
Third Meeting of the Men's Health Week 2016 Planning Group

Date: Tuesday 10th May 2016
Time: 11.00am - 1.45pm (including lunch)
Venue: Armagh Diocesan Pastoral Centre, Dundalk, Co. Louth
Minute Taker: Colin Fowler

Present:

Julie Aiken - Samaritans Ireland
Eva Beirne - Louth Men's Shed
Lorcan Brennan - Men's Development Network (MDN)
Jim Curran - Irish Pharmacy Union (IPU)
Alison Doake - South Eastern Health and Social Care Trust (SEHSCT)
Colin Fowler - Men's Health Forum in Ireland (MHFI)
Sandra Gordon - Keeping Well Services, Cancer Focus NI
Frances Haughey - Closing the Gap Project: Health Inequalities
Michael McKenna - YouthAction NI Work with Young Men Team
Michael McKeon - Dublin City University (DCU) School of Nursing
Justin McLoughlin - Irish Cancer Society
Kevin O'Hagan - Irish Cancer Society
Paul O'Kane - Belfast Health and Social Care Trust (BHSCT)
Sorcha O'Neill - See Change
Finola O'Sullivan - Amen
Deirdre Ryan - National Screening Service
Rosemary Scott - National Youth Council of Ireland
Barry Sheridan - Irish Men's Sheds Association
Brian Staunton - Sport Ireland

Apologies:

Scott Ahearn - 3Ts
Andrew Castles - Safefood
Derek Chambers - ReachOut Ireland
Anne Corcoran - Samaritans Ireland
Conor Cullen - Alcohol Action Ireland
Carrie Davenport - Shoot Positive
Paula Devine - ARK
Frances Dowds - Action Cancer
Mark Dyer - Aware NI
Niamh Farrell - Amen
Helen Forristal - Marie Keating Foundation
Marita Hennessy - NUI Galway
James Knox - Men's Advisory Project (MAP)
Pamela Logan - Irish Pharmacy Union (IPU)
Michael Lynch - Men's Action Network (MAN)
Geraldine McDonnell - Northern Health and Social Care Trust (NHSCT)
Jon McFarland - Focus: The Identity Trust
Patrick Monteague - Focus: The Identity Trust
Mick Mooney - Pavee Point Traveller Men's Health
Finian Murray - Health Service Executive Dublin / North East
John News - Sport NI

Aoife Ní Shúilleabháin - Union of Students in Ireland (USI)
Ann Scanlon - Irish Heart Foundation
Sandra Semple - Western Health and Social Care Trust (WHSCT)
Peter Shaw - Belfast Community Sports Development Network (BCSDN)

AGENDA ITEMS ...

1. Welcome and Overview

Michael (McKeon) welcomed everyone to the meeting, thanked them for coming, and gave an overview of the agenda and 'housekeeping' arrangements.

He highlighted that the bulk of today's meeting would focus upon providing an update on progress made to date, and finalising the strategy for promoting Men's Health Week (MHW) 2016 as widely as possible.

2. Round of Introductions

As there were quite a few 'new faces' at today's meeting, Lorcan invited everyone to introduce themselves - by way of helping to get to know each other and 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 / interest in men's work that they have.

3. Minutes of Previous Meeting

Sandra asked the group to review the minutes of the last meeting. They were accepted as an accurate reflection of that gathering, and it was felt that there were no matters arising which would not be covered in today's agenda.

4. Background / Publicity / Supporting Materials for MHW 2016

Since the last meeting, Colin prepared a number of background papers on Men's Health Week (MHW) 2016. These included:

- 'The Toolbox for Action': www.mhfi.org/mhw2016toolbox.pdf [*A question-and-answer style briefing paper*]
- 'What can I do to mark this week?': www.mhfi.org/mhw2016celebrateit.pdf [*Practical and realistic suggestions for how to support MHW 2016*]

He also populated the MHW 2016 web page at: www.mhfi.org/mhw/mhw-2016.html This now acts as the central repository for everything that we know about the week in Ireland.

After the February meeting, a number of developments occurred in relation to photographing the two Soccer Team Managers. Although we were able to set dates to individually take their photos, it later emerged that it would be impossible to have a full dedicated photo-shoot with each Manager. We were told that the only possibility would be to have a few minutes with each of them in a public forum, and to take a couple of quick snaps. As this would not

allow us to control the background / lighting / poses to facilitate the PhotoShop process later on (for our agreed merged image concept), we had to come up with an alternative plan.

The new plan involved purchasing an existing photograph (taken by Dave Maher from Sportsfile) of Martin and Michael together after a North-South training game last year. Although not an ideal solution, this image is a flattering shot of both of them; they are looking happy and positive; their tops represent both parts of the island; they are shaking hands; and it fits neatly with the theme for Men's Health Week 2016 (i.e. 'Men United - for health and wellbeing').

Carrie Davenport explored the possibilities for using this image on our poster. One of the biggest obstacles was that the Sportsfile image is landscape, while our poster is portrait. Carrie did, however, come up with a solution - but this meant having to use solid blocks of colour at the top of the poster for the text rather than letting the image fill the whole page and then superimposing text on it. The style / look that she tried to create was of a 'Match Day Programme'.

This concept was agreed and signed-off via email correspondence by the Planning Group. The image was later used as the basis for a MHW 2016 postcard, and as the front cover of the new edition of the 'Challenges and Choices' Man Manual.

The total number of resources produced was ...

- 47,000 'Challenges and Choices' Man Manuals (*35,000 of these were paid for by the Irish Pharmacy Union, and will be distributed to every local pharmacy in the Republic of Ireland as part of one of their key campaigns for 2016 to encourage men to ask for advice*)
- 6,000 A₃ size posters (*3,500 of these will be sent to local pharmacies by the Irish Pharmacy Union*)
- 1,000 A₄ size posters (folded to A₅)
- 12,000 postcards

The Men's Health Forum in Ireland (MHFI) arranged for the cost associated with producing these materials to be covered, and will coordinate the dissemination of these materials across the island of Ireland before MHW begins. However, since there is no dedicated budget for distributing these resources, all members of the Planning Group were asked to use their contacts / networks / influence to help to get them into local communities.

The National Screening Service has also produced a flier on the Bowel Screening Programme in the Republic of Ireland. These fliers will be distributed alongside the Man Manuals throughout the Republic of Ireland, to encourage men who are eligible to participate in this scheme.

As in previous years, the poster will be made available in a range of electronic formats e.g. A₃ size, A₄ size, PDF, JPG, with a space to type / write in contact details for local events ... It is also supported by an array of additional graphics e.g. MHW logo, banner, slogan, Facebook image etc. Carrie was thanked, in her absence, for creating the new MHW 2016 banner and badge for us.

Electronic versions of the poster and graphics are available for free online downloading from the MHFI website at: www.mhfi.org/mhw/mhw-image-pack.html Anyone who can provide access to these on their own website, or who can send these images as attachments to their contacts, is very welcome to do so.

5. Publicising Local MHW Events and Activities

Michael (McKeon) reminded everyone that MHFI is keen to help to publicise the events and activities that will take place during MHW 2016. 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.

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

- Online submission form: www.mhfi.org/mhw/promote-an-event.html
- Email (Word form): www.mhfi.org/mhw2016project.doc
- Snail Mail (handwritten PDF): www.mhfi.org/mhw2016project.pdf

Michael pointed out that each year there are many events which take place throughout Ireland that go unnoticed, and that we all need to make a concerted effort to get the details of these activities made public.

6. Media Coverage and Daily Themes Proposed

It was agreed at the February Planning Group meeting that it would be useful to ...

- Have a specific health theme to highlight on each day of MHW and the days leading up to it.
- Compile and circulate a schedule of what's being focused on each day.
- Ask everyone we know to plug that theme on the nominated day.
- Invite the subject experts in the Planning Group to collate some key calls to action for these specialist areas of interest.
- Develop a bank of MHW social media content which anyone can draw upon.

The themes decided upon (and finalised after the meeting) were ...

- Friday 10th June 2016: Men's Health Week is coming!
- Saturday 11th and Sunday 12th June 2016: Top Tips for Men's Mental Fitness
- Monday 13th June 2016: Men Overcoming Cancer
- Tuesday 14th June 2016: Men and Healthy Relationships
- Wednesday 15th June 2016: Trash the Ash - Men and Smoking
- Thursday 16th June 2016: The Benefits of Physical Activity
- Friday 17th June 2016: Men and Alcohol
- Saturday 18th June 2016: Food, Diet and Heart Health
- Sunday 19th June 2016: The Importance of Fathers to Children's Outcomes

It was agreed that these themes should, as far as possible, focus upon positive messages and relate to the '*are we winning?*' dimension of MHW 2016.

Members of the Planning Group with specific areas of expertise agreed before and after today's meeting to spearhead the development of information for each of the thematic days. However, it was also acknowledged that anything which anyone does to highlight men's health issues and needs during MHW 2016 will also be very welcome - on any day of the week!

Social media (especially Facebook and Twitter) has become a powerful tool for organisations to spread their message. During MHW 2016, everyone across the island of Ireland is encouraged to 'Post' and 'Tweet' as often as they can and, when possible, to use the hashtag: #MHW2016

It was agreed that members of the Planning Group, and the general public, would benefit from having access to a pool of ready-made social media messages - especially as many people don't have the time, energy or knowledge to develop their own. Therefore, on each day of the week, it will be easy for them to cut-paste-post relevant material.

The people who agreed to develop the thematic days were asked to ...

- Try, when possible, to make the messages applicable to the whole island of Ireland.
- Create, in the first instance, 1 Facebook Post and 3-4 Tweets which can be used by a broad range of organisations.
- Focus upon positive / strengths-based / action-focused key messages e.g. improved survival rates / top tips to feel better / resources you can access / opportunities to improve health ... rather than deficit statistics.
- Consider, if possible, how they might work together to bring mainstream media attention to their thematic area by, for example, issuing a joint Press Release or launching a new infograph or highlighting a new resource etc.

All the Planning Group partners (and everyone else we have contact with) will be asked to try to promote the theme on that particular day via their social media outlets - so, increasing exposure to each individual issue. The Health Service Executive (HSE) Communications Department has also committed to supporting this process by Tweeting and re-Tweeting some of the materials. It is hoped that the Public Health Agency (PHA) and Health and Social Care Trusts in Northern Ireland will do likewise.

The purpose of these thematic days is to highlight a small number of common key messages on a number of core health issues for men. All organisations are, of course, also encouraged to do their own dedicated PR in addition to this - as this is only the starting point / baseline. Some participants shared how their organisations might do this before and during MHW.

7. How Should MHW 2016 be Launched?

Lorcan invited everyone to make suggestions as to how (if at all) MHW 2016 should be launched.

It was agreed that we do not have enough time, energy or resources to stage a MHW 2016 launch event. However, it was felt that it would be useful to have an 'endorsement photograph' taken with some high profile figure(s) that can be sent to the media alongside the Press Release.

Suggestions included ...

- George Hook (broadcaster and rugby pundit)
- Stephanie O'Keefe (National Director, Health and Wellbeing, HSE)
- Michael Collins and Paddy Barnes (Irish Olympic boxers)
- Kenny Egan (boxer and See Change Ambassador)
- Liam Doran (General Secretary, Irish Nurses and Midwives Organisation)
- Brian Kennedy (singer)
- Ray D'Arcy (RTE presenter)
- Bobby Kerr (Newstalk presenter and Irish Dragon's Den)
- Justin McNulty (GAA player / manager, and MLA at Stormont)
- John Connors (actor, screen writer and Traveller)
- Brendan Gleeson (actor)
- Keith Wood (Chairperson, Healthy Ireland Council and former rugby international)

Given our time constraints, the lack of easy access to most of these people, the need for cross-border representation, and the preference to have health-focused (rather than more sport-focused) personalities, it was decided that Colin should contact the two Ministers for Health in Ireland, and ask them to participate in a photo-shoot with some members of the Planning Group.

It was also suggested that one of the easiest (and often most effective) ways to promote the start of MHW is via local media coverage. Historically, local radio stations and weekly newspapers are keen to cover the week - and will give it a lot of air time / page space - but only if there's a local angle to it. This is where local groups can capitalise on promoting their local activities. Attaching a photograph or graphic to a Press Release also heightens its appeal. Colin agreed to create and circulate a 'fill-in-the-gaps-with-your-own-details' template for a Press Release that anyone can use if required.

Another particularly effective way to get free airtime, is to phone / email / text radio stations, and ask for a 'shout out' for a person, group or organisation who is doing something to mark MHW. If you have an event to promote, this is a really easy way to get it publicised, and even national radio will sometimes do it if you're cheeky enough.

8. Own Organisation's Plans

Sandra invited everyone to share any plans that their organisations have for MHW 2016. These ranged from online awareness raising, to contacting GP practices, to involving local councils, to organising health screening events, to making presentations, to large-scale mailshots, to Health Fairs, to football / penalty shootout competitions, to employer-based health checks, to running workshops on men's health, to arranging 'get out and get active' days ...

Everyone was reminded, to submit the details of their MHW activities for online publication.

9. Next Steps

Colin asked the group to consider if there is anything else that we have overlooked, which could be done at short notice, to add value to the week.

It was suggested that members of the Planning Group - and the people that we have contact with - should be invited to submit a short video clip (maximum 30 seconds) which ...

- Starts with the sentence: *'I'm / we're celebrating Men's Health Week 2016 because ...'*
- Goes on to explain the rationale for this.
- Emphasises the positive reasons for doing so, rather than the problems with men's health.
- Finishes with the question: *'What are you doing this year?' ...*

To facilitate this, Colin will set-up a MHW 2016 Channel on YouTube. Contact Colin to get the login details for uploading any video materials that are produced.

10. Final Thanks

Colin thanked everyone for their input to the MHW 2016 Planning Group, and wished them good luck with their own plans for the week.