



Men's Health Week 2025 in Ireland

MEN'S HEALTH FORUM IN IRELAND



Men's Health Forum in Ireland (MHFI)

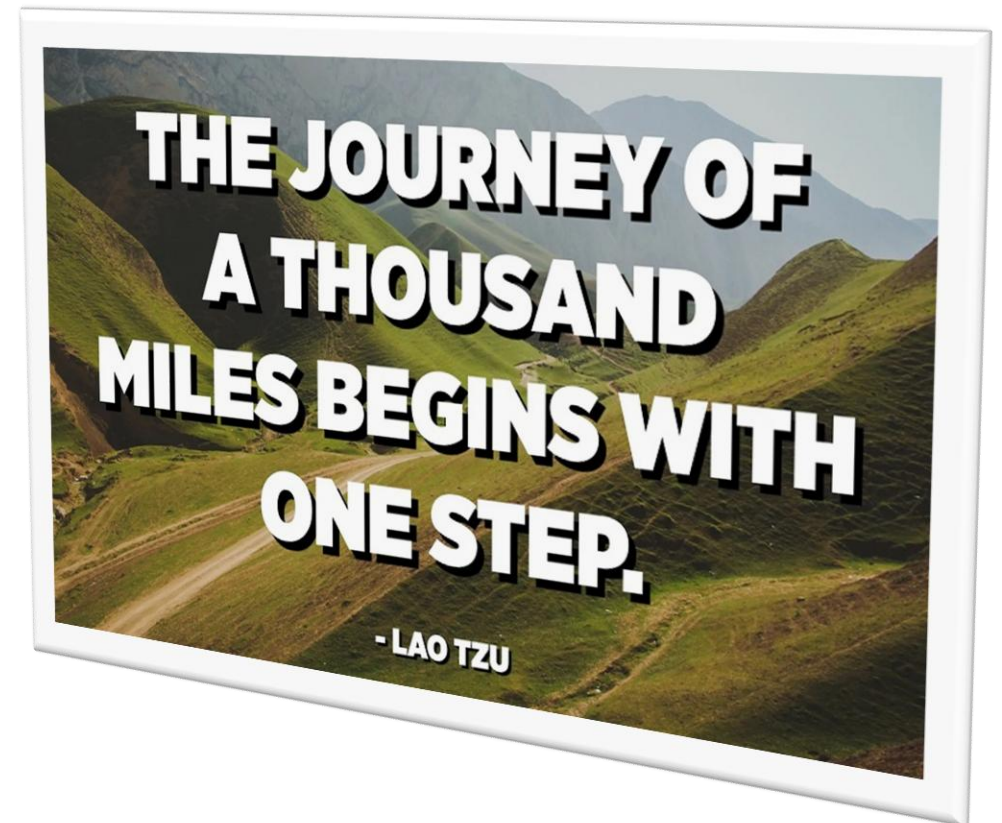
- ▶ Established in 1999.
- ▶ Works on an all-Ireland basis.
- ▶ Volunteer-led and driven network (one member of staff).
- ▶ Relies heavily upon good-will, innovation, creativity and 'workarounds'.
- ▶ Project-funded (small pots of money), rather than core funded.
- ▶ Focuses upon: awareness raising; research; training; pilot projects; networking.
- ▶ Men's Health Week is a central part of MHFI's work each year.

2003: Individual local events in Ireland

2005: All-island celebration coordinated by MHFI

2010: Origins of current Planning Group

2025: 95+ active partners in an all-island Planning Group



MHFI's Role in MHW

- ▶ **Promoter** - raising awareness of the week and when it will happen.
- ▶ **Coordinator** - acting as the central contact point / hub of activity in Ireland.
- ▶ **Educator** - making the case for MHW and men's health needs.
- ▶ **Animateur** - encouraging others to grasp the vision and do something about it.
- ▶ **Convenor** - bringing interested groups together to work in partnership.
- ▶ **Prompter** - reminding decision-makers / service providers about men's health needs.
- ▶ **Signposter** - offering direction to resources, research, support and activities.
- ▶ **Quartermaster** - supplying the basic information / tools / resources to support and highlight the work of other interested bodies.

Planning Schedule

- ▶ **Sep - Nov 2024:** Secure resources and recruit Planning Group members.
- ▶ **Dec 2024:** First Planning Group meeting - establish common understanding, agree core value base, reflect on previous learning and propose possible themes.
- ▶ **Jan - Mar 2025:** Meetings / polls on call to action, key messages, visual concepts, hashtags, resources needed, Ambassadors, types of events ...
- ▶ **Apr - May 2025:** Produce / disseminate resources, create a pool of social media messages, alert media to week, keep partners and statutory bodies informed ...
- ▶ **June 2025:** Issue press releases, solicit media coverage, run events, monitor coverage, de-brief partners ...



MHW 2025 Theme:

‘Shoulder-to-Shoulder: Connecting for Health’



MEN'S HEALTH WEEK
Mon 9th - Sun 15th June 2025

Shoulder-to-Shoulder
Connecting for Health

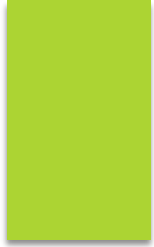
Find out more at
www.mhfi.org



What's on offer in Ireland

- ▶ Dedicated web page
- ▶ Posters - A4 and A3
- ▶ Postcards - A5
- ▶ MHW Logo / badge / banner
- ▶ Facebook / Twitter images
- ▶ Branded 'giveaways'
- ▶ Videos / audio
- ▶ Ambassadors / Champions
- ▶ Evidence base
- ▶ Support for local group planning
- ▶ Signposting to resources and support
- ▶ Toolbox for Action
- ▶ 'What can I do?'
- ▶ Webinar on practical ideas
- ▶ Daily themes
- ▶ Pool of social media messages
- ▶ Social media graphics pack
- ▶ Shared hashtag
- ▶ Event promotion
- ▶ Coordinated press releases
- ▶ 'Do You Know Your Numbers' z-cards
- ▶ 'Action Man' Manual ...





men's health

FORUM

in ireland

