
MHFI Director of Operations: Summary of Work Undertaken in June 2016

Tasks included ...

- Following-up all practical actions proposed at the final Men's Health Week (MHW) 2016 all-island Planning Group meeting in Dundalk.
- Ensuring that all MHW 2016 graphics and images (in a wide range of formats and sizes) were available for free downloading from the MHFI website.
- Researching, creating and continually updating an online document on '*Events and Activities taking place on the Island of Ireland*' during MHW 2016.
- Coordinating the dissemination of MHW 2016 posters / postcards / manuals - hand delivering bulk orders and posting small scale orders.
- Working with Senator Máire Devine to set-up a MHW information point in Leinster House.
- Arranging for the video clips produced by Planning Group members on '*We're celebrating Men's Health Week because ...*' to be uploaded to the new MHW 2016 YouTube Channel.
- Working with the Press Offices in Stormont and Leinster House to arrange photo-shoots (9th June) with each Minister for Health to launch MHW / secure a quote from each Minister.
- Recruiting MHW Planning Group members to attend the photo-shoots with the Ministers, and making practical arrangements with the venues for this.
- Preparing and circulating two media releases on MHW 2016 (one for the Republic of Ireland and one for Northern Ireland) to all media outlets in Ireland.
- Fielding media requests for interviews on MHW 2016, and arranging spokespeople.
- Preparing a cut-and-paste press release template for local groups to use to promote their own events / activities during MHW 2016.
- Developing and implementing a social media strategy for each day of MHW 2016 - including securing a broad range of allies to support this initiative.
- Liaising with the HSE, PHA and HSCTs Communications Departments about key messages and media coverage for MHW 2016.
- Setting-up a raft of Google Alerts to monitor coverage of MHW 2016.
- Reviewing and commenting on drafts of the evaluation report on the 'Connecting with Young Men' workshops.
- Researching and submitting additional information to support MHFI's funding application to the National Office for Suicide Prevention for an initiative to support the mental health needs of middle-aged men.
- Making all practical arrangements for the MHFI Management Committee meeting, and providing progress updates to this forum (8th June).
- Liaising with the University of Sterling, on behalf of MHFI, in relation to the collaboration agreement for the men and weight loss study.
- Working with Peter Robinson to finalise the architecture and features of the new MHFI website, and beginning the process of migrating content to this site.
- Representing MHFI at a meeting with the Head of the Family Policy Unit in Northern Ireland to discuss how the findings from the 'Dads Direct' survey and briefing paper could be included in the new Family Support Strategy (3rd June).
- Participating in a meeting of the Southern Area Men's Health Network (6th June).
- Researching / producing / disseminating the June 2016 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 ...