

---

# Ninth Meeting of the Young Men and Suicide Project Advisory Group: Minutes

---

<b>Date:</b>	Wednesday 10 <sup>th</sup> October 2012
<b>Time:</b>	2.30pm - 4.00pm
<b>Venue:</b>	Videolink between the Institute of Public Health in Ireland's Dublin and Belfast offices
<b>Present:</b>	<b>Dublin ...</b> Derek Chambers, Susan Kenny and Owen Metcalfe <b>Belfast ...</b> Colin Fowler and Jonny Ashe <b>Canada ...</b> Noel Richardson (by telephone link)
<b>Apologies:</b>	Martin Bell, Josephine Devlin, Madeline Heaney, Michael Lynch, Michael McKenna, Bidy O'Neill and Michael Owen
<b>Chairperson:</b>	Owen Metcalfe
<b>Minutes:</b>	Colin Fowler

## Agenda Items

### 1. Welcome, Introductions and Apologies

Owen, as Chairperson, welcomed everyone to the meeting, conducted a quick round of introductions, and recorded apologies. Michael Owen had tried to connect to the video-conference from his office base, but was unable to do so - due to being on a different operating system from the one used by the Institute of Public Health.

### 2. Minutes of Last Meeting and Matters Arising

The minutes of the last meeting were agreed as an accurate reflection of those proceedings. It was felt that there were no matters arising which would not be dealt with in the agenda.

### 3. Launch of Work Out

- The 'Work Out' website was launched on Tuesday 9<sup>th</sup> October - as a resource for World Mental Health Day on Wednesday 10<sup>th</sup> October 2012.
- It was featured in the Irish Times Health Supplement, and there was interest shown from a broad range of media - including 'The Last Word' and 'Drivetime' radio programmes.
- Inspire Ireland utilised social media to raise awareness of the site, and to encourage young men to visit it. In the first 24 hours, there were 220 registered users (plus a lot more casual visitors). By the time of today's meeting, this had risen to over 300 registered users - which is very promising.
- Inspire Ireland has asked Blink PR and Fleishman Hillard to monitor media coverage.
- Derek will send the Advisory Group an overview of media uptake in a week's time.
- Colin sent an email about the website to everyone on the MHFI mailing list, featured it on the MHFI and Community NI websites, and posted about it on MHFI's Facebook and Twitter pages. Many recipients re-Tweeted or forwarded it to their colleagues.
- Susan sent an email to everyone on her mailing database about the launch of the site.
- Everyone is asked to help to promote the site in whatever way possible.
- Owen wished to record the huge amount of work undertaken by both Derek and Naoise in the design of the Work Out resource.
- The Twitter Hashtag for the site is: #workoutapp

## 4. Final Report

### 4.1 Amendments / Additions Since Last Meeting

Following the September 2012 Advisory Group meeting, the Final Report on the overall Young Men and Suicide Project was substantially amended and added to in order to provide:

- A general overview of all aspects of the project in one discrete section.
- More detail on the context of the project, the process that was followed, and the rationale underpinning this approach.
- Some reflection on the key learning (both positive and negative) from the various phases.

To meet these requirements, new materials were written and existing text was re-structured / re-ordered. It was agreed that the version presented to this meeting fulfils all of the requests made. The report was also fully re-formatted to ensure consistency of layout, font, text size, spelling etc. Colin took the lead role in coordinating and implementing these changes.

### 4.2 Recommendations Section

No additional items for the Recommendations section of the report were tendered before today's meeting.

Some members of the group felt that this section should be more prescriptive in terms of naming who should be responsible for actioning specific tasks. However, it was agreed that the key aim of this report is to document the learning from an innovative all-island pilot initiative, and to offer evidence / propose ways forward. It would not be helpful to blame any institution for inaction, or to allocate roles and tasks to other organisations without consultation with them. It was felt that it is up to the HSE, PHA, Department of Health, DHSSPS, NOSP and other statutory / voluntary / community bodies to seek to act upon the recommendations in whatever way is realistic and appropriate for themselves. The purpose of this document is to provide a roadmap.

Specific suggestions in relation to this section of the report included:

- Noel will draft a few lines which will be inserted as a prelude to naming the recommendations. This will say something like: *"We hope that the following recommendations will be used both by those who commissioned this project, as well as others with a interest in this field, as a means to improve the mental health and well-being of young men throughout Ireland"*.
- Consideration should be given to re-ordering the list of Recommendations. Some people felt that the last three (R7, R8 and R9) should appear earlier in the list.
- R2 should not talk about planning services *'with young men in mind'*. Rather it should say *"Plan services and programmes explicitly for young men, and work on developing trust and safety through the creation of non-threatening and male-friendly environments"*.
- R2 mentions *'gender-proofing'* services. This should, perhaps, be given more prominence.
- R4 clearly states that there is a need for a *'whole of government approach'*. The impact of recession should be highlighted more - as this clearly moves responsibility for supporting young men's mental health beyond the remit of the Department of Health. Susan will look at some additional wording here.

- R7 (and earlier in the report) talks about: “*For some young men, being emotionally expressive can be perceived as being effeminate or gay (and, therefore, ‘unmasculine’)*”. Susan felt that this needs to be re-worked, and will re-draft the text.
- R9 points out the need for peer support and mentoring. However, research shows that there is also great potential for online support for young men. Derek will draft an additional recommendation to add to the list. This should also make reference to the Work Out site.
- A key element of the YMSP was the piloting of the ‘Mind Yourself’ programme in Northern Ireland (NI). A further recommendation should include the need for NI to experiment with, agree a core model for, and roll-out programmes such as this on a comprehensive basis. However, we cannot say that Mind Yourself is the best model to adopt, and should talk more generically about the need for such programmes in schools and/or informal youth work settings. Colin will draft the text of this.
- It was felt that there needs to be a group / body identified who can and will take responsibility to progress the actions outlined in this report. Noel asked if there is a need to set-up a new all-island forum / advisory group. Susan felt, however, that there is little willingness among statutory bodies to establish another forum at the present time. Responsibility naturally lies with the National Implementation Groups in both jurisdictions. This should be highlighted in another recommendation. Noel will draft this.

To elicit support for the recommendations, it was felt that we should request an opportunity to make a formal presentation on the findings to each of the National Implementation Groups (both North and South), and encourage them to take responsibility for rolling-out the proposals. Susan and Madeline are asked to forward contact details for these bodies.

### **4.3 Foreword**

Owen agreed to write a Foreword for the report within 7-10 days, and to forward it to Colin for inclusion. Colin will also circulate it to members of the Advisory Group for feedback.

Ideally, the Foreword would be signed by Edwin Poots (Minister for Health in Northern Ireland) and Kathleen Lynch (Minister of State for Disability, Equality, Mental Health and Older People in Republic of Ireland). Owen will contact these Ministers to ask for their support. If this is not possible, the Foreword should be jointly signed by Owen (as Director of the Institute of Public Health in Ireland) and Michael L (as Chairperson of MHFI).

### **4.4 Design and Printing of Report**

Colin has identified, and made initial contact with, six design companies who were all recommended by members of the Advisory Group. Each company has agreed to submit a quote for the design and printing of the YMSP reports. Colin will arrange for these companies to submit their costs.

It was agreed that our requirements are ...

Executive Summary [design and print]  
 2,000 copies  
 Full colour  
 Image on cover  
 Substantial weight paper (e.g. 150gsm - 200gsm)  
 Saddle stitch (staple) bind

Full Report [will seek design work, but printing is dependent upon budget]

500 copies

Full colour

Range of images

Heavy weight cover (e.g. 250gsm - 300gsm)

Middle weight paper (e.g. 130gsm)

Perfect bound (or similar)

PDFs

Get a web-friendly version of each report

Get a commercial printer-ready version of each report (for future print runs)

Derek suggested that if it is too expensive to produce hard copies of the report through a design / print company, we might want to consider looking into a 'digital print' version. He will check out the cost for this, and the realistic maximum number to produce.

#### 4.5 Miscellaneous

- The logos which need to appear on the cover of the report are: PHA, NOSP, IPH and MHFI. Madeline, Susan and Owen are asked to send copies of their organisation's logo to Colin.
- The report needs to have the authors' names (Noel Richardson and Nick Clarke) and the date on the front cover.
- Everyone was asked to send details of any typos / mistakes that they find in the report to Colin by no later than Friday 19<sup>th</sup> October 2012.
- All additional pieces of text should be sent to both Noel and Colin. Colin will look after ensuring their inclusion in the master copy of the report.

#### 5. Launch and Dissemination

Owen did not have an opportunity to raise the issue of Ministerial involvement in the launch of the final report at the IPH Management Committee meeting in September.

The purpose of the launch is to ...

- Engage media attention for this subject.
- Promote a small number of key messages arising from the report.
- Raise awareness of the existence of the reports - especially with policy makers and service providers.
- Encourage as many people as possible to access a copy of the documents (either via download or hard copy).

There are a number of options for launching the report:

- i. **Virtual Launch** - a Press Release and online publicity.
- ii. **Photoshoot Launch** - Press Release and photo opportunity with someone relevant / important (e.g. Health Ministers).
- iii. **Event Launch** - Officially launch the report at an event (or events), and issue a Press Release to coincide with this.

Each option has benefits and drawbacks. For example ...

- A Virtual Launch means that we can do it as soon as the report is ready, but it may not be enough to attract media attention.
- A Photoshoot Launch is likely to be attractive to a high profile person (who wouldn't have to commit too much time), but would take a bit longer to organise.
- An Event Launch would fulfil our obligation to the project's stakeholders to give them feedback on what was learned, but will take a lot of organising time and money to run (*Although it was also suggested that we could do a Virtual / Photoshoot Launch and have a seminar for Stakeholders later*) ...

After discussion, it was agreed that we should try (if possible) to organise an Event Launch. This, however, means deferring the launch date to early 2013 - as it was felt that no one will want to commit to an event in December, and we need enough time to get the Foreword written / signed-off and the report designed / printed.

Given the practical and political difficulties of finding a suitable location to host an all-island launch, it was felt that we should look at the possibility of holding two events simultaneously - one in Belfast and the other in Dublin. The preferred date for this is Wednesday 23<sup>rd</sup> January 2013. This could be a relatively short, lunchtime event, starting at Noon, and might include presentations on ...

- What the literature review uncovered about the nature of young men's mental health, and principles / models of effective practice.
- The key findings of the stakeholder engagement phase.
- The importance of / learning from the young men's group in Colin.
- How and why the Work Out website was created.
- What practical lessons were learned from the roll-out of the Mind Yourself project ...

It was acknowledged that if this event option is pursued, it will require a large amount of organisational input, a substantial recruitment drive, a duplicate set of speakers for each venue (e.g. Noel and Colin, Derek and Nigel, Michael Mc and Jonny), a reasonable budget ... Although Colin could coordinate the two events overall, someone else will need to volunteer to be the lead person for the Dublin event on the day, and to look after the practicalities of registration / welcoming guests / room and equipment set-up / negotiating with the venue staff / catering etc.

Owen will invite the Health Minister in each jurisdiction to open the launch event when he asks them about signing the Foreword. The Dublin event could be chaired by the Director of NOSP, while the Belfast event could be chaired by Madeline (if she would be willing to do this) from the PHA. Invitations will be issued via the mailing lists of all Advisory Group members.

## **6. Action Points**

### Work Out

- Derek will send the Advisory Group an overview of media uptake in relation to the launch of the Work Out website in a week's time.
- Everyone is asked to help to promote Work Out in whatever way possible.

### Recommendations Section of Report

- Noel will draft a few lines which will be inserted as a prelude to naming the recommendations.
- Susan will look at some additional wording in relation to the 'whole of government' approach.
- Susan will re-work / re-draft the text relating to emotional expressiveness being seen as 'gay'.
- Derek will draft an additional recommendation on the important role of online information, support and help.
- Colin will script a further recommendation on the need for Northern Ireland to experiment with, agree a core model for, and roll-out programmes such as Mind Yourself on a more comprehensive basis.
- Noel will write a recommendation which highlights the important role of the National Implementation Groups - both North and South.

### National Implementation Groups

- Susan and Madeline are asked to forward contact details for the National Implementation Groups to Colin.

### Foreword

- Owen agreed to write a Foreword for the report within 7-10 days, and to forward it to Colin for inclusion.
- Colin will circulate the draft Foreword to members of the Advisory Group for feedback.
- Owen will contact Edwin Poots and Kathleen Lynch to ask for their endorsement.

### Report Design and Printing

- Colin will arrange for the six companies (already identified) to submit a quote for the design and printing of the reports.
- Derek will check out the cost for producing a 'digital print' version of the Full Report.
- Madeline, Susan and Owen are asked to send copies of their organisation's logo to Colin as soon as possible.
- Everyone is asked to send details of any typos / mistakes that they find in the report to Colin by no later than Friday 19<sup>th</sup> October 2012.
- Any additional pieces of text should be sent to both Noel and Colin. Colin will look after their inclusion in the master copy of the report.

### Launch

- A volunteer is needed to act as the lead person for the Dublin event (on the day).
- Owen will invite the Health Minister in each jurisdiction to open the launch event.

## **7. And Finally ...**

It was agreed that there will be no further meetings of the Young Men and Suicide Project Advisory Group. Any outstanding business will be conducted via email, and MHFI will ensure that all actions are followed-up.

Owen closed the meeting by thanking everyone who had contributed to the Advisory Group since the first meeting in June 2011.