



# **MAKING A DIFFERENCE**

**THE ANNUAL REPORT OF THE MEN'S  
HEALTH FORUM**

**2003-4**

## MAKING A DIFFERENCE: THE ANNUAL REPORT OF THE MEN'S HEALTH FORUM 2003-4

Published by:

The Men's Health Forum  
Tavistock House  
Tavistock Square  
London WC1H 9HR

Tel: 020 7388 4449

Fax: 020 7388 4477

Email: [office@menshealthforum.org.uk](mailto:office@menshealthforum.org.uk)

Web: [www.menshealthforum.org.uk](http://www.menshealthforum.org.uk)

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The mission of the Men's Health Forum (MHF) is to provide an independent and authoritative voice for male health and to tackle the issues affecting the health and well-being of boys and men in England and Wales.

Our vision is a future in which all boys and men in England and Wales have an equal opportunity to attain the highest possible level of health and well-being.

We aim to achieve this through:

- Policy development
- Research
- Providing information services
- Stimulating professional and public debate
- Working with MPs and Government
- Developing innovative and imaginative projects
- Professional training
- Collaborating with the widest possible range of interested organisations and individuals
- Organising the annual National Men's Health Week

The Forum's mission, vision, values and beliefs statement can be read in full at [www.menshealthforum.org.uk](http://www.menshealthforum.org.uk).

*Note: This Annual Report covers the period 1 January 2003 to 31 March 2004. This extended period reflects the MHF's decision to change its financial year from January-December to April-March.*

Registered Office as above. A registered charity (No 1087375). A company limited by guarantee (No 4142349 - England).

## Chair's Review

On behalf of the Board of Trustees I am delighted to present the 2003-4 Annual Report of the Men's Health Forum.

This year has again seen a period of exceptional growth in the awareness of the public and professionals of the issues surrounding the health of men. The numbers accessing our award-winning malehealth website, registering for National Men's Health Week and seeking membership of the MHF have risen tremendously. We are also receiving huge media interest in our work such that the man, and woman, on the street are becoming as aware of our work as the Government and our professional audience.

We are now in a commanding position with regard to our reputation and the challenge now is to consolidate our financial state to give us the capacity to fully realise our potential. To this end we will be increasing our efforts on a number of key fundraising initiatives.

I would like to express my thanks to the Trustee Board for their continued hard work and commitment. To enable us to manage our growth in activity, we expanded our Board this year to nine members and we are pleased to welcome Gillian Nineham, Gopa Mitra, John Larkin and Frederick Buckingham-Evans. Our list of distinguished Patrons is also growing and our sincere thanks go to them for their support of our organisation.

I would specifically like to thank our President, Ian Banks, and our Director, Peter Baker, as well as all the staff at the MHF, for their unstinting enthusiasm and passion for both the field of men's health and the organisation.

We greatly appreciate the generosity of all our sponsors and on behalf of the Board I would like to thank all those who contribute to the work of the MHF.



Alan White  
Chair of Trustees.

## Director's Review

The Men's Health Forum is at the centre of the growing debate and discussion about the health of men and boys. It is becoming clearer to policymakers, practitioners and politicians that the nation's health cannot be improved unless a decisive difference is made to the unnecessarily poor state of male health and the MHF is now recognised as the authoritative voice in this field.

We are increasingly approached for information, advice and guidance; new partnerships are being formed with an ever-widening range of organisations for projects and campaigns. In marketing-speak, the MHF is now in the fortunate position of being a very strong 'brand'. We are, in the words of the title of this annual report, making a difference.

This has not happened by accident. We have, of course, been able to build on the commitment of many individual health practitioners who have, for several years, worked hard at the local level to raise awareness of what was, until recently, a largely overlooked issue.

The MHF has also been fortunate to recruit a dedicated and talented group of trustees, patrons, advisors, supporters, sponsors and staff. These 'stakeholders' have, through their hard work and goodwill, been mainly responsible for the MHF's many successes.

But there is no room for complacency. Male life expectancy is still far too short, especially in disadvantaged communities, and men remain reluctant to access primary care. Health services have not yet adapted to meet men's particular needs and there is a lack of robust evidence on good practice to support the work of practitioners. The MHF will continue to push for the changes needed to bring about a real improvement in male health.



Peter Baker  
Director.

## MAKING THE CASE FOR MEN'S HEALTH

Influencing policy is now the MHF's main focus. Our goal is that public policy fully takes into account the need to improve the health of men and boys. During 2003-4, we worked to achieve this by lobbying ministers and MPs, supporting the work of the All Party Parliamentary Group on Men's Health (we provide the secretariat for the Group), influencing key opinion formers and developing our own policy.

All Party Group meetings in 2003-4 included a debate on screening for prostate cancer, the launch of MHF's policy on sexual health during National Men's Health Week (June 2003), a discussion of men and blood pressure and a question and answer session with public health minister Melanie Johnson MP.

During National Men's Health Week 2003, we published *Private Parts, Public Policy* which included a 10-point action plan to improve men's sexual health. During the year, submissions were made in response to Derek Wanless's report *Securing our Future Health* and to Department of Health consultations on the National Food and Health Action Plan and the future development of pharmacy services.

We completed the consultation process on our overall policy programme for men's health that began with the publication of *Getting It Sorted* in June 2002. The final report, which was published in April 2004, will form the basis for our policy work over the next few years.

The MHF played a leading role in the Gender and Health Summit, held at the King's Fund in November 2003. This event, the first of its kind in the UK, made the case for 'gender-sensitive' health policy and practice that would benefit both men and women. Both MHF President Ian Banks and Director Peter Baker were keynote speakers.

*MHF* magazine, a quarterly newsletter first published in November 2003, is a powerful medium for lobbying a wide audience nationally and locally. It also keeps our members and other readers up-to-date with developments at MHF and in men's health generally. The first issue

contained an interview with David Hinchliffe MP, chair of the House of Commons' Health Select Committee while the second profiled the work of the groundbreaking Bradford Health of Men project.

## RAISING MEN'S AWARENESS

Too many men remain unaware of health issues and there are, as yet, too few sources of 'male-friendly' information available to them. The MHF not only argues for health services to develop awareness-raising initiatives for men it also runs its own. Our work also demonstrates the potential of working with men in innovative ways.

The single most important awareness-raising event run by the MHF is National Men's Health Week (NMHW). NMHW 2003 was launched in a Ladbrokes' betting shop in London on 9<sup>th</sup> June by tennis star Pat Cash and TV interior designer Linda Barker. This was not just a photo-opportunity – during NMHW, 40,000 men's health 'Tool-Kits' were handed out to punters in almost 2,000 Ladbrokes' shops across the country. Each Tool-Kit contained a guide to sexual health (in the style of a Haynes' car manual), a condom, a free day pass to a top gym and tear-off 'credit cards' with contact information for key health charities.

About 1,000 local men's health events took place across England and Wales, organised by nurses, health visitors, doctors, health promotion specialists and many others. Typical initiatives included sexual health information on noticeboards and distributed in the men's toilets; health messages on companies' internal websites; health and fitness checks; and local men's health conferences and training days for practitioners.

NMHW was widely reported in the media, especially in the local press, enabling us to get men's health information to a very wide audience. The estimated total audience for the media coverage was 61 million, greater than the total UK population.

The MHF's malehealth website ([www.malehealth.co.uk](http://www.malehealth.co.uk)) is aimed at 'the man in the street', whatever his age. Beneath the Forum's umbrella, malehealth has developed its own voice and viewpoint and now enjoys a position in the men's health field that no commercial site or publication could ever hope to occupy. Its promise is a simple one: fast, free and independent information. This combination of independence coupled with a genuine striving to be comprehensive makes malehealth a unique resource: it is the only site of its kind in the UK and probably the world.

After an extensive re-design, malehealth was relaunched in November 2003. Since then, traffic to the site has more than doubled from some 20,000 'unique visitors' a month before the relaunch to around 43,000 afterwards. Feedback to the site in the form of emails from men has rocketed too. Malehealth was 'highly commended' in the BMA Patient Information Awards 2003 and described by *The Daily Telegraph* as 'The most comprehensive source of information about men's health matters on the web'.

In August 2003, we launched a unique initiative which aims to improve the health of gypsy traveller men. We developed, in partnership with the National Association of Health Workers with Travellers, the first-ever health information leaflet aimed at this group. Gypsy traveller men have particular health problems, not least accessing health services.

The MHF, in partnership with the Impotence Association (now the Sexual Dysfunction Association), continued to support the Pfizer-sponsored educational awareness programme on erectile dysfunction (ED). The information provided to men is aimed at increasing awareness of ED in general and encouraging men to seek medical advice. (No specific product or type of treatment is recommended.) Over 200,000 men have now received information from the programme and there is good evidence that it is encouraging men with ED to see their doctor sooner.

## SUPPORTING HEALTH PROFESSIONALS

The MHF's training programme has proved extremely popular – over 30 training days were booked during 2003-4. Most were with health service professionals although an encouraging development was the rise in the number of voluntary sector organisations keen to have training on men's health issues. Our most popular courses were 'Introduction to Men's Health', 'Men and Sexual Health' and 'Working with Young Men'. Several organisations have asked us back to provide further training.

The MHF provides the only website in the UK ([www.menshealthforum.org.uk](http://www.menshealthforum.org.uk)) for all those interested in men's health policy and practice. Relaunched in March 2004, it provides the most up-to-the-minute information available about men's health and the work of the MHF.

There are sections on the MHF's services, its publications, its policy and its projects. It offers the men's health 'community' comprehensive information about National Men's Health Week, full reporting of men's health proceedings in parliament, free advertising of job opportunities in the field, and an increasingly popular online discussion and newsletter group. By March 2004, the site averaged about 8,000 'unique users' a month.

The website also provides a searchable database of the men's health projects throughout the UK. Containing over 200 entries and fully searchable by geographical location, intervention type, client group and keyword, it is enormously useful as a networking tool and resource for professionals.

## DEVELOPING RESEARCH

The MHF is keen to develop the men's health evidence-base by running its own research projects. These also contribute to the development of policy.

The Men and Chlamydia project aims to increase men's awareness of chlamydia, promote the adoption of safer sexual practices and encourage

men to seek screening and treatment where appropriate. It will also produce a package of evaluated health promotion tools that can be widely used by health professionals and others to tackle the problem of male chlamydial infection.

During 2003-4, we completed the first phase of the project. This comprised a series of discussion groups with young male soldiers and students. Analysis of the findings from the discussion groups has led to the development of a series of health promotion materials that will be tested with men in workplaces in Telford. The project will be completed by March 2005.

The Men and Indigestion project will explore men's attitudes to this common condition and whether simple workplace-based interventions can lead to changes in lifestyle, self-treatment and willingness to seek medical advice. Bournemouth University is undertaking the study for the MHF and the findings will be published in January 2005.

The MHF's study of how to increase men's awareness of prostate health in a workplace setting was published in June 2003. Men working at three Royal Mail sites in the West Midlands were tracked to establish whether their knowledge of the typical symptoms of prostate disease increased after a series of interventions (including posters, leaflets and a nurse being available during work breaks). The findings provide an insight into how to work effectively with men in a workplace setting.

## GOVERNANCE

In 2003-4, we conducted an extensive review of our strategic priorities as a result of which we decided to focus our efforts on the development and implementation of policies that will improve men's health. The Executive Committee was disbanded because it had become too large and unfocused and, in its place, three new advisory groups were set up: on policy, communications and membership. The Trustee Board was expanded, increasing in size from five to nine; this has enabled us to bring in valuable new expertise, including trustees with greater

knowledge of the commercial sector. A new annual meeting, the MHF Stakeholders' Forum, will be held to bring together everyone involved with the organisation to discuss its work and direction. Finally, a new patrons scheme has been established, with 11 prominent figures recruited during 2003-4

## MEMBERSHIP

At the end of March 2004, the MHF had 130 members made up of individuals, voluntary and NHS organisations and a number of private companies. This was the first period in which members were asked to renew their subscriptions and retention was at the satisfactory level of 75%. A members' survey also revealed that 88% were 'satisfied' or 'very satisfied' with their membership.

Two MHF Members' Meetings were held during 2003-4. The first, held in January 2003, featured presentations from MHF staff and the opportunity to feed in to the Forum's strategic review. Following feedback on this event, presentations from members were on the agenda at the Members' Meeting held in October. Dr Howard Stoate MP, Chair of the All Party Parliamentary Group on Men's Health also spoke at this meeting. Both events, which were free for members, attracted 25-30 participants from a range of backgrounds.

To increase member's involvement and to tap into the wealth of experience available, MHF members now sit on internal working groups, including the NMHW steering group and the three new advisory groups. We also intend to seek members' views when responding to government and other consultations.

*The Forum's members are not 'members' in the legal sense – they have no powers or responsibilities. They are, in fact, 'supporters' of the Forum.*

## THE STRUCTURE OF THE FORUM

The Forum's Board of Trustees is responsible for strategic decisions regarding management and policy. The Trustees meet quarterly. To be appointed as a Trustee, an individual must be nominated by an existing Trustee or Trustees.

The Forum takes advice from three specialist advisory groups – on policy, communications and membership – that contain a mix of members, staff, trustees, sponsors and external experts. There is also an Industry Committee which comprises the corporate sponsors of the Forum; this committee is also advisory – it has no formal powers.

The Forum has a membership of organisations and individuals that support its aims and objectives.

The day-to-day work of the Forum is undertaken by the Director and the staff. The President plays a particularly important role in fundraising, networking and as the Forum's chief media spokesperson.

## THE TRUSTEES

The Trustees of the Forum are:

Alan White – Chair  
Jane DeVillie-Almond – Vice President, Vice Chair and Treasurer  
Kristin McCarthy  
Shaun O'Leary  
Richard O'Neill  
Gopa Mitra – appointed 21 November 2003  
Frederick Buckingham-Evans – appointed 9 February 2004  
John Larkin – appointed 9 February 2004  
Gillian Nineham – appointed 9 February 2004

## THE STAFF

Peter Baker – Director  
Dr Ian Banks – President  
Caroline Dyer – Finance and Administration Officer  
Matthew Maycock – Administration Assistant to October 2003, then National Men's Health Week Co-ordinator  
Colin Penning – Parliamentary Affairs and Membership Development Officer  
Robbie Porter – Training and Information Services Officer  
David Wilkins – Policy and Special Projects Officer

### Freelance staff

Lynn Eaton – *MHF* magazine editor  
Jim Pollard – Websites Editor

## THE PATRONS

Mr Andrew Bax  
Sir David Carter  
Ms Lynn Faulds-Wood  
Professor Siân Griffiths  
Professor Roger Kirby  
Professor Gordon McVie  
Professor Kamlesh Patel  
Dr Mark Porter  
Professor Alan Riley  
Dr Chris Steele  
Dr Howard Stoate MP

*The details of the Trustees, staff and patrons are correct as of 31 March 2004.*

## SPONSORS AND SUPPORTERS

The following organisations generously supported the Forum in 2003-4:

Abbott Laboratories - £5,000  
Age Concern - £5,000  
Amersham plc - £10,000  
AstraZeneca - £8,500  
Children with Leukaemia - £5,000  
Department of Health - £119,625  
Eli Lilly - £37,250  
GUS Charitable Trust - £25,000  
Haynes Publishing - £26,867  
Health Development Agency - £10,000  
Ladbrokes - £10,000  
Living Well - £2,000  
LloydsTSB Foundations - £10,000  
Men's Health Forum Scotland - £2,000  
Myriad Public Relations - £1,000  
NHS Screening - £5,000  
National Pharmaceutical Association - £10,000  
Orchid Cancer Appeal - £9,500  
Pfizer - £25,000  
Proprietary Association of GB - £37,500  
Prostate Cancer Charity - £7,500  
Roche Products Ltd - £51,000  
Royal Mail - £18,000  
Sanofi Synthelabo - £7,500  
Wellbeing Screening - £1,500  
World Cancer Research Fund - £5,000  
Yamanouchi Pharma - £17,500

*Note: The amounts indicated above were paid to the MHF in 2003-4 but are not necessarily for that financial year alone; in many cases, grants were for work extending into 2004-5 (and beyond). Additional amounts were also invoiced for in 2003-4 but not paid until after the year end. Other income came from membership fees, the sale of services (e.g. publications and training) and donations from individuals).*

The Forum also received additional and generous in-kind support from:

BIVDA (British In-Vitro Diagnostic Association) – the regular free use of meeting rooms; 8ml – hosting of websites; Sanofi Synthelabo and Santé Communications – PR support for National Men's Health Week 2003.

*The MHF has a policy on relationships with commercial and other organisations. This can be viewed in full at [www.menshealthforum.org.uk](http://www.menshealthforum.org.uk). The policy commits the Forum to disclose in its Annual Report which organisations have supported the Forum financially (or in other ways) and by how much. It is the Forum's strict policy not to support or endorse any specific medical products, treatments or devices (including all pharmaceutical products whether available on prescription only or over-the-counter).*

### Auditor

Michael Jellicoe  
59 Knowle Wood Road  
Dorridge  
West Midlands B93 8JP

### Solicitors

Bates, Wells & Braithwaite  
Cheapside House  
138 Cheapside  
London EC2V 6BB

### Bankers

NatWest  
55 Lewes Road  
Brighton BN2 3JQ



## **MEN'S HEALTH FORUM**

### **SUMMARISED ACCOUNTS FOR THE PERIOD FROM 1 JANUARY 2003 TO 31 MARCH 2004**

#### **Statement from the Trustees**

These summarised accounts are not statutory accounts but are extracted from the full financial statements approved by the Trustees on 28 June 2004. Full accounts have been prepared and audited; they received an unqualified audit report and are available on request from the charity. The full accounts have been submitted to the Charity Commission and abbreviated accounts to the Registrar of Companies.



J.G. Larkin  
Treasurer

John Larkin  
on behalf of the Trustee Board

10 September 2004

#### **Auditors Statement to the Members of the Men's Health Forum**

I have examined the summarised financial statements of Men's Health Forum.

#### **Respective responsibilities of Auditor and Trustees:**

The Trustees are responsible for preparing the summarised financial statements in accordance with the recommendations of the Charities SORP.

My responsibility is to report to you my opinion on the consistency of the summarised financial statements with the full financial statements and Trustees' Annual Report. I also read the other information contained in the summarised annual report and consider the implications for my report if I become aware of any apparent misstatements or material inconsistencies with the summarised financial statements.

#### **Basis of Opinion:**

I conducted my work in accordance with Bulletin 1999/6 'The auditors' statement on summary financial statements' adopted by the Auditing Practices Board for use in the United Kingdom.

#### **Opinion:**

In my opinion these summarised financial statements are consistent with the full financial statements and the Trustees' Annual Report of Men's Health Forum for the period from 1 January 2003 to 31 March 2004.



M. Jellicoe

Michael Jellicoe  
Chartered Accountant and Registered Auditor

10 September 2004

THE MEN'S HEALTH FORUM

STATEMENT OF FINANCIAL ACTIVITIES (incorporating the INCOME AND EXPENDITURE ACCOUNT) FOR THE PERIOD FROM 1 JANUARY 2003 TO 31 MARCH 2004

	<u>Period from 1 Jan 2003-31 March 2004</u>			<u>Year end</u>
	<u>Restricted</u>	<u>Unrestricted</u>	<u>Total</u>	<u>31 Dec 02</u>
	<u>Funds</u>	<u>Funds</u>	<u>Total</u>	<u>Total</u>
	£	£	£	£
<b><u>Incoming Resources</u></b>				
Donations, legacies and similar income	281,022	42,270	323,292	239,689
MHF Europe	-	-	-	65,000
Grants for project activity	104,150	-	104,150	24,000
Membership subscriptions	-	53,186	53,186	1,510
Training income	-	10,657	10,657	-
Sundry operating activities	-	2,504	2,504	4,955
Interest receivable	-	1,348	1,348	2,383
	-----	-----	-----	-----
<b>Total incoming resources</b>	385,172	109,965	495,137	337,537
<b><u>Less:</u></b>				
Costs of generating funds	-	(24,244)	(24,244)	(12,614)
	-----	-----	-----	-----
<b>Net incoming resources available for charity application</b>	£385,172	£85,721	£470,893	£324,923
	=====	=====	=====	=====
Resources Expended				
<b>Charitable expenditure:</b>				
Grants payable	-	-	-	1,000
Staff costs	111,967	58,044	170,011	95,983
Project costs	95,074	8,702	103,776	40,566
External representation and media	-	664	664	7,758
European office	-	-	-	158,382
Support costs	50,511	83,705	134,216	109,285
Management and administration	400	13,656	14,056	16,081
	-----	-----	-----	-----
<b>Total charitable expenditure</b>	£257,952	£164,771	£422,723	£429,055
	=====	=====	=====	=====
<b>Total resources expended</b>	£257,952	£189,015	£446,967	£441,669
	=====	=====	=====	=====
<b>Net income/(expenditure) for the year</b>	127,220	(79,050)	48,170	(104,132)
<b>Total funds brought forward</b>	44,098	65,114	109,212	213,344
	-----	-----	-----	-----
<b>Total funds carried forward</b>	£171,318	£(13,936)	£157,382	£109,212
	=====	=====	=====	=====

**THE MEN'S HEALTH FORUM**

**BALANCE SHEET**

**31 MARCH 2004**

	<u>31 March 2004</u>	<u>31 Dec 02</u>
	£	£
<b>FIXED ASSETS</b>		
Tangible assets	12,157	22,562
<b>CURRENT ASSETS</b>		
Debtors	71,024	43,369
Cash at bank and in hand	134,400	62,695
	-----	-----
	205,424	106,064
<b>CREDITORS: Amounts falling due within one year</b>	(60,199)	(19,414)
	-----	-----
<b>NET CURRENT ASSETS</b>	145,225	86,650
	-----	-----
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>	£157,382	£109,212
	=====	=====
<b>CAPITAL AND RESERVES</b>		
Restricted Funds	171,318	44,098
Unrestricted Fund	(13,936)	65,114
	-----	-----
	£157,382	£109,212
	=====	=====