHW posters, fliers and images; promote details of events throughout Ireland; produce briefing papers on MHW and simple ways to celebrate it; provide an online information hub; produce a 'Challenges and Choices' men's health mini-manual; inform the media about the week.

IHF - Hope to roll-out a Slí na Sláinte walk leader programme for men.

MAIN - Are seeking to open-up a conversation with men's groups in Dublin about the possibility of organising a MHW event this year.

Fír le Cheile - Will be distributing MHW information to grassroots men's groups, and hope to hold a symposium with them. They will raise awareness with other organisations that are based in the same inner city community hub as themselves. John also hopes to hold another walk for men to the top of the Hill of Uisneach (probably on Sunday 15<sup>th</sup> June 2014).

MAN - Are working with organisations in the Western Health and Social Care Trust area to plan a large scale event for the Guild Hall in Derry. They will also be running health checks for men in Foyleside Shopping Centre (Derry), as well as developing a project for male victims of Domestic Violence.

## 5. MHW 2014 Posters

Following the last meeting, Gary (Man Matters) and Colin (MHFI) worked with a professional photographer / designer (called Carrie Davenport) to create a poster image - based on the suggestions tendered at that gathering. The various drafts were then circulated via email for feedback.

The feedback received (by both email and at today's Planning Group) included, it is ...

- What we asked for.
- In keeping with the style / feel of previous posters.
- A strong and eye-catching image.
- Bright and colourful.
- Fit for purpose.
- As we envisioned it should be.
- Non-judgemental.
- Normal, and the guy looks 'ordinary'.
- Positive.
- Universally acceptable ...

However, there were some things that people felt should be changed. These included ...

- The white text at the top is sometimes a bit difficult to read. It should be made bolder and/or put into a different colour (e.g. the strong colour of yellow at the centre of the target) and/or have the clouds removed from behind to make it more distinct.
- The theme for the week (Challenges, Choices and Celebrations) needs to appear at the top of the poster as well as on the target. It was also suggested that we should ask the designer to see what these words would look like if they were done in the same colours as the rings on the target (e.g. Choices in a red / pink colour etc.). However, some people felt that this might look very messy.
- The suggested text for the top of the poster was:  
Men's Health Week 2014  
Challenges, Choices and Celebrations  
Monday 9th - Sunday 15th June 2014  
Visit [www.mhfi.org](http://www.mhfi.org) to find out more
- The current text which reads as 'WHAT ARE YOU AIMING FOR?', should be moved to below the target, and changed to 'WHAT'S YOUR AIM?'
- It was suggested that, if possible, the words in the target should appear in the same order as the theme of the week (i.e. Challenges, Choices and Celebrations). Colin will ask the designer about this. However, it was recognised that this is likely to be problematic - as the ordering of words on the target is restricted by the physical space available for them

The person in the poster is called Shane McCaffrey. He is from Ballymena (originally), was a four times amateur world Kung Fu champion, is now an actor, and suffers from arthritis. Shane also said that he'd be happy to help us to promote MHW if required.

It was suggested that it would be a good idea to also produce the poster as a postcard size image - that could be given to men themselves, or left around in places where men might congregate. Colin will see if there is funding available for this and, if possible, will arrange for the printing of these materials.

3,000 hard copies of the poster will be printed. However, the poster will also be made available in a range of electronic 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 ... These can be downloaded from the Men's Health Forum in Ireland website at: [www.mhfi.org/mhw/mhw-image-pack.html](http://www.mhfi.org/mhw/mhw-image-pack.html) after the poster, itself, has been circulated.

## 6. Publicising Events Online

MHFI is keen to help to publicise the events and activities that are taking place during MHW 2014. 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/promote-an-event.html](http://www.mhfi.org/mhw/promote-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-2014.html](http://www.mhfi.org/mhw/mhw-2014.html)

## 7. Media Publicity

MHFI has already been in contact with some of the key media outlets in Ireland to let them know the dates of MHW 2014 and to enlist their coverage. RTE's Nationwide programme has already committed to featuring it.

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

- Contact every media outlet in Ireland approximately one month before the start of MHW 2014 to announce the launch the 'Challenges and Choices' booklet for men 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.
- Send a second mailing to the media approximately two weeks before MHW 2014. 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 2014; ask them to prepare to cover the week.
- Send a reminder to every media outlet on the Friday before MHW 2014. 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 9<sup>th</sup> June 2014, 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.

Those present were asked to share any plans that their own organisation has for publicising MHW 2014. These included ...

- MAN: Articles in local newspapers / radio slots, and circulating details to community groups, voluntary organisations and statutory contacts.
- BCSDN: Will put information on their website and circulate information via community-based sports coaches and contacts in leisure / community centres.
- NHSCT: Hope to send a message to all Health Trust staff (approximately 13,000), put a notice on the Trust website and Facebook page, and encourage the promotion of events in the NHSCT area.
- Colin Men's Group: Will include information in their newsletter (to 5,000 homes), try to get an article in the Andersonstown News, ask their Communications person to upload information to their website and Facebook page, and hand out fliers to parents outside local schools.
- MHFI: Will promote the week on their website, Facebook page and Twitter feed, as well as including articles in their E-Male Matters newsletter (with a circulation of 3,500 copies).
- Action Cancer: Will look into the possibility of including the MHW message in their 'Beat the Odds' campaign, which will see advertising at bus stops, in toilets and in newspapers etc.
- YouthAction NI: Has a bi-monthly newsletter (which goes to 2,000 people) which could promote MHW. They will also advertise the week via their website, Facebook page and Twitter feed, as well as by asking their volunteers to distribute information to places where young men are at.
- Man Matters: Will send information to contacts on their email lists, and will post regular updates on their website and social media sites.
- ICS: Hope to inform all their contacts about the week, and to promote it online (website, Facebook and Twitter).
- MDN: Will send a hard copy mail-shot to all the Family Resource Centres and Community Development Projects in the Republic of Ireland. They will also advertise the week on their website.
- HSE: Finian is working with the HSE Communications Department to highlight the week. It is hoped that this might include an internal email to all HSE staff (approximately 100,000) and having MHW included in the 'Health Matters' newsletter.

- IHF: Will make all of their workplace contacts aware of MHW, and will promote the week on their Facebook and Twitter sites.
- MAIN: Will use their contacts with local men's groups and Family Resource Centres to raise awareness, as well as informing contacts in the GAA and on building sites.
- Fír le Cheile: Will distribute information to contacts in men's work as well as in Dublin City Council. They will also circulate information via Twitter and Facebook.

Other general suggestions included:

- Beer mats with details of MHW 2014 - However, some of the organisations with experience in this area cautioned that they can be expensive to produce and time-consuming to distribute.
- Big screens in sports stadia - everyone was encouraged to think of any ways to gain access to these.

## 8. Date of Next Meeting

The next Planning Group meeting will take place on Tuesday 15<sup>th</sup> April 2014, at 10.30am. It will be held via video-link conference between the Dublin and Belfast offices of the Institute of Public Health in Ireland. These offices are located at:

1<sup>st</sup> Floor  
Forestview  
Purdy's Lane  
Belfast BT8 7ZX

5th Floor  
Bishop's Square  
Redmond's Hill  
Dublin 2

Maps can be found at: [www.publichealth.ie/contact-us](http://www.publichealth.ie/contact-us)