
Minutes:

Third Meeting of the Men's Health Week 2012 Planning Group

Date: Wednesday 30th May 2012
Time: 10.30am - 12.30pm (followed by lunch)
Venue: Video-link between the offices of the Institute of Public Health in Dublin and Belfast

Present:

Dublin ...

Lorcan Brennan - Men's Development Network (MDN)
John Cantwell - Fír Le Cheile (Men Together)
Roisin Doolan - Inspire Ireland
Darach Murphy - Men Alone In No-mans-land (MAIN)
Finian Murray - HSE Dublin / North East
Joanne Vance - Irish Cancer Society (ICS)

Belfast ...

Colin Fowler - Men's Health Forum in Ireland (MHFI)
Leo Foy - Public Health Agency (PHA), Southern Area
Sandra Gordon - Man Alive
Michael Lynch - Men's Action Network (MAN)
Sonia Montgomery - Western Health and Social Care Trust (WHST)
Paul O'Kane - Belfast Health and Social Care Trust (BHSCT)
Jessica Perry - Northern Ireland Chest, Heart and Stroke (NICHS)
Gary Smyth - Man Matters

Apologies:

Luke Boyle - British Medical Association NI Medical Students' Committee
Siobhan Brennan - National Youth Council of Ireland
Andrew Castles - Safefood
Angela Corr - Southern Health and Social Care Trust (SHSCT)
Suzanne Costello - Samaritans
Paula Devine - ARK (Access Research Knowledge)
Marita Hennessy - National Cancer Registry Ireland
Geraldine McDonnell - Northern Health and Social Care Trust (NHSCT)
Michael McKenna - Youth Action Northern Ireland
Kate Markey - Amen
Nigel O'Callaghan - Inspire Ireland
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
Ray Tonge - Men As Learners and Elders (MALES Ireland)

Minute Taker: Colin Fowler

AGENDA ITEMS ...

1. Welcome

Lorcan welcomed everyone to the meeting, and thanked them for making the effort to attend. He outlined the agenda for the morning, and recorded apologies.

2. Introductions

As each meeting of the Planning Group has involved some new people, 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 work for.
- Briefly explain what their organisation does.

3. Matters Arising

It was felt that there were no matters arising from the last minutes which would not be addressed in the proposed agenda.

4. MHW Poster

Since the last meeting, the MHW posters have been finalised and printed. As far as possible, all feedback received from Planning Group members (and others whose opinion was asked for) was incorporated into the final version. Three thousand A₃ size hard copies of the poster were produced.

The poster is now also available for free downloading as an A₄ size Portable Document Format (PDF) file on the MHFI website (www.mhfi.org/mens-health-week-image-pack.html). To ensure a variety of practical uses, the poster is accessible online in a range of other formats as well ...

- A₄ size PDF with a blank text box to handwrite the details of events into.
- A₄ size Microsoft Word document with a text box to type the details of events into.
- A₃ size JPG image file - best for high resolution print jobs and large posters.
- Small JPG image file - smaller, lower resolution image, useful for inclusion in Word documents.
- JPG 'thumbnail' image file - small, fairly low resolution image, useful for websites and inclusion in emails.
- Small square JPG image file - for use as a Facebook profile picture.

Colin had written to the President of Ireland (Michael D. Higgins) to request his help to launch the posters. After a protracted period of trying to get an answer from his office, one of his staff responded to say that the President's schedule is too busy at the moment for him to be involved. This late reply caused a slight delay with launching the posters.

MHFI had a very small pot of money from Man Matters in Northern Ireland and the Health Service Executive in the Republic of Ireland to design and print the posters. This limited resource does not allow for a sophisticated (and expensive) dissemination strategy. Therefore, as agreed at the last meeting, there will be three main mechanisms for distribution ...

- Members of the Planning Group are asked to circulate the posters within their own organisation and to other bodies that they work in partnership with.
- MHFI will target specific groups (e.g. HSE, DHSSPS, PHA, Trade Unions etc.) and ask them to internally distribute posters to their work sites.
- Finian (Republic of Ireland) and Colin (Northern Ireland) will act as contact points for organisations and individuals who would like to receive hard copies of the posters.

Everyone present took a batch of the posters and volunteered to circulate these as widely as possible. The outlets that they will target include: public events, office notice boards, libraries, training sessions, men's group meetings, internal mailings, presentation days, external mailouts, local health commissioning groups, universities, GPs, Sure Start projects, health visitors, Family Resource Centres, Community Development Projects ...

There was also agreement that, where possible, the MHW poster image file or MHW 2012 logo should be included in outgoing emails and on organisations' websites.

Colin reminded the meeting that the purpose of the MHW poster is quite simple: it is a tool that can be used by a diverse range of organisations to promote the fact that there is a Men's Health Week, and that this year it will take place from Monday 11th - Sunday 17th June 2012. It also seeks to direct the viewer to further sources of information via the inclusion of a web address and QR Code.

Michael Lynch, from Men's Action Network, featured in the poster. All of the feedback to date has been very positive about using an 'ordinary man' as the star character.

It was suggested at the last Planning Group meeting that it would be beneficial (if money / time is available) to have a number of different A₄ size electronic versions of the poster which feature a range of other men e.g. young, old, ethnic minority, disabled, Traveller ... However, this was not possible within the very limited budget available.

5. Image Pack

The poster designer was asked to produce an 'image pack' for MHW 2012. This is now available online at: www.mhfi.org/mens-health-week-image-pack.html and includes a generic MHW Logo, a logo with the dates / theme on it, a banner for inclusion on supporters' websites, and a 'We Support Men's Health Week 2012' image. These images are available in a range of formats (e.g. JPG, PNG, whiteout) so that they can be used for both hard copy printing and Internet promotion.

6. Publicising Events and Activities

The main mechanism for publicising MHW events this year is the MHFI website. There are three ways that groups can submit details of their activity to mark MHW ...

- Use the new online form (www.mhfi.org/how-to-promote-your-mens-health-week-event.html) which is linked to from every page of the MHFI website.
- Download and save a copy of the Microsoft Word Registration Form (www.mhfi.org/mhw2012project.doc), type in the details, and email it back to MHFI.
- Print off a copy of the Registration Form in Portable Document Format (www.mhfi.org/mhw2012project.pdf), handwrite the details, and post it back to MHFI.

Everyone was reminded that while this method of publicising events can be very successful, it is dependent upon details being submitted prior to the activity taking place. Therefore, it is important to encourage colleagues and associates to use it.

Group members were also asked to send details of events to Colin for inclusion on the Facebook and Twitter pages.

7. Media Coverage

As agreed at the last Planning Group meeting, MHFI contacted every media outlet in Ireland approximately one month before the start of MHW 2012. This 'Advance Notice' correspondence advised them of the dates for MHW, the theme, and included a Briefing Paper to help them understand what this week is about, why it is important, and who is involved.

Approximately two weeks before MHW 2012, MHFI will send a 'Date for your Diary' reminder email to all media bodies, asking them to consider covering the week, and giving details of the aims / focus / partners / posters / image pack / events planned ...

On the Friday before MHW 2012, MHFI will send a Press Release to every media outlet which focuses upon a specific issue - as well as reminding them that the week is about to begin on the following Monday. If possible, this document will be translated into Irish as well.

On the morning of Monday 11th 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 encouraged to issue their own Press Releases during MHW, but are asked to let everyone else know in advance when they are doing it - to avoid competition for the same coverage. It was agreed that the MHW 2012 Briefing Paper (www.mhfi.org/mhw2012briefing.pdf) will form a good basis for any interviews with the media - although organisations need to put their own slant on the week. It was also felt that local radio stations offer the best exposure (due to the amount of time they'll give you), and that the media prefer personalised stories when possible. John has a contact with the President's office, and will see if he can get some endorsement from this quarter.

Colin asked if anyone from the Planning Group would be prepared to speak to the media if requests were sent to MHFI. The following people put themselves forward ...

- John Cantwell (Fír Le Cheile)
- Roisin Doolan or Nigel O'Callaghan (Inspire Ireland)
- Andrew Dougal (NICHHS)
- Sonia Montgomery (WHSCT)
- Darach Murphy (MAIN)
- Paul O'Kane (BHSCT)

8. Current Plans for Men's Health Week

Michael invited everyone to share any plans that their own organisation might have to mark Men's Health Week 2012. These included ...

- MAIN - Will be having meetings with men's groups in the greater-Dublin area, and will encourage them to put-up posters and/or do something to mark MHW 2012. Darach will promote the week on the MAIN website, and will circulate information within Dublin Institute of Technology and Trinity College Dublin.
- MDN - Is running an 'Images of Men' exhibition in Gorey Library. The display will include contributions from men in Wexford, Waterford, Wicklow, Arklow and Lurgan. They will also produce a programme for South East Radio (due to air in the Autumn), will promote the week with Family Resource Centres / Community Development Projects, and will use the MHW theme for their annual Men's Summer School.
- Fír Le Cheile - John is meeting with the 'Inner-City Network' before MHW, and will give a presentation on the week to this gathering. He will also send information to his mailing list, and invite men to organise / join in activities to celebrate this occasion.
- Inspire Ireland - Will use their extensive social networking expertise to promote MHW. Inspire is also collaborating with MHFI to produce a new online 'mental fitness' programme for young men called 'Work Out'. It is hoped that this will be ready to be launched around the time of MHW.
- HSE - Finian will distribute posters, support local men's initiatives in the Dublin / North east area, and take part in media interviews. He is also giving a presentation to the Man Alive conference in Armagh during MHW.
- MHFI - Will coordinate the distribution of posters, collate and promote details of events throughout Ireland, offer a signposting role, provide an online information hub (website, Facebook and Twitter), inform the media about MHW, and work with Inspire Ireland to launch the 'Work Out' programme.
- Man Matters - Is supporting a broad range of organisations from across Northern Ireland to mark this week. This includes a large scale Sure Start fathers event in Belfast, a week-long series of activities in the Colin area of Lisburn, health checks for men in the Derry area, finalising a book on a man's experience of mental health issues, organising a men's health day in Strabane ...
- PHA, Southern Area - Will promote MHW to staff and the public throughout the Southern Health and Social Care Trust area via poster distribution, emails, the Trust website, presentations to groups ...
- MAN - Is working in partnership with WHSCT and Man Matters to organise a range of events, health checks and complementary therapy sessions in the North West during MHW. They will have a display in Foyleside Shopping Centre throughout the week. Michael will also conduct media interviews as required.
- BHSCT - Has organised a large-scale men's health event in Belfast City Hall (featuring local comedian Tim McGarry) as well as a workshop for practitioners on the challenges involved when trying to engage young men in health programmes. There are also plans to run a seminar in the early Autumn (led by Jim Leishman from Scotland) on how to set-up a men's health clinic.

- Man Alive - Will promote MHW on their website and by distributing posters from their mobile 'Man Van'. They have organised a major conference in the North-South Ministerial Council's office in Armagh on Tuesday 12th June 2012, and are supporting other activities in the Southern Regional College and in partnership with 'Young at Heart' men's group.
- WHSCT - Are planning a broad range of events across their catchment area which will start before MHW and last until Tuesday 26th June 2012. These include a MHW launch event in Omagh (with Dr Ian Banks), health screening for male employees in Altnagelvin, Erne and Omagh hospitals, men's health first aid training, 'Bike It' activities, support for MAN events ...

9. Action Points

- ✓ All members of the Planning Group are asked to disseminate both the hard and electronic copies of the MHW 2012 posters.
- ✓ If possible, members are asked to include the MHW poster image file or MHW 2012 logo in outgoing emails and on their organisations' websites.
- ✓ Everyone is asked to encourage colleagues and associates to submit details of their MHW 2012 events.
- ✓ Approximately two weeks before MHW, MHFI will send a 'Date for your Diary' reminder email to all media bodies, asking them to consider covering the week, and giving details of the aims / focus / partners / posters / image pack / events planned ...
- ✓ On the Friday before MHW, MHFI will send a Press Release to every media outlet which focuses upon a specific issue - as well as reminding them that the week is about to begin on the following Monday. If possible, this document will be translated into Irish as well.
- ✓ MHFI will send one final communication to all the media contacts on the morning of Monday 11th June 2012. 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 encouraged to issue their own Press Releases during MHW, but are asked to let everyone else know in advance when they are doing it - to avoid competition for the same coverage.

10. Final Remarks

As this was the final meeting of the MHW 2012 Planning Group, Colin thanked members for their participation and wished them good luck with their own activities during the week.