

MIND YOUR SELF

MEN'S HEALTH MATTERS

Hello everyone,

Men's Health Week is fast approaching and BBC Northern Ireland, in association with the Men's Health Forum in Ireland, is planning to deliver a 'MIND YOUR SELF' campaign from 12th June to 18th June. The campaign message is simple - 'MIND YOUR SELF, Men's Health Matters.' There are opportunities for interviews and packages on BBCNI TV, Radio Ulster and Radio Foyle. We have three slots available for BBC Bus visits during the week and there will be a custom-built BBC Northern Ireland Men's Health Site at:

www.bbc.co.uk/ni/mindyourself

We can't deliver this campaign without the help of specialised organisations like yours and, as such, I am writing to ask for your support in the following ways;

- We are hoping to have a range of interviews and packages on air dealing with a variety of Men's Health topics. If you think that someone in your organisation has a story about any men's health topic, please get in touch with me. (Please note that while I will do my best to get the best of these stories air-time, the final decision rests with the programme producer.) Also, if you have any interesting statistics or facts about Men's Health I would like to hear them.
- We are also looking for Real Stories from Northern Irish men about their health experiences for publication on our website - again, if your organisation would like to be included, please forward me any 'Real Stories' that you might have.
- The BBC Men's Health Site will be pointing the local audience to local services and, so, we would like to link to as many local men's health organisations as possible. The link to your organisation will remain on the BBC Men's Health site indefinitely. Please forward me your organisation's website address and a two-line description of what it does. We would appreciate it if you could put something on your website about the MIND YOUR SELF campaign and provide a link back to the BBC site for a minimum of the duration of the MIND YOUR SELF campaign.
- We would like to try to promote any outreach activities you will be delivering during Men's Health Week and, as part of the website, we will have an events diary. Therefore, if you have a Men's Health event happening between 8th June and the 18th June, please let me know and we will include it on the website. We may be able to provide some campaign merchandising in the form of stress balls and z-cards for distribution to the public at these events. Please contact me for more details.
- Similarly, BBC Northern Ireland is looking for organisations to co-host events with during that week and, if you would like to be considered, please contact me as soon as possible with what you have in mind and how BBC Northern Ireland could help. There are three slots available for the BBC Bus to attend an event. Please contact me as soon as possible if you would like to be considered for a Bus visit.

Please contact Martina Chapman at martina.chapman@bbc.co.uk for more information.