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

Date: Thursday 6th September 2012
Time: 1.00pm - 3.00pm
Venue: Videolink between the Institute of Public Health in Ireland's Dublin and Belfast offices
Present: **Dublin ...** Derek Chambers, Naoise Kavanagh, Susan Kenny, Owen Metcalfe and Noel Richardson
Belfast ... Colin Fowler, Madeline Heaney, Michael Lynch, Michael McKenna
Apologies: Martin Bell, Josephine Devlin and Bidy O'Neill
Chairperson: Owen Metcalfe
Minutes: 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.

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 for today's meeting.

3. Republic of Ireland Pilot Intervention

- Naoise connected to the online version of the Work Out website, and gave a presentation on the range of changes made since the last meeting. She also 'walked-through' one of the Missions ('Face the Situation' in the 'Taking Control' section) - to give the group a sense of what the young men using the site will encounter.
- The early stages of the site's development had focused upon functionality, user journey, 'Irishising' the feel of the materials, and developing a system of 'rewards / badges'.
- The website is now almost ready to be launched in Beta form - and, therefore, will soon receive feedback from actual users. Final work is, currently, being undertaken which seeks to streamline the wording, links and content.
- The site has been tested - successfully - on a variety of platforms e.g. PC, MAC, Tablets, iPhones, Android phones, various operating systems etc.

- Two of the main challenges were making sure that users have a fully online interactive experience, and that they stay motivated / engaged with the site. This has taken quite a bit of time to resolve, and has involved a departure from the Australian model and the introduction of new storyboarding and resource materials.
- In late July 2012, Colin ran two additional focus groups with young men from Belfast and Portadown, and their feedback (along with earlier responses) was, where possible, incorporated into the design of the site.
- The Home Page banner has been amended - the Cliff Richards lookalike was removed from it, and a music image inserted (to balance the sporty feel to the page). However, this banner remains deliberately muted and low key - so as to ensure that it does not distract from the main content of the site. However, this page needs a strong image in the main body of it. Advisory Group members were asked to send suggestions to Naoise (naoise@inspireireland.ie) as soon as possible. Possible suggestions include: thumbs up, strength-based message, 'ordinary' young men talking intimately (like in 'Alas Smith and Jones'), something colourful, a positive image, diversity ...
- A new feature has also been introduced to the site i.e. a 'What Do You Think?' link. This gives visitors an opportunity to comment on their experience of the site.
- The original Australian website had 32 Missions. This was felt to be too many, and it was feared that it might cause user burnout. The Beta version of the Irish site only has 8 Missions. This number might be increased in the future if there is a need for it.
- When users login to the site after being away for a while, they are welcomed back and can instantly see where they left off and what progress they have already made. They will also receive an email reminder after a week to encourage them to re-visit whichever Mission they are working on.
- In the future, it will be possible to embed videos on the Work Out site. This, too, is a new feature.
- Like all online resources, the Work Out website will be refined on an ongoing basis. This will be informed by feedback during the testing (Beta) phase and any new needs that may arise over time.
- At the outset, one of the aims of this initiative was to develop an online resource which can be maintained, in the longer-term, in-house, at minimal expense. Inspire Ireland will have 'Administrator Status', and will be able to easily update / amend / add to the content as required.
- The next stage of development will include content proofing / tweaks, final testing (to try to find functionality problems), and a launch of the site in Beta form.
- The launch will not be a physical event, but is likely to entail: a Press Release; social network advertising (e.g. Facebook); possibly some celebrity endorsement; utilising existing networks to promote Work Out (e.g. ReachOut, Advisory Group members' mailing lists, community newsletters) ... It is crucial at this stage to drive traffic to the site.

- Although the site should be ready to launch in the next few weeks, it was suggested that it might be useful to tie it into World Mental Health Day on 10th October 2012 - on condition that NOSP are not planning to launch something else on that day.
- All members of the Advisory Group were asked to look at both the functionality and content of the website as soon as possible, and to forward their comments and suggestions to Naoise.
- Monitoring of the site can be achieved via quantitative data from site usage statistics, as well as qualitative feedback from site users.
- The creation of the website involved a lot more work than was first anticipated. The website developer has indicated that he has already exceeded his budgeted allocation of hours, and Derek informed the group that this person has also offered a substantial amount of volunteer time to this project. However, there will be a further over-spend of €2,860. MHFI can contribute €860 towards meeting this cost. This is in addition to the extra €975 that they committed to meeting the first projected deficit after the last meeting. Derek will seek to find the shortfall of €2,000 from the NOSP budget for the launch and/or from Inspire Ireland's reserves.

4. Northern Ireland Pilot Intervention

4.1 Young Men's Advisory / Reference Group

- YouthAction NI has submitted a final report on their input to this project. Colin circulated this document before today's meeting.
- Staff from YouthAction met with Umberto Scappaticci (Scap) from the Colin area to discuss the next stage of development for the Young Men's Advisory Group. It was agreed that Scap will support members of the group to organise a large-scale event for other young men in the Colin Area in late October / early November 2012. MHFI has drawn-up a service agreement with the Manager of Colin Neighbourhood Partnership to enable funding for this initiative to be released.
- Michael (Mc) highlighted some of the issues which arose during the programme. These included: finding a neutral venue to meet; transport problems; the need for all local youth providers to 'buy-in' to the group; rivalries / suspicions among local support agencies; the impact of a disruption in the programme (due to a family member's death for one of the facilitators); the need for more time to develop the programme further ...
- Michael (Mc) also told the group that this project had been mentioned in two policy responses that he had made - one at Stormont and one at Westminster.

4.2 Man's World?

Workers from the Colin Neighbourhood Partnership took part in a number of seminars and workshops which MHFI had organised or were associated with. These included: 'Framework for Men's Health' training, 'Men's Health: The Engagement Jigsaw' workshop; 'The Challenges of Engaging Men' seminar; 'How to Develop a Men's Health Website' ... They were also invited to submit proposals for bespoke one-off training sessions.

4.3 Mind Yourself Programme

- Noel and Colin held a teleconference with Ella Arensman from the National Suicide Research Foundation (NSRF) on Friday 22nd June 2012 to discuss the evaluation scoring mechanisms, and the research validity implications which may arise due to some pupils not completing the final evaluation questionnaire.
- Paula Kinsella has worked under the supervision of Noel Richardson to input the data from the Mind Yourself student evaluations. Paula will now look at generating headline findings from this material.
- There were a number of delays with the evaluation process. These were caused by problems with gaining access to the scoring matrices for some scales, having to renew SPSS user licences, and the advent of the summer holidays.
- Colin facilitated a Focus Group with the Mind Yourself facilitators (Tuesday 3rd July 2012) in order to ascertain their thoughts about how the programme could be improved, and if it could be extended to informal group work settings. This feedback was very positive, and a broad range of suggestions were collated.
- There was a strong sense among the Mind Yourself facilitators that it would be useful to extend this programme - pending the outcomes of the evaluation - beyond the Colin area, and to adapt the basic structure, so that it can be rolled-out in other settings outside of schools.

4.4 Group Work Resources

MHFI has purchased a broad range of resources to form the basis of a mini-library on working with men in the Colin area. These include theoretical books on masculinity and its impact, models of how to work with males, as well as off-the-shelf group work resources to encourage and stimulate discussion with young men. The materials will be given to Colin Neighbourhood Partnership in the next few weeks.

5. Final Report

Since the last Advisory Group meeting, Noel and Nick have drafted a copy of the proposed content of the final report on the YMSP. This document incorporates feedback from Derek and MHFI. However, no suggestions were received from other Advisory Group members. This file was circulated to all group members before today's meeting by Colin.

This version of the report is different from earlier copies in three main respects:

1. It has an Executive Summary section.
2. There is a section on Conclusions and Recommendations.
3. The original content has been edited and amended.

This document still needs to undergo final formatting. Colin will take responsibility for this task. Madeline will seek advice on the equality guidelines relating to text size and font, and will forward these to Colin as quickly as possible.

While it was acknowledged that this is a detailed and excellent report as it stands, it was suggested that it could benefit from the inclusion of some additional material which would ...

- Provide a general overview of all aspects of the project in one discrete section - much of this information is already in the report, but needs to be accessible in one place.
- Detail the context of the project, the process that was followed, and the rationale underpinning this approach.
- Reflect on some of the key learning (both positive and negative) from the Pilot Intervention phase which could help to inform work in other settings.

Three members of the group agreed to collate some additional materials (2-3 pages maximum each) for the report, and to submit this material to Colin (colin@mhfi.org) by no later than Thursday 20th September 2012. This information might include, for example ...

- Derek - Origins of Work Out / adapting the Australian 'Work Out' website for use in Ireland / what the site offers to young men / the underlying evidence base underpinning the site resources / how it will be monitored and feedback received ...
- Noel - Why we chose Mind Yourself / Training for Trainers programme / challenges of rolling-out the programme in St Colm's High School / headline results from the student evaluation / facilitators' feedback about the usefulness of the programme ...
- Michael (Mc) - Recruitment of Young Men's Reference Group / what the programme entailed / what challenges were faced / what would have helped to make this programme better ...

It was agreed that collating and editing this material would take at least an additional month, but it was felt that it would add considerably to the usefulness of the final report.

There was also consensus that the actions proposed in the Recommendations section must be the collective responsibility of the Advisory Group, rather than just Noel's thoughts. Therefore, all members of the Group were asked to review this section, and to tender their ideas to Noel (richardn@itcarlow.ie) as soon as possible.

6. Intellectual Ownership of Content in the Report

Madeline stated that it was common practice for the Public Health Agency to see any report arising from a piece of work that they had funded as being jointly owned. She felt that as long as the funders are fully acknowledged, and joint logos inserted on the final publication, all commitments will be met.

Noel is keen to write-up some elements of the project in the future as articles for academic journals. Madeline advised that although it is likely that this will not be a problem, it should be checked first with the Communications Departments in both the Public Health Agency and Department of Health.

7. Launch and Dissemination

It was agreed that it would be good to have Ministerial involvement in the launch of the final report. The Institute of Public Health is having a Management Committee meeting on Monday 17th September 2012. This body includes senior representatives from both Departments of Health, and Owen will ask them about the possibility of joint Ministerial involvement in the launch.

8. Any Other Business

When the final report is near to completion, Colin will seek quotations for the design / printing of the Executive Summary Report and, possibly, design of the electronic version of the report as well. All members of the Advisory Group were asked to send the contact details for any design companies that they have worked with in the past - and who they would recommend - to Colin. A minimum of three quotes will be solicited. Suggestions tendered at the meeting included: 3 Creative (Michael Mc), Barry Murphy (Noel), Tiger Monkey (Michael L) and Slick Fish (Owen).

9. Action Points

- i. The Home Page of the Work Out website needs a strong image in the main body of it. Advisory Group members are asked to send suggestions to Naoise as soon as possible.
- ii. Inspire Ireland will explore possible dates to launch Work Out. It might be possible to tie it into World Mental Health Day on 10th October 2012.
- iii. All members of the Advisory Group are asked to look at both the functionality and the content of the website as soon as possible, and to forward their comments and suggestions to Naoise.
- iv. There will be an over-spend of €2,860 on the Work Out website. MHFI will contribute €860 towards meeting this cost, and Derek will seek to find the shortfall of €2,000 from the NOSP budget for the launch and/or from Inspire Ireland's reserves.
- v. The 'working with men mini-library' resources will be given to Colin Neighbourhood Partnership in the next few weeks by Colin.
- vi. Madeline will seek advice on the equality guidelines relating to text size / font for the final report, and will send the details to Colin as quickly as possible.
- vii. Colin will take responsibility for formatting the final report.
- viii. Three members of the Advisory Group (Derek, Noel and Michael) will collate some additional materials for the report, and submit this material to Colin by no later than Thursday 20th September 2012.
- ix. All members of the Advisory Group are asked to review the Recommendations section in the final report, and to tender their suggestions to Noel as soon as possible.
- x. Members of the Planning Group are asked to send the contact details for any design companies that they have worked with in the past - and who they would recommend - to Colin.

10. Date of Next Meeting

Although it was anticipated that today's meeting would be the last one, it was agreed that a further gathering is necessary to finalise the report and agree a launch strategy. This will take place on Wednesday 10th October 2012, from 2.30pm - 4.00pm, via video-link between the Institute of Public Health's Belfast and Dublin offices.