
Third Meeting of the Men's Health Week 2018 Planning Group

Date: Thursday 10th May 2018
Time: 11.00am - 1.45pm (including lunch)
Venue: Armagh Diocesan Pastoral Centre, Dundalk, Co. Louth
Minute Taker: Colin Fowler

Present:

Lorcan Brennan - Men's Development Network (MDN)
Enda Campbell - Irish Heart Foundation (IHF)
Anne Corcoran - Samaritans Ireland
Jim Curran - Irish Pharmacy Union (IPU)
Alison Doake - South Eastern Health and Social Care Trust (SEHSCT)
Anne Farrell - CIE Group
Colin Fowler - Men's Health Forum in Ireland (MHFI)
Brien Frazer - Ulster Hospital Dundonald
Karen Halligan - Amen
Damien Harney - Louth Meath Education and Training Board
Frances Haughey - Closing the Gap Project: Health Inequalities
Michael Hennessy - Engage: Men's Health Training Programme
Sinéad Hughes - Southern Health and Social Care Trust (SHSCT)
Brian Laughlin - Belfast Men's Health Group
Eunan McKinney - Alcohol Action Ireland
Kathryn Meade - Health Service Executive (HSE) Midlands, Louth and Meath
Finian Murray - HSE Dublin North East
Clare O'Brien - 3Ts
Paul O'Kane - Belfast Health and Social Care Trust (BHSCT)
Peter Shaw - Belfast Community Sports Development Network (BCSDN)
Brian Staunton - Sport Ireland

Apologies:

Julie Aiken - Samaritans Ireland
Jonathan Boyd - Focus: The Identity Trust
Edel Byrne - Irish Men's Sheds Association (IMSA)
Mark Corcoran - Non-Violent Communication / Conflict Resolution (Trainee)
Carrie Davenport - Shoot Positive
Paula Devine - ARK
Tom Fitzpatrick - National Screening Service
Karen Galway - Queen's University Belfast School of Nursing
Sandra Gordon - Cancer Focus NI
Michael Gregory - Northern Health and Social Care Trust (NHSCT)
Elaine Hardy - South Eastern Health and Social Care Trust (SEHSCT)
Marita Hennessy - Researcher, NUI Galway
Caroline Hughes - Action Cancer
Debbie Hutchinson - Migraine Association of Ireland
Peter Jones - Waterford Sports Partnership
David Keane - National Screening Service
Michael Lynch - Men's Action Network
Emma McCrudden - Northern Ireland Chest, Heart & Stroke (NICHs)
Niamh McDaid - Bowel Cancer UK
Geraldine McDonnell - Northern Health and Social Care Trust (NHSCT)

Michael McKenna - YouthAction NI Work with Young Men Team
Michael McKeon - Dublin City University (DCU) School of Nursing
Patrick Monteague - Focus: The Identity Trust
Andy O'Hara - Pavee Point Traveller Men's Health Project
Shauna O'Connor - See Change
Shane O'Donnell - Marie Curie Early Stage Researcher
Kevin O'Hagan - Irish Cancer Society (ICS)
Emer O'Leary - Get Ireland Walking initiative within IMSA
Carla O'Neill - Marie Keating Foundation
Gillian Prue - Queen's University Belfast School of Nursing
Deirdre Ryan - National Screening Service
Sandra Semple - Western Health and Social Care Trust (WHSCT)
Rachael Treanor - National Youth Council of Ireland (NYCI)

AGENDA ITEMS ...

1. Welcome and Overview

Finian welcomed everyone to the meeting, listed the apologies that had been received, and gave a brief overview of the agenda and 'housekeeping' arrangements.

He then highlighted that the purpose of today's meeting was to:

- Provide an update on promotional materials.
- Outline methods for registering events.
- Agree the social media strategy.
- Explore opportunities for PR.
- Share plans for local activities and events.

2. Round of Introductions

As there were, once again, a number of 'new faces' 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 their interest in men's work.

3. Minutes of Previous Meeting

The minutes of the Planning Group meeting held in February 2018 were accepted as an accurate reflection of that gathering. It was felt that there were no matters arising which would not be covered in the agenda for today.

4. Materials for MHW 2018

Following a number of rounds of voting on themes in early 2018, it was agreed that the focus of Men's Health Week (MHW) this year should be: 'One small step for man. One giant leap for men's health' - with the call to action being: 'what's your small step going to be?' and using the imagery of NASA astronauts. To date, this message has received very positive feedback and endorsement from many people outside the Planning Group membership.

Since the last meeting, a number of promotional and publicity materials have been produced which build upon this key message. Colin highlighted that these include:

- MHW 2018 web page: www.mhfi.org/mhw/mhw-2018.html - offers a one-stop-shop for everything that we know about MHW in Ireland.
- 'Toolbox for Action': www.mhfi.org/mhw2018toolbox.pdf - answers all of the fundamental questions that someone might ask about the week.
- 'What can I do to mark this week?': www.mhfi.org/mhw2018celebrateit.pdf - presents a broad range of ideas for how to celebrate MHW 2018; ranging from free and simple to costly and complex.
- Hard copy materials - posters (4,000 x A₄ and 2,000 x A₃) | postcards (10,000 x A₆) | 'Challenges and Choices' Man Manuals (20,000 x A₅).
- Electronic materials: www.mhfi.org/mhw/mhw-image-pack.html - such as a banner, badge, logo, Facebook Cover Photo / Profile Picture in a variety of formats.
- Giveaways - MHW 2018 branded pens (4,000).
- Animation - Colin is, currently, working with James Vincent and Roger O'Sullivan from the Institute of Public Health in Ireland to produce a short animated piece on the 'One Small Step' theme. This will be circulated to Planning Group members as soon as it is ready.

Colin reminded everyone that there was only a very limited budget for the design of graphics and publicity materials for MHW 2018, and that we rely heavily upon goodwill and partnership to get these resources disseminated. Everyone present was asked to take away as many materials as possible after today's meeting to distribute to their own contacts and networks. Colin informed the group that he had packaged up the pre-orders, and that these were in his car - ready for collection post-lunch.

5. Methods for Registering MHW Events and Activities

Finian 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 with MHFI ...

- 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/mhw2018project.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/mhw2018project.pdf)

Edel Byrne from IMSA has also asked everyone to submit their event details to the 'Spanner in the Works' website at: www.malehealth.ie/events

6. Daily Themes and Social Media Messages

Brian (Staunton), Brien (Frazer), Clare, Colin, Enda, Eunan, Karen (Halligan) and Paul gave a progress update on the development of the daily themes and social media messages. The themes agreed for each day of MHW at the last Planning Group meeting were changed a little bit in the interim period, and are now ...

- Friday 8th June - Men's health week is coming! ... Here's what you need to know
- Saturday 9th June - Men and healthy relationships
- Sunday 10th June - We are what we eat
- Monday 11th June - Top tips for men's mental fitness
- Tuesday 12th June - Keeping your heart healthy
- Wednesday 13th June - Men and cancer
- Thursday 14th June - Trash the ash ... Men and smoking
- Friday 15th June - One less today ... Men and alcohol
- Saturday 16th June - Sports Saturday... Men, physical activity and sport
- Sunday 17th June - The importance of fathers to children's outcomes

At the previous meeting, members of the group - with particular expertise in each specific area - had volunteered to drive forward the creation of a core pool of social media messages for each of these days. Colin had followed-up with anyone who was nominated as one of the lead people, but who wasn't at this meeting. It is hoped that anyone can draw upon these 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 to cut-paste-post from a set of ready-made material.

The deadline for submission of the draft material was the end of April 2018. However, although many of the thematic days have now been finalised, some information still has to be submitted. Colin reminded everyone that a number of bodies - especially statutory ones - need to receive this resource long before MHW begins to ensure its inclusion. Thus, there is an urgent need to complete this task.

Everyone was asked to try to source relevant images / video clips / interactive links to add to the social media messages paper. When everything has been submitted, Colin will collate it all into one document which will be posted online at the main MHW 2018 webpage (www.mhfi.org/mhw/mhw-2018.html). The direct URL will be: www.mhfi.org/Tweets2018.pdf

Immediately after today's meeting, a poll took place to decide the hashtag for MHW 2018. It was finally agreed as: #MensHealthWeek

7. Publicity

In early April 2018, Colin wrote to the Republic of Ireland Minister for Health, Simon Harris, to request his help with launching MHW this year. In this correspondence, he asked the Minister to be part of a photo-call with members of the MHW Planning Group and, if possible, to offer a supportive quote about the need to address men's health issues in Ireland. Both of these outputs could then be used in the Press Release to announce the final countdown to the week. This request has been followed-up with a number of emails and phone calls to the Minister's Diary Secretary, but no decision has been reached yet.

In past years, MHFI also contacted the Minister for Health in Northern Ireland to make a similar request. However, given the current political impasse at Stormont, this will not be possible for 2018. Instead, Colin has written to the Chief Medical Officer, and requested his input. No response has been received to date. Brien (Frazer) suggested that we might consider getting a cross-party delegation of Northern Irish MLAs to pose for a photo as a 'Plan B'. He will contact a few people that he knows in the greater-Lisburn area to see if they might be willing to do this.

Colin has already sent a simple 'Date for Your Diary' email to all media outlets on the island of Ireland to let them know about MHW 2018. An 'Advance Notice' one will be issued tomorrow (Friday 11th May) which includes a bit more detail on the week e.g. theme, resources available and a copy of the 'Toolbox for Action' FAQ document.

Later, Colin will write a generic Press Release which announces the beginning of MHW 2018, and will issue this to all media outlets in Ireland. It is likely that this will be sent on Thursday 7th June 2018, but embargoed until midnight (i.e. for use on Friday 8th June 2018). 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. If the media approach Colin to request an interview about MHW 2018, the following people volunteered to speak to them: Finian, Lorcan, Jim, Anne, Paul and Eunan.

During MHW, individual partners are encouraged to do their own dedicated PR, but are asked to let everyone else know what their plans are - to avoid competing for media exposure. Everyone is also encouraged to feature MHW in their own newsletters and on their websites / social media outlets. The 'Toolbox for Action' paper offers all the core content / key messages needed for these additional Press Releases and articles.

Anne, Enda, Frances, Jim, Karen (Halligan), Shauna and Sinéad all hope to be able to access personal stories from men who have taken 'one small step' to improve their health and to present this 'human side' online.

8. Own Plans for MHW 2018

Lorcan invited everyone to share their own ideas for activities / events / happenings to mark MHW 2018 locally. These included ...

- Engaging sporting bodies to celebrate 'Sport Saturday' for men at the end of MHW.
- Running 'images of men' photo competitions / exhibitions.
- Organising a Danderball event / Men's Health Day for older men.
- Encouraging more men to take part in / bring a friend to their local ParkRun.
- Working with local radio stations to create special features on specific men's health issues.
- Setting-up a men's football league for employees.
- Organising a range of health programmes and information session in prisons.
- Running a men's health stand at the NUIG Health Promotion Summer Conference.
- Using the 'One Small Step' message as the theme for the MDN Summer School this year.
- Sending mail-outs to networks and partner organisations about MHW.
- Making presentations to men's groups.
- Delivering Engage workshops to service providers.
- Supporting local councils and businesses to disseminate MHW promotional materials.
- Conducting health checks for staff on hospital sites as well as for the general public in community / shopping centres.
- Running a Spin Bike Challenge for men.
- Setting-up men's health information stands in a range of community / workplace / shopping sites.
- Organising smoking cessation clinics in public spaces.
- Holding 'walk and talk' sessions for men ...

9. Next Steps

It was agreed that our preparations for MHW 2018 are now complete, and that there is nothing else that we need to think about which hasn't already been looked at or is in the process of being resolved.

It was noted that there would be merit in the Planning Group for 2019 meeting before Christmas this year - to review 2018 progress and plan the theme for 2019. This would help to get all of the promotional materials and social media messages finalised in early Spring, and would allow a greater amount of time to solicit support from potential allies. This proposal was agreed by those present.

As this was the final meeting of the MHW 2018 Planning Group, Finian thanked everyone for their dedication, participation and insightful input over past five months.