
Third Meeting of the Men's Health Week (MHW) 2020 Planning Group

Date: Thursday 21st May 2020
Time: 2.00pm - 3.25pm
Mode: 'Zoom' call
Minute Taker: Colin Fowler

Present:

Lorcan Brennan - Men's Development Network (MDN)
Helen Forristal - Marie Keating Foundation
Colin Fowler - Men's Health Forum in Ireland (MHFI)
Brien Frazier - South Eastern Health and Social Care Trust (SEHSCT)
Seanna Gray - Male Menu
Frances Haughey - Armagh City, Banbridge and Craigavon Borough Council
Leah King - Clanrye Group
Sonia Montgomery - Western Health and Social Care Trust (WHSCT)
Bróna Mooney - School of Nursing, NUI Galway
Finian Murray - Health Service Executive (HSE) Health Promotion and Improvement
Lianne McAree Murphy - Irish Men's Sheds Association (IMSA)
Helen McCormack - HSE Health Promotion and Improvement
Emma McCrudden - Northern Ireland Chest, Heart & Stroke (NICHHS)
Michael McKeon - Dublin City University (DCU) School of Nursing
Ciara McKeown - IMSA
Eunan McKinney - Alcohol Action Ireland
Kevin O'Hagan - Irish Cancer Society (ICS)
Andy O'Hara - Traveller Health Unit
Roisin O'Hara - National Screening Service
Paul O'Kane - Belfast Health and Social Care Trust (BHSCT)
Rosemary Scott - HSE Health Promotion and Improvement
Kerrie Simms - Lisburn and Castlereagh City Council
Bill Vaughan - Mental Health Ireland

Apologies:

Julie Aiken - Samaritans Ireland
Lise Alford - 3Ts
Ryan Beacom - South West College
Lucy Browe - Migraine Association of Ireland
Edel Byrne - Irish Men's Sheds Association (IMSA)
Annie Clarke - Southern Health and Social Care Trust (SHSCT)
Anne Corcoran - Samaritans Ireland
Jim Curran - Irish Pharmacy Union (IPU)
Marese Damery - Irish Heart Foundation (IHF)
Carrie Davenport - Shoot Positive
Claire Deasy - HSE Health Promotion and Improvement
Cólleen Devine - Sport Ireland
Paula Devine - ARK
Alison Doake - South Eastern Health and Social Care Trust (SEHSCT)
Anne Farrell - CIE Group
Karen Galway - School of Nursing, Queen's University Belfast

Paul Gillen - HSE Health Promotion and Improvement
Sandra Gordon - Cancer Focus NI
Paddy Hannigan - Donegal Education and Training Board
Lisa Harold - National Youth Council of Ireland (NYCI)
Marita Hennessy - INFANT Centre, University College Cork
Peter Jones - Waterford Sports Partnership
Michael Lynch - Men's Action Network
Anne Marie Murphy - HSE Health Promotion and Improvement
Geoff McCarthy - Beacon of Light Counselling Centre
Niamh McDaid - Bowel Cancer UK
Andrea McDermot - Men's Aid Ireland
Margaret McDonald - Belfast Health and Social Care Trust Carers Support
Craig McHugh - Union of Students in Ireland
Michael McKenna - YouthAction NI Work with Young Men Team
Shauna O'Connor - See Change
Catherine O'Loughlin - HSE Health Promotion and Improvement
Tracey Powell - Southern Health and Social Care Trust (SHSCT)
William Purcell - Primal Paddy
Sandra Semple - Western Health and Social Care Trust (WHSCT)
Peter Shaw - Community Sports Network
Pamela Smyth - South Eastern Health and Social Care Trust Carers Support
Darren Walker - Education Authority NI

AGENDA ITEMS ...

1. Welcome and Overview

Colin welcomed everyone to the meeting - held in strange and exceptional times caused by COVID-19 - and gave a brief explanation of the practicalities of / protocols for using Zoom for this gathering.

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

- re-connect with each other;
- look at the resources available;
- agree the sequencing of events / the timetable;
- share ideas for local activities / happenings.

2. Round of Introductions

As there were a lot of 'new faces' at today's gathering, 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 that they represent and what it does.
- Briefly outline their interest in men's work.

3. Nature of MHW 2020

Colin reminded everyone of the agreements made previously via email about the nature, shape and focus of Men's Health Week (MHW) 2020. These included ...

- We should progress with marking MHW from Monday 15th - Sunday 21st June 2020 rather than postponing it.
- In the period leading up to and during MHW, we should pay particular attention to the COVID-19 situation and its impact upon men specifically.
- By necessity, most of our promotional work will have to be done virtually / online.
- We need to try to adopt novel and creative approaches to getting the message(s) out and raising awareness.
- All actions and activities must reflect and align with current government guidance.
- The re-worked theme for MHW is *'Restoring the Balance'*; with *'be part of the solution'* as the call to action.
- If the pandemic has waned later in the year, we could consider adopting International Men's Day (19th November) as an opportunity to celebrate men rather than 'fire-fight' COVID.

MHW 2020 is taking place against a backdrop of the Coronavirus pandemic. Worldwide, this virus has had a major and disproportionate impact upon men. It has caused uncertainty, disruption and a sense of fear for many people. For others, it has had even more devastating consequences. These are really challenging times.

Individuals across the country are trying to re-build their lives, relationships, jobs, finances, physical health, emotional resilience, connections, routines etc. Some people are still living with trauma and bereavement. Others are having to re-focus their priorities and to find new ways of living. Everyone's mental health has been impacted to some degree, and there is a need to find some new form of stable, realistic and relevant equilibrium - at least in the short-term.

It was agreed by all present that we need to be very sensitive to this context as we move forward with our planning.

4. Resources

Colin gave an overview of the resources that have been created to support MHW 2020 and how to access them ...

- **WEB PAGE:** A bespoke webpage has been created for MHW 2020 at <https://www.mhfi.org/mhw/mhw-2020.html> This will act as the central focal point for information on the week.
- **TOOLBOX FOR ACTION:** This document offers a comprehensive overview of the week using a question-and-answer format: www.mhfi.org/mhw2020toolbox.pdf
- **MAN MANUAL:** The free 'Challenges and Choices' Man Manual has been updated for 2020 and is available for dissemination to local men in both hard copy (15,000 units available) and electronic copy (www.mhfi.org/challenges2020.pdf). In the Republic of Ireland, hard copies can be ordered via the HealthPromotion.ie website. Colin will coordinate orders for Northern Ireland.
- **SOCIAL MEDIA MESSAGES:** Each day of MHW has been assigned a specific theme, and a pool of ready-made social media messages has been created that anyone can cut-and-paste from: www.mhfi.org/Tweets2020.pdf

- **BESPOKE GRAPHICS:** A bespoke graphic for each themed day of MHW has been designed to accompany the pool of ready-made social media messages:
www.mhfi.org/mhw2020SocialMedia.zip
- **HASHTAGS:** Everyone is encouraged to use the two main hashtags for the week (#MensHealthWeek and #RestoringTheBalance) when posting / tweeting about it.
- **POSTERS | POSTCARDS:** Due to COVID restrictions on social distancing and movement, no hard copies of the posters are being produced this year for display at MHW events. However, electronic versions are still available, and can be downloaded at: www.mhfi.org/mhw/mhw-2020.html#Poster | www.mhfi.org/mhw/mhw-2020.html#Postcard
- **GRAPHICS:** A broad range of graphics have been created to support the week. These include the MHW logo, banner, badge, Facebook Cover Photo / Profile Picture, Twitter Header Image (see: <https://www.mhfi.org/mhw/mhw-image-pack.html>).
- **VIDEO CLIPS:** MHFI is, currently, working to produce three video clips to support the week: (i) conversation between Lorcan and Colin about what the week entails; (ii) short clip (based upon the poster) highlighting the date, theme, key image and how to find out more; and (iii) a call to action animation. It is also hoped to highlight the week on TikTok.
- **EVENTS:** Everyone is encouraged to submit the details of any events / activities that they are running to MHFI. This can be done via an online form, email or 'snail mail'. Full details can be found at: www.mhfi.org/mhw/mhw-2020.html#TellOthers
- **LATEST NEWS:** Everyone can keep up-to-date with developments at: www.facebook.com/MensHealthWeek | www.twitter.com/MensHealthIRL

5. Sequencing and Timetable

Finian outlined a suggested timetable for final MHW preparations ...

- Start (as soon as possible) to include the MHW logo or 2020 badge or 2020 banner in outgoing email messages and on websites - to raise awareness of the date and theme.
- Before end of May: Put all available information into the 'E-Male Matters' newsletter and circulate widely. Ask all networks to re-circulate this information.
- Monday 1st June 2020: (if possible) Upload the Facebook Cover Photo and Twitter Header Image to own social media pages / feeds.
- Monday 8th June 2020: Begin to circulate hard copies of the 'Challenges and Choices' Man Manual.
- Thursday 11th June 2020: MHFI will send out a generic Press Release about the countdown to MHW 2020.
- Friday 12th June 2020: Begin to push out daily social media messages on specific themes.
- Monday 15th June 2020: Send electronic copies of the 'Challenges and Choices' Man Manual to any contacts who might find it useful.

6. Activities Planned

Lorcan invited everyone to share their ideas for activities / events / happenings to mark MHW 2020 locally. These included ...

- Large and small scale events.
- Running webinars and online programmes.
- Social media campaigns.
- Using workplace intranets / health information portals to promote messages.
- Socially distanced physical activity events.
- Developing daily podcasts.
- Promoting early detection messages.
- Circulating a MHW 2020 newsletter to networks.
- Online healthy cooking classes for men and boys.
- Focusing upon fathers' needs.
- Socially distanced 'Men's Café' event.
- Motivational speakers giving short online inputs for men.
- Promoting online health apps to men.
- Creating short videos on issues faced by specific groups of men.
- Concentrated media campaigns on discrete issues facing men.
- Health initiatives with male staff.
- Online 'coffee mornings' for group members.
- Yoga classes online.
- Interviews on local radio stations.
- Creating dedicated infographs ...

7. Final Thoughts

This was the last meeting of the Planning Group before MHW 2020 begins. Colin acknowledged that this has been an extremely difficult year, and that we have often had to react quickly to constantly changing circumstances. He thanked everyone for their input, and wished them good luck in the weeks ahead.