



MEN'S HEALTH WEEK

Ireland 2017

Presentation by Finian Murray,
Company Secretary



Men's Health Forum in Ireland

- Established in 1999, the Men's Health Forum in Ireland (MHFI) works on an all-Ireland basis.
- The Forum is a network of individuals and organisations, men and women, which seeks to highlight the key concerns relating to male health, increase understanding of these issues, and support practical action to address them.
- MHFI is, primarily, a volunteer-driven organisation (*and only got its first employee in April 2017*).
- The Forum recognises the right of EVERYONE to good health.

One way MHFI achieves this is through the celebration of Men's Health Week

- MHFI has celebrated MHW since 2005.
- Past themes have included: Obesity, Mental Wellbeing, Long-Term Conditions, Workplace Health, Access to Services, Physical Activity, Supporting Men and Boys during Challenging Times, Turning Words into Action, Creating Culture Change, Are We Winning? ...
- The 2017 theme (decided by an inter-agency all-Ireland Planning Group) was *'It's all about HIM'* and the key question that was asked was *'how are you doing?'*

MHW Continued...

- The goal of MHW in Ireland is to draw attention to the health and wellbeing issues affecting men and boys, and to encourage / promote personal, structural and systemic change where possible.
- Messages and engagement target males themselves, policy / decision-makers, service providers and public awareness.
- This year, we had over 70 partner organisations working together.

MHFI's Role in MHW

- Convene / administer an all-island Planning Group.
- Research, collate and disseminate an overview briefing paper ('Toolbox for Action').
- Collate ideas for 'what can I do to mark this week'.
- Produce and distribute a manual for men.
- Provide a free, easy to access, online information hub / presence (including social media).
- Promote the details of MHW events.
- Offer a signposting service / engage the media.
- Support local actions.

MHW Resources

To support MHW 2017, MHFI produced 6,000 posters, 10,000 postcards, 2,000 bookmarks and 4,000 pens



MEN'S HEALTH WEEK
Monday 12th - Sunday 18th June 2017
It's all about HIM

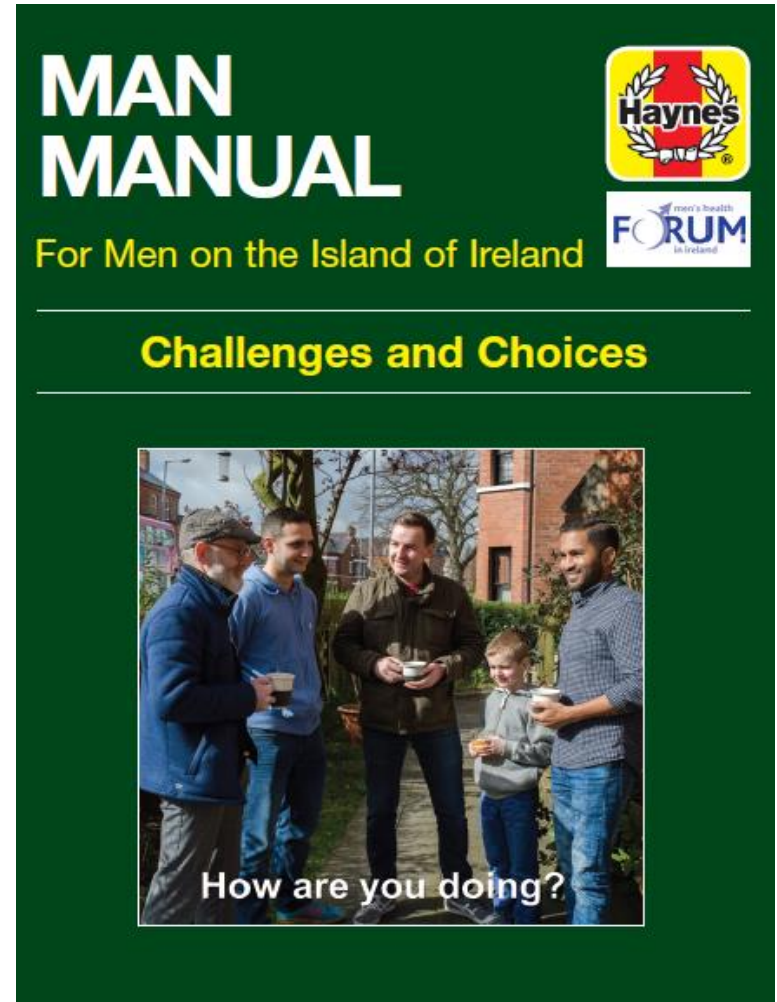
How are you doing?
Visit www.mhfi.org to find out more
#MHW2017

MHW'S HEALTH WEEK hi FORUM HSC Public Health Agency People supported by the HSA



Man Manual

- MHFI also produced almost 13,000 free 32 page Man Manuals titled 'Challenges and Choices'.
- This publication poses a series of practical challenges and encourages men to make simple lifestyle changes.



The week was launched by the Minister for Health Promotion

During the week loads of events were organised; there was national, regional and local TV, radio and newspaper coverage; the online footprint was tremendous ...



Any Burning Questions??

