
Third Meeting of the Men's Health Week 2017 Planning Group

Date: Friday 19th May 2017
Time: 11.00am - 1.35pm (including lunch)
Venue: Armagh Diocesan Pastoral Centre, Dundalk, Co. Louth
Minute Taker: Colin Fowler

Present:

Julie Aiken - Samaritans Ireland
Niamh Bergin - Institute of Technology Carlow (ITC)
Lorcan Brennan - Men's Development Network (MDN)
Edel Byrne - Irish Men's Sheds Association (IMSA)
Jim Curran - Irish Pharmacy Union (IPU)
Colin Fowler - Men's Health Forum in Ireland (MHFI)
Sandra Gordon - Keeping Well Services, Cancer Focus NI
Karen Halligan - Amen
Paul Hogan - Paul Hogan Therapy
David Keane - National Screening Service
Brian Laughlin - Belfast Men's Health Week Action Group
Emma McCrudden - Northern Ireland Chest, Heart & Stroke (NICHHS)
Michael McKeon - Dublin City University (DCU) School of Nursing
Eunan McKinney - Alcohol Action Ireland
Finian Murray - Health Service Executive (HSE) Dublin North East
Clare O'Brien - 3Ts
Paul O'Kane - Belfast Health and Social Care Trust (BHSCT)
Emer O'Leary - Get Ireland Walking initiative within IMSA
Brian Staunton - Sport Ireland
Rachael Treanor - National Youth Council of Ireland (NYCI)

Apologies:

Jonathan Boyd - Focus: The Identity Trust
Derek Chambers - ReachOut.com
Anne Corcoran - Samaritans Ireland
Conor Cullen - Alcohol Action Ireland (*who has now left his position*)
Carrie Davenport - Shoot Positive
Paula Devine - ARK
Alison Doake - South Eastern Health and Social Care Trust (SEHSCT)
Anne Flannery - The Larkin Centre
Ronan Flynn - GAA Community and Health Department
Helen Forristal - Marie Keating Foundation (*who has now left her position*)
Michael Gregory - Northern Health and Social Care Trust (NHSCT)
Elaine Hardy - South Eastern Health and Social Care Trust (SEHSCT)
Frances Haughey - Closing the Gap Project: Health Inequalities
Marita Hennessy - Researcher, NUI Galway
Sinéad Hughes - Southern Health and Social Care Trust (SHSCT)
Debbie Hutchinson - Migraine Association of Ireland
Lucy Jago - Migraine Association of Ireland
Peter Jones - Waterford Sports Partnership / Men on the Move
Triona Keane - Irish Heart Foundation (IHF)
Eamon Keogh - HSE Health Promotion and Improvement Communications Department
Rhonda Lusty - Men's Advisory Project (MAP)

Michael Lynch - Men's Action Network
Patrick Monteague - Focus: The Identity Trust
Mick Mooney - Pavee Point Traveller Men's Health Project (*leaving his position soon*)
Derek McDonnell - Mojo
Geraldine McDonnell - Northern Health and Social Care Trust (NHSCT)
Michael McKenna - YouthAction NI Work with Young Men Team
Kevin O'Hagan - Irish Cancer Society (ICS)
Sorcha O'Neill - See Change
Cian Power - USI Welfare Office
Bernadette Rooney - HSE Health Promotion, Blanchardstown
Sandra Semple - Western Health and Social Care Trust (WHSCT)

AGENDA ITEMS ...

1. Welcome and Overview

Sandra welcomed everyone to the meeting and gave an overview of the agenda and 'housekeeping' arrangements.

She highlighted that the main purpose of today's meeting was to look at developing a social media strategy, how to solicit traditional media coverage, and recording events taking place during Men's Health Week (MHW) 2017.

2. Round of Introductions

As this meeting included a couple of 'new faces', 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 their interest in men's work.

3. Minutes of Last Meeting

Michael asked everyone to refer to the minutes of the previous Planning Group meeting held in March 2017. These 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 | Promotional Materials for MHW 2017...

Colin provided an overview of the range of background, publicity and promotional materials available to support MHW 2017. These include:

- A dedicated MHW 2017 web page: www.mhfi.org/mhw/mhw-2017.html
- An FAQ style 'Toolbox for Action': www.mhfi.org/mhw2017toolbox.pdf
- An ideas for action paper titled 'What can I do to mark this week?': www.mhfi.org/mhw2017celebrateit.pdf
- Hard copies of posters (5,000 x A₄ and 1,000 x A₃), postcards (10,000 x A₆) and 'Challenges and Choices Man Manuals (12,200 x A₅).

- Electronic materials (e.g. banner, badge, logo, Facebook Cover Photo, Facebook Profile Picture ...) in a variety of formats: www.mhfi.org/mhw/mhw-image-pack.html
- Giveaways: branded pens (4,000) and magnetic bookmarks (2,000)

The vast majority of the hard copy materials have already been either disseminated or committed. Everyone was, therefore, encouraged to promote the electronic resources.

Michael suggested that the giveaways and hard copies of promotional materials should be used sparingly e.g. don't give every person a pen and a bookmark and a Man Manual etc. This will help to spread the available materials much more widely.

5. Recording MHW 2017 Events

Sandra reminded everyone about the importance of recording the details of as many MHW events as possible - as each year there are hundreds of activities which take place throughout Ireland that go unnoticed and unrecognised.

The Men's Health Forum in Ireland (MHFI) will coordinate the collation and publication process, and there are three methods for registering events and activities ...

- 1) ONLINE SUBMISSION - Submit details using the online form at: www.mhfi.org/mhw/promote-an-event.html
- 2) EMAIL - Download and save a copy of the MS Word Registration Form, type in the details, and email it to MHFI (www.mhfi.org/mhw2017project.doc)
- 3) SNAIL MAIL - Print off a copy of a Portable Document Format Registration Form, handwrite the details, and post it back to MHFI (www.mhfi.org/mhw2017project.pdf)

6. Social Media and Daily Themes

Finian chaired a session on the use of social media during MHW. Further to the discussion at the second all-island Planning Group meeting in March, it was agreed that we should:

- Determine a specific health theme to highlight on each day of MHW and the days leading up to it. This will provide a tangible focus, and move public discussion from general to specific health issues.
- Develop a core pool of social media Posts and Tweets on each theme which anyone can draw upon - 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 to cut-paste-post a set of ready-made material.
- Ask everyone we know to plug the themes / Posts / Tweets on the nominated days.
- Have a common hashtag. This was agreed as: #MHW2017

It was decided that the daily themes should be:

- Friday 9th June - Men's Health Week is Coming! ... Here's what you need to know
- Saturday 10th June - Top Tips for Men's Mental Fitness
- Sunday 11th June - Keeping your Heart Healthy
- Monday 12th June - Input and Output ... Men, Food and Physical Activity
- Tuesday 13th June - Trash the Ash ... Men and Smoking
- Wednesday 14th June - One More for the Road? ... Men and Alcohol
- Thursday 15th June - Men Overcoming Cancer
- Friday 16th June - Men and Sexual Health
- Saturday 17th June - Men and Healthy Relationships
- Sunday 18th June - The Importance of Fathers to Children's Outcomes

However, it was also stressed that anything which highlights men's health issues and needs during MHW 2017 will be very welcome on any day - so, there's no need to stick rigidly to these themes.

Members of the Planning Group with specific areas of expertise were asked to support the development of these social media messages. The following people offered their input:

- Men's Health Week is Coming - Colin
- Mental Fitness - Clare, Paul and Lorcan
- Heart Health - Emma (Colin will also approach Triona, from IHF, for her support)
- Food and Physical Activity - Brian, Sandra and Emma (Brian will also ask safefood for guidance)
- Smoking - Paul
- Alcohol - Eunan
- Cancer - David and Sandra (Colin will also ask Kevin, from ICS, for his input)
- Sexual Health - Rachael
- Healthy Relationships - Karen (Colin will also ask MAP for their input)
- The Importance of Fathers - Colin

It was felt that we'd need at least one Facebook Post and three Tweets for each theme / day, and Colin will coordinate the collation, promotion and dissemination of these materials.

All of the Planning Group partners were asked to try to promote the theme for each day via their own social media outlets, and to encourage their networks to do likewise - so, increasing exposure to individual issues. The HSE's Health Promotion and Improvement Communications Team has also committed to supporting this process by Tweeting and Posting some of the materials as well as via internal emails to staff. Colin will encourage the Public Health Agency and Health and Social Care Trusts in Northern Ireland to do likewise.

7. Publicity

Colin has arranged a photo-call with Marcella Corcoran Kennedy TD, Minister of State for Health Promotion, to launch the final countdown to MHW 2017. This will take place on Wednesday 24th May 2017, at 11.30am, in Government Buildings, Dublin. All Planning Group members are invited to attend, but need to be registered in advance. The following people agreed (either today or previously) to represent the group:

- Lorcan Brennan - Men's Development Network
- Jim Curran - Irish Pharmacy Union
- Colin Fowler - Men's Health Forum in Ireland
- Fergal Fox - Acting General Manager, HSE Health Promotion and Improvement
- Karen Halligan - Amen
- Paul Hogan - Psychotherapist
- Triona Keane - Irish Heart Foundation
- Michael McKeon - Dublin City University School of Nursing
- Eunan McKinney - Alcohol Action Ireland
- Finian Murray - HSE Health Promotion and Improvement, Dublin North East
- Clare O'Brien - 3Ts
- Kevin O'Hagan - Irish Cancer Society
- Ailish O'Neill - National Youth Council of Ireland Health Programme
- Sorcha O'Neill - See Change / Green Ribbon Campaign
- Brian Staunton - Sport Ireland

It was agreed that, given the current political situation in Northern Ireland, it is disappointing that a similar photo-shoot cannot be done there this year.

Colin has already sent two emails to all the media outlets on the island of Ireland to let them know about MHW 2017. The first of these was a simple 'Date for Your Diary' (sent at the beginning of April), and the second was an 'Advance Notice' (sent on 9th May 2017) which included a bit more detail on the week e.g. theme, resources available and a copy of the 'Toolbox for Action' FAQ document. This has already generated considerable interest, and a number of requests for interviews have been scheduled. One of these requests was from Raidió na Life - a Dublin Irish Language station. Jim will see if he has a contact who might be able to conduct this interview in Irish.

Colin will now write a generic Press Release which announces the beginning of MHW 2017, and will issue this to all media outlets in Ireland. It was agreed that this should be sent on Thursday 8th June 2017, but embargoed until midnight (i.e. for use on Friday 9th June 2017). This release will focus upon the fact that MHW is about to begin, and will seek to signpost the media to local projects and initiatives for more in-depth coverage. MHFI will follow-up the media again on the Monday of MHW to remind them about the week, but will not issue any further Press Releases. Individual partners are encouraged to do their own dedicated PR in addition to this, and are asked to let everyone else know what their plans are - to avoid competing for exposure.

Everyone is also encouraged to feature MHW in their own newsletters and on their websites.

8. Individual Organisation's Plans for MHW 2017

Michael invited everyone to share their own plans for MHW 2017. These included a broad range of activity including ...

- Organising both large and small scale events.
- Distributing promotional materials to staff and service users.
- Internal emails about the week.
- Workplace health champions programmes.
- MHW intranet exposure for health and social care staff.
- Encouraging partner organisations to run events and activities.
- NCT and MOT men's health checks (many in busy public spaces).
- Workshops on 'Top Tips for Men's Health'.
- Producing short MHW promotional videos.
- Lunchtime walking events for male employees.
- Snail Mail posting of hard copy MHW information to contacts.
- Men's health information stands.
- Football competitions.
- Workplace-based men's health talks / checks.
- Exhibitions in public spaces.
- Live radio broadcasts from events ...

9. Close of Meeting

As this was the final meeting of this year's Planning Group, Finian thanked everyone for their active and enthusiastic participation in the process during 2017. Best wishes were also offered to Helen Forristal (Marie Keating Foundation), Conor Cullen (Alcohol Action Ireland) and Mick Mooney (Pavee Point) who have recently moved to new jobs (or are about to move).