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## **MHFI Director of Operations: Summary of Work Undertaken in April 2018**

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Tasks included ...

- Populating the new Men's Health Week (MHW) 2018 web page with relevant resources.
- Creating a cover image for the revised 'Challenges and Choices' Man Manual for MHW 2018.
- Finalising the content and graphics of the Man Manual, sending it to print, and securing print and web-ready PDFs of the booklet.
- Consulting with the MHW Planning Group on content and design options for the posters and postcards.
- Working with the selected graphic designer to create the MHW 2018 posters (A<sub>3</sub> and A<sub>4</sub>) and postcards (A<sub>6</sub>), and finalising these to send to print.
- Designing and ordering MHW 2018 promotional pens.
- Overseeing the design and production of new pull-up stands for MHW.
- Creating MHW 2018 graphics for use on Facebook and Twitter.
- Coordinating the efforts of the inter-agency team of subject experts developing a pool of core social media messages for each day of MHW 2018, and developing a 'requirements template' to steer developments.
- Agreeing the hashtag for MHW 2018 (#MensHealthWeek).
- Inviting Simon Harris, Minister for Health, to a photo-call to help to launch MHW 2018.
- Creating two core MHW 2018 briefing papers: 'The Toolbox for Action' and 'What can I do to mark this week?'
- Securing payment of a grant from the Public Health Agency (PHA) for MHW 2018 promotional resources in Northern Ireland.
- Submitting an invoice to BHSCT for the PHA-funded MHW resources, and writing a report for them on how the PHA grant was / will be used.
- Meeting with James Vincent and Roger O'Sullivan from the Institute of Public Health (17<sup>th</sup> April) to discuss options for a short MHW 2018 animation clip and sending them ideas for content.
- Preparing and submitting a CRPG form to the HSE outlining communications support required for MHW 2018.
- Meeting staff from Belfast Community Sports Development Network to plan their activities and PR for MHW 2018 (26<sup>th</sup> April).
- Uploading the PowerPoints used by the Men's Health Symposium speakers to the dedicated web page hosted by MHFI.
- Liaising with Shane Campbell and Gordon Rochford about the videos taken at the Symposium, proofing each clip, and suggesting amendments.
- Uploading the first batch of video clips of the Men's Health Symposium speakers to YouTube, adding relevant tags and descriptions to each clip, and embedding the videos on the Symposium web page.
- Drafting an article on the Symposium and the launch of the 'Middle-Aged Men and Suicide in Ireland' report for the Spring issue of the HSE 'Health Matters' newsletter.
- Promoting access to the online versions of the 'Middle-Aged Men and Suicide in Ireland' report, and disseminating hard copies of both the full report and the Executive Summary.
- Preparing and submitting an invoice to the HSE for speaker / contributor expenses related to the Symposium.
- Liaising with NOSP about Year 2 funding for the Middle-Aged Men and Mental Health Project.
- Participating in an 'Engage' Development Team meeting (25<sup>th</sup> April).

- Setting-up login accounts for the secure area of the MHFI website for the newly graduated team of Engage facilitators.
- Uploading revised Engage materials to the secure login area of the website.
- Updating the step-by-step 'Guide to Using the Secure Login Area' manual.
- Arranging a date and venue for the next Healthy Ireland - Men Advisory Group meeting.
- Participating in a teleconference to discuss the men's health information stand at the forthcoming Healthy Ireland Networking Event in May.
- Contributing to a meeting of the SEHSCT Men's Health Network (24<sup>th</sup> April).
- Speaking at the NHSCT 'Developing a Father Inclusive Ethos' conference (26<sup>th</sup> April).
- Arranging a date and venue for the MHFI Annual General Meeting and next Management Committee meeting.
- Researching the compliance requirements of the forthcoming GDPR legislation.
- Collating content for the April / May 2018 edition of the 'E-Male Matters' newsletter.
- Submitting regular content to the MHFI Facebook and Twitter pages.
- Updating the MHFI website News pages; adding links to the Resources pages; making new reports available online; uploading content to the Secure Committee Login Area of the MHFI website.
- Undertaking ongoing miscellaneous tasks, including: responding to requests from external groups / individuals; maintenance of the MHFI Yahoo Email Group; actioning issues raised by the MHFI Board of Trustees; expanding and updating MHFI's electronic mailing lists ...