



Annual Review 2010-11



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Who we are



The Men's Health Forum (MHF) is a charity that provides an independent and authoritative voice for male health in England and Wales and tackles the issues and inequalities affecting the health and well-being of men and boys.

The MHF's 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.

The MHF works to achieve this through:

- Policy development, research and lobbying
- Supporting other organisations and services to engage more effectively with boys and men on health issues
- Leading the annual National Men's Health Week
- Publishing the award-winning range of mini manual health booklets for men
- Running the unique 'consumer' website for men – www.malehealth.co.uk
- Working with MPs and government
- Developing innovative and imaginative best practice projects
- Training service providers and others
- Collaborating with the widest possible range of interested organisations and individuals.

Message from the Chair

As we entered the new financial year in April 2010, it was clear that significant change was on the horizon although the rate at which that change then started to happen, following the election in May 2010, was still breathtaking. The NHS and the health sector is well used to organisational restructuring and has dealt with several over the last decade but it soon became evident that the future direction for the NHS which emerged over the summer of 2010 represented the largest and most unprecedented shift in the delivery of health services in over 60 years.

Responding to this new and challenging environment became the major focus for the MHF's activities over the course of the year. Being a Strategic Partner of the Department of Health placed the organisation in an informed and influential position, meaning that as details of the new health structures began to emerge, it was able to ensure that men's health inequalities continued to form part of the agenda for discussion and consultation.

We also turned our focus inwards to ensure that we built an organisational structure, from the Board through to the staff team, that was best placed to operate and thrive in what were clearly going to be challenging times ahead. Following on from a governance review in January 2010, the MHF also recruited three eminent new Trustees to the Board – Sandra Gidley, Sara Richards and Su Wang. Jane DeVille-Almond, the MHF's long-standing Deputy Chair, decided to step down after many years of dedicated service to the MHF.

There is, of course, more work to be done. The finer detail of the new health structure is still to be clarified and the MHF must remain ready to respond as the picture becomes clearer. The Board will be looking to establish a new strategy by the end of 2011 which will shape the organisation's direction for 2012 and beyond.

As ever, I would like to extend the gratitude of the Board to Peter Baker and his staff team for their continued professionalism and dedication to the MHF.

“It was clear that significant change was on the horizon although the rate at which that change then started to happen... was still breathtaking.”



A handwritten signature in blue ink that reads "Alan White".

**Professor Alan White
Chair**

Message from the Chief Executive

This last year has proved a testing one for the MHF, as it was for many other organisations in the charity sector. With traditional statutory funding programmes being cut as part of the new Government's drive to reduce public expenditure, accompanied by an intention to move decision-making from the national to the local, the MHF has had to move quickly to begin a process of change to enable it to secure its future and achieve its strategic objectives.

Despite being a relatively small organisation, the MHF has made a huge effort to respond to the major NHS and public health consultations from the new Government. It will remain a priority for us to maintain an informed and engaged involvement with the changes as they happen.

"The MHF has had to move quickly to begin a process of change to enable it to secure its future and achieve its strategic objectives"

We can already point to some early 'wins' in terms of our influence on government policy, notably in the areas of mental health and cancer. We have also successfully developed a new men's health training programme for the NHS workforce.

In November 2010, we established a new organisational structure which will better align our internal structure with our key strategic objectives. This will provide a greater focus for the work of staff, improve the business planning process and reporting to the Board, and enable better evaluation of outcomes, which will become ever more critical over the next few years. A new Business and Service Development function

will also seek to create a more sustainable income base for the organisation through the development of a more entrepreneurial approach to our work.

By the end of March 2012, it is also envisaged that the MHF will have begun the work of broadening its funding base and made early in-roads into the corporate sector as well as beginning to establish itself as an experienced service-provider within the restructured health sector.

Lastly, I would like to express my gratitude to my staff team who have risen admirably to the challenges presented this year and continue to provide an exemplary level of service to the organisation. More detail of all of the work featured in this report can be found on our website www.menshealthforum.org.uk.



Peter Baker

Peter Baker
Chief Executive

The Centre of Excellence for Policy & Practice in Men's Health

Following a review of its strategic direction in 2009/10, the MHF set itself a new overarching goal for the period to March 2012 – to become 'The Centre of Excellence for Policy and Practice in Men's Health'.

This was understood to mean that the MHF will be:

- The key informant in the policy debate around men's health issues at the national and local levels
- The authoritative source of information, data, statistics, advice and support for a range of health and related professionals
- The primary specialist producer and distributor of men's health information material to our target audiences
- An effective and active partner and collaborator with other agencies on areas of joint interest
- The provider of a supportive and stimulating environment for all staff and trustees of the Forum, based on trust, understanding and mutual respect which allows all to reach their full potential and deliver to the best of their ability
- An organisation that is managed in a responsible and ethical way to ensure best value for charitable funding
- At the hub of a network of organisations, as well as individual professionals and practitioners, in the health, academic and other fields who are committed to sharing and developing their expertise to improve men's health.

In order to meet our stated goal of becoming the Centre of Excellence, we adopted three broad strategic objectives:

- To mainstream men's health in the strategic/policy and thinking/planning of government, PCTs and national charities
- To equip relevant, cross-sector providers to enable them to engage effectively with men
- To build and consolidate the organisational integrity of the Forum to ensure the ability to deliver and sustainability to grow and develop.

As well as these overarching activities, we also decided during the strategic review that all our policy work would relate primarily to public health and primary care (nationally and locally), would aim to tackle the inequalities affecting men, and would focus on the following five key and specific areas of health policy:

- Cancer
- The workplace
- Physical activity
- Mental health
- Access to primary care.

Mainstreaming men's health in policy and practice

The development of health policy which routinely takes into account the needs of men and boys and proactively seeks to address male health inequalities remains a primary objective for the MHF.

Department of Health Strategic Partnership

Our ability to meet this objective increased significantly from April 2009 when the MHF, alongside a small number of other voluntary organisations, was appointed a Strategic Partner of the Department of Health (DH) for a period of three years. This was recognition of the importance the DH attached to MHF and to men's health as an issue and gave us easier access to officials and ministers. The MHF is now also invited to meetings of the Department's National Stakeholder Forum.

Our Strategic Partnership role required us to develop work with a wider range of voluntary organisations at the national, regional and local levels. We began to work collaboratively with the other Partners, including on a conference on men's health specifically for the voluntary sector in eastern England (April 2010), and we continued with the development in the London Borough of Greenwich of a model for engaging local voluntary organisations, as well as the statutory sector, in men's health. This led directly to the creation and launch of the Greenwich Men's Health Forum in May 2010.

Health Sector Consultation

The election of a new government in May 2010 was soon followed by proposed extensive changes in health policy and a series of consultations. The MHF responded quickly and allocated additional resources to compiling responses, holding a number of consultation events and canvassing the views of stakeholders using survey methods. In all of its consultation responses, the MHF emphasised the need for a focus on men's health within broader action to tackle health inequalities.

The MHF was also a member of a new Commission established by ACEVO (Association of Chief Executives of Voluntary Organisations) whose objective was to explore the third sector's potential role in public health in this country, and the steps that need to be taken to realise that potential with the aim of influencing the new government. The report, *The Organised Efforts of Society: The role of the voluntary sector in improving the health of the population*, was published in September 2010. The report included a case-study of MHF's work on men and chlamydia screening.

Men & Cancer

The new government's cancer strategy, *Improving Outcomes: A strategy for cancer* (January 2011), acknowledged the importance of tackling gender inequalities. Indeed, the Equality Impact Assessment specifically highlighted the excess burden of cancer carried by men. The Forum's work on increasing men's uptake on bowel cancer screening was specifically mentioned in the strategy document and the final report on this was submitted to the Department of Health and the other project funders in March 2011. In February 2011, the MHF was invited to discuss its bowel cancer work (and other issues) with the Cabinet Office Behavioural Insights Team. The MHF has also continued to contribute to the work of the National Cancer Equalities Initiative (NCEI) Implementation Advisory Board and the National Awareness and Early Diagnosis Initiative (NAEDI) Forum.

Men & Mental Health

The MHF published two major reports on men's mental health in 2010/11, both commissioned by the National Mental Health Development Unit. The first, *Untold Problems*, was a review of the essential issues in the mental health of men and boys. The second report, *Delivering Male*, was produced in collaboration with Mind and aimed to provide practitioners with guidance on how to work most effectively with men and boys. The new government's strategy on mental health, *No Health Without Mental Health: A cross-government mental health outcomes strategy for people of all ages* (February 2011), has a section on men that states 'Services should be sensitive to the ways in which men present mental health problems' and that references both MHF reports. The MHF was also invited to join the Ministerial Advisory Group on Mental Health Equalities.



National Men's Health Week



National Men's Health Week (NMHW) in June 2010 focused on improving men's physical activity levels. The MHF highlighted a number of significant gender differences in participation in physical activity and made recommendations for action in a policy report published during the Week. The launch event, held at West Ham FC, was attended by the health minister Anne Milton MP as well as several senior Department of Health officials. Over 30 organisations signed up as partners for the Week and well over 1,000 organisations registered an interest in involvement at the local level. The MHF worked closely with NHS Choices to launch the jointly-branded online Football Fan Fitness Challenge.

In November 2010, the MHF staged an expert symposium on men and physical activity in partnership with the Royal Society for Public Health.

Lobbying and Influencing

The MHF continued to have an active programme of engagement with MPs from all the major parties. The All Party Parliamentary Group on Men's Health, for which the MHF provides the secretariat, was reconstituted after the General Election. Lord Kamlesh Patel of Bradford replaced Dr Howard Stoute MP as chair of the Group. It met several times during the year and cancer and mental health were among the topics discussed. The MHF also worked with MPs to get issues raised through parliamentary questions and Early Day Motions.

A major MHF campaign, *Lives Too Short*, was launched at the All Party Group meeting in November 2010. A short report was published which unfolded into a poster illustrating some of the more serious problems in men's health, including the high rates of premature mortality. The aim of the campaign was to draw public, professional and political attention to these issues and several pieces of high-profile media were achieved, including an interview with the Chief Executive on BBC Breakfast TV.

Helping health providers to engage effectively with men

MHF continued to forge relationships and partnerships with a wide variety of stakeholders to provide information, advice and guidance as well as direct service provision to enable them to engage effectively with men. This was achieved through the development of project activity and the dissemination of project outcomes as well as through the delivery of existing services, including information provision and training/consultancy.

Health Information Services

The production of health information manuals remained an important resource for public health and other professionals as well as developing an important source of income for the MHF. In addition, they provide an effective and useful way to raise the organisation's profile and generate traffic to the malehealth.co.uk website.

Over 20 titles (new and reprints) were published during the year, including *Fit for Farming*, *Surviving Cancer*, *Lambeth Man* and *Coventry Man* and over 70,000 copies of *A Question of Health*, focusing on physical activity, were printed for NMHW in June 2010. This Change4Life branded booklet was well-received with almost 90% of the MHF's National Men's Health Week partner organisations rating it as 'excellent' or 'very good' with the same number saying they would recommend the resource to others. An evaluation of the *Yorkshire Man* 'mini manual', commissioned from Leeds Met University by the Department of Health, concluded that 'the design and content of the manual were generally well-received by the men who took part in the research.' *Fit for Farming* was 'Highly Commended' in the BMA's Patient Information Awards.

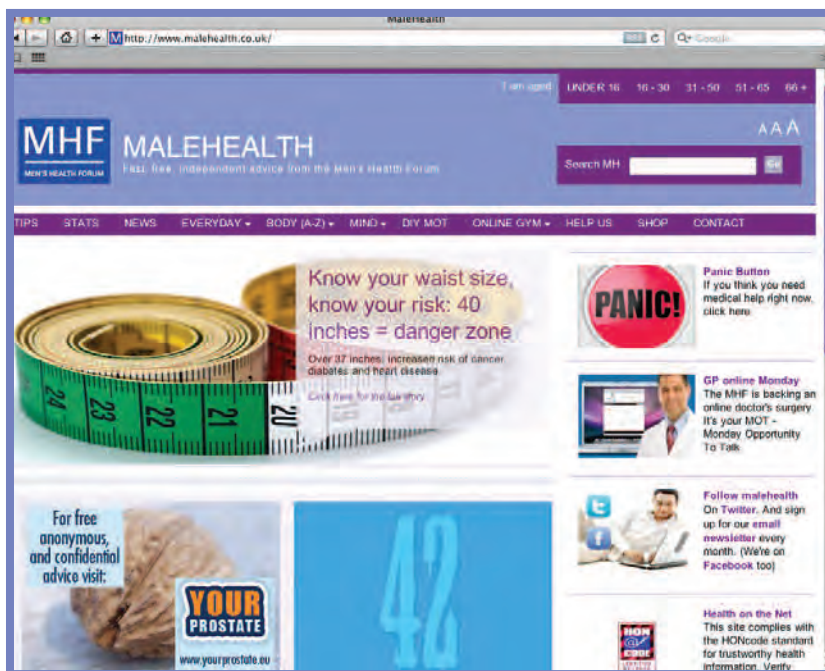


The MHF also published an entirely new health resource for male offenders, *First Time – A Guide for Prisoners By Prisoners* in partnership with HMP Risley, HMYOI Thorn Cross and Warrington PCT. After discussions with offenders, the focus of the publication was providing advice and coping strategies for men entering prison for the first time. The publication has been well-received and there are plans to make it available to men in other prison settings.

Recognising the uniqueness and value of the malehealth.co.uk website, the MHF continued to invest in its further development during the year. It remains very well used with over 1.5 million unique visits per year.

Health Information for Men Project

Work continued on the MHF's three-year Department of Health-funded project to produce the next generation of health information resources for men. Leeds Met University, working in partnership with The Hub social marketing agency, were commissioned to provide an evidence base of men's health information needs and reported during the year. Some of the emerging findings were presented to Department of Health officials at a specially-convened meeting. The Hub was also commissioned to design and produce the materials and the project is due to complete by March 2012.



1,500,000
unique visits to
malehealth.co.uk
in the past year

Training for health professionals

The Department of Health-funded project to develop the men's health skills and knowledge base of the NHS workforce was completed in September 2010. As part of this work, separate but complementary pilot training packages were delivered for managers and commissioners in NHS North West and for front-line public health staff (specifically, health trainers) in Skegness. The project was independently evaluated and will form the basis of the development of further training programmes for health professionals. The MHF ran a separate training event specifically for National Men's Health Week partners and some of the Strategic Partner organisations and also supported the delivery of men's health training by the Royal Society for Public Health.

Informing professional practice

The MHF held a national conference on men's health, jointly with Coventry City Council, at Warwick University on 1 October 2010. This was aimed primarily at senior managers, commissioners, policymakers and practitioners, primarily from the West Midlands region. The MHF once again very successfully ran its 'Man in the Dock' event at the conference with the Chief Executive of Coventry City Council taking the role of judge.

The MHF provided extensive information to health providers through a regular eBulletin and growing content on the menshealthforum.org.uk website. The organisation's news clippings service, available online with links via email and Twitter, continued to grow and provide a flow of information to organisations and individuals with an interest in men's health.

The MHF provided support to CASH (Consensus Action on Salt and Health) for its Salt Awareness Week 2011 which focused on men. A co-produced leaflet was launched during the Week and the MHF Chief Executive spoke at the CASH parliamentary reception.

During the first half of 2010, the MHF provided significant support to the European Men's Health Forum (EMHF) following the departure of its Director and then its administrative officer. This support was judged to be essential to the survival of an organisation considered strategically vital to the MHF and the profile of men's health work internationally. Dr Ian Banks, President of both MHF and EMHF, took a year-long sabbatical from October 2010 in order to focus on sustaining and developing the work of EMHF.

Developing organisational capacity and effectiveness

In order to achieve its primary goal of being a 'Centre of Excellence in Policy and Practice', the MHF must ensure that it is 'fit for purpose' and is able to deliver on its identified objectives. During the year, a number of key areas were identified which had to be addressed if the organisation is to be truly a 'Centre of Excellence'.

Organisational Development

The organisation's concern about heavy workloads of several staff prompted a far-reaching organisational review which was completed in late 2010.

Following a period of consultation with staff, the Board decided to create two teams within the Forum – Policy & Public Affairs and Business & Service Development. The aim was to create better alignment with the MHF's strategic objectives and to facilitate improved team-working. The creation of the new post of Head of Business and Service Development (to be appointed in 2011) will bring much-needed new expertise into the organisation, increasing capacity in this area, and strengthening the management team. It was also agreed to create the new post of Head of Policy and Public Affairs.



The appointment of the new post of Head of Policy and Public Affairs was postponed because of financial pressures in the final quarter of 2010/11 but it was decided to proceed with the recruitment of the Head of Business and Service Development and a new Administrative Assistant. The organisational review also decided to explore the greater use of volunteers.

Governance and ethics

Following a regular review of the Board's size, skills and succession issues, in 2009/10 the Board agreed to recruit four new trustees. This took place during 2010/11, although one of the recruits eventually decided not to take up the position. The remaining three trustees bring a wide range of new experience to the Board, especially from the fields of nursing, pharmacy, politics and occupational health. During the year, the trustee code of conduct and role descriptions were updated and work was begun on updating the organisation's governing document.

The new trustees bring a wide range of new experience... from nursing, pharmacy, politics and occupational health.

Operational Management

The MHF believes that its operational management practice should adhere to and reflect best practice in terms of the management of a third sector organisation and that senior management staff will be equipped to manage for excellence. While the organisation believes that current management practices are robust, there remains room for improvement and this will continue to be addressed in the coming year.

Quality Assurance

The MHF wants to ensure that its activities and services meet both internal and external good practice service standards including, where appropriate, achieving external accreditation. Wherever possible, the organisation will evaluate every aspect of its work, using independent external evaluators when funding permits. Work was begun to comply with the Department of Health's new Information Standard and it remains a longer-term objective to seek PQASSO (the Practical Quality Assurance System for Small Organisations) accreditation.

Wherever possible,
the organisation
will evaluate every
aspect of its work

Income generation and business development



In recent years, the MHF has sought to diversify its sources of income and to develop new income streams. However, the organisation has remained overly dependent on government grants and other income from the public sector, including for the purchase of our publications and NMHW partnerships. By late-2010, the reductions in public spending were causing significant difficulties and the MHF was obliged to take steps to contain its expenditure and urgently seek new sources of income including an extremely helpful grant from the Department of Health's Financial Assistance Fund.

Moves were made to more aggressively market health publications and a particular effort was undertaken to clear stock. A helpful level of income was also received from a new health awareness and fundraising key-ring we developed in partnership with Haynes for sale to the public in petrol stations, online and elsewhere. The Board identified new areas for business development and the appointment of a new Head of Business and Service Development will add capacity and improve performance and in this area.



The MHF was also delighted to accept MWC Media's invitation to become the charity partner for Blue September UK, a major awareness campaign around men and cancer to be launched in September 2011, in part because within 2-3 years it will create significant new opportunities for income generation from the corporate sector as well as individual members of the public

Financial Report & Summary Accounts

Summarised accounts for the year ended 31 March 2011

Statement from the Trustees

These summarised accounts are not statutory accounts but are extracted from the full annual financial statements approved by the Trustees on 8 September 2011. 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 to the Registrar of Companies.

A White, on behalf of the Trustee Board,
12 September 2011

Independent Auditors Statement to the Members of The Men's Health Forum

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

Respective responsibilities of Trustees and Auditors

The Trustees are responsible for preparing the summarised financial statements in accordance with applicable United Kingdom law and the recommendations of the Charities SORP.

Our responsibility is to report to you our opinion on the consistency of the summarised financial statements with the full annual financial statements and Trustees' Annual Report.

We also read the other information contained in the summarised Annual Report and consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the summarised financial statements.

We conducted our work in accordance with Bulletin 2008/3 issued by the Auditing Practices Board. Our report on the Company's full annual financial statements describes the basis of our opinion on those financial statements and on the Trustees' Annual Report.

Opinion

In our opinion these summarised financial statements are consistent with the full annual financial statements and the Trustees' Annual Report of The Men's Health Forum for the year ended 31 March 2011. We have not considered the effects of any events between the date on which we signed our report on the full annual financial statements on 8 September 2011 and the date of this statement.

**Mr Anthony Lee Morris, FCCA (Senior Statutory Auditor) for and on behalf of
TM Accountants Limited, Registered Auditors, Chartered Certified Accountants.**

12 September 2011

A full list of major supporters of the MHF can be found on our website - www.menshealthforum.org.uk

Statement of financial activities for the year ended March 31 2011

	Unrestricted Funds 2011 £	Restricted Funds 2011 £	Total 2010 £	Total 2011 £
INCOMING RESOURCES				
Incoming Resources from generated funds				
Voluntary Income	50,906	190,774	241,680	269,096
Investment Income	1,747	–	1,747	1,463
Incoming Resources from charitable activities				
Policy and research	12,500	23,965	36,465	114,656
Communication and awareness raising	115,895	198,064	313,959	551,861
Total Incoming Resources	181,048	412,803	593,851	937,076
RESOURCES EXPENDED				
Costs of Generating Funds				
Costs of Generating Voluntary Income	7,942	–	7,942	5,219
Charitable Activities				
Policy and research	9,543	263,655	273,198	276,692
Communication and awareness raising	151,949	286,638	438,587	513,503
Governance Costs	28,322	–	28,322	25,476
Total Resources Expended	197,756	550,293	748,049	820,890
NET INCOMING/(OUTGOING) RESOURCES before transfers				
	(16,708)	(137,490)	(154,198)	116,186
Gross transfers between funds				
	(10,232)	10,232	–	–
Net incoming/(outgoing) resources				
	(26,940)	(127,258)	(154,198)	£116,186
RECONCILIATION OF FUNDS				
Total funds brought forward	185,096	225,159	410,255	294,069
TOTAL FUNDS CARRIED FORWARD	158,156	97,901	256,057	410,255

Balance sheet as at March 31 2011

	Unrestricted Funds £	Restricted Funds £	2011 Total Funds £	2010 Total Funds £
FIXED ASSETS				
Tangible assets	5,169	–	5,169	8,208
CURRENT ASSETS				
Stocks	38,125	–	38,125	26,440
Debtors: amounts falling due within one year	40,472	–	40,472	210,050
Cash at bank	185,403	97,901	283,304	314,026
	264,000	97,901	361,901	550,516
CREDITORS				
Amounts falling due within one year	(111,013)	–	(111,013)	(148,469)
NET CURRENT ASSETS	152,987	97,901	250,888	402,047
TOTAL ASSETS LESS CURRENT LIABILITIES	158,156	97,901	256,057	410,255
NET ASSETS	158,156	97,901	256,057	410,255
FUNDS				
Unrestricted funds			158,156	185,096
Restricted funds			97,901	225,159
TOTAL FUNDS			£256,057	£410,255

Who's Who at the MHF (2010-11)

Board of Trustees

Professor Alan White, Chair
Gopa Mitra, Deputy Chair
John Larkin, Deputy Chair & Treasurer
Lily Abedipour
Paul Bradley-Cong
Jane DeVille-Almond (to February 2010)
Sandra Gidley (from September 2010)
David Hudson
Frank Keating
Gillian Nineham
Sara Richards (from September 2010)
Su Wang (from September 2010)

Staff

Peter Baker, Chief Executive
Dr Ian Banks, President
Caroline Dyer, Finance Officer
Aine Duggan, Strategic Partnership Project Officer
Patrick Kilim, Office Manager (to January 2011)
Kristin McCarthy, Business Development Manager
Matthew Maycock, Business Development Manager
Colin Penning, External Affairs Officer
Alana Premchand, Administrative Officer
Stephen Sibbald, Director of Operations
David Wilkins, Policy Officer

Other Contacts

Jim Pollard, Websites Editor
Mustafa Ibrahim, Volunteer
John Pritchard, Volunteer (to September 2010)



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