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

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Tasks included ...

- Maintaining ongoing communication with / providing updates for members of the Men's Health Week (MHW) 2018 Planning Group.
- Uploading the most recent information to the MHW 2018 web page and MHW Images Pack page.
- Quality assurance checking all hard copy MHW materials, identifying sub-standard items, and negotiating the replacement of 1,200 faulty copies of the 'Challenges and Choices' publication.
- Coordinating requests for, and arranging the dissemination of, hard copy MHW resources (posters, postcards, Man Manuals and branded pens) throughout the island of Ireland.
- Working with James Vincent from the Institute of Public Health to: finalise the content of the MHW animation clips; upload them to the MHFI YouTube channel; add relevant titles / descriptions / tags; embed them in MHFI's social media outlets; and publicise them to partner groups.
- Trimming, cleaning, re-formatting and rendering an audio clip offering an overview of MHW 2018 and uploading this to the MHW web page.
- Uploading the 'One Small Step' video clips (made by men working in CIE and 'See Change' Ambassadors) to the MHFI YouTube channel, adding titles / descriptions / tags to these, and including them in the social media messages paper.
- Monitoring and fire-fighting attempts by spammers and hackers to by-pass the security protocols on the online MHW Events Submission Form.
- Soliciting, collating and editing submissions on events and activities taking place during MHW 2018, and making these publicly available on the MHW 2018 web page as a single PDF file.
- Making practical arrangements for a photo-call with the CEOs of Health Trusts and the RQIA in Northern Ireland to launch the countdown to MHW 2018, and attending this shoot (4<sup>th</sup> June).
- Continuing to liaise with / brief Minister Harris' office about his and Minister Byrne's involvement in the MHW photo-call and attending this shoot (7<sup>th</sup> June).
- Preparing a MHW briefing pack for the two high profile 'Ambassadors' for MHW 2018 - Brent Pope and Jamesie O'Connor.
- Working with the HSE Health Promotion and Improvement Communication Manager to finalise the MHW Press Release and distributing it to all media outlets in the Republic of Ireland.
- Preparing a Northern Irish MHW Press Release and sending it to all media outlets in this jurisdiction.
- Coordinating the supply of interviewees / quotes to a broad range of media companies across Ireland.
- Conducting a range of MHW interviews with Northern Irish media outlets (TV, radio, newsprint and online) as well as some from the Republic of Ireland.
- Updating and adding to the pool of core social media messages - developed by the Planning Group - for each day of MHW.
- Setting-up key search terms in 'Google Alerts' to monitor coverage of MHW.
- Participating in the launch of the Belfast Men's Health Group's 'Images of Real Men' exhibition to mark MHW 2018 (14<sup>th</sup> June).
- Writing a number of short articles (on the Middle-Aged Men and Suicide in Ireland Report, Men in the Middle Symposium, and Men's Health Week) for the 'Healthy Ireland Network' summer newsletter.
- Creating a link from the online sign-up form for 'E-Male Matters' to MHFI's new Privacy Policy.
- Organising the first meeting of the Advisory Group for Year 2 of the Middle-Aged Men and Mental Health Project.
- Advising on content / signposting for the new 'Guide to Fisherman's Health' being produced by Bord Iascaigh Mhara.
- Assisting with the submission of 'Through the Eyes of Men' and Men's Health Symposium videos for consideration in the film section of the American Public Health Association Conference being held in November 2018.
- Attending the launch of the EBCDN's men's health photo exhibition (29<sup>th</sup> June).
- Preparing and submitting a monthly update report for the HSE.
- Researching / producing / disseminating the June 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 ...